



## **WAMFVA GUIDELINES 01/16 FOR EVENT ORGANISERS DEALING WITH MOBILE FOOD VENDORS**

The West Australian Mobile Food Vendors Association acknowledges that there are many great and experienced event organisers throughout Western Australia. However, there are also many new and inexperienced event organisers and these guidelines have been developed to assist all event organisers when planning their events and plan to include mobile food vendors.

These Guidelines were developed with consultation of the Association's members and referred to some Local Authorities for comment and some experienced and well respected event organisers for input.

### **Have you liaised with your Local Authority to organise your event?**

- All events that are selling food need to be approved by your local Government Authority.
- Local Authorities will provide you with information as to whether you require an event licence for your event which includes food vendors included under the licence or if food vendors need to apply for their own Temporary Food Stall Licence.

### **Number of guests and food estimates:**

- The ideal ratio of attendees per food vendor is between 200 - 300 if everyone is expected to eat.
- With less than 200, it's difficult for the food vendor to make money. Over 300, the lines often get long and the customers are unhappy. Often, food vendors have to prepare food days in advance. If attendance is higher than anticipated, vendors run the risk of selling out well before the end of the event. Customers will go home unhappy and food vendors would not have not capitalized on all possible sales.
- If tickets are selling slower than anticipated, the mobile vendors may have to throw away product.
- If you can provide updated estimates of attendance the *Monday* before, and then 48 and/or 24 hours before the event, it will help the food vendors prepare appropriately.
- Sharing ticket sales (when applicable) is a helpful tool as well as previous years' attendances.
- Try to have just one area for food if possible.
- Unless you are organising a large event try not to have more than one type of the same food and if you plan to have more than one of the same vendor that you let both vendors know.

### **Fee Structure:**

- With all costs included, the food vendors expect fees to be approximately 5-10% of their sales for the day.
- If the fee is over 10% of sales (i.e. large events- (Over a few thousand people), then mobile food vendors need an exceptional sales day to make up for it. Please note that menu prices may be increased should high event fees apply.
- We do acknowledge however that a flat fee is often easier for the organizer. If the fee structure is chosen, please keep in mind the mobile food vendors would ideally need 10x that fee in sales (after paying sales tax, staff, local authority fees and food costs) in order to make any profit. Recommended flat fee structures \$30-\$60 for small community and School events, \$80 - \$100 for any weekend markets and \$100-\$300 (Max) for large events and Festivals and no matter the size of the stall. If fees are too expensive then vendors may not attend your event as it may not be viable for them.
- If you choose a flat fee structure, members may ask you for a guarantee of minimum sales. At their discretion reimbursement may be negotiated should these minimum numbers not be met. Please do



not be surprised if you see this as many events have promised very high numbers and delivered less than ¼ of the projected attendance.

- When setting your fees for food vendors please understand that food vendors have to outlay a lot of money in advance on event fees and Shire fees for every event they do. It is recommended that mobile food vendors should not be asked to pay for fees unless it is less than 6 weeks prior to your event. Maybe if you require fees prior to this time that you ask the mobile food vendor to pay a deposit to secure a location.

#### **Logistics of the event:**

- Bump in times: Please keep in mind how bump-in times impact our businesses. Food Vendors pay employees from the time of bump in. Ideally, all vendors should be in position 1 to 2 hours prior to the start of the event depending on the operator and ready for health department inspections.
- Without knowing the bump-in times, it makes staff scheduling very difficult. **Bump in times should be emailed to food vendors the week prior to the function.**

#### **VIP Times:**

Mobile Food Vendors understand that VIP tickets are important to some customers and profitable for the venue. VIP times are not generally profitable for the vendors because they are feeding only a handful of people. Please limit VIP times to half an hour. The customers will get to eat their pick of 2-3 vendors without lines, the organizers make money, and the vendors break even.

#### **Organisation:**

The most successful festivals have impeccable organization. The day is scheduled to the minute, vendors locations are clearly marked, and everyone knows what they are supposed to be doing at all times of the day.

#### **Layout of vendors:**

- Consider staggering savoury and sweet vendors so that they are evenly spaced out. Some mobile food vendors may pull out of events if they can see there is no money to be made at an event when you have high rents, high shire fees, food costs and staff. However, should a vendor be booked and not turn up to an event they may be in breach of the Associations 'Code of Conduct'. Please contact us directly to deal with these issues
- Really look at how many coffee and ice cream vans are really needed. Some event organisers in the past have been known just to allow as many food vendors in as they like who are prepared to pay the fee to make more money but this means most food vendors make no money if you have too many vendors and you may struggle to get food vendors at your next event and food vendors usually provide feedback about good and bad events via the Mobile Food Vendors Forum on Facebook.

