



# ENLIGHTEN FESTIVAL

## Curated Food Experience Expression of Interest (EOI) Information Pack

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ENLIGHTEN FESTIVAL 2024





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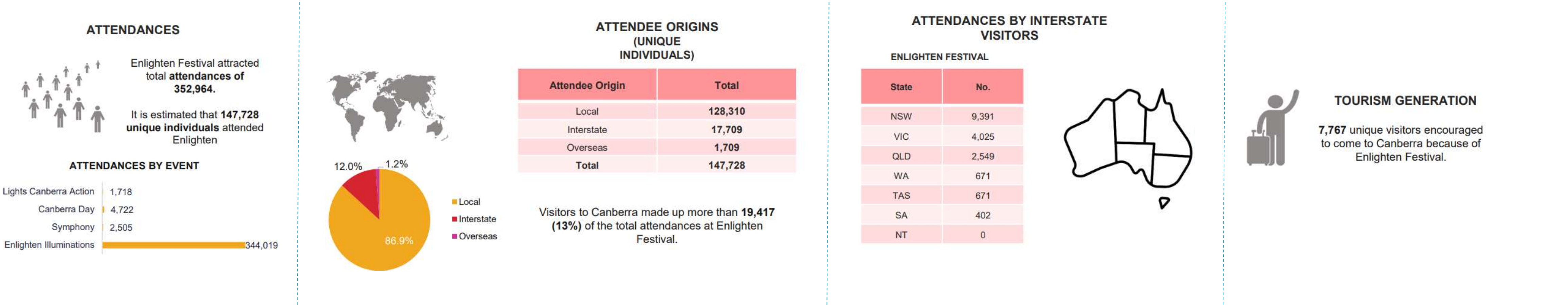


# WELCOME TO THE ENLIGHTEN FESTIVAL

Canberra’s largest multi event festival, [Enlighten Festival 2024](#) will shine bright with culture and creativity to bring together the best autumn events between 1 March to 17 March 2024.

Held over a total of 17 days, the Enlighten Festival umbrellas Canberra’s leading autumn events: the [Enlighten Illuminations](#), [After Dark](#), [Lights! Canberra! Action](#), the [Canberra Balloon Spectacular](#), [Symphony in the Park](#), and [Canberra Day](#).

