



SITE-HOLDER GUIDELINES 2025-26 SEASON

Stirling Laneways is 'more than a market'. It is a celebration of village life and the spectacular seasons in the Adelaide Hills. Laneways complements the Stirling lifestyle, the existing retail trade and is dedicated to supporting the local community.

Laneways is in its 12th Season, running since April 2014! Stirling Laneways is run by an event manager and management committee on behalf of the Stirling Business Association - a not-for-profit organisation.



WHERE

Stirling Laneways is located in the pedestrian laneways and spaces which stem directly from the main street (Mt Barker Road) and Centenary Place.

WHEN

2025-26 Season Dates

SUNDAY SEPTEMBER 28TH 2025

SUNDAY OCTOBER 26TH 2025

SUNDAY NOVEMBER 23RD 2025

SUNDAY DECEMBER 21ST 2025

SUNDAY JANUARY 18TH 2026

SUNDAY FEBRUARY 22ND 2026

SUNDAY MARCH 22ND 2026

SUNDAY APRIL 26TH 2026

TIMES

Bump-in: 7-9am

Event Trading: 9am-3pm

Bump-Out: 3-4pm

WE PROVIDE THE PERFECT SETTING

Our Award-Winning event is known for its world class entertainment programme, featuring two entertainment stages and careful programming of musicians and artists to create a vibrant atmosphere and attract the crowds. We invest in the entertainment, event design, dressing, and theming of the event, as well as promotion and marketing - and it's a proven formula to draw in the shoppers and offer a memorable experience for attendees, ensuring return visits.



SITE-HOLDER GUIDELINES

2025-26 SEASON

SITES & FACILITIES AVAILABLE

SERVICES ARE LIMITED

- **Site-holders must be self-sufficient** including provision of their own tables/trestles, shade canopies/gazebos (only a few small / narrow sites are located under existing shelter). Weights **MUST** be used on gazebos at all times.
- There are no wash up facilities or running water available for site-holder use.
- There is no storage available, so site-holders must bring everything with them and take everything home at the end of the day (including waste).
- Site-holders must provide their own sack truck/trolley for unloading and moving stock. There is no forklift.
- Sites with pet and/or animal petting/handling must provide hand washing facilities.
- Toilet facilities are available at several locations.

POWER

- We have a strictly limited number of powered sites, and access to power is subject to approval. If you wish to request a powered site, you can apply to join a waiting list. These sites attract higher fees, and strict compliance to safety regulations. It is the site-holders responsibility to ensure all appliances used in their stall including cables and power boards are tested and tagged, and that all cables and connections are appropriately covered for pedestrian safety and protection from weather and liquids.
- For the vast majority of our sites, power is not available. If scales or registers are required, battery or solar options must be used.
- Generators may be used subject to approval. Generators must have noise reduction controls to keep noise to acceptable levels. All electrical equipment, including extension leads and powerboards, must be tagged and tested

SITE SIZES

- The majority of sites are 3m x 3m outdoor unpowered sites
- There are a limited number of 4m x 1.5m undercover sites in an arcade
- There are a number of small 1.5 x 3m undercover sites
- There are also a handful of outdoor 1.5 x 3m sites which don't fit a gazebo, but do fit a cafe umbrella for shade/shelter.



SITE-HOLDER GUIDELINES 2025-26 SEASON

SITES & FACILITIES AVAILABLE (CONTINUED)

LOCATIONS AND PLACEMENT

Site-holder placement is determined by management, site-holders can specify site-size requirements, but cannot request specific location. Site-holders are often in a different location at each event as this keeps things fresh and is in line with our “follow your feet” tagline that encourages people to explore and roam around the whole site. However, site-holders **can** request to have one of our ‘premium sites’, or request placement in our new ‘emerging location’. (See below). Site-holders have the opportunity to make either of these requests when applying.

PREMIUM SITES

This season there are a limited number of ‘Premium Sites’ available. These sites are in prime-locations. Please refer to the site price listing and the site map below, and make your request when filling in your application. These sites are in premium locations and thus are more expensive. Requesting a premium site does not guarantee you will be allocated one.

EMERGING LOCATION SITES

Following the success of the discounted emerging location sites for the last two seasons, and the now much increased foot-traffic to these locations, we are putting these prices up, but we are still keeping them at a rate lower than the regular fee. We feel currently it benefits the event to be able to offer a slightly more accessible ‘entry pricepoint’, particularly to artists, artisans and makers of small, quality, lower price-point items. Please indicate whether you would be interested in being part of this lane.

TIN LIDS LANE

This is an opportunity for entrepreneurial kids (under 18 years of age) to sell their own creations in a vibrant market atmosphere, and experience the real-world challenges involved in organising their own enterprise. To that end, Site-holder Guidelines apply, and Public Liability Insurance is required. A nominal site-fee applies for Tin Lids Lane attendees. The Tin Lids Lane sites ARE NOT fundraiser sites for schools, clubs or sporting groups. The sites are all small (1.5 x 3m sites).

