



**RASV**

Royal Melbourne Show  
24 September – 4 October 2011

# EVENT MANUAL

Commercial Exhibitors





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## 1. EXHIBITOR OR CATERERS AGREEMENT

The Exhibitors or Caterers Agreement, (either sent separately or included with this manual) and this Event Manual form part of your contract with the RASV for the Show. The event manual, directives and standards set by the RASV form part of the Agreement and are binding requirements.

A signed copy of the agreement, full payment of fees and the completion of a site induction are required before Show bump in commences. The RASV reserves the right at its absolute discretion to prevent any exhibitor from occupying a site if the fees have not been paid in full or other requirements have not been fulfilled.

### Payment Of Fees

The RASV will accept payment for fees in the form of cash; MasterCard; Visa, Direct Debit or Cheque.

All exhibitors must pay their fees in full by 7th September 2011. If exhibitors have been offered sites at the last minute they may pay by cash or direct debit up until 16th September 2011.

Please note personal cheques will not be accepted after 1st September and direct debit will not be accepted after 12th September 2011.

### Direct Debit Details

Bank – National Australia Bank

BSB Number – 083 091

Account Number – 03 769 4755

Should a cheque be dishonoured, the issuer will be liable for all costs associated with representing of the cheque, in addition to a \$25 administration fee.

### Exhibitors will only be permitted to pick up passes and bump in if:

- full payment has been received
- the agreement has been signed
- all required paperwork has been received
- a site induction has been completed.

Passes will be available for collection from the RASV reception from Monday 12th September 2011

## 2. KEY INFORMATION

### Show Dates

Saturday 24th September – Tuesday 4th October 2011

### Show Times

24th September – 3rd October 2011 – 9.30am – 9.30pm

4th October 2011 – 9.30am – 8.30pm

### Trading Hours

Pavilion	Opening and Closing Times
Grand Pavilion Living and Lifestyle Pavilion Art, Craft and Cookery Pavilion	9.30am – 8.00pm
Flowers, Gardening and Pets Pavilion Kids Zone	9.30am – 7.30pm
Outdoor Sites	9.30am – 8.30pm
Dog Pavilion	9.30am – 5.00pm
Victorian Government Expo	10.00am – 6.00pm
Showbag Pavilion	9.30am – 9.30pm
Amusement Area (Kids, Family and Thrill Seekers)	9.30am – 9.30pm

**Please Note:** All areas will close at 8.30pm on Tuesday 4th October 2011 unless normal closing hours are earlier.

### Bump In And Delivery Hours

Dates	Times
Tuesday 20th September Wednesday 21st September	8.00am – 6.00pm
Thursday 22nd September	8.00am – 9.00pm
Friday 23rd September <b>LIMITED ACCESS ONLY</b>	8.00am – 12noon
Daily deliveries during show	6.00am – 8.30am

### Bump In

Tuesday 20th, Wednesday 21st and Thursday 22nd September – Enter via the gates stipulated on the Traffic Zone Passes (see page 13). Only working cars delivering stock with a Pre/Post Vehicle pass may enter the grounds, all other vehicles may park via Gate 7 Leonard Cres.

Please ensure that the majority of your bump in is completed by 9pm on Thursday 22nd September.

Friday 23rd September – There is provision for limited access from 8am-12 noon. Limited vehicle access will be granted to those exhibitors who are delivering perishable items. All other deliveries may be done via hand trolleys. All vehicles may park via Gate 7 Leonard Cres only.

### Bump Out

Bump out will commence from 7am Wednesday 5th October 2011. No exhibitors inside pavilions may bump out prior to this. Outdoor exhibitors may commence bump out from 10.30pm Tuesday 4th October. No responsibility is accepted for any goods left on the Melbourne Showgrounds at the end of the Show. All items left at the Melbourne Showgrounds after 5pm Wednesday 5th October 2011 will be treated as rubbish and disposed of accordingly, unless other arrangements have been made through the Commercial Sales Department.

### Forklift Access

The RASV will supply a forklift for use during bump in by exhibitors on Wednesday 21st and Thursday 22nd September. Exhibitors will need to book the use of the Forklift through Agility Hire Expo Services by phoning 03 9330 3303. A driver and spotter will also be made available upon request.

The RASV will **not** be supplying a forklift during the bump-out period. If exhibitors require the use of a forklift they will need to organise this at their own expense.

**All forklifts on site are to have white or non-marking tyres.**

Forklifts are not to be used in the Living and Lifestyle Pavilion due to light floor loading limitations. Please arrange for a pallet jack or trolley to load any items into these pavilions.

### High Visibility Vest

During bump in and bump out the Melbourne Showgrounds is a construction site, therefore all exhibitors and staff members **must** wear high visibility clothing. This is an Occupational Health & Safety requirement and will be enforced by the OH&S officers. You will not be permitted onsite unless high visibility clothing is worn. High visibility vests can be purchased from the RASV Offices for \$20 if required.

## Inductions

Each company at the 2011 Show must ensure **all staff** has completed an online general safety induction prior to entering the Melbourne Showgrounds. Online inductions take approximately 25 minutes to complete and include an assessment. Once complete you will be issued with an induction certificate. This must be printed out and carried with you at all times whilst on site. Online inductions must be completed by 1st September 2011

Follow this link to complete the Royal Melbourne Show Induction  
<http://Melbourne>Showgrounds.induction.integralcs.com/>

Alternatively, three information sessions will be held prior to the event for those exhibitors unable to access the online safety induction. Session times are listed below. These inductions will cover the RASV Help Desk, OH&S requirements, evacuation procedures, and contact numbers.