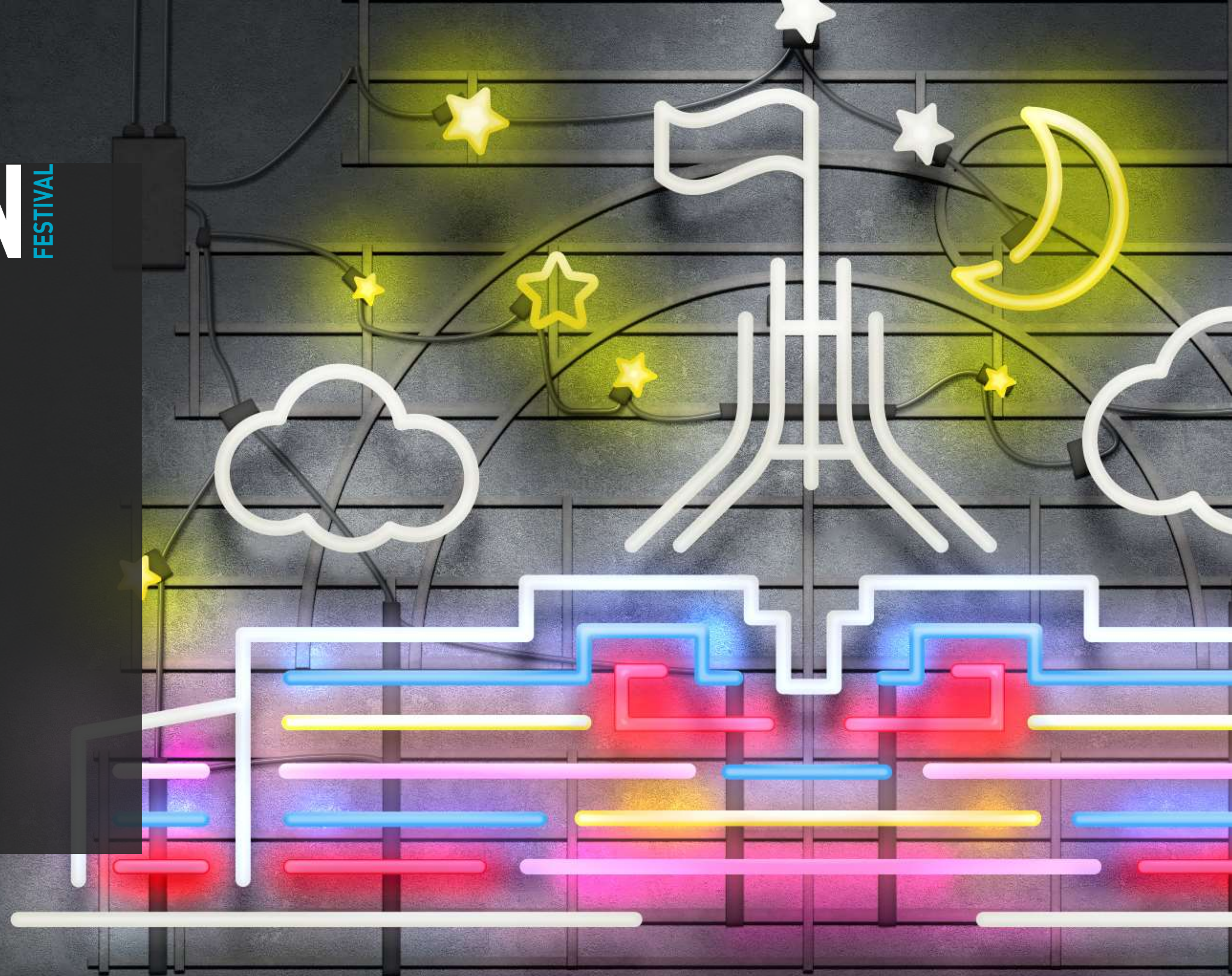
The festival has evolved a great deal over the last decade and goes from strength to strength for its visitors. Since 2019, the Enlighten Festival has entertained over a million visitors. In 2023, Enlighten attracted over 352, 964 attendees and generated 4.59 million dollars in revenue for the ACT economy.





**ENLIGHTEN** FESTIVAL

OPPORTUNITIES





# ENLIGHTEN ILLUMINATIONS

## CURATED FOOD EXPERIENCE

Following on from the success of the Night Noodle Markets at Enlighten in previous years, **Events ACT** are looking for a curator to design and manage a total food experience during Enlighten 2024. The curator will manage a food precinct that will operate alongside the Festival Hub in John Dunmore Lang (inclusive of the Bentspoke Beer and Wine Garden), which is managed separately by Events ACT. Through this additional curated food experience, Events ACT are aiming to provide diverse and exciting food options to Enlighten attendees.

As well as curating the food and beverage offerings, the curator will be responsible for theming and styling the area, to help create a festival atmosphere for patrons. The curator will also manage the infrastructure and operational service delivery of the precinct, with the option to utilise Events ACT service providers, at cost.

## Opportunity 1

A food experience located on [West Lawns during the Enlighten Illuminations](#) and the curator will be responsible for the development and delivery of the total food event including:

- Sourcing, engaging, managing all food vendors for the precinct
- Sourcing, engaging, managing all event operational services (i.e., electrical, marquee/infill, toilets, security, waste and cleaning, first aid, AV)
- Site design and theming
- Sourcing and managing any artists, performances, or entertainment for the precinct
- Managing the whole experience

The curator will engage a variety of food and beverage vendors to enhance the overall food experience at Enlighten Illuminations. Trading hours would run from 5.30pm to 11pm each night of operation. We are only seeking proposals for trading for the full duration of the event, from Friday 1 March to Monday 11 March, 2024.

The successful applicant will work closely with Events ACT to ensure the experience is incorporated in the wider Enlighten Festival and land approval process but ultimately the curator would be responsible for the creation and delivery of the venue.

