2027 National Multicultural Festival

STALLHOLDER GUIDELINES



National Multicultural Festival

ACT Government

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Welcome

Thank you for your interest in being a part of the National Multicultural Festival.

The festival is one of Australia's largest celebrations of culture and community. Held in the heart of Canberra, it brings together thousands of people each year to share food, stories, music, dance, and traditions from all over the world.

Our stallholders are central to the festival experience. The energy, creativity and cultural richness you bring make the event come alive and help connect our communities in meaningful ways.

We are committed to delivering a festival that is safe, welcoming and enjoyable for everyone. These guidelines have been developed to support you through the application process and outline what is required to take part. Whether you're a returning stallholder or applying for the first time, we're here to help you succeed.

If you need support at any stage, please don't hesitate to get in touch — we are here to help.

Our Vision

To create a world-class multicultural festival that enriches the lives of Canberrans and welcomes visitors to our vibrant city, bringing people together through a shared celebration of culture.

Our Mission

- Keep traditions alive while embracing new cultures.
- Create a safe, fun, and welcoming space for all.
- Connect people of all backgrounds through shared stories, cultural expression and celebration.

Our Core Values

- Diversity – every culture is welcome.
- Inclusion and Respect – we listen, learn, and celebrate.
- Collaboration – we work together.
- Integrity – we are fair, honest, and respectful.
- Celebration – we create joy and pride.

Acknowledgement of Country

We acknowledge the Traditional Custodians of the lands where we live, work, and celebrate. We pay respect to Aboriginal and Torres Strait Islander peoples – to Elders past, present and emerging – and recognise their ongoing connection to Country.

Accessibility support

We want everyone to be able to take part in the festival.

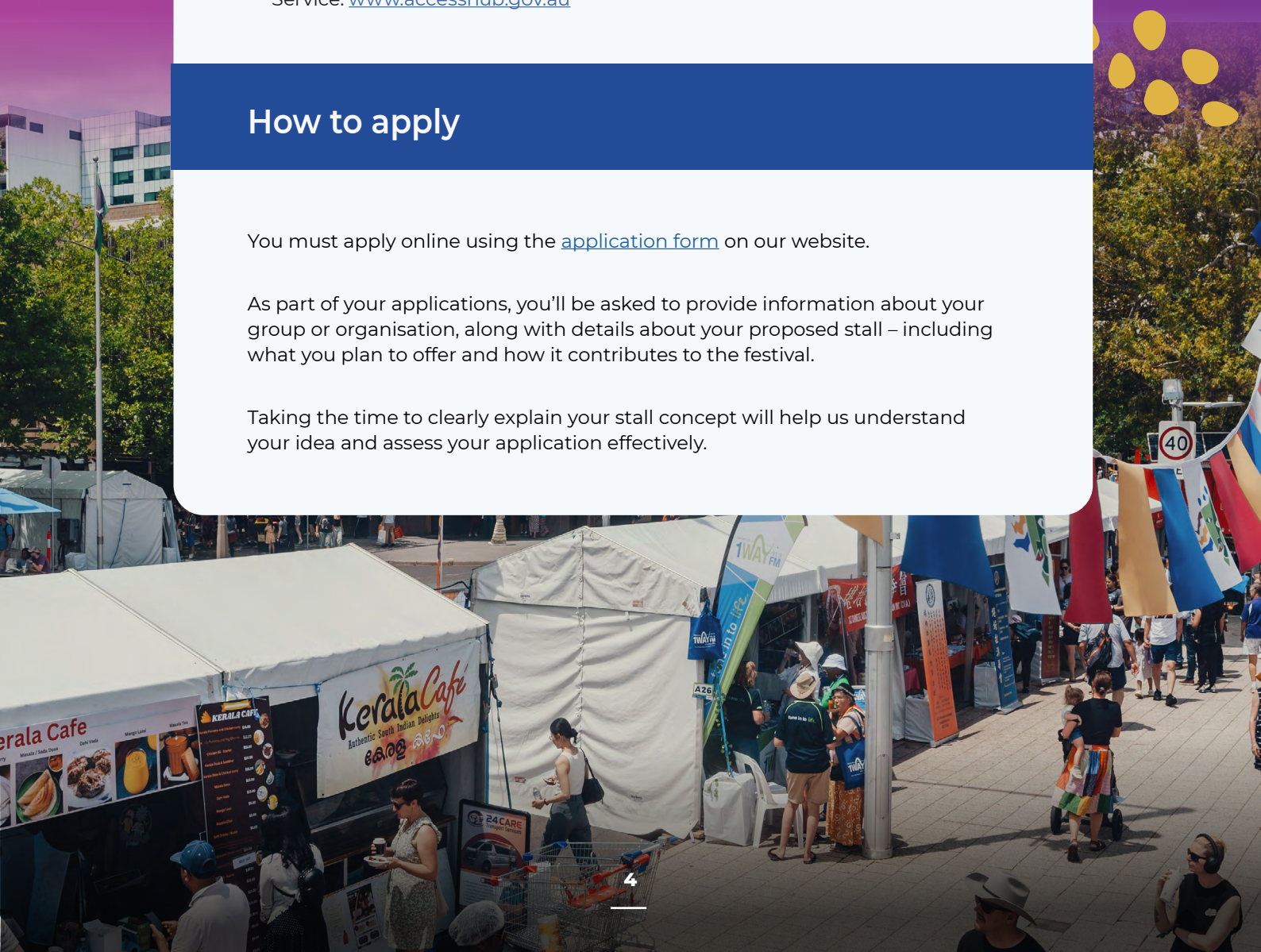
- Need this information in another format (like large print or audio)? **Call (02) 6207 2258.**
- Need help in your language? Call 13 14 50 for interpreting and translation support.
- If you are deaf or have a hearing or speech difficulty, use the National Relay Service: www.accesshub.gov.au

How to apply

You must apply online using the application form on our website.

