

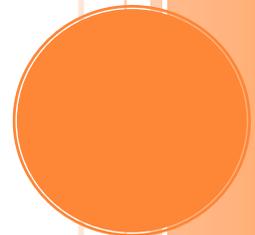


GUIDELINES FOR EVENT ORGANISERS DEALING WITH MOBILE FOOD VENDORS

*A document to assist Event Organisers who are
engaging Mobile Food Vendors.*

This document has been developed for all event organisers, community groups and schools who may be organising an event and planning to use mobile food vendors at their event.

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CONTENTS PAGE

1. INTRODUCTION
2. CONTACTING YOUR LOCAL COUNCIL
3. NUMBER OF GUESTS AND FOOD ESTIMATES
4. PUBLIC LIABILITY INSURANCE
5. FEE STRUCTURES
6. LOGISTICS, ORGANISATION AND LAYOUT OF VENDORS
7. VIP TIMES
8. GENERAL COSTS TO A MOBILE FOOD VENDOR
9. GENERATORS AND POWER USAGE
10. SIZE OF FOOD VENDORS SETUPS
11. SERVICE WINDOWS
12. SELLING OF DRINKS
13. IS THE EVENT ORGANISER PLANNING TO SELL FOOD AT THE EVENT?
14. WASTE FACILITIES (RUBBISH BINS AND TOILETS)
15. SHADED AREAS, TABLES AND CHAIRS
16. CHARITY EVENTS /DONATIONS
17. MARKETING / PROMOTION
18. DO YOU NEED MOBILE FOOD VENDORS FOR YOUR EVENT?
19. FOOD VENDORS PULLING OUT OF EVENTS AT THE LAST MINUTE
20. EVENT ORGANISERS CHECKLIST

1. INTRODUCTION

The West Australian Mobile Food Vendors Association acknowledges there are many great and experienced event organisers throughout Western Australia. However, there are also many new and inexperienced event organisers and these guidelines have been developed to assist when planning events that wish to include mobile food vendors. These Guidelines were developed with consultation from Association members, comment from Local Authorities and input from experienced and well respected event organisers.

2. CONTACTING YOUR LOCAL COUNCIL

Have you liaised with your Local Council to organise your event?

- a) All events that are selling food need to be approved by your local Council.
- b) Local Authorities will provide you with information as to whether you require an event licence for your event, which includes food vendors included under the licence or if food vendors need to apply for their own Temporary Food Stall Licence.

3. NUMBER OF GUESTS AND FOOD ESTIMATES

- a) The ideal ratio of attendees per food vendor is between 200-300.
- b) With less than 200, it's difficult for the food vendor to make money. Over 300, the lines often get long and the customers are unhappy. Often, food vendors have to prepare food days in advance. If attendance is higher than anticipated, vendors run the risk of selling out well before the end of the event. Customers will go home unhappy and food vendors would have not capitalised on all possible sales.
- c) If tickets are selling slower than anticipated, the mobile vendors may have to throw away product.
- d) If you can provide updated estimates of attendance the *Monday* before, and then 48 and/or 24 hours before the event, it will help the food vendors prepare appropriately.
- e) Sharing ticket sales (when applicable) is a helpful tool as well as previous years' attendances.
- f) Try to have just one area for food if possible.
- g) Unless you are organising a large event try not to have more than one type of the same food and if you plan to have more than one of the same vendor we advise you to let both vendors know.

4. PUBLIC LIABILITY INSURANCE

- a) Any individual or organisation conducting an event must hold public liability insurance policy of not less than 20 Million Dollars cover.
- b) Parent and Friends Groups linked to a school need to check the event they are planning on holding is covered by the School's insurance or the parent and friend's group may need to have their own public liability insurance for the event to ensure they are covered.
- c) Event Organisers need to be prepared to forward a copy of their insurance to food vendors if requested. Food vendors may not be prepared to work at your event should you not have adequate insurance.

