



Merri-bek
City Council

Sydney Road Street Party

2027 Stallholder Guidelines



Sydney Road Street Party Stallholder Guidelines

Sydney Road Street Party is back! In 2027, the Sydney Road Street Party will run on Sunday 28 February between 12pm and 6pm. Read below for more information on becoming a stallholder for the event.

Contents

Sydney Road Street Party Stallholder Guidelines.....	2
Acknowledgement of Country.	4
About the Sydney Road Street Party.....	4
Location.....	4
Key Dates.....	4
Expression of Interest Process.....	4
Expression of Interest Confirmation.....	4
Application Information.....	4
What we are looking for.....	4
Artisan stalls.....	4
Commercial / Merchandise Stalls.....	5
Food and Beverage Stalls.....	5
Sydney Road Businesses.....	5
Community Organisations.....	5
Made in Merri-bek.....	5
Selection Criteria.....	5
Waitlist.....	6
Fees.....	6
Food and Beverage Sites.....	6
Community Organisations.....	6
Artisan Stalls.....	6
Merchandise Stalls.....	6
Sydney Road Businesses and Organisations.....	6
Equipment and Power.....	6
Equipment Hire Charges.....	7
Power.....	7
Power Cables.....	7
Powered Food and Beverage Sites.....	7

Power Hire Charges (Food and Beverage Sites only)	7
Using Gas Appliances?	7
Event Operational Details	8
Accessibility	8
Set Up/Pack Down (Bump in and Bump Out)	8
Mandatory Site Safety Requirements	8
Marquees and Weights are Mandatory	8
Security	9
Pedestrian Safety.....	9
Outdoor Activity / Performance or Seating Areas.....	10
Waste, Rubbish and Cooking Oil	10
Water	10
Handwashing Facilities	10
Certificate of Registration of Food Premises	10
FoodTrader (Statement of Trade).....	10
Safety.....	10
Smoke Free Sydney Road Street party	10
Event Planning Process	10
Expression of Interest – Information Session.....	10
Expression of Interest – Application Deadline.....	10
Stallholders notified of outcome	10
Wait list.....	11
Payment Process	11
Cancellation/Refunds.....	11
Insurance	11
Child Safety.....	11
Cultural Safety and Inclusion.....	11
FoodTrader (Statement of Trade).....	12
Plastic Free Sydney Road Street Party	12
Terms and Conditions	12
Privacy and Declaration.....	13
Submitting Your Application.....	13

Acknowledgement of Country

Merri-bek City Council acknowledges the Wurundjeri Woi-wurrung people as the Traditional Owners and Custodians of the lands and waterways in the area now known as Merri-bek, and pays respect to their Elders past, present, and emerging, as well as to all First Peoples communities who significantly contribute to the life of the area.

About the Sydney Road Street Party

The Sydney Road Street Party is a beloved annual event that will kick off the Brunswick Music Festival in 2027. Tens of thousands flock to the Street Party - gathering to enjoy live music, delectable food, roving performances, and more, celebrating the vibrant culture and diversity of Sydney Road. It's a day of community that showcases some of Melbourne's best artists, makers, food and beverage and our iconic neighbourhood. In 2027 the Sydney Road Street Party will involve:

- Live music, roving performances and children's activities.
- Food and Beverage vendors providing a wide range of multicultural food.
- Merchandise and Artisan stalls with an emphasis on high-quality, innovative and unique wares.
- Stalls and activities hosted by businesses along Sydney Road.
- Community organisation stalls.

Location

Sydney Road, Brunswick between Victoria Street and Brunswick Road.

