

Meredith Music Festival and Golden Plains Prospective Caterers Fact Sheet



Background

The Meredith Music Festival (MMF) started in 1991 as an end of year party for about 200 people on the Nolan Family farm. Golden Plains (GP) started in 2007, as a slightly smaller, more relaxed accompaniment to its older sibling. GP takes place annually on the Labour Day long weekend in March. Both have the one and only stage, BYO, a natural amphitheatre and minimal hassles. Fun. Freedom. A haven. Our primary task is to ensure that these things are protected and indeed enhanced every year. With that in mind we're looking for the right kind of caterers to be part of it.

Both festivals are held at the Meredith Supernatural Amphitheatre, which is situated on the edge of a farm, 90 kms due west of Melbourne, halfway between Geelong and Ballarat, near the town of Meredith. The venue is a spectacular, permanent site, purpose-built and continually refined using 25 plus years of collective know-how to provide a premium experience for performer and patron alike.

Catering Areas

Catering sites are spread across the International and Southbank Food Courts, on either side of the stage.

Each food court has access to water and generator power, as there is no mains power on-site.

Caterers are required to supply their own leads, which will connect them with the distribution boards stationed behind the caterer stalls. All leads MUST be tested and tagged and MUST have either 10 or 15 amp plugs.

The Community Tucker Tent, permanently located in the International Food Court, specialises in a good old sausage sizzle and has been an institution at the festival since the mid 90s. The Tucker Tent is organised, managed, and staffed entirely by volunteers from many local community groups. Profits from the Tucker Tent go back to these community groups, which means we're unlikely to offer you a spot if you also trade in sausages.

There are no market stalls at either festival, nor can energy drinks or alcohol be sold.

Who Should Apply

We'd love to hear from anyone who thinks Meredith and/or Golden Plains looks like their kinda thing. We're particularly looking for stalls whose food is affordable, full of flavour and uses as little packaging as possible.

In fact, all packaging that does get used must be compostable, including coffee cups and cutlery. Things like plastic straws and sauce sachets are also a no-go.

The Details

Site fees vary depending on the type of food/beverage being sold and the size of the operation. Meredith (December) has approximately 12,800 attendees on-site for three days and Golden Plains (March) has approximately 10,800.

We do require that caterers operate certain hours so that food is always available.

Typically, twenty-four or so caterers are spread across the two food courts.

Contact

If you would like more information or wish to apply, you can make contact via catering@mmf.com.au.