2019 Prospectus

38th annual event

Wednesday 13th, Thursday 14th and Friday 15th February 2019

Warrnambool Cheese and Butter Factory
5331 Great Ocean Road, Allansford, Victoria 3277
Behind Cheese World, 12km east of Warrnambool
Phone 03 5565 3142 Fax 03 5565 3158
Email sungold.fielddays@saputo.com
www.sungoldfielddays.com.au

Applications Close
Friday 9 November 2018 at 5pm

Public Enter for FREE on Wednesday!

sungoldfielddays.com.au

FRESH LOCAL Sungold MILK 200 coatesshire THE STANDARD

Welcome

Welcome to the 2019 Sungold Field Days prospectus! I invite you to submit an application to exhibit at our three day event in February. Here, you will find all you need to know in order to apply for a site at the next event. Please get your application form in at your earliest convenience to avoid missing out. Please note that we cannot guarantee any sites, however, the earlier you get your application in, the better chance you have to secure the site you want. Closing date for applications is Friday 9 November 2018.

We love being able to promote you and your business! If you think you have a new release or new product worth promoting, please let us know ASAP so you may be considered for a story in the Event Program. This is a great opportunity for you to receive some free promotion for your business! You are what makes our event GREAT!

For the first time, the Sungold Field Days will be allowing free entry to the public on the Wednesday. Spread the word to your customers and encourage a really great first day of the Sungold Field Days for 2019!

If you have any questions, please do not hesitate to contact our friendly team - We can't wait to see you all at the 2019 Sungold Field Days!

Emma Kavanagh
Sungold Field Days Coordinator

Sungold Field Days Dinner 2019

We invite you to attend the official Sungold Field Days Dinner to be held at the Lady Bay Resort, 2 Pertobe Road, Warrnambool

Thursday 14 February 2019
6.30pm for a 7pm start

The evening will include a three course meal, beer and wine, as well as a special guest speaker to be announced.

A charity auction will be held to support the Leila Rose Foundation, with all proceeds going towards local families with children who are suffering from rare childhood cancers.

Tickets can be purchased individually or as a table of 10
visit www.ticketebo.com.au/sfddinner
Single tickets $110 per person (Incl GST)
Table of ten $90 per person (Incl GST)

For further enquiries please phone Emma on 0407724552 or email sungold.fielddays@saputo.com

Proudly supported by

Leila rose foundation

200

Site Fees

Outdoor Sites (Inc GST)

Site fee is for space only. Power is charged separately, and exhibitors are responsible for all infrastructure.

Refer site map on page 5 to view the location of the different size outdoor sites.

1 site	3m frontage x 3m deep	$200
1 site	6m frontage x 12m deep**	$395
1 site	6m frontage x 15m deep	$395
2 sites	12m frontage x 15m deep	$535
3 sites	18m frontage x 15m deep	$685
4 sites	24m frontage x 15m deep	$835
5 sites	30m frontage x 15m deep	$985
6 sites	36m frontage x 15m deep	$1,135
7 sites	42m frontage x 15m deep	$1,285
8 sites	48m frontage x 15m deep	$1,435

** Site deep of 12m applies to those sites located on the boundary of the northern car park, running east.

Food Vendors (Inc GST)

1 Outlet	$395

Vendors must be self-contained with the exception of power (ie van) and must specify space required in Site Application Form.

Electric Power (Inc GST)

Power is available from 12pm Tuesday 12 February. If you require power earlier than this, please specify your additional power requirements in your site application. Surcharges may apply.

15 amp Single Phase, 1 Outlet	$60
Additional Single Phase 15 amp Outlet (each)	$40
Three Phase, 1 Outlet (each)	$100

Please indicate the number of amps on the application form.

Exhibitor 3-day pass (Inc GST) $20

One complimentary 3 day exhibitor pass will be issued with every site booked (ie, if you book 2 sites, 12m frontage you will receive two exhibitor passes).

ALL PRICES INCLUDE GST
ABN 15 071 945 232

Site Selection

Applications to be submitted along with site safety form and current insurance documents by 5pm on Friday 9th November 2018.

