

Guidelines for Commercial / For-Profit Applicants

The Whitehorse Seniors Festival celebrates connection, community participation and positive ageing.

While the Festival primarily showcases community and not-for-profit activities, commercial organisations are welcome to apply where there is clear benefit to older residents.

To help maintain the spirit of the Festival, the following guidelines apply.

1. Community Benefit First

Your activity must:

- Provide genuine value to older residents
- Be educational, informative or wellbeing-focused
- Support inclusion, participation and positive ageing

Activities that are primarily sales-driven or promotional will not be approved.

2. No Sales or Direct Marketing

Festival activities must:

- Not include sales pitches or pricing discussions
- Not promote special offers, discounts or sign-up incentives
- Not pressure attendees to engage your services, its optional for them to engage after the festival
- Not collect personal data for promotional purposes or leads without prior Council approval

The Festival is a community celebration — not a commercial marketing opportunity.

3. Venue & Setting

To maintain a strong community feel:

- Activities may be required to be held in a community venue
 - Events delivered solely at commercial premises may not be approved
 - Venue suitability will be considered as part of your application
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4. Educational & Balanced Content

All presentations and materials must:

- Be educational and unbiased
- Avoid positioning your organisation as the preferred provider
- Support informed consumer choice

Whitehorse City Council does not endorse individual providers.

5. Fair & Open Participation

Participation in the Festival:

- Is managed through an open Expression of Interest process
- Is not guaranteed
- May be limited to ensure diversity and fairness across the program

Additional information, clarification, consultation or supporting documentation may be requested during the assessment process.

Why These Guidelines Exist

The Whitehorse Seniors Festival is designed to create safe, welcoming and inclusive spaces for older residents to connect, learn and participate without feeling pressured or marketed to.

These guidelines help ensure the Festival remains community-focused, informative and enjoyable for everyone involved.

If you would like to apply, please complete the Expression of Interest via the Your Say platform and review all supporting information before submitting your application.