

# THE MAKERS FESTIVAL

SUNDAY 2 DECEMBER 2018, 2-7PM

KINGSTON CITY HALL CAR PARK AND ARTS PRECINCT SURROUNDS  
979-985 NEPEAN HWY, MOORABBIN, 3189

## FREQUENTLY ASKED QUESTIONS

### **Am I eligible to apply for a stall at Kingston Arts Makers Festival?**

Kingston Arts' Makers Festival is an art and craft market that showcases the work of independent makers from across Melbourne. The Makers Festival features emerging and established makers. You can sell art, craft, design, fashion, homewares, pre-packaged food, beverages and skin products, and much more! Products must be of a handmade nature or independently designed by the stallholder. Please refer to the Selection Criteria and Terms and Conditions for further details on what items will and will not be accepted.

**Please note:** Food trucks and performers are not eligible to submit a stallholder application. Food truck and performer's participation is strictly by invitation.

### **I was a stallholder at a previous Makers Festival. Can I apply again?**

YES. However if you're a return stallholder, Kingston Arts needs to see that your work has progressed since participating in any past events. Show us that you are offering new products or have developed your designs so that the Festival stays fresh, new and exciting for our returning customers. All applications are selected on a competitive basis by a new Committee each year. Previous selection at a Kingston Makers Festival is not a criteria for selection.

### **How do I apply for a stall?**

You can apply for a stall online via the Kingston Arts website: [www.kingstonarts.com.au](http://www.kingstonarts.com.au)

### **What do I need to provide with my application?**

You will need to submit at least three images of your products (six for shared stalls) that you plan to sell at the festival, as well as a description of these items, the number of products for sale, and their price range.

### **Can I share a stall with another artist?**

YES. You are allowed to share a stall with another person or your group. Shared stalls can be applied for using one application form. The applicant should supply details of each designer's name and examples of their products. Please note: In this instance, Kingston Arts will assess the application as a whole, and will either approve or not approve the shared application as a whole. Please refer to the Terms and Conditions.

### **When do applications open and close?**

Applications will open on **Monday 4 June** and will close on **Monday 10 September 2018**.

### **Can I change my application once it's submitted?**

NO. Once your application has been submitted, no alterations can be made.

### **How much will it cost to have a stall?**

The stallholder fee ranges from \$50 – 90 depending on the size of your stall. However, an application does not guarantee you a spot! Kingston Arts will notify all candidates of the outcome of their application by the end of September. Kingston Arts does NOT take a commission from sales.

Please note: Kingston Arts requires the credit card details of all successful applicants. If you cancel within 14 days of the Market date, fail to show up on the day, do not stay for the duration of the Market, or damage any of the fixtures on site, Kingston Arts reserves the right to charge a cancellation or damage fee of \$100. Credit card details will not be stored beyond the event. Please refer to the Terms and Conditions.

### **What will Kingston Arts provide stallholders?**

Stallholders will receive:

- An extensive marketing communications campaign in the lead up to the event
- Public liability insurance (except for those selling consumables, skin products or children's toys)
- One of the four site-options:
  - \$50 site including one standard trestle table 1.8m in length and two chairs
  - \$70 site (corner or non-corner set up) including one trestle table at 1.2m in length and two chairs
  - \$90 site including 2 standard trestle tables at 1.8m in length and 2 chairs

### **Do I need Public Liability Insurance?**

Your stallholder fee and allocation of your stall covers you for Public Liability Insurance whilst at the Market; however this does not apply if you are selling consumables, skin products or children's toys. Please refer to the Terms and Conditions for full details.

### **Do I need an ABN?**

NO. Stallholders are not required to have an ABN.

### **When will I know if my application is successful?**

You will be notified by a Kingston Arts staff member on **Monday 24<sup>th</sup> of September**. All applicants will be notified by email as to the outcome of their application. Please note: The Makers Festival Selection Committee reserves the right to exercise its discretion in approving applications as the festival is a curated event. Their decision is final and no correspondence will be entered in to. Please refer to the Terms and Conditions.

### **If my application is successful, what do I need to provide?**

You will need to provide:

- Your credit card details in order to pay the stallholder fee;
- Proof of Public Liability Insurance if you are selling consumables, skin products or children's toys (please refer to the Terms and Conditions for full details);

- Proof of approval of your Statement of Trade via Streatrader if you are selling consumables (please refer to the Terms and Conditions for full details);
- A link to your website, blog, Facebook or Instagram page; and,
- A high resolution image (JPEG format, 300dpi) of a product that promotes your stall, as well as a business logo if you have one;

You will also need to let Kingston Arts know if you will be bringing a clothes rack or any other large items to display your work to the Festival.