You will receive an email notification informing you of the status of your application on Friday 23rd November 2018. If your application has been successful you will receive an invoice at this time.

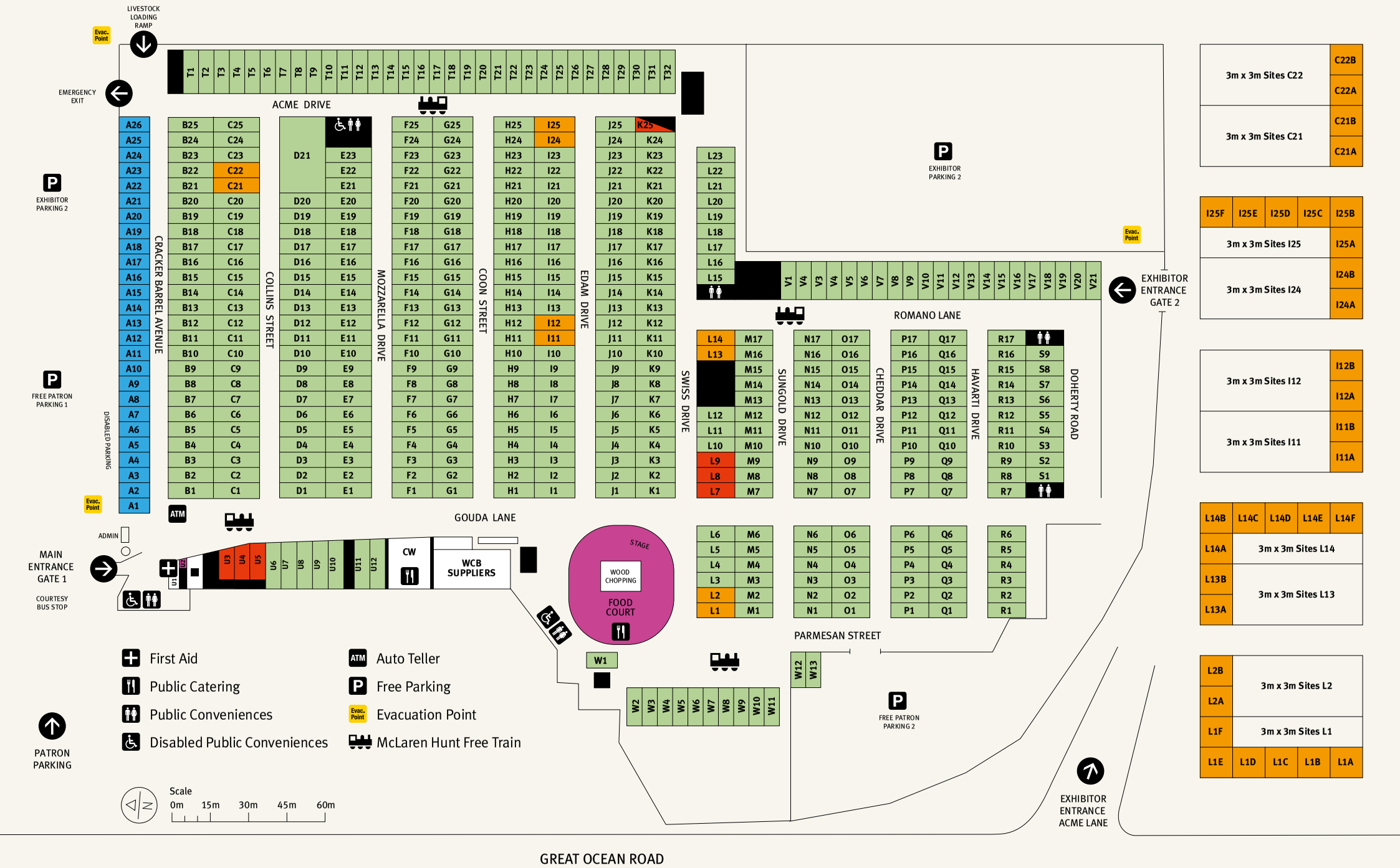
Please note that full payment is required by Friday 28th December 2018. If payment is not received by this day event management reserves the right to re-allocate your site to another exhibitor.

