

Sunday April 12th  
The Parade, Norwood  
Free Entry

# NORWOOD FOOD & WINE FESTIVAL

THE PARADE TRADERS  
SITE PROSPECTUS



SOUTH  
AUSTRALIA



City of  
Norwood  
Paynham  
& St Peters



GATHER ROUND



# **NORWOOD FOOD & WINE FESTIVAL**

AFL Gather Round returns to Adelaide in April 2026, including Norwood Food & Wine Festival (NF&WF) on The Parade coinciding with the Sunday afternoon match between the Geelong Cats and West Coast Eagles at Norwood Oval.

Building on the popularity of 2025, NF&WF will showcase some of South Australia's finest offerings in a dynamic, lively, and colourful manner appealing to a broad audience. The festival will feature curated pop-up food and beverage options from renowned local and SA-based businesses to compliment The Parade businesses, all enhanced by a full entertainment program.

Amenities for patrons such as general seating and toilets, as well as security staff and infrastructure like stages and fencing will be organised by event management.

**As a Parade Trader with street frontage within the Festival Precinct, you have the opportunity for your business to be part of this exciting event.**

## **PARADE TRADER APPLICATION – KEY DATES AND DEADLINES**

- Applications close; **5pm, Friday 20 February 2026**
- Notified of the status of your application; by close of business **Wednesday 4 March 2026**
- Site fees to be paid by; **5pm Friday 20 March 2026**
- Compulsory Onsite Individual Trader Briefing at an agreed time on;  
**either Monday 23, Tuesday 24 or Wednesday 25 March 2026**
- Final invoices for power, ice and lighting (if applicable) to be paid prior to the event.
- **Norwood Food & Wine Festival 11am-9:30pm, Sunday 12 April 2026**

## **MARKETING AND PROMOTION**

As a NF&WF Trader, you will benefit from an overarching marketing and communications program, aimed at creating awareness of, and driving attendance to the festival, including an extensive public relations and comprehensive social media campaign.

## **PROJECTED ATTENDANCE**

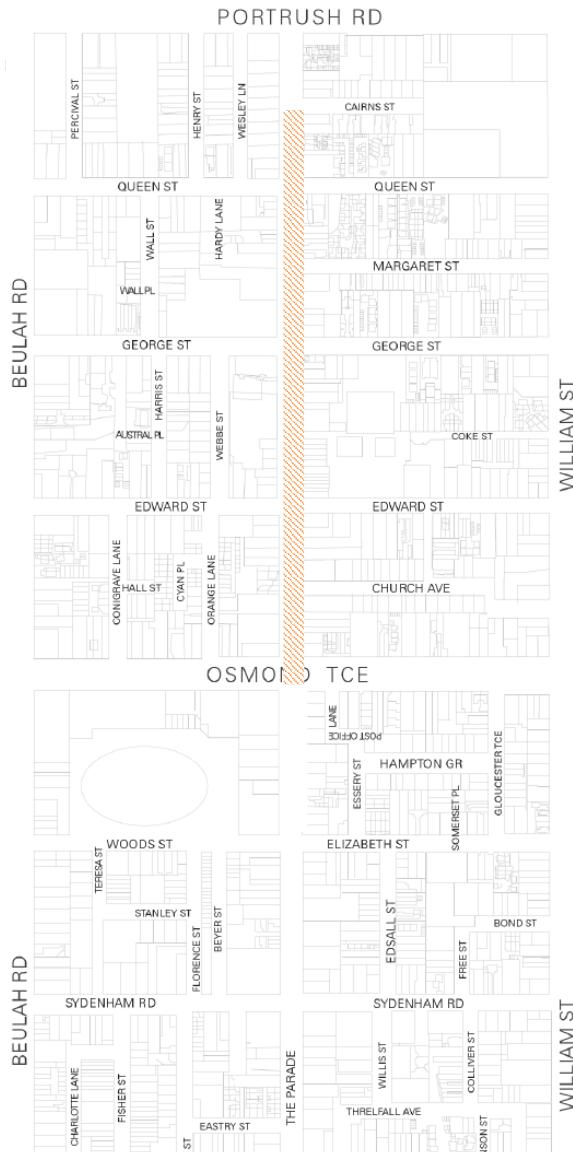
In 2025, NF&WF reached 90,000 patrons across the event, with 40,000 on site at any one time.

## **2026 NF&WF LOCATION & EVENT PRECINCT**

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The NF&WF Festival Precinct runs along The Parade between Osmond Terrace and 60m east of Cairns Street.

In addition to the NF&WF the AFL will manage an activation on the lawns outside the Norwood Oval.



