



City of Victor Harbor



VICTOR HARBOR  
FEEL IT CALLING

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# STALLHOLDER GUIDE

## WELCOME TO THE VICTOR HARBOR ROCK 'N' ROLL FESTIVAL!

The Victor Harbor Rock 'N' Roll Festival has been running since 2008 and continues to grow each year, now attracting around 15,000 visitors annually to the September event.

A highlight of the local events calendar, the Festival is recognised on the Australian Rock 'N' Roll circuit as a "must do" event.

Market Stallholders are invited to apply for a Site at the Festival.

Please read this Guide carefully before completing your application.



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## **APPLICATION PROCESS**

- i. Complete the Stallholder/Exhibitor application form online, including details of products to be sold, requested Site size, and whether electricity is required.
- ii. Applications close on **18 August 2026**.
- iii. Successful applicants will be notified and provided with instructions to make payment and submit a copy of their public liability insurance. Sites are not secured until full payment has been received and a copy of insurance has been provided.

## **SELECTION PROCESS**

Selection of Stalls is based on the information provided in your application and the following considerations.

### **PREMIUM WARLAND RESERVE - MARKET STALL CONSIDERATIONS**

- i. Products must directly relate to the Rock 'N' Roll Festival theme – including Rock 'N' Roll or Rockabilly clothing and accessories, retro or vintage items, and automotive-related products; or
- ii. Products that relate to Victor Harbor – including local artists, local tourism offerings, beach or coastal-themed products; or
- iii. Food and beverage offerings that do not directly compete with existing local businesses within the Festival precinct.

Stalls are selected to ensure diversity and variety of products across the Festival precinct and to avoid direct competition with existing local businesses.

### **OCEAN STREET - MARKET STALL CONSIDERATIONS**

- i. Food and beverage offerings must not directly compete with existing local businesses in the immediate vicinity of Warland Reserve, Ocean Street, or Coral Street.

Stalls are selected to ensure diversity and variety of products across the Festival precinct and to avoid direct competition with existing local businesses.

Please include a detailed description of your Stall, including the brands and types of products you intend to sell, in your application. You may also provide any additional material that will assist in the assessment of your application.

## APPLICATION OUTCOMES

Due to limited space and the need to avoid duplication of products, not all applications will be successful. We encourage you to provide an accurate and detailed description of your brand and products to assist in the assessment process. Non-acceptance is not a reflection of the quality of your Stall or products.

Successful applicants will be notified by email and advised if any additional documentation is required.

Full payment must be received no later than 14 days prior to the Festival (Friday 4 September 2026). Sites are not confirmed until cleared funds have been received.

The selection of Stalls is at the absolute discretion of Festival Management, and all decisions are final. No further correspondence will be entered into with unsuccessful applicants.

## EVENT TIMELINE

**Event Dates:** Saturday 19 & Sunday 20 September 2026

**Trading Hours:** 10am - 5pm

Stallholders may commence trading earlier at their discretion.

### SET UP

A Site map confirming your allocated location, along with final set-up information, will be provided one week prior to the Festival.

The Event Manager (or representative) will be on site from 7am to 5pm on both Saturday and Sunday to facilitate Stallholder access and set-up prior to trading.

### PACK UP

Stallholders must pack down their Stall at the end of each trading day.

All rubbish must be removed from your Site and disposed of in the appropriate waste receptacles.

All marquees and equipment must be removed, and your Site must be left clean and tidy.

# **YOUR STALL**

## **GOODS SOLD**

The Festival aims to curate a diverse range of Stalls that complement the Festival theme, support local businesses, and avoid direct competition between Stallholders. The information provided in your application is essential to achieving a balanced mix of products across the site.

Festival Management retains discretion over all goods and materials sold or displayed at the event. The sale or display of items considered offensive, inappropriate, in breach of copyright, or likely to cause disruption or issues with authorities is not permitted and may be required to be removed.

The Festival is a non-political community event. The display or distribution of political, campaign, activist, or advocacy material is not permitted without prior written approval from Festival Management.

Festival Management retains overall control of signage, promotional material, and products sold or displayed at the event.

## **VISUAL APPEARANCE**

Stalls must be attractively presented in a way that reflects your products and complements the Festival atmosphere. Signage must be clear and legible.

Your Stall must remain clean and presentable at all times, including both customer-facing and back-of-house areas.

## **SITE LOCATION AND BOUNDARIES**

You will be advised of your allocated Site prior to the Festival. Please ensure your application clearly indicates your requested Site size and whether electricity is required.

All goods, equipment, signage, and stock must be contained within your allocated Site boundaries. Walkways must remain clear at all times, and no part of your Stall may encroach on neighbouring Sites.