Please indicate on your site application form your top 3 requested site locations (applicable to outdoor sites only). Whilst we can not guarantee you will be allocated this site we will use our best endeavors to fulfill your requests. Please refer to site map on page 5 for site numbers.

Map Key

3m frontage x 3m deep outdoor site	Orange
6m frontage x 12m deep outdoor site	Blue
6m frontage x 15m deep outdoor site	Green
Food vendor	Purple
Site configuration and terrain varies	Red

- First Aid
- Public Catering
- Public Conveniences
- Disabled Public Conveniences
- Auto Teller
- Free Parking
- Evacuation Point
- McLaren Hunt Free Train


LIVESTOCK LOADING RAMP
Evac. Point
EMERGENCY EXIT
EXHIBITOR PARKING 2
FREE PATRON PARKING 1
DISABLED PARKING
ACME DRIVE
CRACKER BARREL AVENUE
COLLINS STREET
MOZZARELLA DRIVE
COON STREET
EDAM DRIVE
SWISS DRIVE
SUNGOLD DRIVE
CHEDDAR DRIVE
HAVARTI DRIVE
DOHERTY ROAD
ROMANO LANE
EXHIBITOR ENTRANCE GATE 2
ATM
GOUDA LANE
ADMIN
MAIN ENTRANCE GATE 1
COURTESY BUS STOP
CW
WCB SUPPLIERS
STAGE
WOOD CHOPPING
FOOD COURT
PARMESAN STREET
FREE PATRON PARKING 2
EXHIBITOR ENTRANCE ACME LANE
PATRON PARKING
First Aid
Public Catering
Public Conveniences
Disabled Public Conveniences
Auto Teller
Free Parking
Evacuation Point
McLaren Hunt Free Train
Scale
0m 15m 30m 45m 60m
3m x 3m Sites C22
3m x 3m Sites C21
3m x 3m Sites I25
3m x 3m Sites I24
3m x 3m Sites I12
3m x 3m Sites I11
3m x 3m Sites L14
3m x 3m Sites L13
3m x 3m Sites L2
3m x 3m Sites L1
GREAT OCEAN ROAD

General Information for Exhibitors

Closing Date for Applications

Site applications must be received no later than Friday 9th November 2018 at 5pm.

Late applications may be accepted subject to Event Management approval and site availability.

Site Allocation

Sites will be allocated at the discretion of Event Management, who will do their best to accommodate requests regarding your position, however there can be no guarantee this can occur.

Event Trading Hours

9:00am – 4:00pm	Wednesday 13th, Thursday 14th and
9:00am – 3:00pm	Friday 15th February 2019

General Public Entry Fee

Wednesday		FREE
Thursday/Friday	Adult	$18
	Student	$8
	Aged 12 and under	FREE

Site Cancellation

A refund less a $50 admin fee will be paid for cancellations made prior to Friday 28th December 2018. No refund will be paid for cancellations after this date. Site cancellations are to be confirmed in writing.

Site Administration Office Hours

The site administration office will be open from Sunday 10th - Friday 15th February. The hours are:

Sunday 10th	9:00am – 5:00pm
Monday 11th	7:30am – 7:00pm
Tuesday 12th	7:30am – 8:00pm
Wednesday 13th	7:30am – 5:30pm
Thursday 14th	7:30am – 5:30pm
Friday 15th	7:30am – 6:00pm

Set Up Sites

Outdoor exhibitors are permitted to bump in their site on the following times:

Sunday 10th February	9:00am – 5:00pm
Monday 11th February	7:00am – 7:00pm
Tuesday 12th February	7:00am – 8:00pm

Food Vendors are permitted to bump in their site on the following times:

Tuesday 12th February	7:00am – 8:00pm

For access to the site outside of these hours, please contact the administration office to make arrangements.