## Liquor Licensing

Liquor Licensing for a major event can be complicated and it is important for your business to understand, including all the parameters and your involvement with the event.

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The NF&WF Short-Term Liquor Licence will be active for the event from 11am to 9.30pm, Sunday 12 April 2026. The Licence includes the entire footpath and roadway within the Festival Precinct and will override your existing liquor licence (indoor / outdoor) if you elect to participate as a NF&WF Trader selling alcohol.

## NF&WF Traders Selling Alcohol

1. To allow your guests to purchase and roam the Festival Precinct, alcohol must be served in compostable drinkware, and you **MUST** elect to be included in the NF&WF Short-Term Liquor Licence when completing the trader application form.
2. If you have an existing defined outdoor dining space with seating and want to continue to sell alcohol in this space, you **MUST** elect to be included in the NF&WF Short-Term Liquor Licence. Glassware may only be used if guests are **SEATED** in your defined dining area, and it is your responsibility to monitor this.
3. To continue operating under your existing liquor licence, please be aware it will only be applicable **INSIDE** your venue, and it is your responsibility to ensure no patrons leave your premise with alcohol.

If either point 1 or 2 apply, the NF&WF Short-Term Liquor Licence will override your existing liquor licence, both inside and outside, for the duration of the event (until 9.30pm). The fee to opt into the NF&WF Short-Term Liquor Licence is \$160 ex GST per Trader.

## Parade Traders Activation Options

- If you intend to remain open during the event and trade as usual, please notify us so we can take this into consideration with our event planning. If you are licenced, a reminder that no alcohol can be taken from your business into the event precinct.
- If you are currently licenced and wish to sell alcohol to be consumed within the NF&WF Precinct, please elect to be included in the NF&WF Short-Term Liquor Licence, fees apply.
- If you would like to activate your existing defined outdoor area for the NF&WF, you must complete the application detailing your proposed activation for approval. You will be contacted to discuss your plans to ensure they meet the NF&WF brand criteria. A \$275 ex GST site fee to participate will apply.
- If you would like to create an additional external area (space permitting), you must complete the application detailing your proposed activation for approval. You will be contacted to discuss your plans to ensure they meet the NF&WF brand criteria. A \$550 ex GST site fee to participate will apply. Your fee will include a 3m x 3m structure, service counter, menu board and business name sign.

## Site Setup & Trader Requirements

- All POS systems, refrigeration and cooking equipment is to be provided by the Trader.
- We encourage utilising power from your premises however if required, this can be provided by the festival supplier at an additional cost to the Trader.
- Ice can be pre-ordered at an additional cost to the Trader.
- The festival requires all Traders to use compostable service ware.

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## Hire Equipment

Should your application be successful, event management is working with a select number of equipment hire companies which will be provided to you in the Trader Handbook. It is recommended traders use these suppliers to hire any additional infrastructure to assist with a more efficient set up and removal.

Please consider the following in your application;

## Food & Beverage Considerations

- The festival ethos is to present a broad range of food and beverage options.
- Menus should showcase premium SA produce. Whilst it is not required for traders to submit a full menu, traders who can demonstrate the use of SA local and regional produce in their menu will be more highly regarded in the application process.
- Applicants are encouraged to highlight any involvement of a renowned chef / producer / winemaker, and / or notable individual.
- Site collaborations will be favourably considered (restaurants / producer / winery)
- Please consider broad dietary suitability.
- Please consider dishes that are fast to serve and easy to eat whilst standing to suit the roaming public (for take-away options).
- Traders are encouraged to sell both a non-alcoholic and alcoholic beverages.
- Traders are not permitted to offer free tastings.
- All Traders selling alcohol will be required to have free water available for patrons.
- Retail sales of liquor for off premise consumption can only be done by order for delivery at a later date.

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Sites are strictly limited, and we urge you to apply before the 20 February deadline. Applications received after 5pm on Friday 20 February will not be considered.

## Site Fee Summary

\* all prices below are ex GST.

NF&WF Short-Term Liquor Licence	\$160
Variation of your existing alfresco area for take-away service	\$275
Creating a new outdoor footprint (should your street frontage allow)	\$550
*includes 3m x 3m structure, service counter, business name sign & menu board	
2.5m x 2.5m fenced cooking only area (only available for additional footprint option)	\$165
All additional costs including power and infrastructure	per requirements



[SUBMIT YOUR TRADER APPLICATION HERE](#)

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## Trader Event Terms and Conditions

In accepting a site at the Norwood Food and Wine Festival (“NF&WF”), you agree to abide by the event terms and conditions as outlined below:

- Site fee invoice to be paid by Friday 20 March 2026. Failure to pay invoices will result in withdrawal from the event. A second invoice will be issued for payment pre-event for power and ice (if applicable).
- Traders must hold public liability insurance of \$20million. Failure to provide a certificate of insurance will result in withdrawal from the event.
- Traders must provide a Food Business Notification (FBN). Failure to provide an FBN will result in withdrawal from the event.
- Any cancellations made prior to Friday 20 March 2026 will be entitled to a full refund.
- Any cancellations made after Friday 20 March 2026 will not be entitled to a refund.
- Traders must present their site to a high standard and be ready to trade by 10:45am on Sunday 12 April, and must not pack down before 9:30pm. Event times are 11am – 9:30pm.
- Traders are to ensure their back of house remains neat and tidy at all times.
- Traders must strictly adhere to the bump in / out times, any directions and processes as communicated by Event Management.
- Traders who have purchased a fenced cooking area must strictly limit activity in this area to cooking. No food or beverage sales from this space.
- Sales and promotion must take place only within your purchased site. No roaming sales permitted.
- Traders must strictly adhere to the requirements of the Food Act 2001, Food Safety Standards and Safe Operating Procedures provided by Event Management.
- If nominated to be included in the NF&WF Short Term Liquor Licence, traders must strictly adhere to the licence conditions specified on the liquor licence and NF&WF Liquor Service Guidelines. Failure to do so will result in withdrawal from the event.
- Traders who have not nominated to be included in the NF&WF Short Term Liquor Licence will not be permitted to sell alcohol at the event.
- If nominated to be included in the NF&WF Short Term Liquor Licence, Traders must ensure that a nominated Responsible Person is on duty for the duration; and all staff serving liquor have received Responsible Service of Alcohol (RSA) training from a certified provider.
- If nominated to be included in the NF&WF Short Term Liquor Licence, any breach of the conditions or of the Licence may result in one or both of the following; Traders losing the right to sell liquor at the NF&WF; and/or where a penalty is imposed by the Office of Liquor & Gaming, liability for such penalty rests solely with the Trader responsible for the breach
- All food and beverage are to be served in compostable containers and drinkware unless patrons are seated in a defined dining area (ie. restaurant / café) unless otherwise specified on the liquor licence.
- Traders ensure dietary requirements are correctly advertised as required by legislation.
- Traders must be compliant with all relevant laws (including ACCC).
- Traders must ensure that any electrical appliances, equipment and cabling brought onto event site or in use is tested and tagged and maintained in accordance with relevant Australian Standards and work health and safety legislative requirements.
- Traders must not permit, cause or contribute to damage of the road in using their allocated space. Any damage caused as described will be rectified and repaired at the cost of the Trader.
- Traders must not permit, cause or contribute to damage of any hire equipment provided by the event. Any damage caused as described will be rectified and repaired at the cost of the Trader.

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- Traders must contain their activities to their allocated space unless otherwise agreed by Event Management.
- Any Trader equipment (with prior approval to be used) remaining after the pack down period, that is not removed from the road, may be removed by Event Management and all reasonable costs incurred arising from the removal will be recoverable from the Trader.
- The Trader must keep their allocated space clean and tidy during the event and return the space to Event Management in a clean state and condition, free from rubbish.
- Any entertainment arranged by Traders must be approved by Event Management.
- Event Management reserves the right to immediately terminate use of a site where the Trader is in breach of these Terms and Conditions or otherwise engages in conduct that is a nuisance or dangerous to patrons.
- Traders must refer to and comply with the Marketing Kit for Traders which outlines the restrictions on advertising and promoting the NF&WF.
- The South Australian Tourism Commission (“SATC”), and Event Managers Australia (“EMA”) will not be responsible for acts, omissions or defaults of the Trader, Trader personnel, directors, officers and sub-licensees and anyone acting on behalf of or at any of the Trader’s direction (“Indemnifying Party”) nor, to the extent permitted by law, will any of SATC be liable for any claim, loss, damage, cost or expense (whether arising under statute, from negligence, personal injury, death, property damage or infringement of third party rights or otherwise) arising from any act, matter or thing done, or permitted or omitted to be done, by the Indemnifying Party pursuant to, in default of or in connection with these terms and conditions or otherwise in connection with the NF&WF event.
- Traders grant the South Australia Tourism Commission (SATC) a non-exclusive, royalty-free, worldwide, perpetual licence to record and use: (a) the Trader’s business name, logos, trade marks, signage, storefront, pop-up, premises; and (b) any photography or videography captured at the Trader’s premises, storefront or pop-up, in any media and format, for advertising, marketing and promotional purposes as it relates to SATC in promoting South Australia as a tourism destination and/or the NF&WF event.

## PARADE TRADERS SITE PROSPECTUS

For more information please contact:  
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