If you would like to discuss this exciting opportunity, please reach out to Petra McNeilly Rutledge [petra.mcneillyrutledge@act.gov.au](mailto:petra.mcneillyrutledge@act.gov.au)

# Symphony in the Park and Canberra Day

## CURATED FOOD EXPERIENCE

### Opportunity 2

The curator will engage a variety of food and beverage vendors for Symphony in the Park and Canberra Day celebrations for the period Sunday 10 to Monday 11 March 2024. Exact timings to be confirmed. The curator will be responsible for sourcing all food and beverage to service these events.

Since these events are a celebration of Canberra, the food offering should heavily feature local hospitality operators and producers.

As well as curating the food and beverage offerings, the curator will be responsible for theming and styling the area, to help create a festival atmosphere for patrons. The curator will also manage the infrastructure and operational service delivery of the precinct, with the option to utilise Events ACT service providers, at cost.

A food experience located in [Commonwealth Park](#) with the curator responsible for the development and delivery of the total food event including:

- Sourcing, engaging, managing all food vendors for the precinct
- Sourcing, engaging, managing all event operational services (i.e., electrical, marquee/infill, toilets, security, waste and cleaning, first aid, AV)
- Site design and theming
- Sourcing and managing any artists, performances, or entertainment for the precinct
- Managing the whole experience

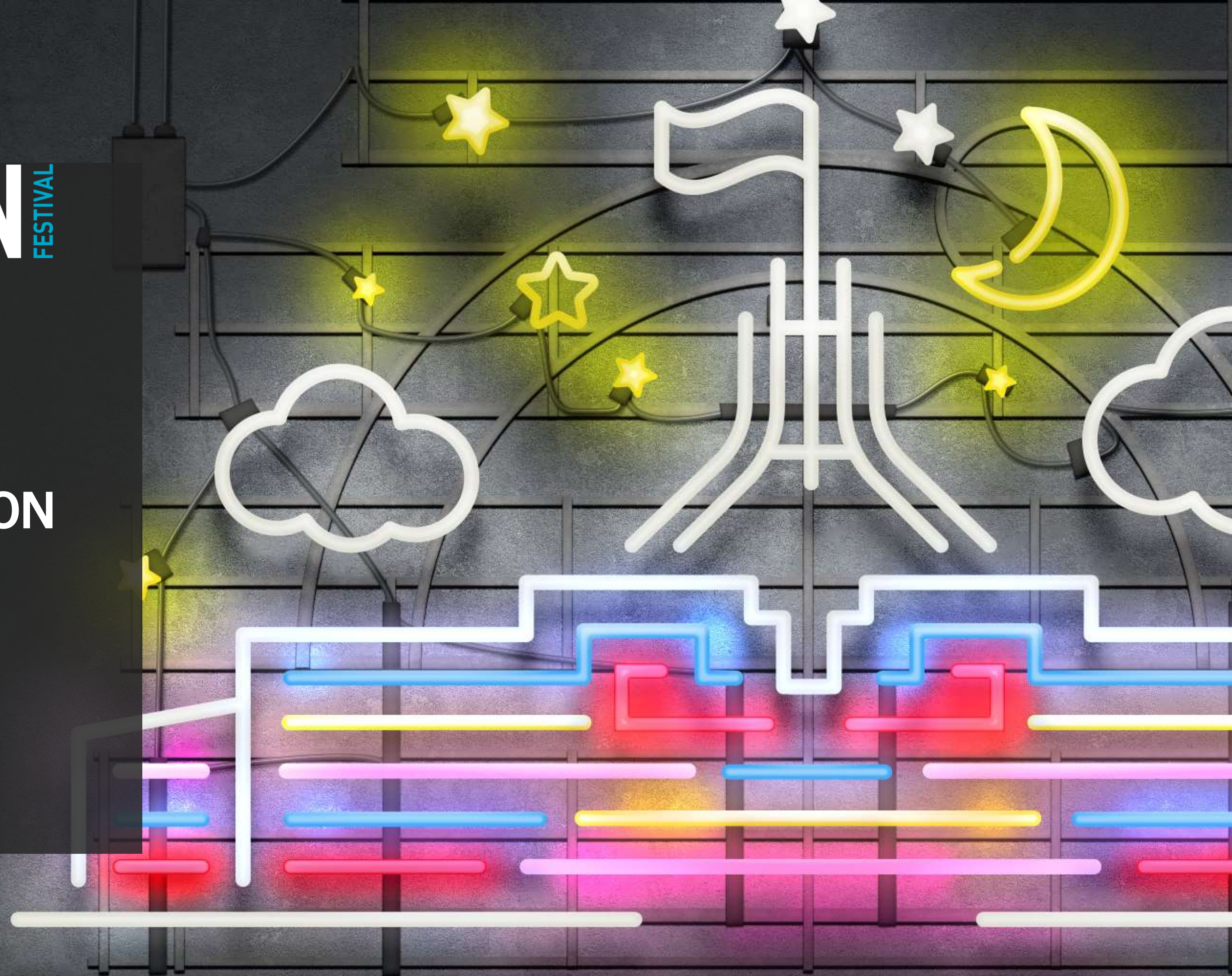
The successful applicant will work closely with Events ACT to ensure the experience is incorporated in the wider Enlighten Festival and land approval process but ultimately the curator would be responsible for the creation and delivery of the venue.