ABORIGINAL OWNED BUSINESS OPPORTUNITY

We will continue to offer a free site every month to an Aboriginal Owned business. This is an initiative of Stirling Laneways that is being facilitated in collaboration with The Circle First Nations Entrepreneur Hub. Please get in touch if you wish to find out more!



SITE-HOLDER GUIDELINES 2025-26 SEASON

SITE PRICING: MARKET STALLS

All amounts are GST exclusive (see pg

Site Type	Site Size	Site Price	NFP-s or SBA	NFP
Regular	3m x 3m	\$120.00	\$60	nil
Premium	3m x 3m	\$150.00	\$75	N/A
Small Undercover	1.5m x 3m	\$95.00	\$47.5	nil
Narrow Undercover	1m x 4m	\$95.00	\$47.50	nil
Narrow premium	1m x 4m	\$110.00	\$55	N/A
Small Outdoor	1.5 x 3	\$70.00	\$35	nil
Emerging Location	3m x 3m	\$100	\$50	nil
Tin Lids	1.5 x 3m	\$30.00	N/A	N/A
Additional Charges				
Single 10amp or 15amp Power Connection in Centenary Place*		\$20.00	\$20	N/A
Single 10amp Power connection at Organic Market Lane**		\$5	\$5	N/A

NOTE: NFP = Not-for Profit (information ONLY)
 NFP-s = Not-for Profit (selling goods to the public)
 SBA = Stirling Business Association Member (rates)

* Second connection for \$10

** Centenary Place power is council supplied and we are required to pay an electrician to check the connection here which costs \$250 per event. Power at Organic Market Lane is generously supplied by the Organic Market and Cafe at the indicated price, but only available to select stallholders that fit the concept of this lane, designed to complement the offerings of the Organic Market & Cafe.

STIRLING LANEWAYS





SITE-HOLDER GUIDELINES 2025-26 SEASON

SITE PRICING: FOOD TRUCKS

All amounts are GST inclusive

Food truck vendors are invited to apply for our 2025-26 season as we introduce a limited number of food trucks into our stall-holder mix for the first time.

For the select food trucks that are approved to trade, rather than a site fee, Stirling Laneways takes a commission of **15% of gross sales** generated at each market event by the food truck vendors. They will first need to pay a non-refundable \$100 deposit prior to each market to secure their booking. The deposit will be deducted from the commission fee.

For the food trucks that are owned by existing Stirling Business Association members, there is a discount so the commission is **10% of gross sales**. They will first need to pay a non-refundable \$100 deposit prior to each market to secure their booking. The deposit will be deducted from the commission fee.

Terms:

- The Vendor agrees to pay the Organiser 15% of gross sales generated during each market event.
- Gross sales are defined as the total sales revenue before any deductions (e.g., taxes, fees, costs).
- The Vendor must provide a sales report at the close of each event to support the calculation of the fee.
- The organiser will then send an invoice for the percentage fee to be paid within 7 days of receipt.
- Payment can be made via bank transfer using the details supplied on the invoice.

Additional Provisions:

- The Organiser reserves the right to audit or verify reported sales figures.

Failure to pay or report accurately may result in suspension or termination of the Vendor's right to participate in future events.



SITE-HOLDER GUIDELINES

2025-26 SEASON

SITE-HOLDER RESPONSIBILITIES

INSURANCE & COMPLIANCE WITH REGULATIONS

- Site-holders must have Public Liability Insurance and provide a copy of the Certificate of Currency: General traders, associations etc to the value of AUD \$20M.
- Site-holders trade at their own risk and shall take their own insurance arrangements with respect to breakages and theft.
- Site-holders must ensure that their activity meets Commonwealth, State and Local Government regulations relating to health, fire, safety and vendor's licence requirements. Site-holders shall abide by any regulations set down by Adelaide Hills Council.
- Food & beverage site-holders must comply with all hygiene regulations. Food stalls must meet Health Department regulations – www.eha.sa.gov.au and supply us with their Food-Business Number

WASTE REMOVAL

- Sites must be kept clean and tidy at all times.
- Waste disposal, including liquid waste, is the responsibility of the site-holder. All rubbish must be removed by site-holders at bump-out time.

GOODS & PACKAGING

- *Stirling Laneways* management may refuse or deny the rights to trade if the goods are not of a suitable standard, do not comply with the spirit of **Laneways** or for any other reason. Offensive or illegal goods, products or plants of inferior quality are considered to be not in the spirit of the **Laneways** concept.
- All packaging, wrapping and bags must be environmentally sound, recyclable or compostable.

NOISE

- Loudspeakers will only be permitted by prior arrangement for special activities (not general use).
- Operation of excessive &/or intrusive noisy equipment is not permitted.