Key Dates

Expression of Interest Process

Expression of Interest Opens: [Wednesday 30 September](#)

Expression of Interest Information Session: [Wednesday 7 October \(6:00 pm to 7:30 pm - online\)](#)

[Sydney Road Street Party 2027: Stallholder EOI Information Session](#)

Expression of Interest close: [Wednesday 28 October](#)

Expression of Interest Confirmation

Stallholders notified of outcome: [Monday 9 November](#)

Stallholder Payment Deadline: [Friday 4 December](#)

Compulsory Stallholder Induction: [Tuesday 9 February \(6:00 pm to 7.30 pm – online\)](#)

Application Information

What we are looking for

Artisan stalls

We are looking for bespoke and artisan fashion, accessories, art, homewares, artisan toys, gourmet packaged foods and vintage wares by artists and artisanal makers, with a preference for Merri-bek-

based businesses. 'Artisan' comprises of anything ethically handmade, either by yourself or by someone else.

Commercial / Merchandise Stalls

We are also looking for general merchandise stalls for those selling fashion, homewares, accessories, gourmet packaged foods and more.

Food and Beverage Stalls

Food plays an enormous part in the success of the street party. We place a strong focus on quality food that reflects Brunswick's multicultural character, particularly that which is prepared fresh on site; "sizzle, aroma and theatre". Vegetarian and halal options will be highly regarded.

Sydney Road Businesses

What would Sydney Road be without the businesses that keep it bustling? We are inviting businesses and organisations with pre-existing street-front businesses on Sydney Road between Victoria Street and Brunswick Road to apply to hold stalls or activities in front of their shopfronts, or inside, to boost their presence on the day. Sydney Road businesses between Victoria Street and Moreland Road are also invited to apply to be part of the event area, following the same application process as businesses within the event area.

Community Organisations

We are looking for community organisations who wish to provide activities, information, and interactivity in their own stalls at the street party.

Made in Merri-bek

Sydney Road Street Party is a project of the Merri-bek City Council. It is not a criteria for stallholders to be based in Merri-bek, but a weighting will be given to Expressions of Interest from people and organisations who are based in or work in Merri-bek.

Alcohol Restrictions

The Sydney Road Street Party is alcohol-free. The sale of alcohol, either as take-away or for consumption, is not permitted from street stalls. Venues with existing licenses are able to operate within their existing redlines only.

Selection Criteria

- **Stallholder applications will be assessed based on the following criteria:**
- **Local Preference:** Priority will be given to makers, producers, and service providers based in Merri-bek.
- **Product Quality and Uniqueness:** Consideration of the overall quality and distinctiveness of the products or food on offer.
- **Stall Presentation:** Assessment of the stall setup, including visual appeal and suitability for the site.
- **Experience and Financial Stability:** Review of the stallholder's retail and business experience, along with their financial capacity.
- **Support for Small-Scale Makers:** Preference for small-scale makers and businesses, rather than those selling commercially manufactured products.
- Merri-bek City Council reserves the right to select stalls based on achieving a balanced mix of goods and services for the event. All decisions are final, and no negotiation will be entered.
- Merri-bek City Council reserves the right to refuse incomplete applications.

Waitlist

As there is limited capacity at the event, a waitlist will be held for stallholders that meet the selection criteria. Stallholders on the wait list may be offered a site should a space become available.

Fees

Stall fees are determined based on the nature of the stall, the amount of space required, and are charged for the day. Use the tables below to determine the fees that you will incur through your planned stall. Please note, no refunds are available to stallholders who do not attend on the day after booking.

Food and Beverage Sites

Type of stall	Equipment Provided	Duration	Fee (incl. GST)
Food 3m x 3m	No marquee	Per event	\$470.50
Food 3m x 3m	Marquee + weights + setup	Per event	\$592.00
Food 3m x 6m	No marquee	Per event	\$699.00
Food 3m x 6m	Marquee + weights + setup	Per event	\$881.00

Community Organisations

Type of stall	Equipment Provided	Duration	Fee (incl. GST)
Community Orgs 3m x 3m	No marquee	Per event	No charge

Artisan Stalls

Type of stall	Equipment Provided	Duration	Fee (incl. GST)
Artisan/Crafts 3m x 3m	No marquee	Per event	\$186.00
Artisan/Crafts 3m x 3m	Marquee + weights + setup	Per event	\$304.45