5. FEE STRUCTURES:

- a) With all costs included, the food vendors expect fees to be approximately 5-10% of their sales for the day.
- b) If the fee is over 10% of sales (i.e. large events- (Over a few thousand people), then mobile food vendors need an exceptional sales day to make up for it. Please note that menu prices may be increased should high event fees apply.
- c) We do acknowledge a flat fee is often easier for the event organiser. If this fee structure is chosen, please keep in mind the mobile food vendors would ideally need 10x that fee in sales (after paying sales tax, staff, local authority fees and food costs) in order to make any profit. Recommended flat fee structures \$30-\$80 for small community and School events, \$50 - \$150 for any weekend markets and \$100-\$300 (Max) for large events and Festivals and no matter the size of the stall. If fees are too expensive vendors may not attend your event as it may not be viable for them.
- d) If you choose a flat fee structure, members may ask you for a guarantee of minimum sales. At their discretion reimbursement may be negotiated should these minimum numbers not be met. Please do not be surprised if you see this as many events have promised very high numbers and delivered less than ¼ of the projected attendance.
- e) When setting your fees for food vendors please understand food vendors have to outlay a lot of money in advance on event fees and Shire fees for every event they do. It is recommended mobile food vendors should not be asked to pay for fees unless it is less than 6 weeks prior to your event. If you require fees prior to this time, you may ask the mobile food vendor to pay a deposit to secure a location.

6. LOGISTICS, ORGANISATION & LAYOUT OF VENDORS

- a) Bump in times: Please keep in mind how bump-in times impact our mobile food vendor businesses. Food Vendors pay employees from the time of bump in.

- Ideally, all vendors should be in position 1 to 2 hours prior to the start of the event depending on the operator and ready for health department inspections.
- b) Without knowing the bump-in times, it makes staff scheduling very difficult. Bump in times should be emailed to food vendors the week prior to the function.
 - c) The most successful festivals have impeccable organisation. The day is scheduled to the minute, vendor's locations are clearly marked, and everyone knows what they are supposed to be doing at all times of the day.
 - d) Consider staggering savoury and sweet vendors so that they are evenly spaced out. Some mobile food vendors may pull out of events if they can see there is no money to be made at an event when you have high rents, high shire fees, food costs and staff. However, should a vendor be booked and not turn up to an event they may be in breach of the Association's 'Code of Conduct'. Please contact us directly to deal with these issues.
 - e) Really look at how many coffee and ice cream vans are really needed. Some event organisers in the past have been known just to allow as many food vendors in as they like who are prepared to pay the fee to make more money. This means most food vendors make no money if you have too many and you may struggle to get good quality ones at your next event. Food vendors usually provide feedback about good and bad events via the Mobile Food Vendor's Forum on Facebook. You can email the WA Mobile Food Vendors Association at admin@wamfva.org and we would be happy to assist you in advising how many vendors you need.

7. VIP TIMES

- a) We understand VIP tickets are important to some customers and profitable for the venue. VIP times are not generally profitable for the vendors because they are feeding only a handful of people. Please limit VIP times to half an hour and not during peak sales times.

8. GENERAL COSTS TO A MOBILE FOOD VENDOR

Below is a general breakdown of costs to a mobile food vendor:

- a) 10% GST,
- b) 10% Event Fees, (varies from Event to Event)
- c) 10% Shire Fees (varies from Council to Council),
- d) 25% staff,
- e) 25% food costs ,
- f) 10% Insurance, Fuel and other business costs leaving approximately
- g) 10% profits per event. However, this can vary between businesses and the size of events.

Shire Fees and event fees vary - this is merely a guide.

Food vendor staff costs rise on weekends. As a rough guide the weekly rate per adult is approx. \$23 per hour, \$27 per hour per adult on Saturdays and \$32 per hour, per adult for Sunday events. Public Holidays rates per adult are approx. \$55 per hour. This can have a major impact on vendor's businesses.