As part of your applications, you'll be asked to provide information about your group or organisation, along with details about your proposed stall – including what you plan to offer and how it contributes to the festival.

Taking the time to clearly explain your stall concept will help us understand your idea and assess your application effectively.



Key dates

- **Applications open:** 12:00pm Thursday 25 June 2026
- **Applications close:** 11:59pm Sunday 2 August 2026
- **Festival dates:** Friday 5 to Sunday 7 February 2027

Who can apply

We welcome applications from individuals, community groups, businesses, and organisations who want to share their culture or be part of the festival.

Stallholders play an important role in creating a diverse and engaging program. Whether you are offering food, crafts, cultural services or information, your contributions help bring the festival to life.

All applications must meet the requirements for their chosen stall category. For example, food stalls will need to comply with ACT health and safety regulations, and some categories require specific organisational structures.

Before you apply

- Stalls are selected through a competitive process – clearly explain what you will bring to the festival and how your stall adds to the overall experience.
- We are looking for stalls that reflect the festival's values of inclusion, multiculturalism and community participation.
- The festival is a non-political, community-focused event. Political or offensive material is not allowed.
- Applicants are also expected to follow the stallholder guidelines. Not meeting these requirements may impact your eligibility for future festivals.



Stall categories

To support a diverse and vibrant festival, stalls are grouped into five categories. Each category is designed to showcase different parts of Canberra's multicultural community and create a balanced experience for visitors.

When applying, please select the category that best matches your stall. If you're unsure, we encourage you to contact us for guidance.

Please note:

- Preference is given to stalls that apply to trade all three days of the festival.
- We prioritise stalls that demonstrate cultural authenticity, community benefit, and alignment with festival values.
- Community-based, volunteer-run, and culturally led stalls are strongly encouraged to apply.
- Preferred trading days cannot be guaranteed. Alternative days may be offered based on application strength and stall availability.

Priority 1 - Community food, beverage & cultural item stalls

About this category:

This category supports multicultural community organisations, charities and not-for-profit groups to share their culture with the community. These stalls play an important role in the festival, bringing culture to life through food, products and experiences. They help create a vibrant, welcoming atmosphere and showcase the diversity and traditions that make the festival unique.

What you can offer:

- Sell culturally significant food and drinks.
- Sell cultural items such as clothing, art, crafts or jewellery.
- Provide culturally significant services such as hair braiding or henna tattoos.

What you need to do:

- Your organisation must be an incorporated association.
- You must comply with ACT food safety and trading regulations (if selling food or alcohol).
- You must submit a financial report within 21 working days after the festival, showing that funds were transferred into your community account.

To support affordability across the festival:

- At least one menu item must be priced between $10 and $15.
- All menu items must be priced under $25.

If you are selling alcohol:

- Include the Alcohol by Volume percentage (ABV%).
- Include where the product is sourced from.

In your application:

Please include:

- A sample menu with prices and dietary options.
- Clear information about how your stall reflects your community's culture and traditions, and how your stall will contribute to the overall festival experience.

Priority 2 – Diplomatic & multicultural information stalls

Diplomatic stalls

About this category:

This category provides an opportunity for embassies, high commissions, and recognised diplomatic missions in Australia to share their culture with the community. These stalls support cultural exchange and connection, offering visitors a chance to learn about different countries, traditions and perspectives through engaging and educational experiences.

What you can offer:

- Share cultural information through displays or interactive experiences.
- You can't promote political views or campaigns.
- You can't sell food, drinks, or merchandise, but you may offer free food tastings or drink samples with prior written approval from the festival team.

What you need to do:

- All displays must fit within your allocated stall space.
- Most stalls will be 3m x 3m. If you need a 6m x 3m stall, explain why and include a floor plan in your application.
- You are expected to operate during agreed trading days and hours. Some flexibility may be considered but is not guaranteed.
- Applications should demonstrate how your stall will meaningfully represent your culture and traditions.

Multicultural information stalls

About this category:

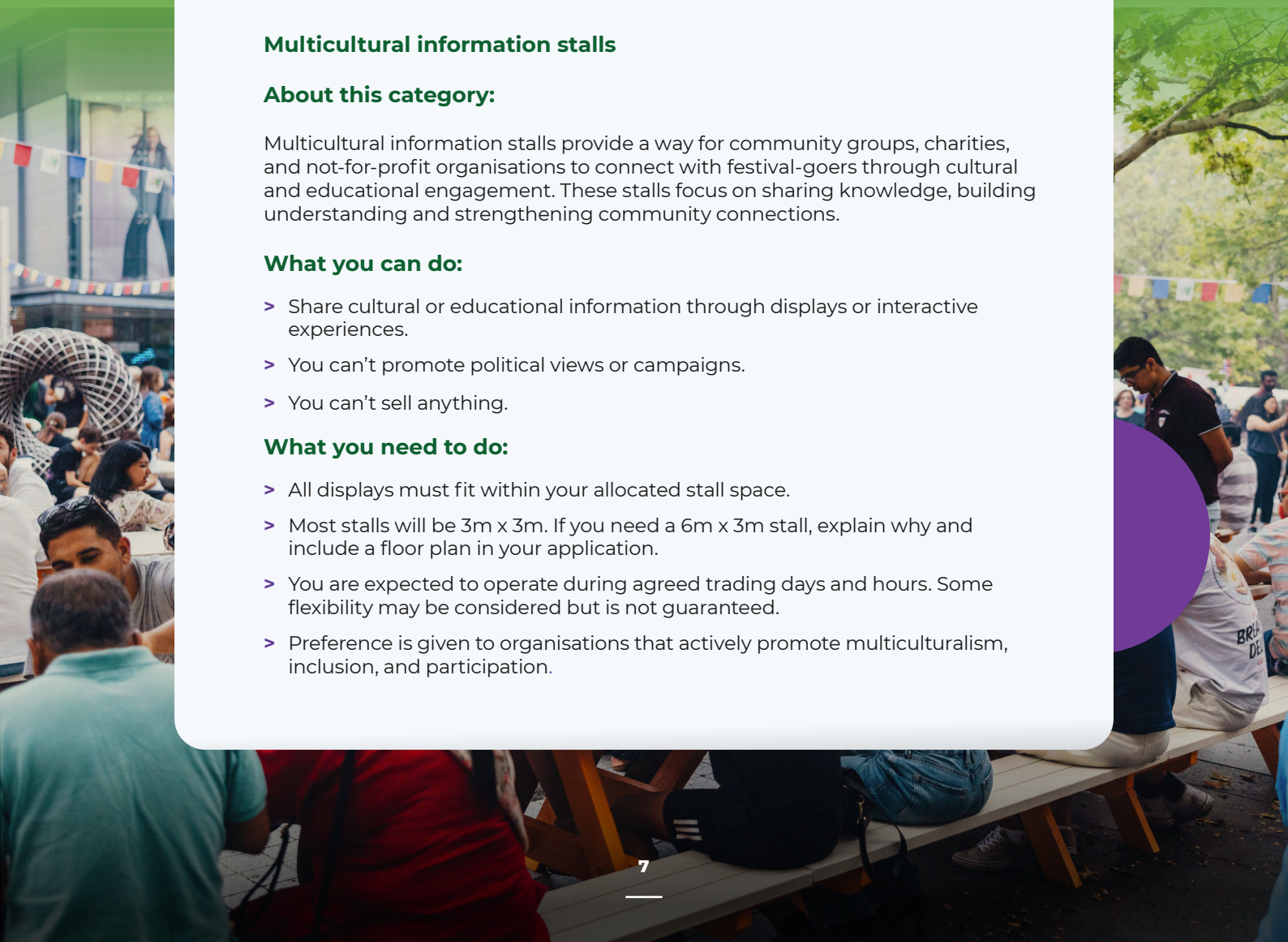
Multicultural information stalls provide a way for community groups, charities, and not-for-profit organisations to connect with festival-goers through cultural and educational engagement. These stalls focus on sharing knowledge, building understanding and strengthening community connections.

What you can do:

- Share cultural or educational information through displays or interactive experiences.
- You can't promote political views or campaigns.
- You can't sell anything.

What you need to do:

- All displays must fit within your allocated stall space.
- Most stalls will be 3m x 3m. If you need a 6m x 3m stall, explain why and include a floor plan in your application.
- You are expected to operate during agreed trading days and hours. Some flexibility may be considered but is not guaranteed.
- Preference is given to organisations that actively promote multiculturalism, inclusion, and participation.



Priority 3 – Community clubs – food & beverage stalls

About this category:

This category is for licenced community clubs registered with Access Canberra. Community clubs play an important role in the festival by offering food, drink and cultural experiences that reflect their communities, while supporting their ongoing activities.

What you can do:

- Sell culturally significant food and drinks.
- Sell cultural items such as clothing, art, crafts or jewellery.
- Provide a culturally significant service such as hair braiding or henna tattoos.

What you need to do:

- If selling food or alcohol, you must comply with ACT food safety and trading regulations.
- Include a sample menu or item list with prices and dietary options in your application.
- You must submit a financial report within 21 working days after the festival, showing that funds were transferred into your community account.

To support affordability across the festival:

- At least one menu item must be priced between $10 and $15.
- All menu items must be priced under $25.

If you are selling alcohol:

- Include the Alcohol by Volume percentage (ABV%).
- Include where the product is sourced from.

In your application:

Please include:

- Clear information about how your stall reflects your community's culture and traditions, and how your stall will contribute to the overall festival experience.

Priority 4 – Commercial food & beverage stalls

About this category:

Commercial stalls are open to established businesses, sole traders, or for-profit organisations offering products or services suited to a family-friendly, multicultural audience. These stalls help expand the range of food, products and experiences available, complementing the strong community focus of the festival.

What you can do:

- Sell culturally significant food and drinks.
- Sell cultural items such as clothing, art, crafts or jewellery.
- Provide culturally significant services such as hair braiding or henna tattoos.

What you need to do:

- If selling food or alcohol, you must comply with ACT food safety and trading regulations.

- Include a sample menu or item list with prices and dietary options in your application.
- You must submit a financial report within 21 working days after the festival, showing funds raised at the festival, and festival related expenses.

To support affordability across the festival:

- At least one menu item must be priced between $10 and $15.
- All menu items must be priced under $25.

If you are selling alcohol:

- Include the Alcohol by Volume percentage (ABV%).
- Include where the product is sourced from.

Priority 5 – General information stalls

About this category:

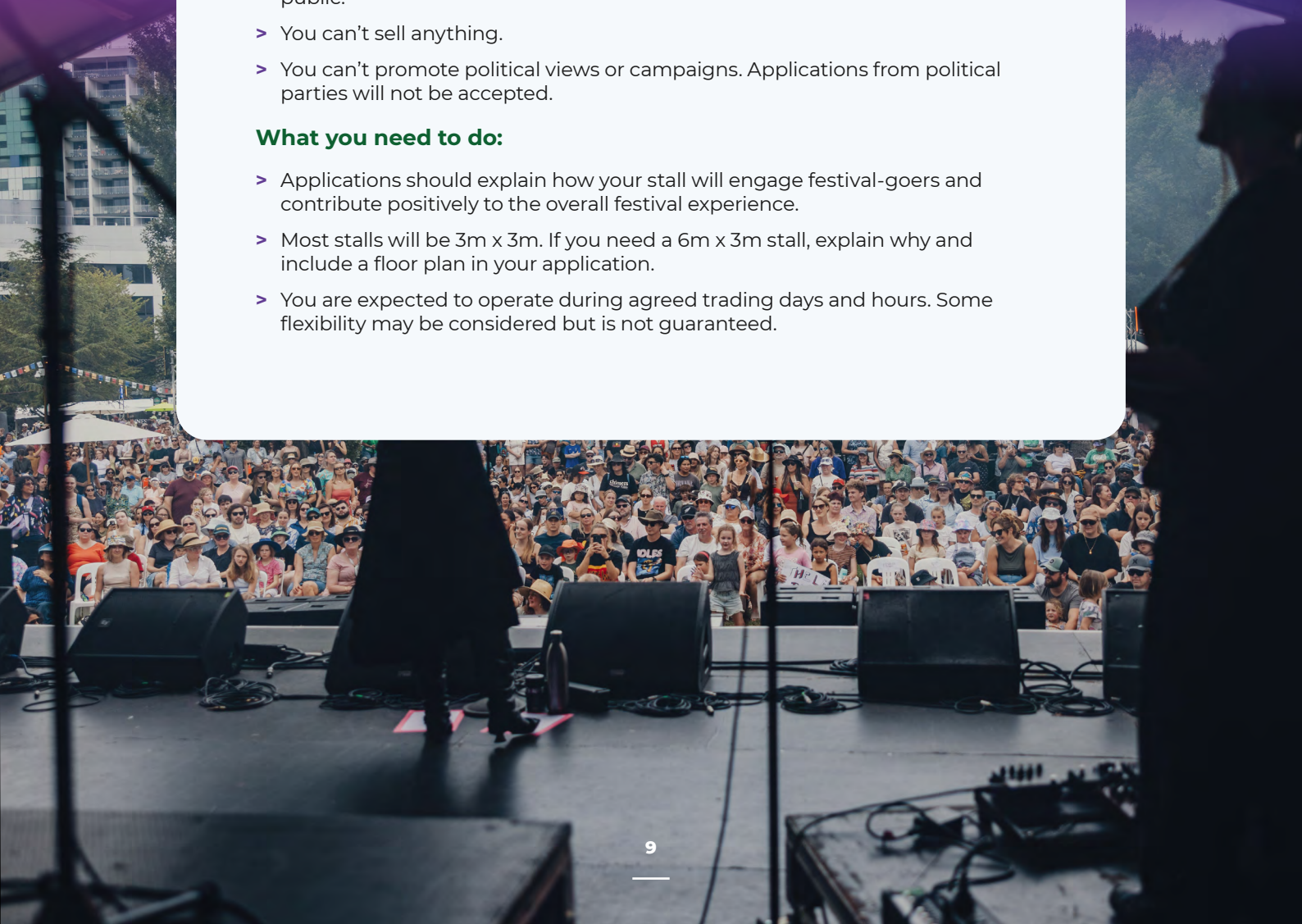
General information stalls are available to community organisations, registered charities, and not-for-profit groups wanting to share information with the public. These stalls help create a more informed, connected and inclusive festival experience by offering useful, educational or culturally relevant content.

What you can do:

- Share helpful, educational, or culturally relevant information with the public.
- You can't sell anything.
- You can't promote political views or campaigns. Applications from political parties will not be accepted.

What you need to do:

- Applications should explain how your stall will engage festival-goers and contribute positively to the overall festival experience.
- Most stalls will be 3m x 3m. If you need a 6m x 3m stall, explain why and include a floor plan in your application.
- You are expected to operate during agreed trading days and hours. Some flexibility may be considered but is not guaranteed.



Multicultural Tasting Trail

The Multicultural Tasting Trail is a curated, self-guided food experience that encourages festival-goers to explore flavours from across cultures in an accessible and engaging way.

How the Multicultural Tasting Trail works:

- Participating stalls will offer a dedicated tasting item, curated specifically for the Tasting Trail.
- The tasting plate must be priced between $8–$12 (maximum cap $12) to keep the experience affordable and encourage people to visit multiple stalls.
- Each participating stall will be clearly identified through Tasting Trail signage and included on festival maps and promotional materials so festival-goers can easily spot Trail offerings.
- The Tasting Trail will be promoted through the festival's marketing channels encouraging visitor engagement.