Section	Date of Induction	Induction Time
Commercial Exhibitors	Wednesday 21st September	10.00am RASV Administration Building
Commercial Exhibitors	Thursday 22nd September	6.00pm RASV Administration Building
Catering Operators	Thursday 22nd September	4.00pm at RASV Administration Building

## Show Team Contact Details

Contact	Position	Phone Number	Mobile Number
RASV Reception	RASV Administration	03 9281 7444	—
Nicole Von Pein	Commercial Sales Coordinator	03 9281 7409	0411 204 720
Ann Jeffery	Catering Operations Manager	—	0417 559 005
Julia Witherow	Sponsorship Account Manager (3 Degrees Marketing)	03 8416 5999	0419 754 111
Frank Martinuzzo	Event Management Centre (including emergencies)	03 9281 7400	—

## 3. PARKING ARRANGMENTS FOR SUNDAY 2 OCTOBER 2011

There is limited Show parking available on Sunday, 2 October due to a race meeting at Flemington racecourse.

Show exhibitors who are members of the Royal Agricultural Society of Victoria (RASV) will be able to park at Flemington racecourse all day. To gain access to the car park you are required to display RASV Car Park Pass on your windscreen and you may be required to present your RASV membership card upon request. Please note entry to Flemington racecourse car park is via Flemington Drive.

Show parking will become available for all non RASV members at Flemington Racecourse from 4pm. Should parking become available earlier the RASV will communicate the time on [royalshow.com.au](http://royalshow.com.au) and on the Royal Melbourne Show facebook page.

There is limited all day parking available at Victoria University (Footscray Campus) on Ballarat Road and Footscray Park car park, which will be serviced by a free return shuttle bus. For car park areas please refer to the map below.

The best method of travel to and from Melbourne Showgrounds for the Royal Melbourne Show on Sunday 2 October is by public transport, particularly by train.

For further information, please visit [www.royalshow.com.au](http://www.royalshow.com.au)



## 4. EVENT OVERVIEW

### Admission Prices

#### General Admission

Adult – \$30.00

Concession\* \$20.00

Child (5 – 14yrs) – \$15.00

Family A (2 adults and 2 children) – \$70.00

Family B (1 adult and 3 children) – \$56.00

Additional Child – \$10.00 (can only be purchased with a family ticket)

\* Concessions include: Seniors, Secondary, Tertiary & School Students, Students of Agriculture, Pensioners, Carer Card Holders and Health Care Card Holders (with applicable Valid ID).

Great value ticket packages including entry and rides passes are also available. Visit [www.royalshow.com.au](http://www.royalshow.com.au) to purchase tickets or for more information. Terms and Conditions apply.

#### Ticket Outlets

Ticketek, Woolworths Supermarkets, selected Australia Post Outlets and Metro Premium Stations all sell Show tickets. Note – some ticket packages are only available through Ticketek.

### Contact Information

#### Address Details

Royal Melbourne Show  
The Royal Agricultural Society of Victoria  
Melbourne Showgrounds  
Epsom Rd  
ASCOT VALE VIC 3032  
Entry is via Gate 5, Langs Road

#### RASV Reception

RASV Reception will operate from 8.30am – 5.00pm each day prior to Show and from 8.00am – 6.00pm each day of Show. Should you require assistance out of these hours during the Show, please contact the Commercial Sales Department on the numbers listed above.

## 5. GENERAL INFORMATION FOR ALL EXHIBITORS

### 2011 Royal Melbourne Show Sponsors

Level	Company
Principal Partner	Coca-Cola
Principal Partner	Woolworths
Principal Partner	Mars Petcare
Principal Partner	Commonwealth Bank
Major Sponsor	Herald Sun
Major Sponsor	Weekly Times
Major Sponsor	RACV
Sponsor	National Foods
Sponsor	Grinders Coffee
Sponsor	Nestle Peters
Sponsor	QUIT
Sponsor	Isuzu UTES
Sponsor	CUB
Sponsor	Knox Equestrian School

### Commercial Rights

The Royal Agricultural Society of Victoria greatly appreciates the valuable support provided by sponsors of the Royal Melbourne Show and is committed to protecting commercial rights and interests of these sponsors during the event.

As result all commercial exhibitors at the Royal Melbourne Show are required to comply with the supply arrangements outlined below.

### Sale, Sampling And Promotions

Product Category	Activity	Permitted	Not Permitted
Dairy	Sale of white and flavoured milk		✓
	Sample, promotion or demonstration of white and flavoured milk	Grand Pavilion only	
	Sale, sampling, promotion or demonstration of cheese, yoghurt and cream products	Grand Pavilion only	
Non-Alcoholic Beverages	Sale of soft drinks, still and carbonated bottled water, sports drinks, energy drinks, ice teas, mixers, cordials and bottled juice.		✓
Iced Confectionary	Sale and sampling of ice-cream, ice confectionary, frozen yoghurts, frozen confectionary (snow cones etc), scoop product, stick lines, ice-cream desserts, ice-cream novelties, bulk ice-cream, soft serve ice-cream.	Grand Pavilion only	
Coffee	Sale, sampling, promotion or demonstration of coffee products	Grand Pavilion only	✓

## Contact Details for Permits, Licences and Hire Suppliers

Company		Number
City of Melbourne Health Services	General Enquiries	03 9658 8831
Consumer Affairs Victoria	Liquor Licensing	1300 55 81 81
Infocus Management Group	RASV Food Safety Management Consultants	1300 818 408
Expo Net	Exhibition furniture & equipment and audio visual	03 9676 7777
Agility Exposervice	Forklift Service, storage	03 9330 3303
Micro Hire	Audio Visual Specialists	1300 667 095
Nor-West Security Group	Secure Cash Handling	03 9329 1711 0450 602 196 (Cameron King)
Lombard The Paper People	Packaging	03 8331 1111
Express Cash Registers	Cash registers	03 9471 4666/1300 650 466
AC Cool Rooms	Cool Room Hire	1300 793 777
Exhibition Equipment Hire	Ovens, fridges, deli displays, wine cabinets and counter tops	1300 66 36 31
Autophone Radio Communication Systems	Radio Hire	03 9545-5000
A.M.L Security	Security Service	0438 695 911
Cleanevent	Cleaning Service	0413 751 004
Supagas	Gas Bottles	0417 316 835

## Policy And Procedures

### Oh&S Information

Exhibitors are required to adhere to the Occupational Health and Safety Act 2004. The exhibitor is to assess the operational risks and develop a risk management plan necessary for any tasks.