9. GENERATORS AND POWER USAGE

- a) If you are going to provide power for food vendors, make sure to ask each truck well in advance of their power usage needs so larger vendors pulling more amps aren't on the same breaker or generator.
- b) It is recommended power be set up and ready to go two hours prior to the event as food vendors need to run fridges, freezers, cool rooms etc. to keep food at the right temperature prior to the commencement of the event.
- c) An electrician should be on-site in case there are issues with the generator as it could affect food sales at your function if power fails.
- d) Mobile Food Vendors should not be charged a fee for power usage fee if they are using their own generator or not using any power at the event.
- e) Mobile Food Vendors should not be forced to hook into one power supply and forced to pay a fee when they have an approved generator for use.
- f) It is a requirement for Event Organisers to ensure all Food Vendors have their electrical appliances tagged prior to the event.
- g) Event organisers should ensure vendors using generators have covers or cones for their electrical cords so that there are no tripping hazards.
- h) Generators higher than 75Db can affect the ambience of the event. Event Organisers should be asking how loud vendor's generators are and advise vendors if their generator is too loud they may not be able to trade.

10. SIZE OF VENDORS SETUPS

Food vendors setups vary in size so during application process, make sure to ask vendors of their setups dimensions and weight.

If you are holding your event on a Reserve or Park, be sure to consult with the Local Government early regarding vehicle access, as there are often weight and access restrictions due to irrigation and essential services underground

11. SERVICE WINDOWS

Most food vendors serve out of their passenger side window; however some have the ability to serve out of both. Make sure to ask vendors what side they serve out of before making layout. Make sure there is enough room for vendors to turn around if necessary so service window can accommodate.

12. SELLING OF DRINKS

- a) Please notify food vendors during the booking process if drink sales are *not* permitted.
- b) Also advise if particular drinks are not allowed to be sold due to any sponsorship arrangements, or if glass bottles are not permitted or if drinks need to be purchased through the event directly. Vendors may hesitate booking when drink sales aren't allowed as it can significantly cut into their profit.
- c) Vendors not being able to sell drinks can mean that vendors may choose to pull out of events as it no longer becomes viable for them to attend.
- d) Event Organisers need to be really clear to all vendors at the start of the application process if food vendors are not allowed to sell coffee or other beverages or if the sale of drinks is being restricted to certain vendors so other vendors can make an informed decision on whether it is worth their while to attend.

13. IS THE EVENT ORGANISER PLANNING TO SELL ANY FOOD AT THE EVENT?

- a) Are the event organisers planning to SELL their own food or give food away FREE at the event? **If so, please advise the food vendors.** Especially if selling **sausage sizzles or hot dogs** because this will have a major impact the vendor's sales and it allows the vendors to adjust their numbers accordingly. It is really difficult for food vendors to compete with cheap foods being provided by schools because they often have to pay staff weekend penalty rates, pay for foods and cover our running costs where schools can do it cheaper due to either donated goods or volunteers etc.
- b) Will there be other food vendors besides i.e. charity/community groups? If so, again it is important to advise the vendors.
- c) Will any sponsors be giving away any food or drinks? If so, please advise the vendors so they can adjust their numbers.
- d) These items greatly impact food sales so please be as honest and upfront with food vendors as possible about all food being sold at your event. If asked please advise food vendors with an accurate amount of food vendors attending your function. This allows food vendors to determine food supplies to be organised and how much to cater - minimising wastage of food.

14. WASTE FACILITIES (RUBBISH BINS & TOILETS)

Pay attention to the quantity and location of rubbish bins and toilets to keep the area clean and in compliance with all codes and regulations.

Under the Food Act 2008 all Food Vendors are required to remove their own rubbish from the function/event. However, the event organiser is responsible for organising the rubbish bins for patrons.

15. SHADED AREAS, TABLES AND CHAIRS FOR PATRONS

Shaded areas, Tables and chairs are often a nice touch for your attendees/guests to be able to eat comfortably in the food area and keep them at your event longer. Some food vendors can supply their own tables/chairs if asked.

If you or food vendors are putting up marquees/gazebos make sure they are secured to the ground in case of windy conditions. There have been some serious damage to people and property with unsecured structures taking off.