PATRON SAFETY

- Site-holders are responsible for ensuring patrons' safety at their site and around the site-holder's infrastructure.
- No Site-holder infrastructure (including support lines, weights, displays or change rooms) may be placed outside the allocated site without the express consent of the Event Manager.
- Shade canopies/gazebos are to be secured with weights as pegs are not to be used.



SITE-HOLDER GUIDELINES 2025-26 SEASON

STIRLING LANEWAYS GOVERNANCE, OPERATIONS & ADMINISTRATION

GOVERNANCE, MANAGEMENT & SITE SELECTION

- Governed by *Stirling Laneways* Committee.
- Administered by Stirling Business Association (SBA). The SBA is a not-for-profit organisation.
- The Event Manager will manage the events and be the point of contact.
- Management reserves the right to enforce and change guidelines for the good of the market.
- The location of all sites is at the discretion of the Event Manager, and may change on the day.
- No site larger than the size paid for (including support lines and weights) will be accepted.

SIGNAGE

- *Stirling Laneways* organisers have overall control of signage, materials and products sold or displayed. Any signage, material or products may be refused inclusion entirely at the discretion of the organisers.

VEHICLES

- Vehicles (including trailers) will only be permitted on site with special permission from the Event Manager.
- If vehicles (including trailers) are permitted, they will be charged for as site space. A trailer may be dropped off in the market area, but then the vehicle must be removed from the site.
- Vehicles may unload using designated loading zones and then parked away from the market area in the nearby parking areas.

COMMUNICATION

- **Email is the preferred mode for communication.** Messaging via Facebook, Messenger or Instagram DM may not be received.
- **Contact:** Event Manager: laneways@stirlingadelaidehills.com.au

CANCELLATION BY EVENT MANAGEMENT

- Bushfire: *Stirling Laneways* is an all weather event. However, if the event falls on a day that is declared to be of 'Catastrophic' fire danger, the event will be cancelled, and your site fee will be refunded.
- Other Inclement Weather: *Laneways* is conducted in the open air, and is not a covered market and will operate in varying weather conditions including wet weather. It is the responsibility of the Site-holder to bring their own covers, weights to hold down equipment and other equipment for the purpose of protection in adverse weather conditions. ***Laneways* will NOT be cancelled in the event of wet weather.**
- Credits or refunds are NOT issued in the case of bad weather. Do NOT apply for a site unless you are prepared to take the risk on weather.



SITE-HOLDER GUIDELINES

2025-26 SEASON

CANCELLATION BY SITE-HOLDER

Cancellation of attendance at *Stirling Laneways* must be done in writing (email) to the organisers:

- **More than 7-days prior** to the event: **full refund** (fees already paid will be credited to future events)
- **Within 7-days** of the event: **full fee payable - NO refund**.

A Site-holder who does not attend their booking and does not advise the organisers in advance (deadlines above), will be considered a 'no show'. Site Fees are still payable (in full) as the site(s) would have been allocated to another trader had timely cancellation been given, and the Street Trader Permit has been arranged.

APPLICATION PROCESS

The Event Manager and Committee consider each application and assess whether the proposal meets with the spirit of *Stirling Laneways*. Prospective site-holders will be reviewed and notified as soon as possible regarding the outcome. Each applicant will be informed of our decision in writing (via email).

Before your first *Stirling Laneways* day you will receive an Induction Pack. *Laneways* management will communicate with you via email, our website and our social media.

SITE-HOLDER WAITING LIST

Submission of a Booking Request, or being a registered Site-holder, does not guarantee your requested date(s) at each/any future *Stirling Laneways*, as Site Allocation depends on space availability, the number of requests received each month, as well as the mix/balance of the market. We anticipate that booking requests may exceed space availability, and if so, the Site-holder Waiting List will be utilised in the lead-up to associated *Laneways* events.

Similarly, if you apply and are approved as a Site-holder, but no spaces are available at that time, we will put you on the Waiting List. If a place becomes available, you will be contacted to confirm your interest.

THEN WHAT HAPPENS? SNAPSHOT OF A USUAL MONTH'S TIMELINE

Your Site Allocation advises which months you have a site booked at *Laneways*. Then these are the communications you will then receive for any allocated month...

- **3 WEEKS BEFORE:** 'Booking Confirmation' email - this is a reminder to each Site-holder that they are booked in for the next *Laneways* event. You only need to respond to this email if you need to alter/cancel your booking.
- **2 WEEKS BEFORE (approximately):**
 - 'Site Location' advice which includes the Induction Pack that includes bump-in/out information
 - 'Invoice', for payment BEFORE the event
 - 'Reminder of Certificate of Currency' (for those whose PL insurance has lapsed or not yet been sent through)



SITE-HOLDER GUIDELINES
2025-26 SEASON