#### **Approximate Breakdown of ongoing costs to a Mobile Food Vendor Business**

10% GST, 10% Event Fees, 10% Shire Fees, 25% staff, 25% food costs , 10% Insurance, Fuel and other business costs leaving approximately 10% profits per event. However this can vary between businesses and the size of events. Also Shire Fees and event fees can vary as well but it is just a guide for event organisers.



Please also keep in mind when organising events that food vendors staff costs rise on weekends. As a rough guide the weekly rate per adult is approx \$23 per hour, \$27 per hour per adult on Saturdays and \$32 per hour, per adult for Sunday events. Public Holidays rates per adult is approx \$55 per hour. So this also can have a major impact on vendors businesses.

#### **Power usage:**

- If you are going to provide power for food vendors, make sure to ask each truck well in advance of their power usage needs so larger vendors pulling more amps aren't on the same breaker or generator.
- It is recommended that the power be setup and ready to go two hours prior to the event as food vendors might need the power to run fridges, freezers, cool rooms to keep food at the right temperature prior to the commencement of the event.
- An electrician should be on-site in case there are issues with the generator as it could affect food vendors selling food at your function if the power fails.
- Mobile food vendors who do not require power should not be charged power fees despite the costs of getting the power supply organised.
- Mobile Food Vendors should not be charged a fee for power usage fee if they are using their own generator at the event.
- Mobile Food Vendors should not be forced to hook into one power supply and be forced to pay a fee when they have an approved generator for use.
- It is a requirement for Event Organisers to ensure that all Food Vendors have all their electrical appliances tagged prior to the event.

#### **Size of vendors:**

- Food vendors vary in size so during application process, make sure to ask vendors of their dimensions and weight.

#### **Service windows:**

- Most food vendors serve out of their passenger side window; however some have the ability to serve out of both. Make sure to ask vendors what side they serve out of before making layout. Make sure there is enough room for vendors to turn around if necessary so service window can accommodate.

#### **Drinks:**

- Please notify food vendors during the booking process if drink sales are *not* permitted.
- Also advise if particular drinks are not allowed to be sold due to any sponsorship arrangements, or if glass bottles are not permitted Or if drinks need to be purchased through the event directly
- Packaging: please advise if you have any special packing requirements (e.g. Bio Degradable)

#### **Other food items at your event:**

- Are the event organisers selling their own food? If so please advise the vendors. Especially if selling **sausage sizzles or hot dogs** because this will have a major affect the vendor's sales and it allows the vendors to adjust their numbers accordingly.



- Will there be other food vendors besides i.e. charity/community groups? If so, please advise the food vendors. Again it allows mobile food vendors to better assess how much food or drink to bring to your event.
- Will any sponsors be giving away any food or drinks? If so, please advise the vendors so they can adjust their numbers.
- These items greatly impact food truck sales so please be as honest and upfront with food vendors as possible about all food being sold at your event.
- If asked please advise food vendors with an accurate amount of food vendors attending your function. This allows food vendors to determine food supplies to be organised and how much to cater.

**Waste facilities:**

Pay attention to the quantity and location of rubbish bins and restrooms to keep the area clean and in compliance with all codes and regulations.

Under the Food Act 2008 all Food Vendors are required to remove their own rubbish from the function/event.

**Tables and Chairs:**

Tables and chairs are often a nice touch for your attendees/guests to be able to eat comfortably in the food area. Please advise if you require vendors to supply their own tables/chairs

**Charity Events/Donations:**

Food vendors often participate in fundraising events and charity events. We have donated a percentage of overall sales, donated a percentage of sales to a 'signature item', added \$1 to each menu item with that dollar going to the charity and donated food to events. Many food vendors are asked several times per month to donate food/sales to an event. While there are many great causes out there, please keep in mind that we are small businesses and often times it is difficult to donate and food vendors should not be asked to donate more than 10% of their takings for such an event. In most cases vendors are happy to donate in lieu of an event fee.