## **ELECTRICITY**

Power is available in selected areas of the Festival site only. Generators are not permitted on site.

If you require electricity, this must be indicated on your application form.

Stallholders are responsible for supplying their own lighting, extension leads, and power boards fitted with safety circuit breakers. All electrical equipment and leads must be tested and tagged by a registered electrician and be current at the time of the Festival.

All equipment must be in safe working order. Electrical leads must be water-resistant, maintained above ground at all times, and positioned to avoid trip hazards.

Festival Management will not supply extension leads.

## **MARQUEES**

On Warland Reserve, marquees must be securely pegged into the ground or weighted appropriately.

On Ocean Street and Coral Street, marquees must not be pegged and must be secured using appropriate weights.

Marquees must not be secured to poles, street furniture, fencing, or public art.

The Festival precinct is located adjacent to the ocean and may experience sudden windy conditions, even where calm weather is forecast. Strong, commercial-quality marquees are strongly recommended.

Marquees may be left erected on Warland Reserve; however, lightweight or budget marquees must be dismantled at the end of each day. Marquees must not remain erected on Ocean Street or Coral Street.

In the event of strong winds or unsafe conditions, Festival Management may direct Stallholders to dismantle marquees at any time.

Marquees are not supplied by the Festival.

# VEHICLE ACCESS AND PARKING

## VEHICLE ACCESS

Prior to the Festival, Stallholders will be provided with a map detailing vehicle access routes for set-up.

Stallholder vehicles are not permitted on site during Festival trading hours (10am – 5pm) unless prior written approval has been granted by Festival Management.

## ROAD CLOSURES

Road closures are in place on each day of the Festival.

Vehicle access to Stall Sites for set-up and pack down is permitted before 9:30am and after 5pm only.

## CAR PARKING

Premium / Warland Reserve Stallholders will be provided with one parking permit for the allocated Esplanade Car Park.

Ocean Street and Coral Street Stallholders are encouraged to use the free car park on McKinlay Street. Please observe all posted parking signage, as some areas are time-restricted.

Stallholder vehicles must not be parked on Warland Reserve, Ocean Street, or Coral Street during the Festival unless prior written approval has been granted by Festival Management.

# SECURITY

Licensed security personnel will be present on Warland Reserve from 10pm – 6am on Friday and Saturday nights.

Stallholders are strongly encouraged to remove valuable stock and equipment each evening.

While reasonable measures are taken to secure the Festival site, the Festival accepts no responsibility for loss of or damage to any property, or for personal injury, whether arising from negligence or otherwise.

## **INSURANCE AND INDEMNITY**

- i. All Stallholders must hold Public Liability Insurance with a minimum cover of AUD \$20 million. The policy must note the City of Victor Harbor (ABN 87 414 752 632) as an interested party and provide coverage extending beyond the conclusion and lead-out of the Festival. A copy of the current Certificate of Currency must be provided no later than 14 working days prior to the Festival.
- ii. The City of Victor Harbor, as Festival organiser, accepts no liability for any Stallholder, or for any employee, contractor, or agent engaged by a Stallholder. Stallholders must ensure that all workers are appropriately covered by WorkCover Insurance in accordance with legislative requirements.
- iii. The Stallholder agrees, to the extent permitted by law, to indemnify and hold harmless the City of Victor Harbor and Festival Management against any loss, damage, expense, or liability arising from injury to any person or damage to property resulting from or in connection with the occupation of the allocated Site or any activity conducted in connection with that occupation.

The City of Victor Harbor accepts no responsibility for damage caused to a Stallholder's property, products, or equipment by another Stallholder or third party.

## **EVENT CANCELLATION**

### **BAD WEATHER**

In the event of severe weather forecasts (including lightning and/or high winds), a cancellation decision will be made by 5pm on the Friday prior to the Festival.

Stallholders will be contacted directly by email and/or telephone. Public announcements will also be made via local radio and the official Rock 'N' Roll Festival and City of Victor Harbor Facebook pages.

Please refer to the Fees & Charges section for the Festival Refund Policy.

# **WASTE MANAGEMENT**

## **WASTE MINIMISATION**

Sustainability begins in the preparation of your Stall. Stallholders must actively minimise waste, particularly non-recyclable materials and unnecessary electricity use.

Stallholders must use recyclable or compostable packaging wherever possible (e.g. paper bags, paper plates, bamboo cutlery, cardboard containers). Printed material should ideally be produced using recycled paper.

## **RECYCLING**

The Festival supports environmentally sustainable practices, including active recycling and diversion of waste from landfill.

Stallholders must participate in the Festival recycling strategy for both front-of-house and back-of-house materials, including cardboard and recyclable plastics. All waste must be sorted and placed in the appropriate bins.

