



## Important Information and Frequently Asked Questions

The Whittlesea Country Music Festival is managed by a group of community volunteers who donate their time throughout the year to organize a large scale festival for the City of Whittlesea.

Drawing a large crowd during its eleven years of history. Victoria's premier country music event, the Whittlesea Country Music Festival, with its extensive array of premier Australian Country Music artists, idyllic rural township setting and other features such as the poet's breakfast, is a true celebration of country.

Held annually in Whittlesea township on the second weekend in February, this festival appeals to people of all ages and music tastes. A country town on the outskirts of Melbourne, Whittlesea is an ideal location for the event. Just 50 minutes by car from the centre of Melbourne, Whittlesea has a relaxed country atmosphere and wonderful facilities.

Highlights of the festival include the prestigious Victorian and National Country Music Awards held on Saturday evening, free Street Party with a variety of street stalls, Busker's competition, Talent Quest and a large range of high profile artists performing on Saturday Night Country at the Showgrounds and Sunday Round Up.

Camping is available at the Whittlesea Showgrounds from Wednesday thru Monday over the duration of the Festival. Every effort is made by the coordinators to provide facilities for those camping so their stay can be as enjoyable as possible.

[www.whittleseacountrymusicfestival.com.au](http://www.whittleseacountrymusicfestival.com.au)

## **General information**

### Saturday Street Party

Location: Church Street , Whittlesea

Trading times: 10am - 4pm

Set up times: 7am - 9am

This event is held in the main street of our township, and stalls will be on the bitumen street, in front of our local traders.

The sites are on the road, so tents/ marquees will need sandbags NOT pegs. Generators MUST be silenced or they will NOT be allowed.

### Saturday Night Country

Location: Whittlesea Showgrounds, Yea Rd, Whittlesea.

Trading times: 6pm - 10pm

Set up is available 12noon until 5pm

### Sunday Round Up

Location: Whittlesea Showgrounds, Yea Rd, Whittlesea.

Trading times: 9am - 6pm

Setup times: 7am - 9am

You must provide copies of a Current Public Liability Policy with your application. Food traders must have current City of Whittlesea food handling and temporary food permits. If your application is successful the committee will forward your details to the City of Whittlesea and they will contact you prior to the festival to ensure you have the appropriate permits to trade at the festival.

All extension cords and power boards must be tagged and gas bottles checked. You must indicate your power requirements on the application form or power will NOT be available (Saturday Night Country and Sunday Round Up only). For the avoidance of doubt, no refunds will be made if the festival is cancelled for any reason. There is no alternative date for the Whittlesea Country Music Festival.

## **What is the Whittlesea Country Music Festival?**

Victoria's premier country music event, the Whittlesea Country Music Festival has an 11 year history of providing an extensive array of leading Australian country music artists. Set in an idyllic rural township setting 50 minutes north of Melbourne, it is a true celebration of country.

Highlights of the festival include the prestigious Victorian and National Country Music Awards held on Saturday evening, free Street Party with a variety of street stalls, Busker's competition, Talent Quest and a large range of high profile artists performing on Saturday Night Country at the Showgrounds and Sunday Round Up.

### **When is the Whittlesea Country Music Festival?**

Held annually on the second weekend in February. The 2012 dates are Friday 10 February to Sunday 12 February.

### **Who Runs the WCMF?**

The Whittlesea Country Music Festival is managed by a group of community volunteers who donate their time throughout the year to organize a large scale festival. The City of Whittlesea is the major sponsor of the festival.

### **Where is Whittlesea?**

A country town on the Northern outskirts of Melbourne, Whittlesea is an ideal location for the event. Just 50 minutes by car from the centre of Melbourne, Whittlesea has a relaxed country atmosphere and wonderful facilities.

### **How does the Busker's competition work?**

The Busker's competition is held during the Saturday Street Party. It costs \$20 to enter. Buskers should forward registration form prior to the day which available via the website. Buskers need to register on the day at the information tent and be playing between 11am and 1pm to be judged.

### **Is there power in the street for Buskers?**

Limited power is available but the use of battery powered amps etc is OK.