- A Job Safety Analysis (JSA) must be completed for any works involving an element of risk. The JSA form is included in the OH&S Induction Guidelines section of your agreement.

### Risk Assessments

Please refer to the Risk Assessment that has been emailed to you individually. Please fill this out and return it to Frank Martinuzzo, Occupational Health & Safety Facilities coordinator as soon as possible.

## Displays

Displays involving moving equipment, machinery or water likely to injure a member of the public must be separated from the public by a physical barrier and attended by the exhibitors staff at all times.

Displays using water are permitted, provided adequate provision is made to prevent water leaking and the floor is protected to the satisfaction of the RASV.

No obstacles are to be placed in the aisles and all parts of the display must be within the allocated area. No displays are to hang outside the display area.

## Amplification

Spruiking or recorded messages are not permitted by any commercial exhibitor or caterer. The use of a microphone is acceptable on a low level where written permission has been granted by the RASV.

Amplification on the stand must not interfere with any adjacent exhibitors. The RASV reserves the right to remove or refuse the use of amplification or to insist the amplification be turned down.

## Storage

There are no storage facilities onsite at the Melbourne Showgrounds other than the exhibitor's allocated area, unless prior arrangement has been made through the Commercial Sales Department. For storage facilities offsite please contact Expo Services on 03 9330 3303.

No storage is permitted to touch any walls of the pavilions. RASV does not accept any responsibility for any loss, theft or damage to any goods or property onsite during the bump in, Show or bump out periods.

## Unclaimed Goods

No responsibility is accepted for any goods left on the Melbourne Showgrounds at the end of the Show. All items left at the Melbourne Showgrounds after 5pm Wednesday 4th October 2011 will be treated as rubbish and disposed of accordingly, unless other arrangements have been made through the Commercial Sales Department.

## Pets

Domestic animals, excluding Seeing Eye dogs, are not permitted onsite.

## Smoke Free

The RASV is pleased to advise that QUIT are a valued sponsor of the 2011 Royal Melbourne Show. As part of this arrangement, the Carnival precincts (Thrill seekers, Family and Kids) and seating areas (Coca Cola Arena, Animal Entertainment Zone and Wood chop Pavilion) are designated as smoke free zones. Your cooperation and assistance in ensuring your staff adheres to this policy is greatly appreciated.

## Maintenance

### Connection To Water And Waste

Charges apply to exhibitors wanting connection to water and waste. There are no direct connections available to running water within the Grand Pavilion. Water/waste connections can be arranged through Nicole Von Pein 03 9281 7409 and will be via tanks. Pump out fees will apply. Communal hand wash and equipment wash facilities will be provided within the pavilion.

### Site Electrician (Site Contractors)

Cabling or connection to power or telecommunications can only be undertaken by the onsite electrician at the cost of the exhibitor. All exhibitors will be allocated power connections to their site, where requested or as part of the site fee. Only one double adaptor on the power point of the site is permitted.

### Cleaners And Rubbish Removal

The exhibitor is responsible for cleaning their own site and the 3 metre area in front of their site. Onsite cleaners can be requested, via the pavilion attendants, for general pavilion cleaning only. Exhibitors should take their rubbish to bins provided and cardboard/ paper to compactors provided around the site. If exhibitors are not able to remove their rubbish during the day, exhibitors are asked to neatly keep all rubbish inside their stand and after their pavilion /area closes, exhibitors may leave rubbish and cardboard outside their stands for collection by Cleanevent.

## Fixing And Damage

### Damage And Fair Wear And Tear

The exhibitor will be liable for the cost of any repairs or damage that has occurred, within their exhibitor site, to the building surfaces, including walls and floors whether or not the responsible party is known, and/or as a result of installing or removing any sign. The RASV will decide what fair wear and tear is and what is damage.

### Signs

Signs may only be displayed within and affixed to your shell scheme. Do not affix any material to any part of the buildings.

All signs must be painted or printed professionally. No hand written signs are permitted. The RASV reserves the right to remove any sign which does not conform to this standard. Freestanding signs can be displayed but must not extend past the perimeter of the exhibitor's site. No signs or stickers of an adhesive nature are permitted.

Please see the Signage Policy in your agreement for further information.

### No Fixing

No fixing is permitted into the floors, ceilings, walls or support structures of any building. This includes mechanical or clamp fixing, silicone, nails, tacks, staples, pins or blutack.

No stakes are permitted in the grass or landscaped areas. No poles can be inserted into the asphalt, or any other type of penetration into the ground or floor surfaces.

### Construction Or Mending

Exhibitors cannot paint or affix anything to any part of a Melbourne Showgrounds building, wall, floor, ceiling etc.

## Show Passes, Access And Vehicle Entry To Melbourne Showgrounds

### Show Access Passes

The Show access passes are an individually bar-coded pass which allows exhibitors and their staff access to the Melbourne Showgrounds for the duration of the Show. Access passes will not be mailed out to exhibitors.

There are three types of Show access passes:

- Full Show access passes
- One Day Show access passes
- Members pass/ Members guest pass

A Show access pass is required for each staff member and must be scanned at the turnstiles on entering and exiting the Melbourne Showgrounds.

During bump in all exhibitors must wear their Show access pass at all times and will not be allowed onsite without them. Show access passes are not transferable. Access passes are available from RASV Reception from Monday 12th September 2011, providing exhibitor sites fees are fully paid, all paper work has been returned to the RASV and an induction been completed.

## Pre/Post Show Delivery Goods Pass (Bump In/Out)

All vehicles must have a pre/post delivery goods pass to enter the site during bump in/out. All vehicles will be required to provide their vehicle registration number. RASV reserves the right to remove any vehicle, at the owner's expense, should they fail to move their vehicle when requested or the driver of the vehicle is not contactable.

All vehicle movements and gate entry/exit will be restricted to the zones allocated to you. Vehicles are not to be driven to areas beyond those allocated.

You may purchase additional passes using the Additional Pass Form or from the RASV Reception after Monday 12th September 2011.