Exhibitors are to be set up by 8pm Tuesday February 12th. If any exhibitor is going to be delayed beyond that time, please contact the administration office to let them know.

Event Management reserves the right to shift, remove, or have removed, any structure which has been erected on a wrong site, or structure which has not been erected in accordance with the requirements of the terms and conditions, directions given by the Event Management or which is otherwise deemed not to have been erected in an appropriate manner.

Forklifts

Forklifts (capacity 2.5 tonne) can be booked at the administration office and are available for a maximum of 30 mins at the below times:

Sunday 10th February	9:00am – 5:00pm
Monday 11th February	7:30am – 7:00pm
Tuesday 12th February	7:30am – 8:00pm

Lifts for longer than 30 minutes will require exhibitors to make their own arrangements. This forklift can only move standard sized pallets. All care will be taken to unload equipment, however the Sungold Field Days will not be held liable for any damage caused with unloading.

Any forklifts brought on site must be 'all terrain' forklifts and operators must have a current forklift licence that needs to be presented at the administration office and a copy will be kept on file.

Site Boundaries

Site boundaries will be marked on the ground and site numbers will be marked on the site. All structures, exhibits and signage must be within the marked boundary.

General Information for Exhibitors

Packing Up Sites

Exhibitors may pack up their sites after 3pm Friday; however, no vehicles will be allowed to move until until approx 3:30pm at the discretion of Management. Forklift bookings can be made at the administration office and are available Friday 3:30pm – 6pm and Saturday 8am – 6pm. After this time exhibitors will need to make arrangements with the administration office for the collection of equipment.

Exhibitor Passes

A complimentary exhibitor pass will be issued with every site booked. Additional exhibitor passes are $20 per person for three days and can be added to your site application form or purchased from the administration office. All passes pre ordered will be sent and any ordered on site need to be collected from the administration office by close of business on Tuesday 12th February. These passes must be produced daily when entering the site or exhibitors will be charged admittance.

Exhibitor Vehicles

NO vehicle may be parked on site unless it forms part of your exhibit and is approved by Event Management. Requests for approval can be made by completing the relevant section on the application form. Vehicles approved to be parked on site during the event will be issued a SFD Vehicle Site Sticker.

No vehicles will be permitted to be driven on the field days site between the hours of 9am and 4:30pm on each day of the event, unless arranged and approved by management prior to the event.

In case of emergency only, contact administration and you will be escorted from your site.

Note: There is to be NO exhibitor parking in the Cheese World car park.

Occupational Health and Safety

The site allocated to you is an extension of your workplace and Occupational Health & Safety legislation applies. All exhibitors are required to complete a site safety plan. Once you have set up on site, an induction & safety check will be carried out on an individual basis to ensure that OH&S regulations are being adhered to, including to ensure all your leads are tagged and tested.

Food Vendors

All food vendors must comply with the requirements of the Food Act 1984, be registered with their local Council, and register a Statement of Trade via Streatrader:
https://streatrader.health.vic.gov.au/public_site

Please supply a copy of your food registration along with your Statement to Trade at the Sungold Field Days. For further information, please contact the Moyne Shire Environmental Health Officer on 03 5568 0555 or EHO@moyne.vic.gov.au

Food vendors must also abide by the conditions set by the CFA's Can I or Can't I brochure – see the CFA website at **www.cfa.vic.gov.au/warnings-restrictions/can/**

All milk used at the Sungold Field Days must be Sungold Milk. Sungold Milk can be ordered through Dairy Drop
(03) 5562 0482 / 0407 777 539

Onsite BBQs

Exhibitors wishing to have a BBQ on site must abide by the conditions set by the CFA's Can I or Can't I brochure – see the CFA website at **www.cfa.vic.gov.au/warnings-restrictions/can/**
BBQs are not to be used on Total Fire Ban days. BBQs must also be in a safe condition for operation, and an appropriate fire extinguisher must be on site at all times. Event Management reserves the right to check all gas appliances.

Security

Security will be provided by a professional accredited company.

Security is on site overnight (7pm to 7am) on Sunday 10, Monday 11th, Tuesday 12th and Saturday 15th February.

