



**Meet
new
friends**



**Western
Sydney
Parklands**

Be part of Woof-Fest **Sydney's most popular festival for dogs and their humans**

Warrigal Run, Bungarribee Park, Western Sydney Parklands

What: The sixth annual festival for dogs and their humans.

A **free** community festival which grows in popularity every year.

Who: Expected audience this year: more than 6,000 people and 1000 dogs

Where: Warrigal Run – one of Sydney's largest off-leash dog areas in Bungarribee Park
Corner of Holbeche and Doonside Roads, Bungarribee (Blacktown)

When: Sunday 25 June 2017 (9am -1pm)

Applications are now open for stallholders!

EVENT SNAPSHOT

Meet dog lovers from all over Western Sydney and beyond...

- 5000 people in 2016. And 1000 dogs...
- 38% from Blacktown LGA, 10% Fairfield, 10% Liverpool, 15% Penrith
- 25% ex local area: from the Mountains to the Shire, even Queensland!
- 27% 21 to 29 years; 30% 30-39; 35% 40 to 59 years.
- 40% found out via Parklands billboards, followed by Facebook 33%.
- 85% satisfaction: 40% 'Excellent', 45% 'Very Good'. 87% will recommend to a friend
- 52% come with the family; 20% come "just with my dog".



HIGHLIGHTS

- Free live entertainment hosted by Master of Ceremonies, veterinarian **Dr Peter Higgins**.
- Expert tips for a healthier, happier dog from **Laura Vissaritis**, a qualified dog behaviourist whose 'Dognitive Therapy' has helped thousands of people develop better relationships with their dogs.
- Training tips from **Farmer Dave Graham**, Australia's expert dog trainer who brings his knowledge as an outback bushman living and working with dogs on stations in Australia's heartland to Sydney – teaching dogs to enjoy their natural instincts in a fun, positive way.
- Valuable advice from **Ryan Tate**, Sydney based Animal Trainer who trains dogs for conservation work, narcotic and truffle detection, film and TV – who will teach you how to prevent barking, digging, biting, food aggression, separation anxiety and more.
- **Search for the Next SuPaw Model** stage show will see **dogs dressed as celebrities** strut their stuff on the 'dog' walk, while **Head Judge Jay Lee, Designer and Pet Fashion stylist for Runway Pooch**, critiques their performance and decides which pooch is the paw-fect celebrity lookalike.
- **Free cooking demonstrations** and tips from **Chew Chew Pet Restaurant**, providing new recipe ideas for you to try at home.

- Fun activities for the kids including the **101 Dalmatians Jumping Castle**.
- Watch live **Sydney Psychos Fly-Ball** showcasing the skills of various dog breeds as they compete in challenging obstacle courses.
- Experience the exhilaration of the **Siberian Express All Breeds Sled Dog Club NSW** as their highly skilled dogs and mushers race around a track while pulling sleds.
- Explore the new walking and cycling tracks in Bungarribee Park with a **free early morning warm-up walk with breakfast included**.
- Have your dog stand out from the crowd with **free you-and-your pooch face painting** using safe, water-based paints.
- Snap a selfie with your 'best friend' in our **Woof-fest photo booth**.
- **Pose for a portrait** of you and your dog from **caricature artist Peter Byrne**.
- Learn how you can give dogs-in-need a loving home with charity and dog rescue activations by **organisations such as RSPCA and Blacktown Animal Facility**.
- Explore **50 stalls** offering the latest dog treats, accessories, grooming products, premium pet services and more.
- Free giveaways for your pooch in our **doggie bags**.



WHAT PEOPLE SAY ABOUT WOOF-FEST

"Cute dog dress ups. Look forward every year to attending with my dog. Please continue every year."

"It was very well organised and all the stalls were great. Our pooch loved the day out!"

“Had the perfect “date” with my dog - sharing food, face painting, portrait being done and balloon making. Seeing other dog lovers who spoil their puppy just as much.”

“Local to my home, set up well, an opportunity to see dog ‘stuff’ I didn't know existed, free samples, social opportunity for my dog.”

WE’LL BE PROMOTING THE EVENT FAR AND WIDE!

- Full woof-fest promotional campaign runs through May and June 2017
- 12 dedicated woof-fest billboards in premium M4 and M7 locations, 1.5 million views
- woof-fest page on **westernsydneyparklands.com.au**
- woof-fest Facebook event page
- social media posts (please like and share!) Facebook (18,600 likes), Instagram, Twitter @westernsydpar #wooffest including Facebook competition in lead up to event - 100,000+ reached in 2016
- E-newsletters to Parklands News subscribers (2000+)
- Radio, print and digital advertising –
- Editorial and event listings in local and metro newspapers, radio and on-line, plus specialty publications such as *Australian Dog Lover*



EVENT STALLHOLDERS

The link for stallholder applications for Woof-fest 2017 can be found at https://www.surveymonkey.com/r/Woof-fest_2017Stallholder

This year all applications are online.

The three options for stallholders are outlined below (we have included a mobile van fee as well):

- **Site Only Fee: \$85 + GST (you supply your own stall structure)**
- **Site with Stall Structure: \$165 + GST (a stall structure 2.4m x 2.4m will be provided by the event)**
- **Mobile Van Site Fee: \$85 + GST**

Please note there is no power on site. Should you require power, you will need to provide your own small silenced generator.

If you choose the Site Only option, you will be required to provide your own stall structure. This structure can't be larger than 3m x 3m and needs to have either white or blue material only and be weighted down per the manufacturer's specifications. Please feel free to contact us to discuss your structure.

If your application is successful, you will receive a confirmation from us with instructions on how to pay.

Applications close by 12 May, 2017.

ABOUT WESTERN SYDNEY PARKLANDS

Western Sydney Parklands (WSP) is situated on the expanding urban fringe of Western Sydney with a dynamic, young and rapidly growing residential population.

- WSP covers 5,280 hectares of open space and will form the largest urban park in Australia. (Most of the lands are yet to be fully developed for their long term public purpose).
- The Parklands stretches 27 kilometres from Blacktown in the North to Leppington in the South and covers three LGAs (Blacktown, Liverpool, Fairfield Councils).
- In 2016, 3.4m people visited the Parklands and its venues.
- 2.2m people live within 20 minutes' drive of the Parklands footprint.

See also <http://www.westernsydneyarklands.com.au/things-to-do/whats-on/>