



INFORMATION TO APPLICANTS

KEWfest 2020 - Kew, who knew!

10 – 15 March 2020

GET INVOLVED

Celebrate what makes Kew unique through its art, food, music, dance, history, culture and sport.

KEWfest 2020 is a unique festival to Melbourne's cultural scene, showcasing a range of events across six days in March 2020.

KEWfest 2020 supports the businesses and not-for-profit organisations in Kew and East Kew.

*This year's theme is **Kew, Who Knew!** So, tell us something unique to Kew, so that we can spread the word about the things that make Kew special.*

We want something for everyone at KEWfest 2020.

EXPRESS YOUR INTEREST

Expressions of interest are sought from not for profit or business organisations that are based in Kew or East Kew.

Commercial vendors that believe they can add value to KEWfest 2020 are also welcome to apply however the committee must approve, with possible consultation to our trader associations, any expression of interest from outside Kew/East Kew from commercial vendors. Your expression of interest may be declined if it is determined that your event will directly compete with any of our existing businesses in the precinct that are participating in the Festival.

Please note there will be no Family Fun Day at KEWfest 2020.

KEWfest 2020 is an event-based festival with all events occurring between 10 – 15 March 2020. Events are held in Kew or East Kew.

All events must occur within your own premises or be conducted on premises where you have approval to conduct the event. Organisations are responsible for planning, implementing and carrying through with your proposed event. The finances, logistics and safety of participants whilst they attend the event are the responsibility of the event organiser. We will endeavour to promote your event to the residents of Kew/East Kew.

The types of events held include (but are not limited to):

- Arts (music, dance drama) performances
- Open days
- Exhibitions

- Come try
- Talks/lectures
- Tours
- Workshops
- Tastings

If you would like to be involved in KEWfest 2020 please complete an Expression of Interest. This information will be used to promote your event to the residents of Kew and East Kew, through our:

- Print mail
- Posters
- Instagram and Facebook page and events
- Invitations

We would also like you to promote KEWfest 2020 to your followers, likers and supporters this way we can spread the word and help get everyone involved.

PUBLIC LIABILITY INSURANCE

All event providers must hold public liability insurance to the value of \$10,000,000. Evidence of public liability must be provided by way of enclosing a copy of your Certificate of Currency with this application.

The certificate must note Kew Community Festival Inc. as an Interested Party for the purposes of the event and specify the venue location(s), date(s) and time(s) involved. Your insurance broker or company should be able to provide this without charge.

EVALUATION

All organisations that participate in KEWfest 2020 will be expected to complete an event evaluation after KEWfest 2020. We will need this information to report back to our members and supporters.

KEY DATES

EXPRESSIONS OF INTEREST FOR EVENT PROVIDERS OPEN

1 July 2019

EXPRESSIONS OF INTEREST FOR EVENT PROVIDERS CLOSE

30 October 2019

SUCCESSFUL APPLICANTS NOTIFIED BY

30 November 2019

MARKETING COMMENCES

1 January 2020