Security will then be on site at all times between 7am Wednesday 13th until 8am Saturday 15th February.

At all other times, security is the responsibility of exhibitor.

Warrnambool Cheese and Butter Factory Company Holdings Limited, the Event Management and their respective related bodies corporate, officers, directors and employees shall not be held liable for loss or damage of exhibitors' property while on the Field Days site.

Site Sharers

There is no additional fee for Site Sharers (additional exhibitors) on your site, however any Site Sharers must be covered by your insurance submitted with your site application.

Site Sharers can be listed in the official program at a fee of $50. Please provide Site Sharer name and exhibit description on your site application form.

Drilling or Digging

There will be no drilling or digging permitted on site without prior approval from Event Management.

General Information for Exhibitors

Power Leads and Appliances

These must be tested and tagged in compliance with AS 3760 2010 and must be current at the time of the event. All leads and appliances will be inspected for a current test tag before access to power is given. Leads and appliances are not to be set up until they have been inspected. No current test tag, NO power.

Jim's Tag and Test will be on site and available to tag your cords from 9am – 5pm on Tuesday 12th February. Cost is $15 per tag, and must be paid to Jim's Tag and Test at time service is provided.

Marquee Hire

Marquee and equipment hire is the responsibility of exhibitors, and several marquee providers are listed below:

Atmosphere Event Hire
Phone 1300 286 677
Email bradh@aevents.com.au
Website www.aevents.com.au

Bourke Hire
Phone (03) 5872 1433
Email info@bourkehire.com.au
Website www.bourkehire.com.au

Quality Event Hire
Phone (03) 9706 6222
Email events@qualityeventhire.com.au
Website www.qualityeventhire.com.au

Select Events
Phone (03) 5022 2036
Email sales@selectevents.com.au
Website www.selectevents.com.au

Warrnambool Party Hire
Phone (03) 5561 2066
Email info@wboolpartyhire.com.au
Website www.wboolpartyhire.com.au

Cranes

Crane hire is the responsibility of exhibitors, and several crane hire providers are listed below:

Warrnambool Crane Hire
Phone (03) 5562 3831 / 0407 529 329
Email wch@westvic.com.au
Website www.warrnamboolcranehire.com.au

Western District Crane Services
Phone 0409 026 054 / 0400 141 434
Email tony@wdcraneservices.com chris@wdcraneservices.com
Website www.wdcraneservices.com

Accommodation

For information on available accommodation please call

Warrnambool Visitor Information Centre
Phone 1800 637 725
Website www.visitwarrnambool.com.au

No camping is permitted onsite.

Delivery Service for Exhibitors and Patrons

A free delivery service is available during the field days for the transportation of purchased goods from your site to the customer's vehicle and/or your vehicle and your site. Note that restrictions on movement of vehicles may impact on delivery times. Book at the administration office.

Hay

Hay is not supplied by the event.

Water

Drinking water can be obtained from taps marked "Drinking Water".

First Aid

A First Aid provider is on site during trading hours throughout the field days event and will be available to administer first aid.

Site Awards

Six site awards will be presented during the field days. These are:

1. Best Commercial Exhibit sponsored by Warrnambool Cheese and Butter
2. Best Farm Machinery Award sponsored by Clinton Baulch's Warrnambool Nissan
3. Best Small Business Exhibit
4. The Standard Award sponsored by The Standard
5. Best Site Award sponsored by Sungold Field Days
6. The Graham Collins Innovation Award

Terms and Conditions

Terms and Conditions

By completing an application form for a licence to exhibit at the Sungold Field Days ('Licence') on February 13th, 14th, 15th 2019 ('Field Days') and forwarding it to Sungold Field Days Event Management ('Event Management') at the address noted in the prospectus in which these terms and conditions ('Terms') are set out you ('Exhibitor') agree to be bound by the Terms as varied by Event Management and notified to you from time to time. The 'General Information for Exhibitors' noted in the Prospectus must be reviewed and adhered to.