## Traffic Zone Passes

All vehicles on site must have the appropriate zone pass displayed on the windscreen. Examples of these zone passes can be seen below.

The exhibitor is responsible for arranging all delivery passes required. Access will be denied to vehicles without appropriate passes.

Parking on site for non-operational vehicles will not be accepted regardless of passes on hand. All parking is to be accessed via Gate 7 on Leonard Crescent.



## Delivery Goods Pass

Deliveries during show	Times
Commercial Exhibitors	6.00am – 8.30am

A delivery goods pass is needed for all vehicles onsite during this time. Exhibitors must hand their delivery goods pass to security when entering the Melbourne Showgrounds and collect the pass upon leaving the Melbourne Showgrounds.

Additional vehicle delivery passes can be purchased by filling in the Additional Pass form or by collecting a form from the RASV Reception from Monday 12th September 2011.

## Additional & Lost Show Access Passes

Additional Full Show access passes are available for \$65 (inc gst) each.

If you require additional access passes, please complete the Additional Pass form and return it no later than 1st September 2011. Pre-ordered passes can be collected from the RASV Reception at the Melbourne Showgrounds, during working hours (8.30am – 5.00pm) from 12th September 2011. Alternatively additional access passes can be purchased directly from the RASV Reception from 12th September and during the Show.

Any passes lost or stolen during the course of the Show must be reported to the RASV Reception Office immediately. Lost passes need to be cancelled by the RASV Finance Department to prevent misuse. Lost or stolen passes will not be replaced by the RASV and replacement passes may be purchased by the exhibitor at the exhibitor's cost.

## Deliveries

No deliveries to the Melbourne Showgrounds are possible prior to bump in.

During bump in all deliveries must enter through the appropriate gates.

All goods must be delivered quickly and delivery vehicles must leave the Melbourne Showgrounds immediately after the delivery has been made.

If the vehicle is not a delivery and/or service vehicle, the vehicle will be refused entry, regardless of whether it has the correct credentials. All vehicles that are not delivery and/or service vehicles must enter and park via Gate 7 on Leonard Crescent.

No delivery vehicles may be left unattended on the Melbourne Showgrounds. All delivery vehicles must carry a pre/post delivery goods pass and zone pass at all times whilst they are on the Melbourne Showgrounds.

Couriers may deliver items through the exhibitor's allocated gate during bump in, however they must carry a pre/post delivery pass and zone pass.

RASV does not accept any liability for the safety of any items on or delivered to the Melbourne Showgrounds.

## Deliveries During Show

During Show goods must be delivered to Gate 7 Leonard Crescent and the exhibitor must be present to meet the delivery. The RASV will not hold stock. The delivery must clearly state the following information:

- Company or stand name
- Contact person at the stand and their telephone number
- Stand number
- Name of pavilion/building

## Vehicles In Buildings

Drivers of vehicles that wish to enter buildings must gain permission from the RASV.

All vehicles or trailers which remain inside buildings during the Show must have a drip tray under their vehicle and mats under the tyres. The petrol tank must be either full or fully drained and the battery disconnected.

## Vehicle Parking

### Parking

Limited vehicle parking during bump in/out is Gate 7, via Leonard Cres. There is No Parking onsite during the Show.

Parking is available at the following locations during the Show:

- Flemington Racecourse, Epsom Road, Ascot Vale for \$15 per vehicle per day and \$8 for RASV Members (subject to change).
- Ascot Vale West Primary School, located in Langs Road opposite the Melbourne Showgrounds, sells car parking spaces for the duration of the Show or daily passes. For details and bookings phone (03) 9370 8784.
  - Permanent Pass - \$255.00 for duration of Show
  - Casual Daily Pass - \$20.00 per day

## Parking arrangements for Sunday 2 October 2011

Please refer to page 7 for special arrangements.

## Disabled Parking

Special parking facilities for disabled persons are available at Flemington Racecourse near the underpass to the Melbourne Showgrounds. Wheelchairs can access all pavilions and the Coca Cola Arena.

## Additional Charges

Exhibitors should be aware of additional charges that may apply. These include:

## Telecommunication

All telecommunications must be installed by the RASV. No outside contractors will be permitted to install or connect telecommunications lines to any exhibitor sites. Please complete the telecommunications form if you require telephone line connection or internet connection. This form must be returned to the RASV by the 1st September 2011.

## Damage

Rectification of any damage to the Melbourne Showgrounds caused by an exhibitor will be made by the RASV at the exhibitors' expense.

## Customer Service Information

### Information Booths

Customer service information booths are located throughout the Melbourne Showgrounds. Exhibitors should familiarise themselves with the locations so they can direct the public should they ask.

Customer service information booths are located in the following areas:

- Pie in the Sky
- Near turnstiles at Gate 1 (Epsom Road)
- Gate 5 (Langs Road)
- Railway Entrance
- Flemington Racecourse Car Park Entrance.

### First Aid

First Aid facilities can be found throughout the Melbourne Showgrounds and are manned by Red Cross staff. Please familiarise yourself with the location of your closest first aid post.

First aid locations are:

- Gate 8
- Under Pie in the Sky
- Railway Entrance
- Main Arena
- Outside the Government Pavilion

### Lost Persons Centre & Lost Property

Lost Persons Centre & Lost Property is located on the Grand Boulevard outside the Poultry and Alpacas Pavilion. Information Centers can also assist with lost persons and property.

### Nursing Mothers

Nursing mothers is located on the Grand Boulevard outside the Poultry and Alpacas Pavilion.

Unstaffed Parenting Facilities are also located at the railway entrance and between the Government Pavilion and the Family Fun Zone.

### Police

Police are located on the Grand Boulevard near Pie in the Sky.

## 6. RASV MEMBERSHIP AND HOSPITALITY

As a commercial exhibitor you are entitled to an RASV Membership. As an RASV Member you will enjoy a range of Show related discounts and benefits that allow you to experience the Show as never before. Royal Melbourne Show benefits include:

- One non-transferable personalised Membership card entitling the bearer to free admission for the entire 11 days of the Show
- One fully transferable Members Guest card entitling the bearer to free admission for the entire 11 days of the Show
- Save 40% on Show parking at Flemington Racecourse during the Show, RASV Member rate \$8, non-member rate \$15. Enter via the Flemington Racecourse Members Drive off Epsom Rd
- Access to free locker hire facilities – see attendant at locker hire facility
- Access to the Members laundry service operating during Show – see RASV Reception located above the Kids Zone, fees apply.