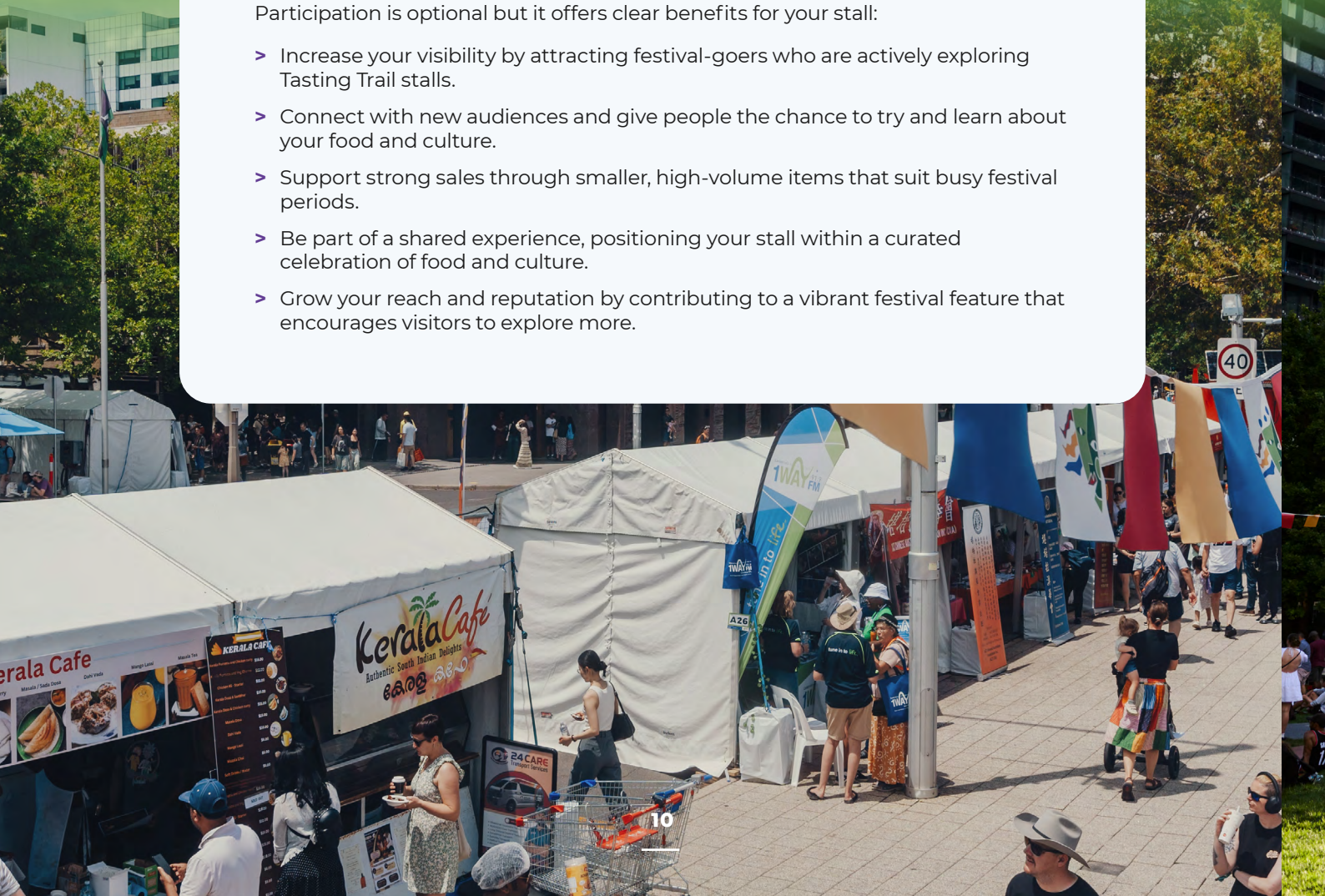
Stallholders opting into the Multicultural Tasting Trail agree to:

- Develop a small plate tasting item specifically for the Trail.
- Price the item within the $8–$12 range.
- Display provided Tasting Trail signage and Trail Map prominently at their stall.
- List their tasting items in advance for inclusion in festival promotions and maps.

Why participate:

Participation is optional but it offers clear benefits for your stall:

- Increase your visibility by attracting festival-goers who are actively exploring Tasting Trail stalls.
- Connect with new audiences and give people the chance to try and learn about your food and culture.
- Support strong sales through smaller, high-volume items that suit busy festival periods.
- Be part of a shared experience, positioning your stall within a curated celebration of food and culture.
- Grow your reach and reputation by contributing to a vibrant festival feature that encourages visitors to explore more.



Stallholder fees

All listed fees include GST and are based on a standard 3m x 3m marquee. Where a larger 6m x 3m stall is required, fees will generally be calculated at double the standard rate, unless otherwise specified.

From 2027, power will be included for all stallholders who are approved to sell goods. This includes either two x 10-amp outlets or one x 15-amp outlet, available for a flat cost of $135, which has already been incorporated into the pricing tables below.

This approach has been introduced to make planning simpler and more transparent, giving stallholders greater certainty about costs from the outset and helping with budgeting ahead of the festival.

Community stall pricing – site fees only

Type	1-Day Fee *(Fri or Sun only)*	2-Day Fee *(Fri & Sat or Sat & Sun)*	3-Day Fee
Market stall (includes services)	$310.00	$467.00	$633.00
Food & non-alcoholic drinks	$466.00	$797.00	$1,128.00
Food & alcoholic drinks (Licenced)	$798.00	$1,462.00	$2,125.00
Club – food & alcoholic drinks (Licenced)	$1,020.00	$1,906.00	$2,790.00

Diplomatic and information stall pricing – site fees only

Type	1-Day Fee	2-Day Fee *(Fri & Sat or Sat & Sun)*	3-Day Fee
Diplomatic information	$331.00	$687.00	$884.00
Multicultural or community information	$160.00 *(Friday or Sunday only)*	$332.00	$498.00



Commercial stall pricing – site fees only

Type	1-Day Fee *(Fri only)*	2-Day Fee	3-Day Fee
Market stall (includes services)	$651.00	NA	$1,682.00
Food & non-alcoholic drinks	$1,283.00	NA	$4,151.00
Food & alcoholic drinks (Licenced)	$1,937.00	NA	$6,079.00
Food van (1-3m)	$1,937.00	NA	$3,545.00
Food van (3-6m)	$2,166.00	NA	$7,251.00
Food van (Licenced, 1-3m)	$1,838.00	NA	$5,788.00
Food van (Licenced, 3-6m)	$2,826.00	NA	$9,231.00

