

CALLING ALL VENDORS: Geelong Japanese Festival 2026



Join Victoria's Premiere Japanese Cultural Exchange Event!

The Geelong Japan Festival Organizing Committee warmly invites you to register your interest as a vendor for the greatly expanded 2026 Festival. We are looking for high-quality, authentic Japanese-themed food, unique art/craft, and product stalls to join our community-focused celebration.

Geelong Japanese Festival 2026

Saturday, 18th April 2026

10:00 AM – 4:00 PM (Vendor setup from 7:00 AM)

Geelong Showground Breakwater

Expected Attendance

3,000+ patrons (Families, Students, Professionals)

Focus

Authentic Japanese Culture, Strong Community Engagement, Bilateral Relations

Official Guests

Formal opening ceremony attended by the Consulate-General of Japan and the Mayor of the City of Greater Geelong

What We Are Looking For

We are seeking vendors that showcase the breadth and depth of Japanese culture and products. Priority will be given to stalls offering authentic, handcrafted, or unique items.

1. Japanese Food & Beverages (High Demand)

Traditional: Takoyaki, Okonomiyaki, Yakitori, Ramen, Sushi/Onigiri, Matcha sweets.

Modern/Fusion: Japanese-style baked goods, specialty beverages, unique desserts.

Requirement: All food vendors must comply with City of Greater Geelong health regulations and provide relevant permits and insurance.

2. Arts, Crafts & Cultural Products

Traditional Arts: Calligraphy, Ikebana, Kimono/Yukata, Ceramic Artists.

Handicrafts: Handmade jewellery, unique Japanese textile goods, traditional toys.

Modern Products: Anime, Manga, J-Pop/K-Pop merchandise, unique homewares, and technological products.

3. Informational & Community Stalls

Japanese language schools, community associations, tourism information, and cultural demonstrations.

Why Become a Vendor?

Massive Exposure: Direct access to an expected audience of 3,000+ enthusiastic attendees in one of Victoria's fastest-growing regions.

Credibility & Community: Align your business with a respected event supported by high-level officials, strengthening your brand's reputation.

Prime Location: Geelong Showground provides excellent accessibility and a large, dedicated space for stalls and activities.

Targeted Audience: Connect directly with a demographic highly interested in Japanese culture, food, and products.

Vendor Stall Fees (No GST)

We offer competitive rates for your participation, with fees covering site allocation, basic power access (upon request), and inclusion in the official digital event program.

Stall Type	Size & Notes	Fee (No GST)
Food & Beverage Stall	required vehicle/trailer space Standard 3m x 3m Indoor	A\$450 A\$350
Arts/Crafts/Product Stall	Standard 3m x 3m Indoor	A\$250
Informational/Non-Profit	Standard 3m x 3m Indoor	A\$150

How to Apply

Download the Vendor Application Form (A link will be provided upon initial email contact).

Submit Your Application: Email the completed form, along with required documents (Public Liability Insurance, Food Permits where applicable), to the address below.

Application Deadline: 28th Feb 2026.

Contact for Vendor Applications:

Email: president@jag-midori.org

Phone: (+61) 0432674604

We look forward to partnering with you to create a memorable and successful Geelong Japan Festival 2026!



Japanese Association of Geelong Inc.
(A101522W)

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