

Monday, 24 August 2026

Griffith businesses encouraged to make the most of triple j's One Night Stand

Griffith is set to welcome thousands of visitors on Saturday, 5 September for triple j's One Night Stand, with local businesses encouraged to make the most of the economic opportunities the event will bring.

With visitors travelling from across New South Wales and beyond, the event presents a valuable opportunity for local operators to showcase Griffith and capture additional trade. Visit Griffith is encouraging businesses to think beyond the festival itself and consider ways to enhance the visitor experience across the weekend.

Stay open later

Festival gates open at 2.30pm, with the event expected to conclude around 10pm, making extended trading hours a simple way for businesses to attract customers before and after the show.

Visitors may be looking for meals, snacks, last-minute essentials or somewhere to spend time before heading to the venue. With festival bus pick-up points located throughout the CBD, increased foot traffic is expected across the city centre throughout the afternoon and evening.

Even a few extra hours of trading could help businesses turn event-day crowds into additional sales.

Make the most of Sunday morning

The opportunity does not end when the music stops.

With accommodation providers expected to be at capacity and many visitors staying overnight, businesses are encouraged to consider opening on Sunday morning for breakfast, coffee or takeaway options.

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Simple offerings such as breakfast specials, bacon and egg rolls, fresh pastries or quality coffee can give visitors a reason to linger a little longer and experience more of what Griffith has to offer before heading home.

One Night Stand is a major event for Griffith and an opportunity to create a vibrant atmosphere right across the city.

Businesses are encouraged to consider extended trading, special offers, event-themed products, collaborations, pop-ups and other creative initiatives that help convert increased visitation into benefits for the broader Griffith community.

Most importantly, make it easy for visitors to discover what Griffith has to offer and give them a reason to stay a little longer.

The music may be at the festival, but the opportunity is right across Griffith.

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