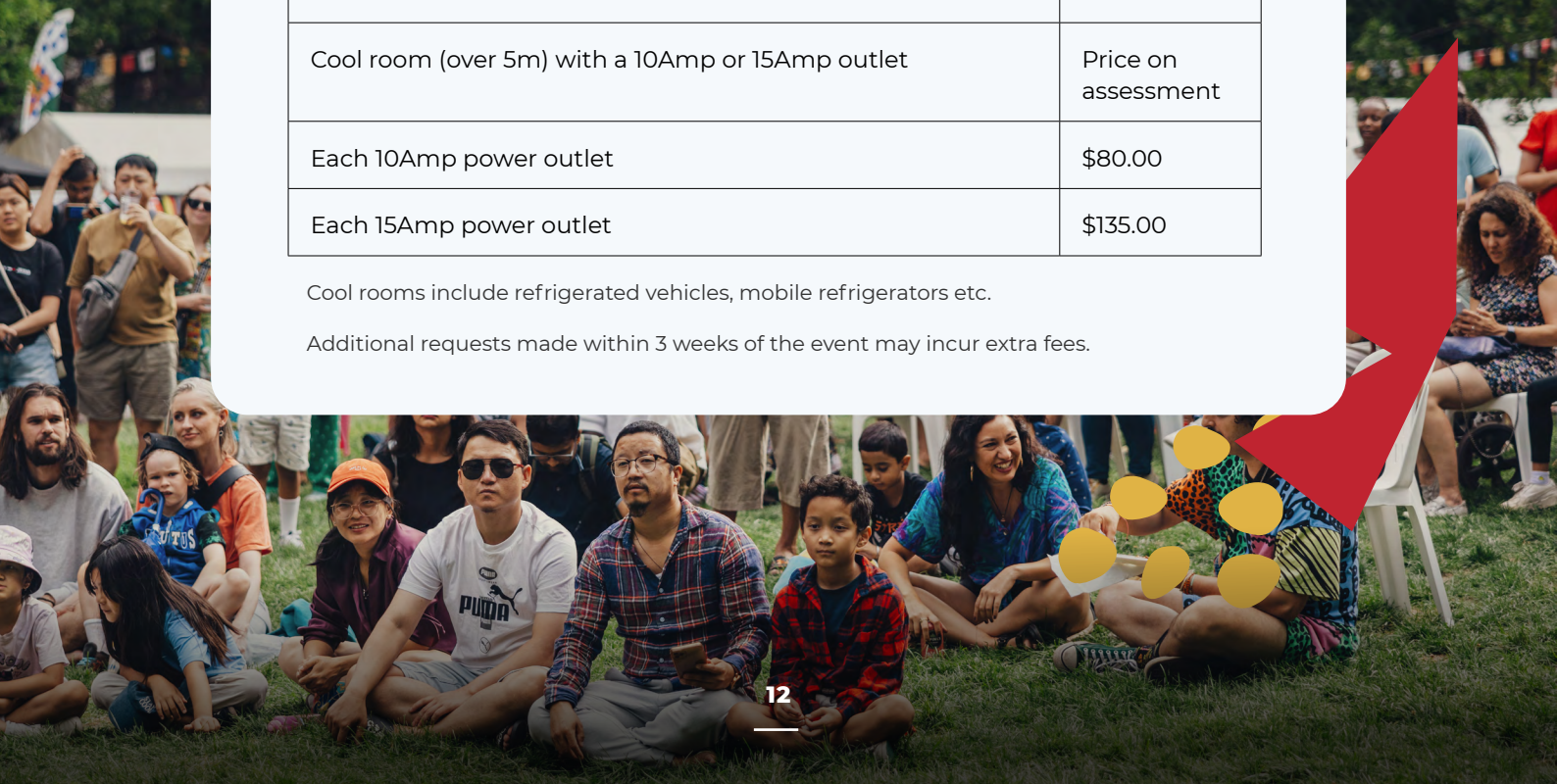
Note: Food van length refers to the operating/service space only. However, the total size of your trailer/truck will be taken into consideration when assessing. Tow bars and cab space must be included in your application.

Power and Cool room hire

Cool room parking space only and power *Cool room not provided by the festival	Cost
Cool room (under 5m including tow bar) with a 10Amp outlet	$150.00
Cool room (under 5m including tow bar) with a 15Amp outlet	$205.00
Cool room (over 5m) with a 10Amp or 15Amp outlet	Price on assessment
Each 10Amp power outlet	$80.00
Each 15Amp power outlet	$135.00

Cool rooms include refrigerated vehicles, mobile refrigerators etc.

Additional requests made within 3 weeks of the event may incur extra fees.



Stall inclusions

3x3m marquee stalls include:

- 1 table.
- 2 chairs.
- 1 light (with access to a single power outlet for the light only).
- 3 walls and a roof (no front wall).
- 2 x 10 amp or 1 x 15 amp power outlet.

6x3m marquee stalls include:

- Double the above.

Food vans include:

- Space for your van.
- Access to 24-hour power.
- 2 x 10 amp or 1 x 15 amp power outlet.

Cool room fees include:

- 1 parking space (does not include the cool room itself).
- Access to 24-hour power.

Important notes:

- Extra power requests must be made at least 3 weeks before the festival and may incur additional costs.
- Marquee stalls do not have overnight power; perishable food must be removed each night, or it may be discarded by ACT Health.
- Extra tables, chairs, or equipment must be organised by stallholders themselves.
- Remove all cash and valuables from stalls overnight. There is no dedicated overnight security for stalls.

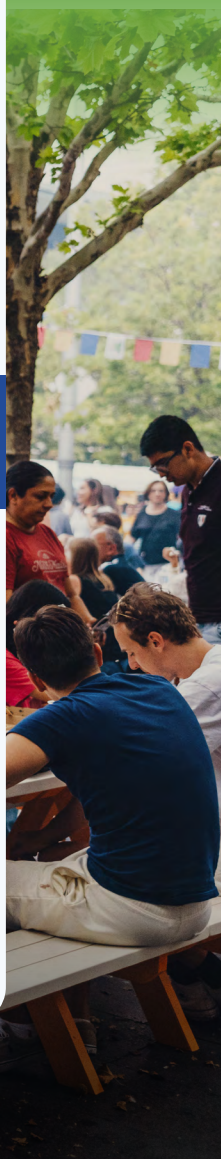


Stallholder responsibilities

To help create a safe, welcoming and well-run festival, stallholders are expected to meet a few key responsibilities. These help ensure a positive experience for visitors, other stallholders and the wider community.