**Marketing/Promotion:**

Food vendors rely on social media and marketing for our business so we are very good at promotion. If your event has a website, Facebook page, twitter handle or artwork/poster, please share with food vendors at time of booking. We will post, tweet and market the event to our followers as best as we can and we expect event organizers to do the same for food vendors. Often times a food truck will research an event before committing to see if there is 'buzz' online about your event. If there is no information found online, there is a good chance that the public doesn't know about it and attendance may be low and you might find it hard to secure food vendors. We will do our best to market your event, but we need event organizers to do the same!

*#Tip: Did you know if you create an event on Facebook to advertise your event and add the food vendors as "Co-hosts" in the Admin then the event will also show up on the food vendor's pages as well and further spreads the word.*



### **Do you need Mobile Food Vendors for your event?**

If you require mobile food vendors to attend your event contact the WA Mobile Food Vendors Association to ensure that you are getting mobile food vendors that meet all the Food Act 2008 requirements.

To contact the Association to obtain the latest list of Association Members please email [admin@wamfva.org](mailto:admin@wamfva.org) otherwise refer to Appendix B of this document which lists all the Association's members. To keep everything transparent the Association Executive is unable to recommend to event organisers individual food vendors and it will be the event organisers responsibility to contact the food vendors they want at their events.

Any other enquiries relating to the guidelines can be directed to the Association via:

President: Sandra Bahbah – [Sandra.bahbah@wamfva.org](mailto:Sandra.bahbah@wamfva.org)

Vice President: Sean Bryce – [sean.bryce@wamfva.org](mailto:sean.bryce@wamfva.org)

Vice President: (Memberships) – Mat Williams [mat.williams@wamfva.org](mailto:mat.williams@wamfva.org)

Secretary: Mike Thompson – [mike.thompson@wamfva.org](mailto:mike.thompson@wamfva.org)

Treasurer: Jason Gelineau – [Jason.gelineau@wamfva.org](mailto:Jason.gelineau@wamfva.org)



## APPENDIX A

### EVENT ORGANISERS CHECKLIST

Questions	Issues	Yes (Tick below)
<p>1. Has the Food Vendor provided you with all the necessary paperwork?</p>	<p>a) <b>Shire Registration</b>            b) <b>Public Liability Insurance</b>            c) <b>Layout Map</b>            d) <b>Proof of Electrical tagging</b>            e) <b>Dimensions of the trailer</b>            f) <b>Which side do they serve from?</b>            g) <b>Fees paid</b></p>	
<p>2. Have you communicated the following to the food vendor? Should be provided 48-72 hours prior to the event</p>	<p>a) <b>What time food vendors can move in on site? (i.e. 2 hours prior to event start time)</b>            b) <b>Is there a particular entrance to use?</b>            c) <b>What time all vehicles are to be removed from the area?</b>            d) <b>What time vehicles can come back to area to pack up?</b>            e) <b>Is there a particular area for parking vehicles for staff/business owners?</b>            f) <b>Advise what time power will be setup for event? (if required)</b>            g) <b>Provided a site map of the area highlighting the area to setup and designate where mobile food vendors will need to enter and leave from: i.e. a particular entrance.</b>            h) <b>If required for larger events what arrangements in place for vendors to access the site to restock especially for multi day events.</b>            i) <b>For regional events please provide suggested accommodation options for vendors and staff.</b>            j) <b>Will you have VIP's or vouchers for event staff and how will these be paid for?</b>            k) <b>Will there be an electrician on site to check tagging of each vendor</b>            l) <b>Will there be any food or drink being given away free by event organisers or Sponsors ?</b></p>	
<p>3. Receipt of Payment?</p>	<p>a) <b>Have you forwarded a Tax Invoice or Receipt of payment?</b></p>	