Year round benefits include:

- Free monthly Round-Up e-newsletter
- Free parking for selected events and exhibitions held at Melbourne Showgrounds
- Discounted admission to selected events and exhibitions held at Melbourne Showgrounds
- Free admission to the Royal Melbourne Horse Show
- Invitations to attend RASV functions and events at special Member rates
- Reciprocal rights for the use of Member facilities at selected interstate Royal Shows

### Members Dining Room

RASV Members and their guests can enjoy an a la Carte lunch and dinner at great value member rates in the Members Dining Room during the Royal Melbourne Show.

The Members Dining Room is located in the Royal Block across from the Showbag Pavilion.

The menu will showcase local award winning produce as selected at the RMS Fine Food Awards. The Members Dining Room will be open from 11.00am to 9.30pm daily and will be shared with RASV Councilors.

Lunch served between 12.00pm to 2.30pm. Dinner served between 5.30pm to 9.00pm. Bookings are essential. Please call 9258 4130

Located in the Royal Block, Map Ref: M6 (Building 5 – opposite the Showbag Pavilion)

### Members Dining Room Menu

#### entree

Scallops, smoked rillette, spring puree, sichuan pepper

Pressed edenhope pork belly, dry rub, spiced chickpea, organic sprouts

Air cured wagyu bresaola, truffled potato essence, mustard leaf

Thorpdale potato, smokey ham hock, young leek soup

Warm confit wimmera duck, roasted cauliflower, barberries, baby mizuna, walnut dressing

Smashed white bean, confit red hill garlic, grape tomato, torn sourdough, dukkah

Goats curd salad

#### main

Free range chicken, crushed olive potatoes, Koo Wee Rup asparagus, Arlingtons rocket pesto

Hopkins river dry aged angus scotch, waxy potato salad, bone marrow, horseradish cream

Woodend spring lamb rump, eggplant, sumac, pea shoots, mint salsa

Southern Gippsland veal osso bucco, braised tomato, lemon, parsley, soft polenta

Harpuka, lentils, braised cos, smoked almonds, vincotto

Butternut pumpkin tortellini, sage, sunflower seeds, Margaret River baked ricotta

#### sweet end

Flourless chocolate pudding, warm chocolate sauce, crème fraiche

Meyer lemon tart, clotted cream, lemon olive oil

Warm apple galette, vanilla custard, cinnamon sugar

Baked cherry tart, pistachio crumb, Yea double cream

#### pricing

2 course meal \$42

3 course meal \$49

### Members Bar & Lounge

Members can enjoy the use of a centrally located Bar & Lounge Area during the Show. The lounge is a fabulous retreat for Members and their guests to escape the hustle and bustle and enjoy a light meal and refreshing beverage at great members rates.

The Members Bar & Lounge has relocated to the Royal Block and will now reside in what was formally the Cattleman's Bar area overlooking the Main Arena.

This area will be open from 11.00am daily allowing Members to partake in a pre-dinner drink before heading into the Council and Members Dining Room or to sit back and enjoy the nightly fireworks display from the comfort of the cosy courtyard area.

### Members Lounge Menu

#### Open from 11am daily

members burger – fully garnished, chips, aioli	\$11
caesar salad	\$13
fish 'n' chips, lemon aioli	\$13
salt n' pepper calamari, spiced coleslaw, coriander	\$13
lamb shank hot pot, spring vegetables, mint salsa	\$15
hot chips, dijon aioli	\$5
hot soup – served with a roll	\$7
sandwiches – assorted fillings	\$7.5
yogurt pot – raspberry compote, honey, toasted almonds	\$4.5
muesli bars	\$2.5
cookies	\$3
slices: caramel / hedgehog / lemon / double chocolate	\$3
muffins: daily selection	\$3
2 ½ bite size tarts	\$2.5
macaroons – assorted flavours	\$3
crisps	\$3
soft drinks & juices	\$4
bottled water	\$3.5
grinders coffee / hot chocolate / tea - regular	\$3
large	\$4.5

## 7. INFORMATION FOR COMMERCIAL EXHIBITORS

### Commercial Site Fee Packages

	Indoor Shell Scheme	Indoor Space Only	Outdoor Marquee	Outdoor Space Only
Shell Scheme including Fascia Signage	✓			
Space Only		✓		✓
Marquee with pro flooring			✓	
Power	4amp	4amp	10amp	No connection to power (Fees apply if required)
Lighting	2 spotlights		Lighting within the marquee	

### Pavilion Attendants And Security

#### Pavilion Attendants

RASV pavilion attendants will be on duty within the main commercial pavilions from Tuesday 20th September 2011. During the Show pavilion attendants will be on duty 30 minutes prior to public opening hours until closing of each pavilion.

Pavilion attendants are the commercial exhibitor's first point of contact with the RASV. Should you have any problems please find your pavilion attendant first and they can direct any issues through the appropriate channels.

The pavilion attendants are there to assist you so be sure you make yourself known to your attendant.

The details of the pavilion attendants will be given to you at bump in and also published in the newsletter circulated to all exhibitors during the Show.

#### Security

Melbourne Showgrounds has 24 hour security including CCTV coverage across the entire site. From 23rd September security will be increased and maintained throughout the entirety of the Show.

Exhibitor's are advised not to store anything onsite prior to this time. The RASV is not responsible for any product left onsite during the Show or during bump in/out.

During Show pavilions will be locked at their allocated closing time. Exhibitors are not permitted to remain in pavilion after closing hours. Access for daily deliveries are listed on page 3. Exhibitors will not be able to gain access to the pavilions outside the allocated delivery times.

Whilst every reasonable precaution will be taken, the RASV will not be liable for any loss or damage to exhibitors' property or goods from the time of bump in to the conclusion of bump out.

