

**GUIDELINES FOR STALLHOLDERS AND SPEAKERS
AT COUNCIL PRESENTED AND COUNCIL SPONSORED EVENTS AND FESTIVALS
*Approved October 2018***

Introduction

Festivals, events and celebratory activities are an important part of community life. They can create a sense of pride and belonging in a geographical area or within a community, showcase the talents and cultures of that community to a wider audience and bring people of many different backgrounds together in celebration. Council presented and supported events and festivals express the character, attributes and aspirations of the people of Monash.

Stallholders applying to participate in a Council event or festival, or to a Council supported event or festival, are required to submit a description, including where practicable a visual representation, of what they intend to display and/or sell at a festival or event.

Upon receipt of an application from a stallholder, Council reserves the right to seek information concerning material proposed to be displayed or goods or services to be sold from a stall. It also reserves the right to refuse an application, if an applicant does not provide the information sought by Council (see above) or, in its absolute discretion, it deems the proposed stall activities to be inconsistent with one or more desired festival or event outcomes.

So, submitting an application does not guarantee that Council, or the organising committee of a Council supported event under the conditions of these Guidelines, will grant the application.

1. Desired Outcomes of Council presented and Council supported events and festivals

1.1 In general Council deems community festivals and events to achieve the following broad outcomes:

- Provide appropriate entertainment and activities to enrich the cultural life of the Monash community
- Provide opportunities for local community groups to provide information about local community services and activities that are directly of benefit to the local community
- Seek feedback from residents concerning Council services
- Promote Council services.
- Provide opportunities for State and Federal government departments to disseminate information about their relevant community services.

2. Stall promotional signage and material for display: sitting Members of Parliament

2.1 Each festival or event is a non-political occasion. Council will, however, allow local sitting Members of Parliament to participate in festivals and events presented by Council and those events and festivals supported by Council, if they provide information or services that are of direct benefit and relevance to the local community, which are not politically partisan in nature and which reflect the spirit and general intent of clause 1. Permitted material includes local newsletters and information of general local interest.

2.2 Material distributed by or associated with any Member of Parliament must not promote a political party, another candidate or group, or solicit membership to a political party or group. Material that is not permitted includes any material that includes negative or derogatory statements regarding an opposing policy position, point of view or opinion.

2.3 Material with a predominant purpose of promoting a political party, Member of Parliament or candidate is not permitted. In particular, balloons, bags, stickers, pens or other similar ‘giveaways’ must not be distributed under any circumstances.

2.4 Stall signage and promotional material or goods displayed and distributed must not expressly or implicitly promote a political party or group. The below infographic provides direction on what is permitted:

Stallholders Guidelines



		<p>Stall branding must not mention a political party</p>
		<p>Clothing worn at stall must not identify wearer to a political party. Eg may read: 'Peter Plain— Member for East'</p>
<div style="text-align: center; margin-bottom: 10px;">  </div> <p>Information that can be given out</p> <ul style="list-style-type: none">  Documentation promoting political party or group  Documentation that solicits membership to that party or group 	<div style="text-align: center; margin-bottom: 10px;">  </div> <p>Information that can be given out</p> <ul style="list-style-type: none">  Information on recent projects  Newsletters from the members office 	

2.5 Materials or goods are only to be given out from the stall site allocated to the stallholder. Stallholders are not permitted to distribute their approved promotional material and local interest information beyond their stall allocation.

2.6 Members of Parliament and/or associated party candidates’ attendance at Council produced or supported festivals and events are as an approved stallholder. Candidates are welcome to attend the

festivals and events, but are expected to respect these Guidelines in the spirit and general intent outlined in clause 1 and 2, which prevents any electioneering.

- 2.7 Any sitting Member of Parliament participating as a stallholder at a festival or event presented by Council and those events and festivals supported by Council, who does not adhere to clauses 2.1 – 2.5 of these guidelines as outlined above will be asked to cease the non-compliant activity immediately.
- 2.8 Non-compliance with these Guidelines will result in the associated political party being excluded from invitations to participate as a stallholder or speaker at all future Council presented festivals and events presented by Council, as well as those events and festivals supported by Council, at Council's sole discretion.

3. Invitations to Members of Parliament and invitations to speak at Events and Festivals

- 3.1 Invitations to attend Council presented festivals, events and celebratory activities are to be extended to all local Federal and State Upper and Lower House Members of Parliament. Invitations are to be issued under the Mayor's name.
- 3.1.1 In the case of Council supported events and festivals, the invitation may be issued by the organising committee, or under the name of the head of the organizing committee.
- 3.2 Council may invite appropriate government representatives when funding has been obtained from State or Federal Government programs for that specific event, to officially speak at Council presented festivals, events and celebratory activities.
- 3.2.1 In the case of Council supported events and festivals where funding has been obtained from State or Federal Government programs for that specific event, the invitation may be issued by the organising committee, or under the name of the head of the organising committee.
- 3.3 Council may invite State or Federal Lower House Members of Parliament whose electorates cover the locality in which a Council event or festival is held, to speak at that event or festival.
- 3.3.1 In the case of Council supported events and festivals where the electorates of a State or Federal Lower House Members of Parliament cover the locality in which a Council supported event or festival is held, the invitation may be issued by the organising committee, or under the name of the head of the organising committee.

4. Conclusion

- 4.1 By providing funding to community events and festivals, Council has determined that the desired outcomes of these events accord with those of Council's own events and festivals program.
- 4.2 Therefore, adherence to the conditions of Clauses 1, 2 and 3 of these Guidelines is a condition of Council's funding support to those events and festivals sponsored by Monash Council.