## APPENDIX B

### LIST OF ASSOCIATION MEMBERS (in Alphabetical Order)

Trading Name	Description / Theme	Contact Name(s)	Phone	E-mail
Andy's Bratwurst Hut	Traditional German Bratwurst	Sara Silvestrini	0424 812 080	info@andysbratwurst.com.au
Antons Bratwurst	Traditional German Bratwurst	Anton Gehring	0406 407 105	antosbratwurst@gmail.com
Banana Leaf	Modern Filipino Street Food	Roberto Villar	0433 391 714	robbyv26@me.com
Banh Mizzle	Vietnamese food	Tran Khoa Mai	0402 907 880	banhmizzle@gmail.com
Bokas Food	Brazilian food	Virginia	0405 099 994	contact@bokasfood.com.au
Bollygood Foods	Indian food	Nisantha Colombo	0423 961 694 / 0864 989 566	bollygoodfoods@gmail.com
Bootlegger Coffee Co.	Coffee - Juices - Cakes	Craig Mauger	0409 521 938	craigmauger@inet.net.au
Braised Bros	Burgers & rolls	Roberto	0411 078 877	info@braisedbros.com
Cafe Oranje	Poffertjes (Dutch mini pancakes)	Kylie Cunningham	0434 004 146	cafeoranje.au@gmail.com
Chur Bro Street Food Treat	International Street Food	Sven Arden & Axelle Viade	0420 566 854	churbrostreetfood@gmail.com
Churro Central	Spanish Churros (Spanish Doughnuts sticks)	John & Tracey Hekkens	0418 927 113	churrocentral@westnet.com.au
Cocktail Gastronomy	Cocktails ,Craft Beer.	Daniel Sterpini	0409 663 358	daniel@cocktailgastronomy.com.au
Coco Licious	Cocowhip, Bolt coffee, Rawsome treats	Nicole & Courteney	0438 224 292	nicole@cocolicious.com.au
Comida do Sul	Brazilian street food	Joel Rees	0405 967 469	comidadosul@gmail.com
Delish Ice	Artisan Popsicles	Katie Earl	0448 897 717	katie@delishice.com.au



Delish soft serve	Soft serve ice cream - Slushies	Judy Castagna	0418 959 382 / 0892 504 978	judy-johnc4@bigpond.com
Dos Shots Mobile Coffee	Coffee - Juices - Cakes	Carl Germana	0478 925 008	cmdosshots@gmail.com
El Argentino	Argentinian BBQ	Javier Singerman	0426 259 678	javersin77@hotmail.com
Empire Mobile Food	Modern Ottoman Cuisine	Ali Pasay	0407 430 962	ali@empiremobilefood.com.au
Flying Falafels	Falafels- Lebanese Street food	Alma Sarhan	0417 175 349 / 0893 366 056	info@flyingfalafels.com.au
Go Nutz Coffee and Donutz	Coffee and donuts	Glenn & Natasha Thompson	0402 294 744 / 0432 540 664	info@gonutzcoffeeanddonutz.com.au
Gourmet Coaster	Western food	Karl Smallwood	0410 422 792 / 0893 047 557	gourmetcoaster@hotmail.com
Greek St Grill	Greek & Mediterranean Cuisine	Tali & Darren	0421 793 811	greekstreet@optusnet.com.au
Greek Streets	Greek food	George Marinakos	0413 612 652	1georgeskebabs@gmail.com
Grilled to the Mac	Canadian toasties	Jason Gelineau	0403 924 185	jason@jaghospitality.com.au
Guru Bites	Indian food	Sanchit Kumar & Proprietor	0469 292 107	gurubitesfoodtruck@gmail.com
Hey Pesto food truck	Western food	Mathew & Anna Williams	0402 945 646	hey_pesto@bigpond.com
JJ's Sweet Bliss	Gelato, Sorbet, Milk Shakes, Waffles	Garry & Ronny Soetanto	0431 424 604	jjs_sweetbliss@yahoo.com.au
Justchillin van	Burgers	Luke Fisher	0435 066 414	luke.justchillin@gmail.com
KC expresss	Creole and French Caribbean food	Emma O'Dea	0423 485 977	odea_emma@yahoo.com.au
La Fuente	Chilean Street Food	Victoria Roman or Ricardo Peralta	0414 857 019	victoria@la-fuente.com.au
Las Empanadas	Peruvian/Japanese fusion	Theresa Lim	0424 148 228	theresa@lasempanadas.com.au
Lust Fa Coffee	Coffee - Juices - Pies	Jonathan & Tracey Webb	0478 913 809 / 0892 843 808	ludtfacoffee@gmail.com
Marcelita's Empanadas	Colombian Empanadas	Matt O'Donohue & Marcela Rave Valencia	0408 961 108	hola@marcelitas.com.au
Meast - Middle Eastern Street Food	Middle Eastern Food	Sandra Bahbah	0408 924 027	info@meast.com.au