The RASV advises all exhibitors to hold product liability and insurance for their stock, fittings and fixtures during the Show.

## 8. INFORMATION FOR CATERERS

### Allocation Of Passes

Catering operators will receive an allocation of passes per site; additional passes can be purchased by filling in the Additional Pass Form or purchased from the RASV Reception from 12th September 2011.

### Insurance

All catering operators must have \$20 million public liability insurance. Please ensure the name on your agreement is the same name shown on your insurance policy. A copy of the Certificate of Currency must be supplied to the RASV with The Royal Agricultural Society of Victoria Limited, PPP Solutions (Melbourne Showgrounds) Nominees Pty Ltd, Melbourne Showgrounds Nominees Pty Ltd, Special Event Services Pty Ltd, the Crown in the right of the State of Victoria and their Personnel listed on the policy as interested parties.

### Daily Takings Report

All catering operators must provide Daily Takings Reports to the catering office located in the Royal Block, every day before 12 midday. Daily Takings Report forms will be handed out at the Caterers Briefing.

### Staff Training & Presentation

- All staff must be trained and competent with the particular equipment they are operating
- All staff serving alcohol must have a current RSA certificate
- Staff must wear clearly identifiable uniforms

### Catering Operator Bump In And Bump Out Times And Gate Entrances

#### Bump In

Bump in can commence from Monday 19th September between the hours of 8am – 6pm until 12 noon Friday 23rd September.

Please contact Ann Jeffery on 0417 559 005 prior to entering the Melbourne Showgrounds.

Catering operators will not be permitted to enter the Melbourne Showgrounds out of the dates and hours listed above.

#### Bump Out

Bump out will commence from 8am Wednesday 5th October 2011. No catering operator may bump out prior to this unless by prior arrangement. Pavilions will be locked at 8.30pm on Tuesday 4th October until 7am Wednesday 5th October 2011 when bump out will commence for those areas.

## Exclusive And Preferred Suppliers

Caterers must order from the exclusive suppliers outlined below:

Supplier Name	Contact Details	Supply Category
Coca-Cola Amatil	Gary Sanders 0417 515 810	<b>NON ALCOHOLIC BEVERAGES</b> All NARTD's (non-alcoholic ready to drink) beverages for sale, including soft drinks, still and carbonated bottled water, sports drinks, energy drinks, ice teas, mixers, cordials and bottled juice (excluding dairy NARTD beverages). For the sake of clarification, showbag operators will be permitted to sell and distribute showbags containing ambient non-Coca-Cola beverages from commercial exhibitor sites at the Show.
National Foods	Vic Nicolaou 0418 463 995	<b>DAIRY PRODUCTS</b> Dairy products including plain and flavoured milks, cheese, yoghurt, cream, (excluding ice cream).
Nestle Peters	Steve Alderton 0439 655 975	<b>ICE CREAM &amp; ICE CONFECTION</b> Ice cream and ice confection products includes stick lines, ice cream desserts, ice cream novelties, bulk ice cream, and soft serve ice creams.
Grinders Coffee House	David Lagana (03) 9488 8727 0419 556 338	<b>COFFEE</b> Whole coffee beans.
Lombards the Paper People	Richard Park 0417 119 342	<b>PACKAGING</b> Chip cup, hot dog trays, napkins, bags etc

## 9. INSURANCE

### Commercial Exhibitors Public & Products Liability Insurance (Explanation)

WHEREAS The Royal Agricultural Society of Victoria Limited has agreed to effect a Public Liability insurance for certain Commercial Exhibitors at the 2011 Melbourne Show, the following applies:-

#### Insured Parties

RASV Show tenants, licensees, exhibitors and participants and sub-licensee exhibitors but excluding amusement operators (rides or tests of skill to the public), caterers and Government Bodies.

#### Period Of Insurance

From seven days prior to the Show until seven days thereafter.

#### Insured Activities

All activities undertaken whilst within the confines of the Showground consistent with the Insured Party's main business including setting up and removal but excluding the provision of rides or tests of skill to the public, catering or activities by government bodies.

#### Description Of Cover

Insurance in respect of the Insured Party's liability to pay costs and compensation in respect of loss of or damage to third party property and death of or injury to third party persons caused by and arising out of an Insured Parties' business, all subject to RASV's policy terms, conditions, exclusions and warranties, etc.

#### Amount Of Cover

\$10,000,000 any one occurrence, except Product Liability in which case in the aggregate for all Insured Parties.

**Deductible** \$10,000 each and every claim.

**Geographic Limits** At and from the event venue

**Claims Payable** Worldwide excluding claims made in USA and Canada

**Insurer(s)** Primary – \$10,000,000 Lloyds of London

**Address** London Underwriting Centre, 3 Minster Court, Mincing Lane, London EC3R 7DD

**Policy Number** 10331X10

#### Important Conditions

- The Insured Parties must exercise reasonable care to maintain all premises, fittings and plant in sound condition.
- The Insured Parties must take all reasonable precautions to prevent injury and damage to persons and property.
- The Insured Parties must give immediate notice of an incident which may give rise to a claim or of receipt of advice of a claim.
- The Insured Parties must not make any admission, offer or promise in connection with any claim and must not any time admit liability.
- The Insured Parties must comply with the following Notices:-

## Duty Of Disclosure

Before you enter into a contract of General insurance with an insurer, you have a duty, under the Insurance Contracts Act 1984 as amended, to disclose to the insurer every matter that you know, or could reasonably be expected to know, is relevant to the insurer's decision whether to accept the risk of the insurance and, if so, on what terms.

You have the same duty to disclose these matters to the insurer before you renew, extend, vary or reinstate a contract of General insurance.

Your duty however, does not require disclosure of matter:-

- that diminishes the risk to be undertaken by the insurer
- that is of common knowledge
- that your insurer knows or, in the ordinary course of his business, ought to know.

## Non-Disclosure

If you fail to comply with your duty of disclosure, the insurer may be entitled to reduce his liability under the contract in respect of a claim or may cancel the contract.