If you would like to discuss this exciting opportunity, please reach out to Petra McNeilly Rutledge [petra.mcneillyrutledge@act.gov.au](mailto:petra.mcneillyrutledge@act.gov.au)



# ENLIGHTEN FESTIVAL

EVENT INFORMATION





# ENLIGHTEN ILLUMINATIONS

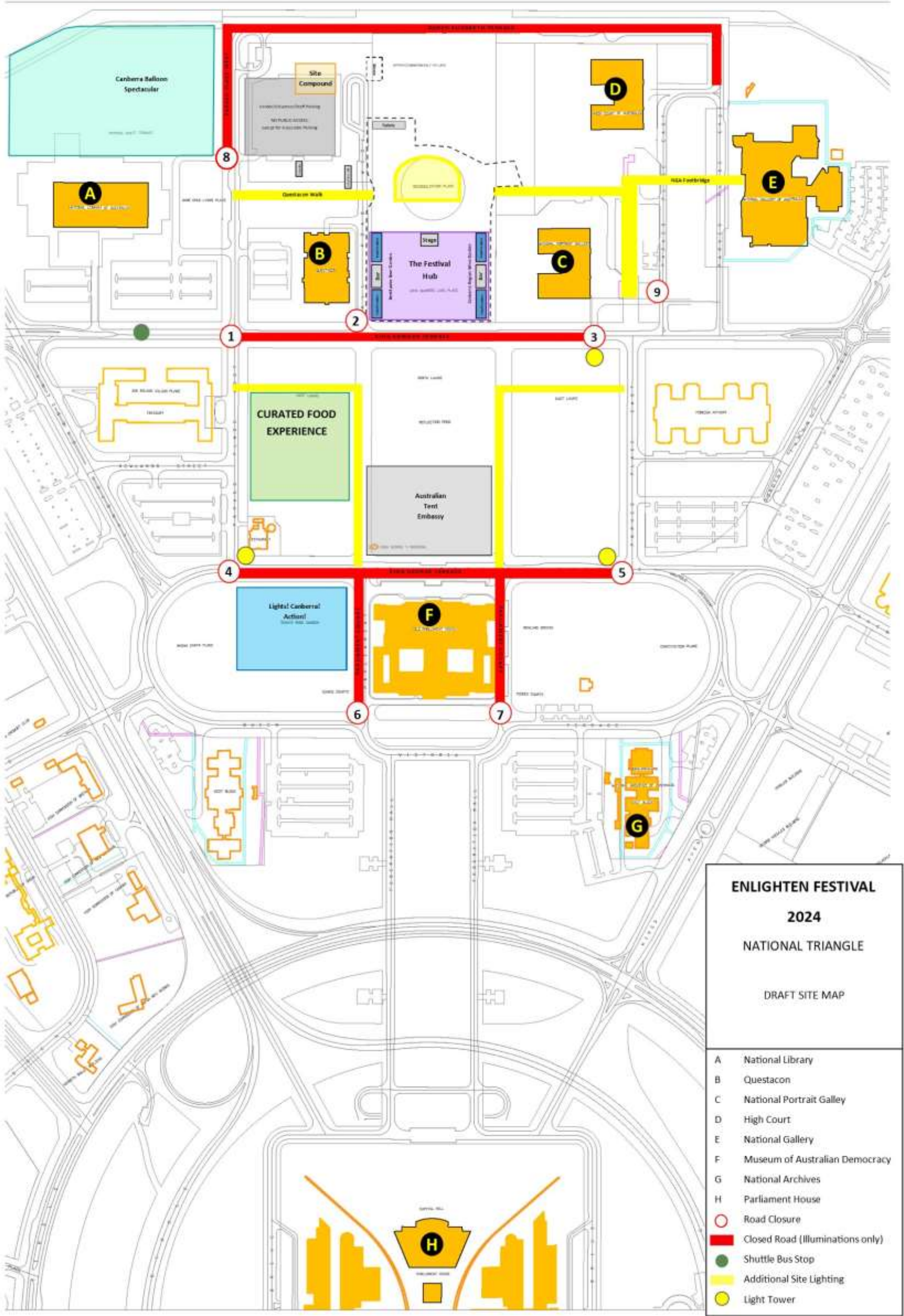
## ABOUT THE EVENT

Held over 11 nights from Friday 1 – Monday 11 March, Held over 11 nights from Friday 1 – Monday 11 March, Enlighten Illuminations will light up the National Cultural Institutions in a stunning display of light, sound and movement, with projections on some of Canberra’s iconic. The Enlighten Illuminations hub is a central meeting place for festival goers, and features light installations, a stage with live music acts, and illuminated roving performers.

## EVENT SUMMARY

Location	National Triangle
Date	Friday 1 March – Monday 11 March 2024
Days required for trade	11
Trading period	5:30pm – 11:00pm
Forecasted Attendance	4,000 to 30,000 per night

The Site Map shown is indicative only and is subject to change.





# SYMPHONY IN THE PARK

## ABOUT THE EVENT

Canberra Symphony Orchestra perform under the stars at Stage 88 in Commonwealth Park. The orchestra take the stage to perform music by and with a popular guest artist. The event attracts around 12,000 visitors and appeals to all ages.

## EVENT SUMMARY

Location	Stage 88, Commonwealth Park
Date	Sunday 10 March 2024
Days required for trade	1
Trading period	6:00pm – 10:00pm
Forecasted Attendance	12,000



# CANBERRA DAY

## ABOUT THE EVENT

Canberra Day @ Enlighten Festival brings Commonwealth Park to life with something for the whole family. Celebrate the city’s birthday as people come together to enjoy fabulous food, beverages, live music, entertainment, and featuring the organisations and people that make our city unique. The event attracts around 8,000 visitors across the day and appeals to all ages.

