



STALL HOLDER GUIDE

FAIRY PIG  **PRESENTS**

TABLE OF CONTENTS

Rock 'N' Roll Festival	3
Application Process	3
Selection Process	4
Notification Of Successful Applicant	5
Event Timeline	6
Your Stall	7
Vehicle Access And Parking	9
Security	9
Insurance & Indemnity	10
Event Cancellation	10
Waste Management	11
Whs & Safety	12
Fees And Charges	13
Rock 'N' Roll Festival Checklist	14
Key Dates	14
Key Contact	14

ROCK 'N' ROLL FESTIVAL

Welcome to the City of Victor Harbor Rock 'N' Roll Festival!

The Victor Harbor Rock 'N' Roll Festival has been successfully running since 2008, with significant growth each year, attracting around 15,000 people annually to the event in September.

The festival is one of the key events for the local community and has become recognised on the Australian Rock 'N' Roll event circuit as a 'must do' event.

Market Stall operators are invited to apply for a position as one of the stalls on site at the Festival.

Please read through the Terms and Conditions carefully before completing your application.

APPLICATION PROCESS

- i. Complete the Stall Holder/Exhibitor application form online, indicating products sold, site size and if power is required.
- ii. Closing date for the applications is **19th August, 2025**.
- iii. Approved applications will be notified and sent instructions to make payment and provide a copy of public liability insurance. Sites are not secured until both payment is made, and a copy of insurance is received.

SELECTION PROCESS

Selection of stalls is based on the information you provide to us and the following factors we take into consideration when selecting stalls:

Premium Warland Reserve Market Stall Considerations:

- i. Must be selling or promoting products that directly relate to the theme of Rock 'N' Roll Festival – i.e. Rock 'N' Roll - Rockabilly Clothing/Accessories, Retro, Vintage and or Automotive related products, or
- ii. Promote products that relate to Victor Harbor (i.e. local artists, local tourism offerings, beach theme, coastal related products), or
- iii. Food/beverage products on offer do not directly compete with local businesses in the immediate vicinity of Warland Reserve.
- iv. Stalls are selected on the basis of ensuring diversity and variety of products on offer across the Festival precinct
- v. Stalls are selected on the basis of ensuring products do not compete with existing local businesses in the Festival precinct.

Railway Terrace Market Stall Considerations:

- i. Food/beverage products on offer do not directly compete with local businesses in the immediate vicinity of Warland Reserve or Railway Terrace.
- ii. Stalls are selected on the basis of ensuring diversity and variety of products on offer across the Festival precinct
- iii. Stalls are selected on the basis of ensuring products do not compete with existing local businesses in the Festival precinct.

Please include a detailed description of your stall and the brands and products you intend to sell on the application form. Please include any other additional material that will assist in the assessment of your application and continuation through the application process.

NOTIFICATION OF SUCCESSFUL APPLICANT

Some stall applications may not be accepted mainly for reasons of duplication and limited numbers. Please ensure your brand/products sold description is accurate to assist with the selection process. Non-acceptance is not a reflection on the stall or stallholder's quality.

If successful, you will receive a notification by email. You will be advised if any additional paperwork is required.

Full payment must be made at least 14 days before the festival.

Please note: *The selection of Stalls is at the absolute and sole discretion of Victor Harbor Rock 'N' Roll Festival management and all decisions are final.*

No further correspondence will be entered into with unsuccessful applicants.

EVENT TIMELINE

Event dates: Saturday 20 & Sunday 21 September 2025

Trading Times: 10am to 5pm.

Stalls can commence trading earlier if they choose to do so.

Set Up

You will be provided a site-map showing your stall location, and final set up information one week prior to the event.

The event manager will be on site 7am to 5pm Saturday and Sunday to allow stallholders to set up prior to the event.

Pack Up

Please pack up your site at the end of the day and ensure all rubbish from your site is disposed of appropriately in the correct waste receptacles. Remove all marquees and leave the site clean and tidy.

YOUR STALL

Goods Sold

Victor Harbor Rock 'N' Roll Festival intends to provide a diverse selection of stalls that do not compete or conflict with local businesses, or each other's potential sales on site and provide an alternative experience for our patrons. The importance of the information provided in your application is essential to the overall collection of stalls on site.

Victor Harbor Rock 'N' Roll Festival reserves the right to prohibit offensive goods from being sold or displayed on site and will remove any such material from the stall that may offend or cause trouble with police or infringe copyright.

The display or distribution of political material is strictly prohibited at our market. This includes any content that could be construed as political in nature.