If your non-disclosure is fraudulent, the insurer may also have the option of avoiding the contract from its beginning.

## Average Provision

The insurer will pay legal expenses in addition to the sum insured, if however, the total amount of the loss (less legal expenses) ultimately paid to the claimant(s) exceeds the sum insured then insurers will only pay (in addition to the sum insured) that proportion of the legal expenses as the sum insured bears to the loss.

**Third Party Interests:** This policy will only provide cover for your interest and does not cover the interests of any third party (e.g. financiers, lessors, etc.) unless the interests of the third party are noted in the policy.

**Waiver of Insurer's Rights:** You must not enter into any agreement without the written authority of the insurer whereby any of their rights to which they become entitled as your insurer after settling or agreeing to settle a claim are prejudiced or limited in any way otherwise all benefit under the policy will be forfeited.

## NOTE

1. All enquiries to be referred to OAMPS Consulting  
Phone: (02) 9424 1888
2. CLAIMS
  - a) No admission of liability or fault may be made in any form to a claimant. To do so may breach the policy conditions and enable insurers to avoid settlement.
  - b) Any notice of a potential or actual claim must be referred immediately to OAMPS Consulting
3. Nothing herein shall be construed to alter in any way the scope of insurance policy, its terms, conditions or exclusions, issued by insurers.
4. RASV is not liable to the Insured Party in the event a claim is not paid or payable by Insurers unless RASV fails to take reasonable steps to advise that the cover is or is likely to be cancelled or not renewed.
5. RASV is not an Australian Financial Services (AFS) Licence holder. RASV is not providing financial product advice, has not considered the particular needs of the Insured party and no statement is intended to influence a person or persons making a decision in relation to any insurance cover. You should consider obtaining your own financial product advice from a person holding the appropriate AFS licence.
6. THIS INSURANCE ONLY APPLIES TO EXHIBITORS WHO HAVE A VALID AND CURRENT AGREEMENT WITH RASV IN WHICH RASV UNDERTAKES TO AFFECT INSURANCE.

**The details listed above are not comprehensive and are provided as an outline for the policy only. Extracts from the policy are available for inspection on request at RASV's Registered Offices during office hours.**

## 10 RASV GUIDELINES FOR THE SALE OF FOOD (INCLUDING SAMPLING) AT THE SHOW

### Food Sampling Policy

Food is an important part of the Show offering and while Show patrons may not always consciously consider food as one of the major draw cards, it is none the less an absolutely critical element of the Show experience.

Show patrons can experience many varied formats but these can generally be segmented into four broad categories:

1. Display/competition
2. Sampling
3. Showbags
4. Catering

The RASV Food Sampling Policy clearly defines each of these four categories and under what circumstances foods or displays fall into each of these categories. The policy sets out the appropriate regulations/guidelines that must be met.

The RASV Food Sampling Policy forms part of the exhibitors' agreement for the Show, and a copy is provided with your contract. Please refer to Schedule 3.

For further information/explanation contact Nicole Von Pein on 03 9281 7409

### Registration Of Temporary Food Premises

**Providing samples of food is deemed by law to be selling food even though there is no money exchanged.** The RASV takes a blanket Temporary Food Registration on behalf of exhibitors selling packaged or prepared foods within the Grand Pavilion, with the exception of meat exhibitors.

The RASV will manage and obtain the appropriate registrations under the Food Act 1984 with the City of Melbourne for the individual outlets in the pavilion therefore you do not need to register individually. The requirements for registration i.e. Food Safety Supervisors and Food Safety Programs will also be managed by the RASV and you will be provided with program documentation and records at the start of the Show. You need to ensure that you complete the records over the course of the Show.

## For Your Information:

### Food Hygiene Training

Enquiries in relation to food hygiene training please contact the RASV Food Safety Management Consultant Jim Smith at Infocus Management Group on Ph: 03 9882 4011

### Temporary Food Premises Food & Alcohol And Non Alcoholic Beverages Tasting\Guidelines

The following information has been prepared to assist you in setting up a temporary food exhibit at events within the Melbourne Showgrounds.

#### Food Tastings

- As food handlers you are required by law to wash your hands with warm running water and soap and then dry them thoroughly before handling any exposed food e.g. cutting cheese. The hand basin in your stand must be operational at all times, be equipped with soap and paper towels, and a bin provided for disposal of paper towels.
- Designated back of house areas are provided in the Pavilion by RASV and these will have a hot and cold water supply; wash up sinks, and a designated discharge point for dirty water from your hand basin and cleaning activities.
- Where possible, food should be served to customers by a member of your staff. Use disposable gloves, tongs and utensils to minimise direct handling of food.
- Ensure that the food display is effectively supervised so that any food that is contaminated, or likely to have been contaminated, is immediately removed from display and discarded.
- Provide protective barriers that minimise the likelihood of contamination by customers.
- Tastings are to be served on clean plates with single serve toothpicks already in the individual food pieces. Separate foods should be handled with separate utensils i.e. tongs.
- Never allow customers to “double dip” their food or toothpicks or to touch food with their hands e.g. crackers in a bowl.
- Only display small amounts of food.
- Remember, high risk foods must be chilled, so keep quantities to a minimum and throw out uneaten food that has been out of refrigeration for more than 4 hours.
- A disposal receptacle with a suitable lining for toothpicks and other rubbish must be provided.

#### Alcoholic And Non-Alcoholic Beverage Tastings

- Serve beverages when customers are present.
- Keep corks tightly bound on bottles when not in use.
- Single-use (disposable) cups/glasses should be used and thrown away after use.
- Single-use (disposable) cups/glasses should be stored upside down and covered until required and be handled carefully to minimise the risk of contamination.
- Re-useable cups, wine/champagne glasses should only be used if washing facilities such as sponges, soap, sanitisers and hot water are available.

## 11. LIQUOR LICENSING

### Procedure For Obtaining Limited Liquor Licence

The supply of alcohol at the Melbourne Showgrounds is limited to those who possess the appropriate Liquor Licence within a licensed area for the specified function or event. Possession of alcohol outside a licensed area is not permitted. All sites intended to sample or sell liquor (including wines, beer, aperitifs and liquors) must obtain a Limited Liquor Licence for the duration of the Show. The RASV will organise this on your behalf (Liquor Licence applications for the Show must be lodged at least 90 days before the commencement the event).

