



SUNDAY 15 APRIL 2012

AT CAPE JAFFA WINES

LIMESTONE COAST ROAD, MOUNT BENSON

Stallholder Registration

Cape Jaffa Wines welcomes your registration for our inaugural Market Day, Sunday April 15th 2012 to be held at the Cape Jaffa Wines Cellar Door.

This event is being held in conjunction with the A+ Australian Wine Celebration which runs over a two week period from 12th – 29th April. This is a national celebration designed to celebrate the people and places that make great Australian wines. Wine Australia is supporting all registered events by providing assistance with marketing and communications through a designated apluswines.com website along with social media campaigning. Our event is registered on their website and the celebration is receiving national print and television media coverage.

The Cape Jaffa Wines cellar door is a stunning location for a market event with the market site offering views of the Mount Benson hinterland and surrounding vineyards. Market Day is designed to be a relaxed, picnic style affair where visitors are encouraged to explore the surrounds, relax on the cellar door verandah or bring a picnic rug for lunch among the vines.

In addition to perusing the market stalls, visitors can enjoy wine tasting at the cellar door, home grown lamb on the spit, petanque and a 'biodynamic insights' winery tour at 3pm.

By offering activities in addition to the market we hope to attract a bigger crowd & make the market a success for all stallholders. Visitors should stay for the duration of the market which also increases the spend potential.

The market site is the cellar door carpark (outside) and stallholders would therefore be required to bring shade/cover from the elements. In the event of bad weather (thunderstorms/rain) the market will be relocated to the barrel hall.

Cape Jaffa Wines is a fully certified biodynamic vineyard, passionate about supporting local producers. We look forward to welcoming you to our winery & appreciate your support in this, our first Market Day.

Regards

Kate Napper- Market Manager



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GENERAL GUIDELINES

- ★ Stallholders to demonstrate a positive approach, offering tastings and samples where possible.
- ★ All goods and products sold or exhibited on the day should be of high quality and presentation.
- ★ Sites measure 3m x 3m (standard) with larger sites available by negotiation only.
- ★ Advertising and promotion displayed by stallholders is only permitted within the stall holders own site.
- ★ Stallholders to provide all the equipment needed for their site and display. This includes items such as gazebos, tables, chairs, wet weather coverings, water buckets, tagged power leads etc.
- ★ Stallholder site access available from 9am with trade commencing from 11am until 2pm. Stall holders are permitted to close stalls and commence packing up no earlier than 2:15pm.
- ★ Each stallholder is responsible for clearing and cleaning their site area at the conclusion of the event.
- ★ The market site is the cellar door carpark (outside) unless otherwise advised.
- ★ All sites need to be securely weighted down in case of inclement weather. Tent pegs are permitted however stallholders need to come prepared with the correct tools as the ground is extremely hard.
- ★ The market will proceed regardless of weather conditions. In the event of extreme weather the market will be relocated to the barrel hall at the discretion of the market manager.
- ★ To hire a marquee contact Limestone Coast Party Hire on mobile 0418 847 204 or via email enquiries@lcpartyhire.com
- ★ No individual raffles or giveaway prizes are permitted without the Market Manager's prior consent.
- ★ The Market Manager reserves the right to refuse entry or to close down a stall if these guidelines are not met.



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SITE FEE

- ★ NO site fee applies.
- ★ Early registration is encouraged to secure placement.
- ★ All Friday 30th March 2012.

PUBLIC LIABILITY

- ★ All stallholders must have at least \$10 million in public liability insurance.
- ★ The market manager reserves the right to reject your registration if you are not currently insured or if you are uninsurable under alternative policies. Contact us to discuss further if necessary.
- ★ Submit a current copy of your *insurance certificate of currency* with your registration form.

FOOD REGULATIONS

- ★ ALL food stallholders must comply with the local government regulations with regards to the operation of a food business. Guidelines can be obtained upon request from the Market Manager.
- ★ ALL food stallholders must state their food notification number on their registration form.

POWER REQUIREMENTS

- ★ Stallholders are responsible for assessing and requesting the correct power requirements at the time of registration.
- ★ Please advise the type of equipment and amps on the registration form.
- ★ If no power is requested at the time of registration, no power will be issued on the day.
- ★ Stallholders requiring power must provide a 20m lead (minimum) for each amp outlet to connect to the distribution boards.
- ★ All electrical leads used in a public place must be tested and tagged for current date usage by a licensed electrician as per OH&S laws.
- ★ The market manager reserves the right to reject untagged leads.
- ★ Extension leads, if coupled together, must be securely connected and the plug interface sealed with tape to prevent moisture ingress.

ACCESS TO SITE

- ★ Access to the site will be no earlier than 9am. All vehicles must be removed from the market area before 10:30am and parked in the designated parking area. Contact us if you have special requirements.
- ★ Late arrivals may not be admitted – safety risk.

VEHICLE PARKING

- ★ Stall holders are permitted to park in the staff car park on the eastern side of cellar door. Contact us if you have special requirements.

PROTECTING OUR WINERY

- ★ Pruning of trees and shrubs, the installation of nails and screws and the tying of ropes to trees is not permitted.
- ★ Ropes and other obstructions to patron's movements will not be permitted.
- ★ Digging of holes is prohibited.
- ★ Fats, oils, grease, fuels etc must be discharged into a robust container and not onto the ground.

STALLHOLDER ENQUIRIES TO MARKET MANAGER

Kate Napper – phone 8768 5053 email kate.napper@capejaffawines.com.au



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REGISTRATION FORM

BUSINESS NAME:

CONTACT NAME:

ADDRESS:

TOWN / CITY: POSTCODE: STATE:

TEL: (H) (M) FAX:

EMAIL ADDRESS:

SITE CATEGORY:

food beverage art other

If you are a food stallholder please provide your food notification number #.....

Or to obtain a food notification no. please apply online at www.fbn.sa.gov.au

STALL DESCRIPTION:

Please provide a detailed description of your activity to help us allocate you an appropriate site. Only what is listed will be allowed on the day.

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POWER REQUIREMENTS:

Specify the type of equipment to be powered plus amperage

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DECLARATION: I AGREE TO ABIDE BY ALL GUIDELINES LISTED AND WILL ACCEPT ALL RESPONSIBILITY FOR MY SITE/OUR SITE

SIGNED:

DATE:

**Please REMEMBER to include:
a copy of your
Insurance Certificate of Currency**

**ALL SITE REGISTRATIONS RECEIVED BY FRIDAY 30TH MARCH 2012 WILL BE INCLUDED IN ALL EVENT ADVERTISING.
BOOKINGS WELCOME AFTER THIS DATE HOWEVER CANNOT BE GUARANTEED.**

POST TO: CAPE JAFFA WINES

Market Manager

PO Box 437 Robe SA 5276

OR SCAN & EMAIL TO: kate.napper@capejaffawines.com.au