### **What are the prizes for Buskers?**

There are 3 cash prizes. 1<sup>st</sup> prize \$150, 2<sup>nd</sup> prize \$100, 3<sup>rd</sup> prize \$50.

## **What is the Talent Quest?**

A showcase of new talent on the stage at the southern end of Church st Whittlesea, conducted during the Saturday Street Festival.

Applications are available through our website and must be received prior to 31<sup>st</sup> December 2011.

Entry fee is \$20 for each category, there are several different age groups and an open section.

Prizes include a chance to perform on the main stage during the Sunday Round up of the Whittlesea Country Music festival, and an invitation to perform at the Mildura Country Music Festival 2012.

## **What different events at the WCMF can I be a stallholder at?**

**Stallholders may choose to be at any or all of the following**

### Saturday Street Party

Location: Church Street , Whittlesea

Trading times: 10am - 4pm

Set up times: 7am - 9am

### Saturday Night Country

Location: Whittlesea Showgrounds, Yea Rd, Whittlesea.

Trading times: 6pm - 10pm

Set up is available 12noon until 5pm

### Sunday Round Up

Location: Whittlesea Showgrounds, Yea Rd, Whittlesea.

Trading times: 9am - 6pm

Setup times: 7am - 9am

## **How can I become a trade stall holder?**

People interested in being a trade stall holder can apply by lodging a trade space application form available through the website by 30 November 2011. For further information call the WCMF Trade Space Co-ordinator on 0404 477 204 or email [streetstalls@whittleseacountrymusicfestival.com.au](mailto:streetstalls@whittleseacountrymusicfestival.com.au)

## **How much does it cost to have a market stall?**

Costs are calculated on size of the stall required, what is being sold and whether you are a commercial or community vendor. All costs are itemised

in the trade stall application form. The trade space is only an allocated site, it does not include tents, marquees, chairs and trestles. These must be supplied by you.

**Can I have power at my site?**

No power is available for supply at the Saturday Street Party. You may bring your own power in the form of silenced generators in consultation with the WCMF Trade Space Co-ordinator.

Some power is available at the Showground on the Sunday Round Up. You must indicate what amperage of power you will require (10 amp or 15 amp).

**How many entry tickets do I get for Sunday Round Up as part of my stall?**

2 passes only, any further passes must be purchased at gate prices.

**Can I park my car on site?**

No, access is only during set up times.

**Can I peg my tent?**

The Street Party is on the bitumen road in Church Street. Weights will need to be used and provided by you. Some of the sites at the Sunday Round Up may be allowed to use pegs. Talk to the WCMF Trade Space Co-ordinator about your requirements

**Can I choose my stall's position?**

No. The committee will endeavor to take into account any reasonable request from Trade stall holders, however the WCMF will make the final decision based on the overall stall's composition.

**Is my application a guarantee of acceptance?**

No. Submission of the application does not mean automatic approval. The WCMF reserve the right to refuse applications at their own discretion.

**Is there anything I can't sell?**

You must list all of the proposed products and services for sale and/or display on your application form. Those not listed will be unable to be sold on the day and the committee reserves the right to ask stall holders to remove products.

## **What information do I need to provide on the application?**

You will need to provide:

- a copy of your certificate of currency of public liability insurance to the value of \$10 million
- a photo of your market stall set up would help us.
- a list of things you will be selling and a pricelist
- A stamped self addressed envelope so we can reply to your application.
- no cash payments are accepted.

## **What other things do I need to know?**

Any power cords or electrical items you use at the event must be tested and tagged as per Government regulations. This is the same for gas bottles.

## **Can you camp at the festival?**

Camping is available at the Whittlesea Showgrounds from the Wednesday before the festival until the Monday. Every effort is made by the coordinators to provide facilities for those camping so their stay can be as enjoyable as possible. **Bookings are essential.**

[www.whittleseacountrymusicfestival.com.au](http://www.whittleseacountrymusicfestival.com.au)

General information: [info@whittleseacountrymusicfestival.com.au](mailto:info@whittleseacountrymusicfestival.com.au)