## EVENT SUMMARY

Location	Commonwealth Park
Date	Monday 11 March 2024
Days required for trade	1
Trading period	TBC
Forecasted Attendance	8,000





The background of the entire image is a dark, textured wall with several neon signs. On the left, there is a large blue cloud sign and a smaller yellow cloud sign below it. In the center, there is a large pink hot air balloon sign. To its right is a small blue cloud sign. On the far right, the top of another pink hot air balloon sign is visible. A semi-transparent dark grey rectangle is overlaid on the right side of the image, containing the text 'ENLIGHTEN FESTIVAL' and 'TRADER GUIDELINES'.

**ENLIGHTEN** FESTIVAL

**TRADER GUIDELINES**

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# TRADING GUIDELINES

Events ACT is committed to delivering high quality events and we expect a high standard of presentation, product and service from anyone trading on the Enlighten event site, including those directly engaged by Events ACT or through a third party.

## TRADING RESPONSIBILITIES

- Only approved products may be sold from the stall.
- Events ACT reserves the right to prohibit or restrict goods sold/displayed on site.
- Business sharing and/or subletting is strictly prohibited.
- Unauthorised use of the Event name and logo is prohibited.
- Vendors must bring enough stock to trade for the duration of the event.
- Please be aware that Events ACT does NOT offer vendors exclusivity on products.
- Vendors are responsible for the disposal of rubbish left onsite including but not limited to pallets, food scraps, bread and milk crates, leftover food packaging, cooking oil and grey water.
- Additional cleaning charges may apply pending the outcome of your final inspection.
- Vendors are liable for any site damage within the event site including damage to grass or ground and charges may apply.