### **When is the Makers Festival?**

Sunday 2 December 2-7pm

### **Where is the Makers Festival? What if it rains?**

The central marketplace is located in the undercover car park at the Kingston City Hall, 979 Nepean Highway (cnr South Road and Nepean Hwy) and is a protected all-weather event.

### **How many people visit the Makers Market?**

The numbers fluctuate depending on a variety of factors. We have had as many as 5,000 attend in the past. However, crowds are usually between 2,500-3,000 people.

### **How will the Makers Festival be promoted?**

Kingston Arts will list all successful stallholders on the Kingston Arts website with a link to each stallholder's website, blog, Facebook or Instagram page.

Kingston Arts will also undertake an extensive marketing and communications campaign in the months leading up to the event including: posters and flyers, presence on the Kingston City Council and Kingston Arts' websites, coverage in Kingston Arts' *Artscape* publication, Kingston City Council's *Kingston Your City* journal and Leader Newspapers, real estate boards, railway boards, social media campaigns, and much more!

Signage is used in the week leading up to the Festival and on the day, to advertise the event to the 115,000 commuters that travel on the Nepean Highway each day.

### **How can I promote my stall?**

- If you're on Facebook, invite all of your friends to the official Makers Festival event found on the Kingston Arts Facebook page.
- Post on your website, blog, Facebook or Instagram letting your followers know that you'll be at the market! Tell people what you'll be selling, include event details, market features (like food and music) and be sure to link back to the Kingston Arts website, Facebook or Instagram page too.
- Add the official Makers Festival logo to your website, blog, Facebook or Instagram, mentioning your involvement and encouraging your followers to come along and join in the fun. For the greatest possible reach, use our official hashtag **#themakersfestivalkingston**

### **Can I cancel my stall?**

If you would like to cancel your stall, you must provide at least 14 days' notice prior to the Festival date. If you cancel within 14 days of the market, fail to show up on the day, do not stay for the duration of the Festival, or damage any of the fixtures on site, Kingston Arts will charge a cancellation or damage fee of \$100. Please refer to the Terms and Conditions.

### **How are stallholder sites allocated?**

Kingston Arts will determine stallholder site allocations. The Festival is a curated event and all stallholder site allocations are final and non-negotiable. Please refer to the Terms and Conditions.

### **What do I need to bring?**

We encourage you to bring the following items to the Festival:

- Display materials including table covering and clothes racks (if you are bringing a clothes rack, please let Kingston Arts know);
- Promotional materials including business cards and means of contact;
- Packaging and if applicable, carry bags for customers to take their products home in;
- A change float to suit your product pricing and suitable means to secure cash and/or order forms. There is no facility to change cash at the Market; and/or
- A battery operated EFTPOS machine.

### **When can I set up and pack up?**

Stallholder set up times will be staggered from 11am-1pm on Sunday 2 December 2018. You must set up during the time allocated to you. Failure to do so will forfeit your designated location within the Market place. Please refer to the Terms and Conditions. Further details will be provided upon confirmation of your successful application two weeks prior to the event. Festival pack up begins once the site has been cleared of the general public and is deemed safe after 8pm.

### **Can I have access to power?**

NO. Stallholders do not have access to power.

### **Are there credit card or EFTPOS facilities at the Festival?**

NO. There are ATMs directly across Nepean Highway only a couple of minutes' walk from the Festival. Please ensure you have your own supply of change. You are welcome to provide your own battery operated EFTPOS machines and mobile PayPal transfers facilities.

### **What if I need to take a break from my stall?**

Kingston Arts cannot provide staff or security to monitor unattended stalls. You are required to make your own arrangements. Please refer to the Terms and Conditions.

### **Am I expected to stay for the whole Festival?**

YES. Stallholders are required to stay for the duration of the Festival. You will be advised by Kingston Arts staff when you can commence packing up. This will be once the site is cleared of the general public and is deemed safe. Those that leave early will be penalised. Please refer to the Terms and Conditions for full details.

### **Will there be food and drinks available?**

YES. There will be a range of gourmet food and drinks available for purchase on the day.

### On the Festival Day

Should you have any questions or require assistance on the day, please liaise with the venue's Event Supervisors, or staff at the Kingston City Hall Box Office. They are available to assist with any concerns during the course of and at the conclusion/pack up of the Festival.

Call: 9556 4440

### Where can I park?

Please see below parking map.



Ample night-long parking is available around the City Hall, see map below for details.  
**Please note parking at the venue is not available on the night.**

