



SUPER SIDEWALK SATURDAY!

26 AUGUST 2017



STEP OUT ONTO HOBART'S SIDEWALKS AS PART OF SUPER SIDEWALK SATURDAY ON 26 AUGUST 2017

Set up a trestle, switch on the fun and join the celebration on Hobart's streets.

Hobart comes alive on Saturday 26 August 2017

Super Sidewalk Saturday is a great opportunity to promote your business. By creating a display outside your store, you will not only add to the buzz around the Hobart city centre, your business could also win a media package on the day.

Entertainment

There will be a special performance from Captain Barnacles and The Octopod Rescue, from the ABC children's program the Octonauts. They will be part of a program of family-friendly entertainment in Elizabeth Mall and around the Hobart city centre.

The day's entertainment will run from 11 am to 2 pm and features circus performances, acoustic musicians and community displays on stage in the Elizabeth Mall, Collins Court, Murray Street and Mather's Place. Roving characters will pop up unexpectedly at locations around the Hobart city centre.

Advertising

Look out for Super Sidewalk Saturday advertising on WIN and Southern Cross, 7HOFM and Hit 100 FM, and don't miss the opportunity to take advantage of the exclusive Super Sidewalk Saturday special offer from the *Mercury*. Please see the attached flyer for more details.

Social media

Help get Hobart talking by sending through details of your Super Sidewalk Saturday theme or special offers. This information will be shared on the Hello Hobart Facebook page closer to the event. Please send the details via email to media@hellohobart.com.au by **23 August 2017**.

MERCURY
THE VOICE OF TASMANIA

WIN



**HELLO
HOBART**

AN INITIATIVE OF

City of HOBART

Want to participate?

The Hobart city centre is defined as the area bounded by Harrington, Macquarie, Argyle and Brisbane streets, including both sides of the road. If your business is located within these boundaries, you are perfectly positioned to share in the fun. Businesses located in shopping centres and arcades should only participate with the permission of their centre management.

If your business is recognised as one of the most creative and fun on-street displays, you could win one of four advertising packages, kindly provided by our media sponsors. The media package prizes are provided courtesy of Southern Cross, 7HOFM, the *Mercury* and WIN Television at a total value of over \$10,000.*

*Full terms and conditions for this competition can be accessed at hellohobart.com.au/supersaturday

Parking

All-day free parking will be available at the Hobart Central, Argyle Street and Centrepoint car parks. Free parking will also be available at the Regatta Grounds. The Salamanca Market shuttle bus will run between the Regatta Grounds, the Hobart city centre and Salamanca Market.

Things you need to know

Before you jump on board, there are some things you need to know. Participating businesses can use their own trestle table, rack or display table. If you don't have a trestle table, the City of Hobart can provide one for you free of charge. Simply register your business online at hellohobart.com.au/supersidewalk/business and select the option to request a trestle table.

Businesses in Liverpool Street and the Elizabeth Mall need to place their trestles at specific points in order to maintain pedestrian thoroughfares for the safety of the public. If your business is outside of these two areas, you will need to place your trestle table or display against the building line.

A distance of 1.8 metres between the kerb line must be maintained for public safety. Displays can only extend onto the pavement up to a maximum of 1 metre.

For more information about trestle distances, please visit the event website at hellohobart.com.au/supersaturday

You are asked to use cash boxes or wireless EFTPOS. No electrical cords are permitted anywhere on the street. Marquees are not permitted. Fridges and bain maries are also not permitted.

No amplification of music or spruiking is permitted as part of an outdoor display, however, you are encouraged to hold an instore promotion as an alternative.

You are also welcome to collaborate with neighbouring businesses to ensure that everyone has an opportunity to participate.

As part of this event, foods must either be pre-packaged (wholly wrapped or inside containers) or samples that have been pre-cut or pre-prepared within your business. For full details about the sale or provision of food samples, please visit the event website at hellohobart.com.au/supersaturday

You should consider your insurance cover in case you become legally liable to pay compensation, such as for personal injury and/or property damage arising from products sold or supplied as a result of the business activities at your Super Sidewalk Saturday site.

Super Sidewalk Saturday is an initiative of the City of Hobart. For more information, please visit the event website at: hellohobart.com.au/supersaturday

Register online

Please register your business for this event by completing the registration form at hellohobart.com.au/supersidewalk/business

About Hello Hobart

Hello Hobart is a free marketing campaign for the Hobart city centre. Our goal is to promote businesses that are located in the Hobart City Centre and provide reasons for people to visit. There are lots of ways that Hello Hobart can help your business.

- Update your business listing on our website and join the mailing list at www.hellohobart.com.au/retailers
- Follow our Facebook and Instagram pages [@hellohobarttasmania](https://www.facebook.com/hellohobarttasmania)
- Send us photos and stories for our Facebook and Instagram pages by emailing us at media@hellohobart.com.au