## STALL EXPECTATIONS

- Vendors must operate within their allocated footprint.
- Stalls must be kept tidy at all times, both front and back of house.
- Vendors must not erect any extra structures on site, without prior approval from Events ACT.
- Vendors are not permitted to display or erect any signage, banners or decorative items outside or on the exterior of their marquee or trading site unless approved.
- Securing your stall and belongings are your responsibility.
- Cash or valuables should not be to be left onsite overnight.

## SAFETY

- Vendors and their staff must follow any directions provided by event staff or security in the event of an emergency.
- Comply with all WHS and safety requirements for the event.
- All pedestrian pathways and roads must be kept clear.
- Comply with event rules and safety requirements for vehicle access to the event site.

## CONDUCT

- Professional and respectful conduct is expected at all times.
- Events ACT has the final say on all matters relating to vendors, and vendors must adhere to all event terms and conditions.



# ENVIRONMENT & SUSTAINABILITY

Events ACT is committed to reducing the environmental footprint of our events, and all vendors are asked to support this initiative.

- All packaging/serving material provided to the public must be made from compostable, organic, biodegradable material (e.g. cardboard, paper).
- Vendors will be required to provide details of all packaging intended to be provided to the public at the event or samples if requested to the ACT Government/its contractors at least one-month prior to the event. The ACT Govt reserves the right to request a vendor changes packaging if it is found to be unsuitable for post-processing by our waste contractors.
- Vendors found to be serving items in breach of these requirements will not be allowed to trade until suitable items can be provided.

## BANNED ITEMS

- Single use plastics including straws and cutlery.
- Glass including drinks sold in glass bottles.
- Polystyrene or plastics bags.
- Merchandise.
- Flyers/promotional material hand-outs.
- Any items considering illegal or dangerous.
- No alcohol is permitted at Vendor stalls.
- Spruiking and microphones are not permitted.
- Raffles and/or fundraising is not permitted; competitions are permitted.



# HEALTH AND SAFETY

Events ACT is committed to protecting the health and safety of everyone at the event and the wider Canberra community by complying with all ACT Health restrictions and guidelines.

## WORK HEALTH AND SAFETY

- While on site, all vendors and their workers must comply with the [Work Health & Safety Act 2011](#) and the [Fair Work Act 2009](#).
- All food and beverage vendors must comply with all relevant legislations, regulations and standards including the [Food Act 2001](#), [Food Regulation 2002](#) and [Australia New Zealand Food Standards Code](#).
- All food vendors must appoint a Food Safety Supervisor who has completed at a minimum, ACT Health's free online [I'm Alert food safety training](#).
- Food stalls using deep fryers must have a current tagged and tested Dry Chemical Powder extinguisher.
- Portable butane 'lunchbox' style cookers are banned due to safety risks.
- Gas cylinders must have a current safety tag and be installed correctly.
- Vendors must complete and adhere to the Vendor WHS Checklist and provide all requested documentation prior to the event.
- Vendors must keep copies of material safety data sheets for chemicals they use.
- All leads and cables must be tested and tagged by competent person to a standard defined by [AS/NZS 3760:2010 Testing of Electrical Equipment](#).
- All fire safety equipment must be [AS/NZS 1841.5](#) certified and approved, and have current inspection tags and is the responsibility of the vendor to provide.
- To ensure temporary structures at the event comply with the relevant safety standards, any marquee structure needs to be erected by a reputable supplier. Vendors are not permitted to bring their own marquee.





**ENLIGHTEN** FESTIVAL

**APPLICATION AND  
SELECTION PROCESS**

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# SELECTION CRITERIA

Applications will be assessed on the following criteria as well as the overall strategic fit to the event vision. This assessment also includes balance and diversity of vendors and the long term best interest for the event's sustainability and audience appeal. [An application is not a guarantee of acceptance](#). Fair and equal consideration is given to all applicants, regardless of previous involvement in the event or similar events. Decisions regarding application approvals are at the discretion of Events ACT.

Each criteria will be given equal weighting and marked against a score of 1 to 4. 1 being not demonstrated, 2 being partially meets expectations, 3 being meets expectations, and 4 being exceeds expectations. Selection will not be made on score alone, as other considerations may be factored as outlined above.