Merchandise Stalls

Type of stall	Equipment Provided	Duration	Fee (incl. GST)
Merchandise 3 x 3m	No marquee	Per event	\$383.50
Merchandise 3 x 3m	Marquee + weights + setup	Per event	\$502.00
Merchandise 3 x 6m	No marquee	Per event	\$582.00
Merchandise 3 x 6m	Marquee + weights + setup	Per event	\$761.00

Sydney Road Businesses and Organisations

Type of stall	Equipment Provided	Duration	Fee (incl. GST)
Sydney Road Businesses/Organisations between Brunswick Rd and Moreland Rd.	No marquee	Per event	No charge

Equipment and Power

Equipment Hire Charges

Item	Provided	Duration	Fee (incl. GST)
3m x 3m marquee	Weights and set up included	Per event	\$236.50
3m x 6m marquee	Weights and set up included	Per event	\$473.00
Cable tray	1m	Per event	\$4.40
Café Table	One unit	Per event	\$19.80
Furniture - Trestle Table	1 x Trestle	Per event	\$19.80
Furniture - Chairs	1 set of chairs (2 total)	Per event	\$9.90
Marquee Weights (3x3 marquee)	1 set of ballast (16x13kg total) 40kg per leg	Per event	\$88.00
Marquee Weights (3x6m Marquee)	1 set of ballast (30x13kg total) 65kg per leg	Per Event	\$165.00

Power

Community, Artisan, and Merchandise stalls are not supplied with power.

Food and Beverage traders can request to hire one of a limited number of powered sites. This must be indicated at the time of applying via the equipment hires section in your expression of interest form. We encourage Food and Beverage traders to use their own power on the day wherever possible.

Sydney Road businesses and organisations can use power drawn from their businesses or self-powered Food and Beverage trucks.

Power Cables

Cables run in any public areas must either be managed in accordance with Worksafe Victoria's industry standards - [Electrical installations at construction sites: Industry standard | WorkSafe Victoria](#). Cables must be safely hung over head or run inside of cable tray and PSOAs must be used. The Sydney Road Street Party Production Manager will inspect all stalls and sites to sign off on electricity and cable management before stall can be open to the public.

Powered Food and Beverage Sites

A limited number of powered sites are available for Food and Beverage traders. If required power is available for powered Food and Beverage sites.

Power Hire Charges (Food and Beverage Sites only)

Item	Provided	Duration	Fee (incl. GST)
Additional 10a power	Food and Bev Site Only	Per event	\$53.10
Additional 15amp power	Food and Bev Site Only	Per event	\$63.70

Using Gas Appliances?

Stallholders must comply with the relevant standards of all gas appliances set by Energy Safe Victoria. The standards ensure gas appliances are used safely and consider equipment, installation, ventilation and clearance, fire protection and emergency management. For further details you can contact Energy Safe Victoria on 1800 652 563 or visit this link - [Code of practice for the Safe use of LP Gas at Public Events in Victoria | Energy Safe Victoria \(esv.vic.gov.au\)](#).

Event Operational Details

Accessibility

Sydney Road Street Party is built to be accessible by all. Stallholders should consider accessibility with care. Stalls can be designed to ensure heights allow for wheelchair users and include clear visual displays and menus that have both text and pictures, and colours and font sizes are highly readable.

Set Up/Pack Down (Bump in and Bump Out)

Stallholders will be assigned a time and process for setting by the Sydney Road Street Party Production Manager. Stalls will be set up during the morning of February 28, 2027. The Sydney Road Street Party Production Manager will oversee bump-in and bump-out. All stalls must be ready to trade/run at 11:30 am. All materials used by stallholders must be removed that evening.