Miam Miam a Bite of France Pty Ltd	French Crepes (Sweet & Savoury), Waffles	Amandine Trouillet & Manu Lasserre	0429 190 937	trouillet.a@hotmail.com
Miss Lucy Delicious Foods	Asian Street Food	Jefrina Yeo	0403 300 908	info@kitchenspoon.com.au
Ninja Cuisine	Japanese Street Food	Kei Hirata	0401 841 233	info@ninjacuisine.com.au
Papa B's Tortas	Mexican Food	Matthew Bates	0403 879 445	papas_tortas_perth@hotmail.com
Pastacup on the Road	Fresh pasta cooked and baked	Elana Geldenhuys	0414 707 817	foodvan@pastacup.com.au
Pepper (Steak) Tree	South African steak sandwich	Michelle Krichel	0435 501 941	peppersteakoz@gmail.com
PerfectCup	Coffee - Juices - Cakes	Liz Pearce	0424 323 993	perfectcup@outlook.com
Porta Pizza	Wood Fired Pizza	Oliver Lemke	0419 868 489	info@portapizza.com.au
Rancho Sombrero Tex-Mex	Tex Mex Street Food	Mike Thompson	0403 762 366	ranchosombrero@gmail.com
Rawsters	Coffee - Juices - Cakes	Julia Krasnova	0479 169 327	rawsterscoffee@gmail.com
Saigon Soulfood	Vietnam and Southern America fusion	Marcus Rees	0410 167 967	saigonsoulfood@outlook.com
Shiraz Soft Serve	Soft serve ice cream - Slushies	Pat Benic	0412847021 / 0892 969 881	shirazsoftserve@hotmail.com
Smokin BBQ Bus	American smoked BBQ	Graeme Windle	0403 466 623	windle@iinet.net.au
Soul Provider Catering	Southern American Creole / Soul food	Vital	0422 529 211	vital@soulprovider.com.au
Sunny Jim's Mobile Wood Fired Pizza	Wood Fired Pizza	Sean Bryce	0413 054 483	admin@sunnyjimsmobilepizza.com.au
Sweet Dream Foods	Bagels	David Whorrall	0894 373 674	dwhorrall@e-wire.net.au
T Sister's Fresh Foods	Asian Street Food	Felicia Thoo	0412 987 598	felicia_thoo@hotmail.com
That food truck	American style, Australian bbq	Ashley Daniels	0419 947 608	info@thatfoodtruck.com.au
The Good, The Bad, The Hungry	Coffee - Juices - Cakes - Toasties	Ciara O'Brien	0400 731 694	gbhfoodtruck@gmail.com
The Hummus Club	Middle Eastern Food	Kaitlin Zammar & Ziad Zammar	0411 896 670	hello@thehummusclub.com
The Pasta Truck	Italian Pasta	Paolo di bello	0416 047 383	paolodibello@me.com



The Rare Flower	Hungarian Street Food	Peter Bogar	0449 287 423	p.bogarau@gmail.com
The Toastie Queen	Toasted sandwiches, Salads, Breakfast	Tara & Tristan McKenna	0417 979 321	thetoastiequeen@gmail.com
The Wicked Chilli	Tex Mex cuisine	Jacqueline Kaye	0412 593 054	jackiekaye@hotmail.com.au
The Wooden Box	International fusion	Kunj Shah & Komal Patel	0430 369 198	enquiry@thewoodenboxcart.com.au
Tikka tango	International / Indian fusion	Bhawani	0451 446 251	tikkatango@gmail.com
Toast My Curry	Indian Curries in Jaffles, Innovative Indian snacks	Pankaj Sharma	0450 061 808	toastmycurry@gmail.com
Ubuntu Real Food Co	Ice cream, Smoothies, Raw vegan desserts	Chris Booth	0435 058 248	ubuntuicecream@gmail.com
Uncle Chops Smokehouse	Low and Slow Smoked meat	Fabio Rucci	0407 257 297	unclechops.smokehouse@yahoo.com.au
Urban Hawker	Asian inspired curry & burgers	Noel De Souza	0411 138 063 / 0895 131 090	nd_desouza@hotmail.com
What the Flip!	Sweet and savoury Crepes / coffee	Andrew Shugg	0407 021 485	andrew@whattheflip.com.au
Wicked Waffles & Icecream	Belgian Waffles, Icecream, Milkshakes, Smoothies	Phil & Jan Plowman	0439 039 839 / 0894 502 545	wickedwafflesandicecream@gmail.com