Fees

1. All fees and charges are as set in the Prospectus ('Fees') and must be paid in full before 5pm on Friday 28th December 2018
2. In addition to the fees, Exhibitors are responsible for all costs relating to their Licence and exhibit, including without limitation all stalls, displays, installation and erection costs and removal fees.

GST

3. Fees are inclusive of GST unless otherwise specified.

Electrical Safety

4. Underground power cables and pipelines will be marked on site, no objects to be driven into the ground within one metre of these lines. Exhibitors will be liable for damage incurred on site.

Conduct on Sites

5. Event Management reserves the right to regulate and restrict excessive noise or inappropriate conduct or behaviour (in the reasonable opinion of Event Management) on the site(s) allocated to or occupied by an exhibitor at the Field Days ('Site'). In addition, no exhibitor may conduct or permit to be conducted on its site, any competition or gaming event that incurs a charge of any kind. Only charitable organisations that have previously obtained Event Management's written consent may sell raffle tickets. Exhibitors undertake to comply with these terms and conditions and with all laws, regulations and ordinances relating to the site and this Licence, as in force from time to time.

Maintenance on Site

6. Exhibitors are responsible for maintaining their Site in good and safe condition at all times during the Field Days, and will, before leaving the Site each day of the event and on dismantling of the Site, clean the Site to the reasonable satisfaction of Event Management. Exhibitors also have a general obligation to limit and remove garbage from the Site and surrounding areas.

Vacate Site

7. Exhibitors acknowledge that any property left on a Site after completion of the Field Days and not collected within 30 days will become the property of Event Management. Event Management may deal with such property as it deems appropriate (including, without limitation, by way of sale or disposal) and may retain for its own use the proceeds of any sale of such property.

Cancellation of Field Days

8. Event Management reserves the right, in its absolute discretion, to cancel or postpone the Field Days for any reason.
9. If Event Management exercises its cancellation rights under clause 8, Event Management will advise exhibitors as soon as possible of such action. Event Management will not be liable to the Exhibitor for any costs, damages or expenses directly or indirectly arising from such cancellation or postponement and the Exhibitor will in respect of a cancellation only be refunded any fees already paid if it can be reasonably demonstrated to the satisfaction of Event Management that the Exhibitor can neither attend on the postponed date nor attend in the following year (and if the Exhibitor can attend in the following year the fees will be held in account of such attendance).

Refunds

10. Subject to clause 9, if any time prior to the commencement of the Field Days.
    (a) an application for a Licence is rejected, any fees paid by the applicant will be refunded; or
    (b) a Licence is cancelled, all fees paid less Event Management's reasonable costs and expenses as determined by Event Management at its sole discretion will be refunded.

Applications

11. All site applications must be received prior to Friday 9th November 2018, and all fees paid by the time set out in clause 1. All applications received after that date may be accepted but only at the sole discretion of Event Management and subject to the availability of sites and any other necessary amenities.

Terms and Conditions

Right to Reject Application or Cancel Licence

12. Despite any provision of these terms to the contrary, Event Management may, in its sole discretion and at any time:
    (a) reject any application; or
    (b) cancel a Licence for any reason including, without limitation:
        (i) if the Exhibitor is in breach of these terms;
        (ii) if the Exhibitor has not paid the fees in full by the due date under clause 1;
        (iii) if the Exhibitor does not safely occupy its Site prior to 8am on 13th February 2019 and throughout the Field Days; or
        (iv) if Event Management considers it necessary, expedient or desirable, by notice with immediate effect served on the exhibitor, and all fees are then forfeited.

In addition, if a Licence is cancelled by Event Management before setup commences for the Field Days because of information which comes into Event Management's possession, fees are forfeited as set out in clause 12(b).

Livestock

13. Livestock are only permitted in authorised areas determined by Event Management. They must be halter trained.

Re-allocation

14. Event Management reserves the right to re-allocate any sites, which are not occupied by 8am on 13th February 2019 without notice to the Exhibitor, unless prior written arrangements have been made with Event Management.