Stallholders are expected to:

- Trade during the agreed days and hours. Late arrival, early closing or no-show may affect future applications.
- Operate within your allocated stall space. Handing out flyers or displays outside your stall requires prior written approval.
- Provide clear details of your stall activities in your application. If you plan to distribute printed flyers, please include copies so they can be reviewed.
- Provide a stall layout or floor plan if requested to support safety and compliance.



- Do not share or sublet your stall space without written permission from the festival team.
- Participate in the post-festival evaluation to improve future events.
- Always maintain respectful and professional conduct.

Rule breaches, damage or inappropriate behaviour may affect future participation.

Important notes:

- Extra power requests must be made at least 3 weeks before the festival and may incur additional costs.
- Marquee stalls do not have overnight power; perishable food must be removed each night, or it may be discarded by ACT Health.
- Extra tables, chairs, or equipment must be organised by stallholders themselves.
- Remove all cash and valuables from stalls overnight. There is no dedicated overnight security for stalls.

How stall applications are assessed

Applications are assessed based on the information you provide. In some cases, the festival team may contact you if your application would be better suited to a different category.

We aim to select a range of stalls that reflect the diversity of the community and create a high-quality festival experience.

General criteria

All applications are considered against the following:

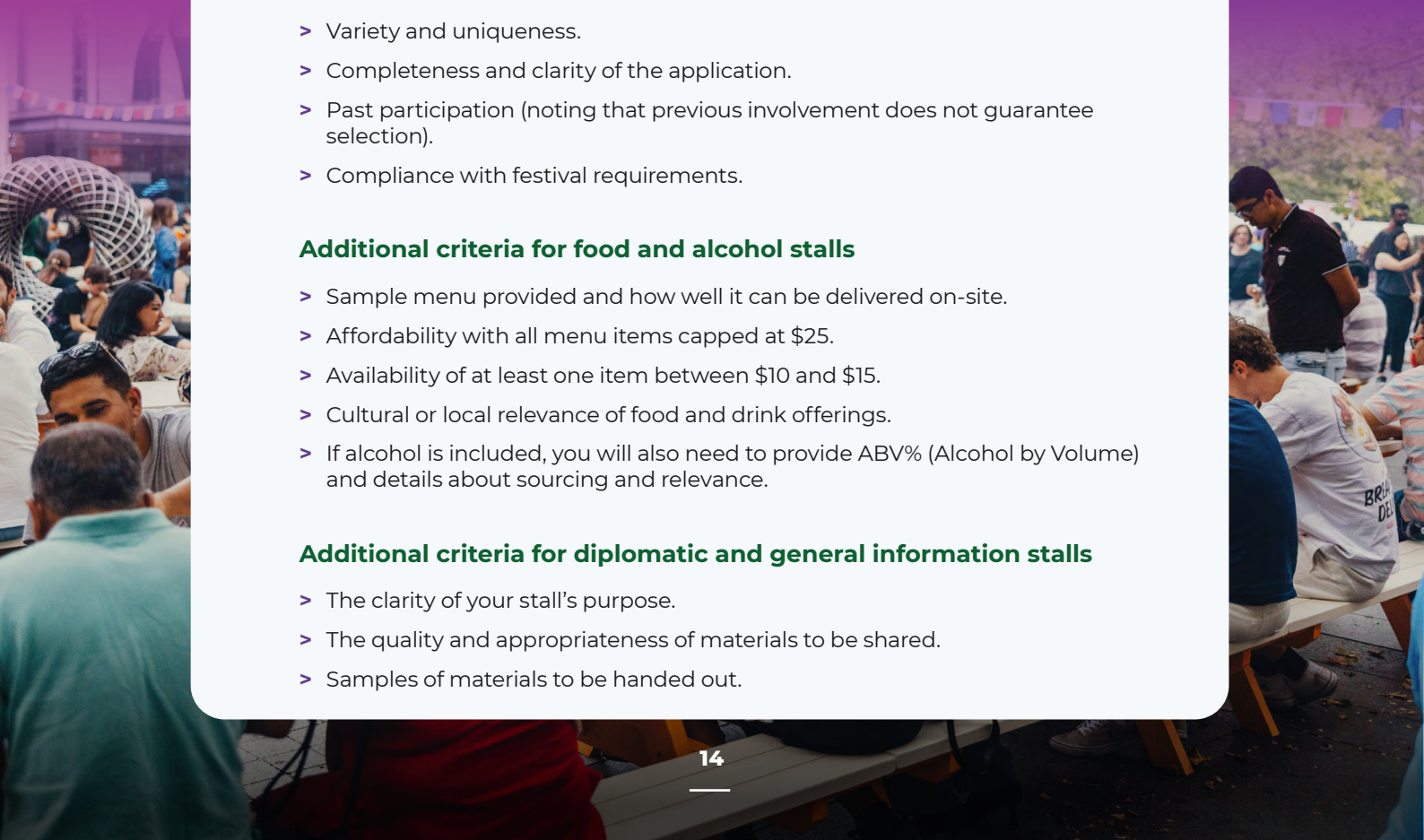
- Application submitted on time.
- Alignment with the festival's aims and values.
- Cultural contribution to the festival.
- Variety and uniqueness.
- Completeness and clarity of the application.
- Past participation (noting that previous involvement does not guarantee selection).
- Compliance with festival requirements.

Additional criteria for food and alcohol stalls

- Sample menu provided and how well it can be delivered on-site.
- Affordability with all menu items capped at $25.
- Availability of at least one item between $10 and $15.
- Cultural or local relevance of food and drink offerings.
- If alcohol is included, you will also need to provide ABV% (Alcohol by Volume) and details about sourcing and relevance.

Additional criteria for diplomatic and general information stalls

- The clarity of your stall's purpose.
- The quality and appropriateness of materials to be shared.
- Samples of materials to be handed out.



