

**ADELAIDE WRITERS' WEEK  
PIONEER WOMEN'S MEMORIAL GARDEN  
CATERING PROVIDER - EXPRESSION OF INTEREST (EOI)**

## **Event Details**

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Event:	Adelaide Writers' Week 2027 – 2029 (1 year contract offered, plus 2 x 1 year options by mutual agreement)
Venue:	Pioneer Women's Memorial Garden/ Torrens Parade Ground King William Road, ADELAIDE SA 5000
Dates & Times:	Fri 26 February, 2027 (limited, soft opening) Sat 27 February to Thu 04 March, 2027
Est Attendance:	Approximately 160,000 patrons on the site across the Dates & Times
Trading hours:	Fri 26 February 2027; 10.30am to 3pm (TBC) Sat 27 February to Thu 04 March, 2027; 8am to 6pm daily (TBC)
Contact:	<b>Brett McCallum</b> Senior Producer, AWW <a href="mailto:bmccallum@adelaidefestival.com.au">bmccallum@adelaidefestival.com.au</a> +61 8 8216 4444

## **Event Description**

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Adelaide Festival Corporation (the 'Festival') produces the annual Adelaide Writers' Week ('AWW'), Australia's largest free literary festival. AWW offers writers and readers a unique opportunity to spend time sharing ideas and exploring literature in a garden setting in Adelaide's city parklands. Each program brings the world's most celebrated writers together for a week that delights, surprises and enlightens audiences. Over the years, AWW has seen some of the world's greatest writers and thinkers in conversation about literature, politics, poetry, current events, biography, the short story and more.

AWW includes six days of free panel sessions that are presented live in the Pioneer Women's Memorial Garden; across 3 separate stages with a combined capacity of approximately 3,000+ patrons, and up to seven (7) sessions per stage per day. Further to the free program, a curated Secondary School's Day preceding the official AWW event dates occurs on Friday 26 February 2027.

AWW 2025 attracted a record-breaking 160,000 free and ticketed attendances throughout Australia. Across six days, over 220 Australian and international authors convened 166 sessions, spanning both live and virtual formats, with programming for schools, families and young adults.

The Festival seeks an entity or entities (the 'Caterer') to provide food and beverage services to AWW, specifically its free program exclusively located in the Pioneer Women's Memorial Garden and adjacent Torrens Parade Ground.

## **Catering Arrangements**

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The Caterer will be required to work in conjunction with the Festival in the planning and delivery stages of AWW. They will need to adhere to the criteria below:

- A. Design and layout of the food service areas will be by negotiation with the Festival to ensure the fast and safe delivery of food and beverage that best serves the site and its patrons;
- B. All signage including, but not limited to, printed menus will need to be submitted to the Festival design team for approval;
- C. Delivery/bump-in will be conducted in accordance with the allocated Festival production schedule timelines, as will removal/bump-out;
- D. All required WHS and risk management documentation will be delivered in advance of AWW for review and all required standards maintained on site;
- E. All and any requirements from land or other stakeholders will be followed (where relevant these will be detailed by the Festival);
- F. All water, sullage and power requirements will be communicated to the Festival at a minimum of 3 months prior to the event.

The Caterer will be required to;

1. Provide all food and beverage catering services (including the provision of food, beverages, equipment and staff) and associated transport;
2. Provide all labour for bump-in of stock and equipment supplied by the Caterer;
3. Provide all labour for hard fit-out of the marquee's and back-of-house spaces provided by the Festival;
4. Obtain and hold the Liquor License and liaise with the relevant authorities accordingly;
5. Provide catering services, where mutually agreed, for associated Festival events including on and off-site AWW parties, promotional and sponsor events;
6. Liaise with the Environmental Health Officer at the City of Adelaide to ensure all operations comply with Caterer's requirements;
7. Work closely with the Festival's production team regarding bump in two (2) days before the start of the event and bump out at the end of the last day of the event;
8. Work with the Festival to ensure clear and professional signage;
9. Ensure the catering site is maintained clean, tidy and safe, and abides by all appropriate WHS requirements and provide a full list of all electrical equipment;
10. Liaise with the Festival's nominated cleaning contractor to ensure the correct use of bins and efficient waste management;
11. Hold, prior to event, suitable Public Liability Insurance to the value of \$20 million dollars, appropriate damage liability insurance covering site and hires provided by the Festival, and Workers Compensation Insurance;
12. Eliminate packaging and single use items (including soft plastics) and provide biodegradable packaging for all food and drinks sold, in alignment with the Festival's commitment to sustainable practices.

The Caterer will provide;

1. A tempting and attractive menu that caters to a diverse audience and program schedule and:
  - a. Provides snacks, varied hot and cold breakfast and lunch;
  - b. Provides for varied dietary requirements, including quality vegetarian options;
  - c. Provides a range of coffee and tea, cakes and biscuits;
  - d. Provides a range of soft drinks, wine, beer and champagne using Festival beverage partner products.
2. Two (2) fully staffed coffee stations, of maximum 1 x 4-group coffee machine per station, and effective layouts to ensure fast service and traffic movement during peak demand periods;
3. Professional and courteous staff, consistent with an international arts and cultural event which attracts a diverse and discerning clientele;
4. A discount of 10% discount off food and beverage for Festival staff, program participants and contractors wearing the appropriate credential (see note below in 'Fee Structure');
5. Provide food for AWW Green Room where mutually agreed;
6. A Point of Sale (POS) system capable of providing accurate real-time sales reporting, and provision of associated internet connectivity for POS utilisation.