15. If requested by an Exhibitor prior to the commencement of the Field Days, Event Management may, in its absolute discretion, provide a different site to an exhibitor on such terms and conditions as Event Management sees fit including the requirements to pay an additional fee.

Indemnity

16. Each exhibitor indemnifies and will keep indemnified Warrnambool Cheese and Butter Factory Company Holdings Limited, the Event Management and their respective related bodies corporate, directors, officers and employees from and against any costs, loss, damage or injury to any person or property which arises from or relates to the Licence hereby granted and the occupation of a Site by the Exhibitor save to the extent that such cost, loss, damage or injury arises from or relates to any act or neglect of Warrnambool Cheese and Butter Factory Company Holdings Limited or Event Management. Without limiting this indemnity, it shall extend to cover claims caused by any livestock under the care of the Exhibitor or which arises out of the Exhibitor's use of any machine, implement or apparatus of any nature whatsoever used in connection with the Exhibitor's Licence or occupation of the Site.

Limited Liability

17. Except to the extent that its liability cannot be limited at law, Warrnambool Cheese and Butter Factory Company Holdings Limited, the Event Management and their respective related bodies corporate, directors, officers and employees will not be liable for any cost, loss, damage or injury to any person or property of the Exhibitor at any time before, during or after the Field Days. Event Management makes reasonable overnight security arrangements for the entirety of all sites but will not separately consider any individual Site and Exhibitors must make arrangements for any special needs.

Insurance

18. Without limiting clauses 16 and 17, Exhibitors must take out public risk and other insurance to a value that appropriately covers their exhibit, visitors to their site, adjoining sites and the risk they pose to the public in relation to their site. All exhibitors must have, as a minimum, their own public liability insurance with an indemnity amount of no less than $20m. This insurance must note the Sungold Field Days site as premises covered by the public liability cover.

Amending Terms

19. The terms may be amended at any time by Event Management and changes will take effect in the respect of an Exhibitor when advised to that Exhibitor.

Governing Law

20. These terms are governed by the law applicable in the State of Victoria and the parties submit to the nonexclusive jurisdiction of the Courts of that State.

Contact Details

Phone (03) 5565 3142
Mobile 0407 724 552
Fax (03) 5565 3158
Email sungold.fielddays@saputo.com
Website www.sungoldfielddays.com.au
Address 5331 Great Ocean Road, Allansford, Victoria 3277

ALLANSFORD

CHEESE WORLD

Exhibitor & Staff Pre-Ordered Lunches

- Sandwiches
- Wraps
- Rolls
- Slices
- Drinks

Pre-Order by 3pm Monday 11 February 2019

for Sungold Field Days catering required on

Tuesday 12 - Friday 15 February 2019

Orders will be available for collection from 12pm on the day of your order from the Cheese World Marquee.

BE SEEN IN THE OFFICIAL 2019 SUNGOLD FIELD DAYS GUIDE LIFTOUT

- Official preview to the Sungold Field Days 2019
- Over 11,000 copies distributed throughout the South West
- Includes field days maps and exhibitors lists
- Inserted in The Standard two weeks prior to the Sungold Field Days,Thursday 31st January, 2019 and distributed at all entry gates

ADVERTISING RATES:

T22 Eighth Page (92mm H x 129mm W) **$385**
T24 Strip Quarter Page (92mm H x 260mm W)..... **$650**
T32 Quarter Page (139mm H x 129mm W) **$650**
T34 Half Page (139mm H x 260mm W)..... **$885**
T64 Full page (280mm H x 260mm W)..... **$1,510**
T64 Gloss cover (280mm H x 260mm W)
with .05cm bleed **$1,650**

Advertising rates are inclusive of digital exposure with 5000 page impressions on The Standard website.

BOOKING DEADLINE: Tuesday 11th December, 2018

To book your advertisement or for further information please contact your Sales Representative or

KATHLEEN WILTSHIRE | P: **03 5563 1900**
E: kwiltshire@fairfaxmedia.com.au
DENITA JEFFRIES | P: **03 5563 1894**
E: denita.jeffries@fairfaxmedia.com.au
www.standard.net.au

THE STANDARD

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