16. CHARITY EVENTS/DONATIONS

Food vendors often participate in fundraising events and charity events. We have donated a percentage of overall sales, donated a percentage of sales to a 'signature item', added \$1 to each menu item with that dollar going to the charity and donated food to events. Many food vendors are asked several times per month to donate food/sales to an event. While there are many great causes out there, please keep in mind that we are small businesses and often times it is difficult to donate and food vendors should not be asked to donate more than 10% of their takings for such an event. In most cases vendors are happy to donate in lieu of an event fee.

17. MARKETING/PROMOTION

Food vendors rely on social media and marketing for our businesses so we are very good at promotion. If your event has a website, Facebook page, Twitter handle or artwork/poster, please share with food vendors at time of booking. We will post, tweet and market the event to our followers as best as we can and we expect event organisers to do the same for food vendors.

Often times a food vendor will research an event before committing to see if there is 'buzz' online about your event. If there is no information found online, there is a good chance that the public doesn't know about it and attendance may

be low. As a result, you might find it hard to secure food vendors. We will do our best to market your event, but we need event organisers to do the same! *#Tip: Did you know if you create an event on Facebook to advertise your event and add the food vendors as "Co-hosts" in the Admin then the event posts will also show up on the food vendor's pages as well and further spreads the word.*

18. DO YOU NEED MOBILE FOOD VENDORS FOR YOUR EVENT?

If you require mobile food vendors to attend your event contact the WA Mobile Food Vendor Association to ensure you are getting mobile food vendors that meets the Food Act 2008 requirements.

If you email us your details regarding your event we can copy and paste your request for vendors to our forum and ask our members to respond to you directly if they are available. You can email the Association at admin@wamfva.org.

You can also view a list of our members at www.wamfva.org/members.

19. FOOD VENDORS PULLING OUT OF EVENTS AT THE LAST MINUTE

From time to time some food vendors have been known to pull out of events at the last minute.

If your event has been affected by a late cancellation of a food vendor we encourage our members (where possible) to help the event organiser find a replacement vendors provided the local Council will be prepared to issue a temporary food licence at the last minute (if required).

If the mobile food vendor has not assisted you to find a replacement vendor you can email the Association at admin@wamfva.org and we can advertise your request to our members to see if there are any vendors not booked who may be available to attend your event.

Some of the legitimate issues that can affect food vendors are illness, vehicle breakdown, problems with trailers, flat tyres, car accident, faulty equipment, staff issues, total fire ban for anyone using naked flames, poor communication from event organisers or failure to pay prior to the event if a private function.

However, if a food vendor either does not show at your event or does not give you a good enough reason why they were not able to attend you can report the

April 2017

vendor to the association by email to admin@wamfva.org who will follow it up direct with the vendor should they be a member.

If the vendor does not give you a suitable excuse for not attending the Association supports event organisers not using this vendor at future events.

20. EVENT ORGANISERS CHECKLIST

Questions	Issues	Completed
Has the Food Vendor provided you with all the necessary paperwork?	<ul style="list-style-type: none"> a) Shire Registration b) Public Liability Insurance c) Layout Map d) Proof of Electrical tagging e) Dimensions of the trailer f) Which side do they serve from? g) Fees paid 	
Have you communicated the following to the food vendor? Should be provided 48-72 hours prior to the event	<ul style="list-style-type: none"> a) What time food vendors can move in on site? (i.e. 2 hours prior to event start time) b) Is there a particular entrance to use? c) What time all vehicles are to be removed from the area? d) What time vehicles can come back to area to pack up? e) Is there a particular area for parking vehicles for staff/business owners? f) Advise what time power will be setup for event? (if required) g) Provided a site map of the area highlighting the area to setup and designate where mobile food vendors will need to enter and leave from: i.e. a particular entrance. h) If required for larger events what arrangements in place for vendors to access the site to restock especially for multi day events. i) For regional events please provide suggested accommodation options for vendors and staff. j) Will you have VIP's or vouchers for event staff and how will these be paid for? k) Will there be an electrician on site to check tagging of each vendor l) Will there be any food or drink being given away free by event organisers or Sponsors ? 	
Receipt of Payment?	Have you forwarded a Tax Invoice or Receipt of payment?	