1

## EXPERIENCE OFFERING

Our expectation: we are seeking someone who can deliver a festival experience that creates a sense of awe and excitement. What is the experience you are able to offer? What theming will you have? How are you able to make the experience an event of its own. Will you provide any form of entertainment? Please provide details.

2

## CAPACITY TO TRADE AT A LARGE SCALE EVENT

Our expectation: demonstrated experience in providing efficient, high-volume output of products to large audiences at outdoor events.

3

## LOCAL ECONOMIC BENEFIT

Our expectation: Canberra Region organisations and businesses will be given preference to support the local industry, however, interstate vendors will still be seriously considered in the interest of creating a wide range of quality options, particularly if they incorporate local products and services in their offering.

4

## MENU / CUISINE VARIETY

Our expectation: we aim to offer our visitors food that is fresh, original, high quality and diverse. Variety is an important consideration.

5

## SUSTAINABILITY

Our expectation: a commitment to sustainable practices and reducing the environmental footprint of the event. Single use plastics are not allowed, and disposal of waste must meet required standards.

6

## COMMERCIAL OFFER

Our expectation: Enlighten provides a significant commercial opportunity for potential partners. Events ACT is open to various commercial models for a potential partnership, including, but not limited to a direct financial investment to Events ACT in return, or value in-kind, through marketing and promotion. Any proposal considered will need to demonstrate value for money for the Territory.



# HOW TO APPLY

## YOUR PROPOSAL SHOULD INCLUDE THE FOLLOWING

### Company Profile

- ☐ Tell us about who you are, your brand, achievements, experience and other events you have delivered.
- ☐ Any photos or images to help us understand the look or feel of your events and what you are proposing for the Enlighten experience.

### Your Proposal for Enlighten 2024

Your proposal should consider the selection criteria and address the following:

- ☐ What is the food experience you are proposing to offer?
- ☐ What is your experience delivering large scale events?
- ☐ How will you bring benefit to the local Canberra economy?
- ☐ How will you ensure the Enlighten audience has a wide variety of high-quality, diverse, and interesting menu items available to them?
- ☐ What will you do to help create a more environmentally sustainable event?
- ☐ What is the commercial model that you are proposing?

Please email your proposal to [petra.mcneillyrutledge@act.gov.au](mailto:petra.mcneillyrutledge@act.gov.au) no later than 5pm on **Monday 22<sup>nd</sup> September, 2023**.



# TIPS FOR COMPLETING YOUR APPLICATION

## TIPS

- Answer all criteria completely and include all the information we ask for.
- Include quality pictures showing off your products and stall presentation.
- Provide links to your website or social media pages.

## PLEASE READ THE FOLLOWING BEFORE SUBMITTING YOUR APPLICATION:

- Submitting an application does not guarantee you will be accepted.
- Past commercial partners are not guaranteed acceptance.
- Events ACT has contractual arrangements with sponsors and suppliers that means the sale of some products by vendors may not be possible.
- Please be aware that even though you provide us with a list of products you wish to sell that sometimes not all of these products will be accepted or permitted. Decisions on approved products/s and price points on which you will be permitted to sell will be made by Events ACT and will be final.
- Please be aware that Events ACT does not offer vendors exclusivity on products.
- Incomplete applications may not be accepted or assessed.





KEY DATES



Applications open  
Friday 25 August



Applications close  
Friday 22 September



Offers sent out  
No later than  
Monday 16  
October



Offer acceptance  
deadline  
Friday 27 October

	Bump-In	Event	Bump-Out
Enlighten Illuminations	27-29 February 2024 (TBC)	1 – 11 March 2024	12 March 2024 (TBC)
Symphony in the Park	9 March 2024 (TBC)	10 March 2024	12 March 2024 (TBC)
Canberra Day	9 March 2024 (TBC)	11 March 2024	12 March 2024 (TBC)





# ENLIGHTEN FESTIVAL

## Thank you

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We look forward to receiving your application.

If you have any questions or require any assistance please  
contact Events ACT at [event.vendors@act.gov.au](mailto:event.vendors@act.gov.au)



[event.vendors@act.gov.au](mailto:event.vendors@act.gov.au)



[enlightencanberra.com](http://enlightencanberra.com)