Victor Harbor Rock 'N' Roll Festival Management has overall control of signage, material or products sold or displayed at the event.

Visual Appearance

Please ensure your stall is colourfully decorated in a way that not only reflects your product, but complements the festival. Signage must be legible and colourful. The stall must be clean and presentable at all times both in front and back of house areas.

Site location and boundaries

The Festival will advise you of your location on site. Please indicate on the application form the size of the site you wish to book, and if electricity is required.

All boundaries of your nominated site must be observed and all goods, equipment and supplies must be displayed and housed within this area. You must not encroach onto walkways with products or signage or any other stallholder's boundaries.

Electricity

Power is only available in certain areas of the event. No generators are allowed on-site. If you require power please indicate on your application form.

It is the stallholder's responsibility to provide your own lights, leads and power boards fitted with circuit breakers, approved by a registered electrician, test tagged and dated.

All equipment must be in safe working order and all leads must be tested and tagged by the supplier or owner. The equipment must be water resistant and maintained above ground at all times.

City of Victor Harbor Council will not supply any extension leads on the day.

Marquees

Marquees on Warland Reserve must be pegged into the ground or secured with weights. On Railway Terrace, marquees cannot be pegged and must be secured with appropriate weights.

Please note: securing marquees to poles, furniture, or public art is prohibited.

Warland Reserve and Railway Terrace are located next to the ocean, and the site will often experience windy conditions at some point during the festival even if calm conditions are forecast.

Strong, quality marquees are recommended. Marquees may be left on-site overnight; however lightweight cheaper marquees are not to be left overnight. In the event of high winds, stall holders may be advised to pull down marquees at any time during the event. Marquees are not provided by the City of Victor Harbor.

VEHICLE ACCESS AND PARKING

Vehicle Access

Prior to the event you will be provided with a map showing how you can gain vehicle access to the reserve for setting up. No stall holder vehicles are allowed on-site during the Festival operating hours 10am – 5pm, unless arrangements have been made with Festival management prior to the event.

Road closures

Road closures are in place each day of the Festival. Vehicle access to stalls is available for set up, and pack down only prior to 9:30am and after 5pm each day.

Car Parking

Premium / Warland Reserve stallholders will be provided with one parking permit for allocated parking in the Esplanade Car Park. It is recommended that Railway Terrace stallholders use the free car park on Mckinlay Street – pay attention to signs, some of the car park is timed.

No stallholders' vehicles are to be parked on Warland Reserve or Railway Terrace during the event, unless by prior arrangement with Festival management.

No exceptions.

SECURITY

Professional licensed security will be present on Warland Reserve on Friday (10pm until 6am) as well as on both Warland Reserve and Railway Terrace on Saturday night (10pm to 6am)

It is recommended that Stallholders remove stock/equipment each night.

All effort is made to secure the site, but no responsibility will be taken for loss or damage to any person or goods whether or not that loss, damage or injury arises from the negligence of staff or agents of the Victor Harbor Rock 'N' Roll Festival.

INSURANCE & INDEMNITY

- i. Stalls are required to carry a Public Liability Insurance to the value of at least AUD \$20 million and must have the City of Victor Harbor, ABN 87 414 752 632 noted in the policy as an interested party, indicating coverage until after the lead-out of the event. Copies of the Certificates must be forwarded no later than 14 working days prior to the Festival.
- ii. The City of Victor Harbor (Rock N Roll Festival organiser) accepts no liability for any Stallholder, or stall holder's employee or contractor. All stall holders must cover their workers with a Work Cover Insurance policy.
- iii. The stallholder agrees to indemnify to the extent permitted by law, the City of Victor Harbor and the site management from any damage, expenses or liability incurred from any injury or damages to any person or property resulting from or arising out of the occupancy of the stall site or anything connected with such occupancy. City of Victor Harbor is not responsible for any damage incurred by another stallholder's equipment to property/person or product.

EVENT CANCELLATION

Bad Weather

In the event of bad weather forecasts (i.e. lightning, and/or severe winds), a decision will be made by 5pm on Friday prior to the event. Stall holders will be contacted directly to advise of any cancellation, and announcements will be made on local radio stations and via the Rock 'N' Roll Festival and City of Victor Harbor Facebook pages.

Refer to the Fees & Charges section for the event Refund Policy.

WASTE MANAGEMENT

Waste Minimisation

Sustainability can start in preparation for your stall. Stallholders should actively minimise their waste, especially non-recyclable waste, and including electricity. Every effort should be made to ensure your stall does not require electricity.