Countering foreign interference

The ACT Government is committed to ensuring the National Multicultural Festival remains safe, inclusive and respectful for everyone. We work across the public service and with businesses and communities to build resilience to attempts at foreign interference. For more information visit Countering foreign interference in the ACT:

www.act.gov.au/emergency-and-safety/countering-foreign-interference-in-the-act

Getting support to participate

We want the festival to be accessible and welcoming to all communities, including those who may be new to the event or facing barriers to participation.

If you need support, there are a few options available.

Auspicing

If your group is not legally incorporated, you may be able to apply through an auspicing arrangement.

Key points:

- The auspicing organisation takes legal and financial responsibility for your stall.
- Written approval from the auspicing organisation must be included in your application.
- All groups involved must be clearly listed.
- Auspicing is only available for information stalls, not for stalls involving sales or fundraising.
- Requests for auspicing are considered on a case-by-case basis.

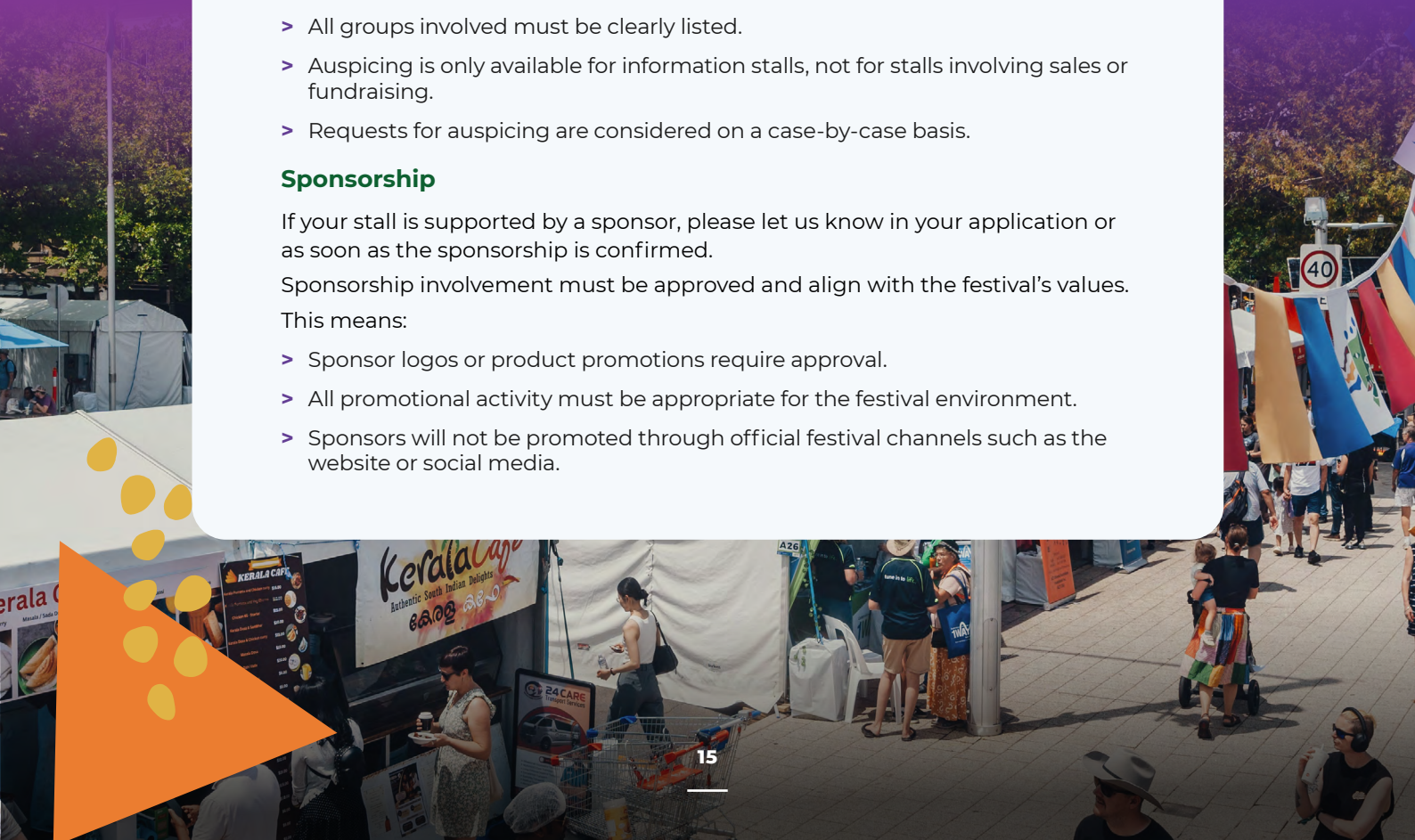
Sponsorship

If your stall is supported by a sponsor, please let us know in your application or as soon as the sponsorship is confirmed.

Sponsorship involvement must be approved and align with the festival's values.

This means:

- Sponsor logos or product promotions require approval.
- All promotional activity must be appropriate for the festival environment.
- Sponsors will not be promoted through official festival channels such as the website or social media.



Getting help with your application

We're here to support you — whether you're applying for the first time or returning to the festival.

Information sessions:

We run information sessions each year to help guide stallholders through the application process and answer questions. These sessions are a great opportunity to learn more about the festival, meet the team, and feel confident about your application.

Details are available on the festival website.

One-on-one support:

During the application period, you can book an online appointment with a member of the festival team. These sessions offer personalised support, whether you need help refining your idea, understanding the requirements, or working through your application.

Visit the festival website to book a session.

Get in touch :

Please contact us if you

- Need help with your application.
- Are having issues with the application form.
- Are unsure which stall category to apply for.
- Have questions about fees, requirements, or festival logistics.

Email: inbox@multiculturalfestival.act.gov.au
Phone: (02) 6207 8698

Final note:

Thank you for your interest in being part of the 2027 National Multicultural Festival. We look forward to working with you to create a vibrant, inclusive and memorable event for the whole community.