The Festival will provide;

1. A minimum of 3 standard car parks and access via the Torrens Parade Ground;
2. A Catering Marquee (10m x 18m – maximum size) which includes full floor with carpet tile finish, internal design build (timber finish) and internal lighting, serving as the primary catering tent for all food and beverage;
3. A secondary Coffee Station Marquee (6m x 3m) with limited food and beverage offerings (coffee & cake);
4. Customer facing counters, outdoor coffee cart benches, trestle tables and chairs (numbers to be confirmed);
5. Food and beverage menu signage onsite and on the Festival website and other promotional material;
6. A screened back-of-house hardstand compound for reefer dry storage, equipment and loading;
7. Access to a forklift as required;
8. 24/7 site access as required;
9. Power for catering appliances, including all electrical supply to the Catering Marquee, Coffee Station Marquee, equipment fridges and reefers/cool rooms. Please note that the site has limited power and all catering equipment must be negotiated with the Festival production team;
10. Mains water plumbed to the Catering Marquee, Coffee Station Marquee and outside washing up area;
11. 1 x Intermediate Bulk Container (IBC) for sullage/grey water with pump out daily (morning);
12. Fire extinguishers, fire blankets and exit signs;
13. All site security according to the Liquor License requirements as marked on the site Liquor Licensed area;
14. Appropriate numbers of toilets to satisfy the Liquor License requirements;
15. Site maintenance and cleaning services including the toilets and bins for all hard waste across the site;

16. The Caterer with Festival t-shirts for all staff.

Please note that AWW is a designed and produced event of the Festival, that remains the property of the Festival. All internal fit out must be pre-approved by the Festival, including but not limited to, fridges and display equipment counters and serving areas and signage.

The Festival has collated historical data and anticipates that the Caterer would need to be able to manage premade food and beverage supply approximating 1,500 dockets per day with an additional 2,500 to 3,000 coffees per day from the two catering marquees. The Festival anticipates a 10% rise on the 2 weekend days.

Data is based on figures from AWW 2025, as the event was not staged in 2026, where there has been an observed year on year increase of 15% over previous. This growth has occurred over the prior 3 festivals.

Disclaimer: Future forecast attendance figures are based on past performance and are not a guarantee of future outcomes.

## **Exclusivity arrangements of products**

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The Caterer will:

1. Liaise exclusively, under arrangement by the Festival, with Festival alcohol and non-alcohol beverage partners (including coffee bean supplier partners) to develop a suitable beverage menu for AWW and to arrange stock ordering. Confirmed Festival partners shall be provided, in a commercial-in-confidence capacity, as mutually agreed between the Festival and the Caterer;
2. Further to the above, seek approval from the Festival if brands other than those from Festival partners are required.

The Festival will;

1. Ensure adequate access to Torrens Parade Ground for delivery of stock during the Event;
2. Provide the Caterer with access to Festival partners to facilitate AWW activities.

## Fee Structure

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The Caterer will:

1. Pay the Festival a base **Site Fee** of \$1,000 per event day and \$500 for each bump in day (ex GST);
2. Pay the Festival a turnover rent (**'Commission'**) calculated as follows:
  - A. on amounts up to \$50,000 ex GST 10% of turnover is payable;
  - B. amounts between \$50,000 to \$100,000 ex GST 12.5% of turnover is payable;
  - C. on amounts greater than \$100,000 ex GST 15% of turnover is payable.
  - D. *Discounted meals provided to Festival staff, program participants and contractors will not be included in the gross sales figures to which the Commission is applied.*
3. For the avoidance of doubt, Gross Income refers to total sales revenue from all food and beverage transactions including GST, refunds, and voided transactions, and exclusive of card surcharges where applicable.
4. The Site Fee and Commission are payable to the Festival 14 days after the conclusion of AWW.
5. Provide the Festival with a financial report at the conclusion of AWW which will include:
  - (a) a statement of Gross Income from sales per day on which the Commission will apply;
  - (b) a statement of total units of beverage partner products sold during the event;
6. Receive, in the event of inclement weather (meaning the existence of rain or abnormal climatic conditions (whether they be those of hail, cold, high wind, severe dust storm, extreme high temperature or the like or any combination thereof)) by virtue of which it is either not reasonable or not safe for trading, an amendment of the fee structure as follows:
  - A. 50% off daily rate (base site fee only);
  - B. Full refund of daily rate if AWW cancelled on a given day;
  - C. The Festival will liaise with the Caterer to communicate clearly and at the earliest possible time of any changes to the event schedule.

## Timeline

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1. Expressions of Interest will close **COB Monday 27 July 2026**;
2. Submissions will be evaluated based on criteria including demonstrated experience, operational capability, menu offering and value, financial return to the Festival, sustainability practices, and alignment with the Festival brand and audience expectations. Details on the Festival's 2026 Impact Report and current Strategic Plan can be accessed here;  
<https://www.adelaidefestival.com.au/about/policies-and-plans>  
<https://www.adelaidefestival.com.au/news/2026/2026-impact-report>
3. Successful applicants will be contacted regarding next steps by **COB Friday 31 July 2026**;
4. The selection of Caterer shall be at the discretion of the Festival.

[END]