Stallholders must use recyclable packaging to minimise waste i.e. paper bags, paper plates, bamboo cutlery, and cardboard burger containers, that would usually be disposed of in landfill, and should ideally use recycled paper for flyers and posters.

Recycling

One of the aims of Victor Harbor events is to encourage certain environmentally sustainable behaviours including recycling. There are many important environmental benefits of diverting rubbish from landfill and recovering these resources.

Stallholders agree to actively participate in Rock 'N' Roll Festival's recycling strategy for all back and front of house materials such as cardboard and recyclable plastics. It is imperative that you sort through your waste and place in the appropriate bins. The stallholder is responsible for leaving the site in a clean and tidy state and shall immediately remove all rubbish. Any cost incurred by City of Victor Harbor Festivals and Events team in cleaning the site, resulting from the condition in which the stallholder left the site shall be recoverable from the stallholder.

Stallholders are responsible for the removal and disposal of cardboard boxes, containers and wrapping related to their products.

No balloons

The City of Victor Harbor is dedicated to protecting and preserving our marine and wildlife. As part of this commitment, a no-balloon policy has been introduced for all outdoor events within the City. Balloons are not allowed.

WHS & SAFETY

Whilst on the Victor Harbor Rock 'N' Roll Festival site all stall holders and their staff are required to comply with all Council regulations, WHS and Victor Harbor Rock 'N' Roll Festival site rules. Anything at or around your stall must be securely anchored.

Site Rules

Site & OHS rules will be provided to you upon confirmation of your acceptance to the Festival, however please note the following:

- i. No food, coffee, tea, etc to be sold unless written permission has been obtained.
- ii. The sale of tobacco, cigarettes or alcohol is prohibited.
- iii. No alcohol or drugs to be consumed in or around your stall during set up, the festival or pack down.
- iv. No verbal or abusive behaviour.
- v. No children under 16 for set up, or pack down.
- vi. No camping within the stall.
- vii. No vehicle access allowed during Festival hours.
- viii. No deliveries by truck or forklift.
- ix. Do not drive faster than walking pace.
- x. On site speed limit must be observed and adhered to at all times.
- xi. No overnight stay.
- xii. No amplified music.
- xiii. No pets or livestock.
- xiv. No rubbish to be left on site.

Any stallholder that does not adhere to these rules may experience immediate closure of your stall, loss of stall fee and removal from the site by Festival management.

Communication

Stall holders are requested to maintain a reliable email and/or telephone connection.

FEES AND CHARGES

Fees and Charges

All prices quoted are inclusive of GST

Site size	2 day price
Premium Warland Reserve 6 x 6m site	\$350
Premium Warland Reserve 6 x 3m site	\$300
Premium Warland Reserve 3 x 3m site	\$250
Railway Terrace 6 x 3m site	\$200
Railway Terrace 3 x 3m site	\$150
Powered site extra (no generators)	\$40
Food Trucks admin fee (ABN outside 5211)	\$15
Additional rubbish bin required extra	\$40

Local Business Operators

For local businesses with an ABN registered in postcode 5211 a discount of 25% will apply to the site fee.

Site fees are for the site only, and does not include marquee or trestles, these need to be supplied by the stall holder.

Payment

Once approved stall holders will receive payment details, where a tax invoice/receipt will be issued. Payment is required to secure your site and must be made no later than 14 days prior to the festival.

Refund Policy

- Any cancellations by Stallholders less than 5 days prior to the festival will result in forfeiture of 50% of the total site fee.
- Any cancellation by Stallholders less than 24 hours of the event will result in forfeiture of 100% of the total site fee.
- If the event is cancelled by the event manager a full refund, per day cancelled, of the stall holder fees will be issued.

Termination of agreement

In the event of a breach of any of the terms and conditions contained herein Victor Harbor Rock 'N' Roll Festival reserves the right to terminate this agreement. Victor Harbor Rock 'N' Roll Festival reserves the right to cancel any Stallholder at any time.

ROCK 'N' ROLL FESTIVAL CHECKLIST

- ☐ Online application form complete
- ☐ Payment for site finalised
- ☐ Certificate of Public liability sent
- ☐ Marquees, pegs and weights organised
- ☐ Power cords organised and safety tested
- ☐ Minimised non-recyclable materials used

KEY DATES

Event date:	20-21 September 2025
Program released:	1 July 2025
Final due date for stall holder registrations:	20 August 2025

KEY CONTACT

For further information:

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