For more information please go to [www.justice.vic.gov.au](http://www.justice.vic.gov.au)

All exhibitors selling packaged alcohol to the public must comply with the following conditions:

#### 1. Sale of Packaged Liquor is limited to a maximum of;

- Three (3) containers of wine with the maximum size being 750 mls each container.
- Two (2) containers of wine with the maximum size being 1000mls each container.
- Six (6) containers of beer with the maximum size being 375 mls each container.

#### 2. All packaged liquor sales must be unchilled and in sealed containers and sealed in a bag or box with a sticker provided by the RASV outlining conditions of sale.

#### 3. The bag or box must stay sealed whilst on the Melbourne Showgrounds.

#### 4. Anyone found with an opened bag or box, will be evicted from the Melbourne Showgrounds.

### Displaying Your Limited Liquor Licence

All commercial sites intending to sample/ sell liquor products must display their Limited Liquor Licence within their stand, visible to the general public. Operators who have not obtained a Limited Liquor Licence will not be permitted to trade at the Show.

Representatives from Responsible Alcohol Victoria will conduct random checks throughout the Show to ensure you comply. Failure to comply may result in the loss of your Limited Liquor Licence and fines.

For further information regarding Liquor Licensing please contact Responsible Alcohol Victoria on Tel: 1300 650 367.

## 12. COMMERCIAL EXHIBITOR AWARDS

All exhibitors are invited to participate in the Commercial Exhibitor Awards. These awards are designed to recognise Show exhibitors for excellence in presentation and service and acknowledge their contribution to the Royal Melbourne Show.

**Judging: Monday 26th September 2011**

**Awards Function: Friday 30th September 2011 at 6:30pm - Port Phillip Room, Royal Block**

Both finalists and the winner in each category will receive a framed certificate.

### Criteria for Assessment

#### Quality

- Presentation of Staff
- Product/Display/Site
- Service
- Experience

#### Uniqueness

- Experience
- Product

#### Value

- For money
- Of promotions (including RASV member discount/offer and any other promotional offerings)
- Sampling — is the sample size truly enough to understand and appreciate the benefits of the product

#### Overall Experience

- Quality
- Uniqueness
- Value

Award Categories	Sponsored by
1 Best Showbag Pavilion Exhibitor	AML Risk Management
2 Best Showbag Trailer Exhibitor	
3 Best Outdoor Catering Exhibitor	Lombard the Paper People
4 Best Indoor Catering Exhibitor	
5 Best Kids Zone Exhibitor	ExpoNet
6 Best Grand Pavilion Exhibitor	
7 Best Art, Craft and Cookery Pavilion Exhibitor	
8 Best Living and Lifestyle Pavilion Exhibitor	
9 Best Flowers, Gardening & Pets Pavilion Exhibitor	Excel Events
10 Best Outdoor Commercial Exhibitor larger than 6 x 3	
11 Best Outdoor Commercial Exhibitor 6 x 3 and smaller	
12 Best Government Pavilion Exhibitor	
13 Best Amusement Exhibitor - Children's Ride	Wrights P.R.
14 Best Amusement Exhibitor - Adult Ride	Brookfield Multiplex
15 Best Amusement Exhibitor - Games	Gee Multimedia
16 Best Sponsor Activation/Display	3 Degrees Marketing
17 Best New Display	
18 CEO's Award for Innovation and Customer Experience	RASV
19 Best Overall Exhibitor	ExpoNet
20 The S. John Ross Silhouette Trophy for Service to the Show Community	Hoban Recruitment

## 13. EMERGENCY PROCEDURES

### In The Event Of An Emergency

Remain calm.

Take control of the situation, if safe to do so.

Rescue persons in danger if safe to do so.

Ensure Emergency Services are notified via Alarm or 000.

Ensure all patrons and employees are removed from the hazard area.

Await instructions to evacuate and control entry to the affected areas.

Contain fire by closing doors.

Extinguish fire if safe to do so.

### Evacuation Procedures

**Alert Alarm: Beep! Beep! Beep! Prepare for evacuation (if indoors or near a building with a fire alarm system)**

**Evacuation Alarm: Whoop! Whoop! Whoop! Evacuate (if indoors or near a building with a fire alarm system)**

### Evacuation Phases

**Phase 1:** Immediately move all people away from the danger

**Phase 2:** Move people laterally to a safe area

**Phase 3:** Evacuate affected parts of the Site

**Phase 4:** Total evacuation of the Site

In the event of an evacuation warning, all persons are to immediately evacuate away from the danger area by the nearest and safest route to a safe area. If further evacuation is required, remain under the control of a Warden.

Ensure everyone is accounted for & report missing persons to the Warden at the Assembly Area

**Be alert in your area for suspicious articles or behavior and report immediately to Security**

### Bomb Threats

If you receive a bomb threat obtain as much information as you possibly can.

- When is the bomb going to explode?
- Where did you put the bomb?
- What does the bomb look like?
- Why did you place the bomb?

Under no circumstances should you hang up. Raise the alarm via security.

Avoid the use of mobile phones and radios in situations involving explosives or bomb threats.

### Incident Reporting Procedure

- An incident does not have to hurt someone but may have the potential to hurt someone
- All incidents must be recorded on the daily incident log available from the RASV
- If no incidents are recorded the log must reflect that fact
- The log is to be returned to the RASV Event Control Centre at the completion of the event

### Every incident which involves injury or property damage:

- Must be reported to RASV Event Control Centre on
- Must be recorded on the daily incident log
- Must have an incident investigation form completed as soon as possible
- Must have statements completed as soon as possible by all staff present
- Witnesses names and contact details must be obtained





# The Royal Agricultural Society of Victoria



**RASV**

**ROYAL  
MELBOURNE  
SHOW**

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**The Royal Agricultural Society of Victoria** Limited  
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