Stallholders are responsible for leaving their allocated Site clean and tidy and must remove all rubbish associated with their Stall.

Any costs incurred by the City of Victor Harbor in cleaning or rectifying a Site due to a Stallholder's failure to comply may be recovered from the Stallholder.

Stallholders are responsible for the removal and disposal of all cardboard boxes, packaging, and wrapping associated with their products.

## **NO BALLOONS**

The City of Victor Harbor is committed to protecting and preserving marine and wildlife environments. In accordance with Council policy, balloons are not permitted at outdoor events within the City. Balloons must not be sold, displayed, or distributed at the Festival.

## **WORK HEALTH AND SAFETY**

While on the Festival site, all Stallholders and their staff must comply with all applicable Council regulations, Work Health & Safety (WHS) requirements, and Festival site rules.

All equipment, structures, and materials within or around your Stall must be securely anchored at all times.

### **SITE RULES**

Site and WHS rules will be provided upon confirmation of your acceptance to the Festival. In addition, the following rules apply:

- i. No food or beverages (including coffee and tea) may be sold without prior written approval.
- ii. The sale of tobacco, cigarettes, vaping products, or alcohol is prohibited.
- iii. Alcohol and illegal drugs must not be consumed in or around your Stall during set-up, trading hours, or pack down.
- iv. Abusive, aggressive, or inappropriate behaviour will not be tolerated.
- v. Children under 16 are not permitted during set-up or pack down.
- vi. Camping or overnight stays within the Festival precinct are prohibited.
- vii. No vehicle access is permitted during Festival trading hours (10am – 5pm).
- viii. Truck or forklift deliveries are not permitted during trading hours.
- ix. Vehicles must not exceed walking pace while on site and all posted speed limits must be observed.
- x. No amplified music is permitted.
- xi. No pets or livestock are permitted on site.
- xii. No rubbish is to be left on site.

Failure to comply with these rules may result in immediate closure of the Stall, forfeiture of Stall fees, and removal from the site at the direction of Festival Management or the City of Victor Harbor.

### **COMMUNICATION**

Stallholders must maintain a reliable email address and telephone contact in the lead-up to and during the Festival.

## FEES AND CHARGES

All prices quoted are inclusive of GST

### Site Fees (Two-Day Rate)

Premium Warland Reserve 6 x 6m Site	\$350
Premium Warland Reserve 6 x 3m Site	\$300
Premium Warland Reserve 3 x 3m Site	\$250
Ocean Street / Coral Street 6 x 3m Site	\$200
Ocean Street / Coral Street 3 x 3m Site	\$150
Powered Site (additional, generators not permitted)	\$40
Food Truck administration fee (ABN registered outside postcode 5211)	\$15
Additional rubbish bin (if required)	\$40

Site fees apply to the allocated Site only. Marquees, tables, trestles, and all equipment must be supplied by the Stallholder.

### LOCAL BUSINESS OPERATORS

Stallholders with an ABN registered in postcode 5211 are eligible for a 25% discount on the applicable Site fee.

### PAYMENT

Approved Stallholders will be issued with a tax invoice outlining payment details.

Full payment is required to secure your Site and must be received no later than 14 days prior to the Festival.

Sites are not confirmed until payment has been received.

## **REFUND POLICY**

- i. Cancellations received less than 5 days prior to the Festival will result in forfeiture of 50% of the total Site fee.
- ii. Cancellations received less than 24 hours prior to the Festival will result in forfeiture of 100% of the total Site fee.
- iii. If the Festival is cancelled by Festival Management, a full refund will be issued for each cancelled day.

## **TERMINATION OF AGREEMENT**

In the event of a breach of these Terms and Conditions, the Festival reserves the right to terminate this agreement.

The Festival reserves the right to cancel a Stallholder's participation at any time where necessary to ensure compliance with Festival requirements, safety obligations, or Council directives.

The Festival reserves the right to terminate participation without refund where a serious breach has occurred.

## ROCK 'N' ROLL FESTIVAL CHECKLIST

- Online application form completed
- Site payment finalised
- Certificate of Public Liability Insurance submitted
- Marquee, pegs, and weights organised
- Power leads and equipment tested and tagged
- Non-recyclable materials minimised
- Dancing shoes packed

## KEY DATES

- Final due date for stallholder registrations: **August 18, 2026**
- Final due date for payment and paperwork: **September 4, 2026**
- Event date: **September 19-20, 2026**

## KEY CONTACT

For further information:

Jessica Foreman, Market Manager

**Fairy Pig**

2/13 Trade Court

Hindmarsh Valley, 5211

Phone: (08) 7127 1337

Email: [contact@fairypig.me](mailto:contact@fairypig.me)