Mandatory Site Safety Requirements

All stallholders must ensure the following:

- Street stalls and activities are only allowed within the street closure area, between Brunswick Road and Victoria Street.
- Sydney Road Traders with shop frontage have priority for the space directly in front of their shop. **However, If not registered via the Expressions of Interest process, the space will be allocated to other stallholders.** Footpaths between the marquee and shop front must be kept clear for pedestrians.
- All stallholders must include a securely weighted marquee for weather protection (excluding self-contained food trucks or trailers).
- Marquees must be high-quality, durable and designed for outdoor use.
- Marquees must be securely weighted: a 3x3m marquee requires at least 40kg per leg, and a 3x6m marquee requires at least 65kg per leg.
- Pegging into the ground is not permitted anywhere onsite.
- Food stalls must have three walls, or two walls if using gas appliances.
- Stallholders must only operate within their allocated space (e.g. 3x3m or 3x6m marquee or assigned food truck/trailer footprint).
- Shared paths and areas outside your site must always remain clear and unobstructed. This includes A-frame signs, stock or equipment.
- All electrical equipment must be tested and tagged by a suitably qualified person before being brought to the event.
- All stalls will be inspected for safety before trading begins.
- Stalls that do not meet requirements may not be permitted to operate.

Marquees and Weights are Mandatory

To comply with POPE (Public Occupancy Permit for Events) safety requirements, all stall infrastructure must meet relevant event safety standards.

Sydney Road Street Party provides event-grade marquees and appropriate weights for hire. These can be pre-booked through the EOI application form. Hire fees will be outlined in the Equipment Hire Fees table.

Bringing your own marquee is strongly discouraged. If you wish to use your own, you must provide correct documentation at the time of submitting your EOI that it:

- Is rated for commercial event use, which means:
 - A sturdy aluminium or steel frame (not lightweight pop-up or backyard gazebos)
 - Fire-retardant, waterproof and UV-resistant canopy
 - Engineered to withstand outdoor wind conditions (typically rated to 55 km/h or more)
 - Designed for use with ballast weights (not pegging)
- Meets minimum wind load requirements for outdoor events
- Includes certification from the manufacturer or a qualified engineer

Weights: All marquees must be installed in accordance with the manufacturer's specifications and securely weighted to prevent uplift. The minimum ballast requirements are:

- 3 x 3m marquee (4 legs): 40 kg per leg | 160kg total
- 3 x 6m marquee (6 legs): 65 kg per leg | 390kg total

Pegging: Use of pegs for marquees, or any other purpose, is not permitted on our event sites.

Please note:

Assembly instructions or general product specifications without relevant safety or compliance information will not be accepted as certification.

Applications submitted without the correct documentation will not be approved.

All on-site infrastructure will be inspected by a registered engineer. Marquees must comply with POPE safety requirements at the time of inspection. If your own marquee is later found to be non-compliant, your stall may be disqualified from participating.

Security

Security will be onsite during bump-in, event trading hours, and overnight across the Sydney Road Street Party. The security team's primary responsibilities include crowd management, general safety, and monitoring alcohol-related behaviour.

Event Safety and Security Duties:

- Maintain a visible presence across the site and monitor public behaviour
- Assist with asset protection and general site safety
- Support the safe flow and movement of crowds throughout the event
- Conduct headcounts or patron counts at key entry and exit points
- Check that emergency exits remain clear and operational at all times
- Patrol the site and report issues to the Event Manager (e.g. overflowing bins, strong odours, traffic concerns)
- Respond to public incidents and assist with first aid where required

Pedestrian Safety

Sydney Road will be closed for the party (between Brunswick Road and Victoria Street). To allow for high numbers of attendees, activities are restricted to an area within 3 meters from the curb. The footpaths and areas outside of the 3m zone must be clear and unobstructed. This includes a-frame street signs and any other possible trip hazards. Signage such as a-frames, flags, blackboards etc. can be incorporated into the area 3m from the curb.

Outdoor Activity / Performance or Seating Areas

If you plan to host performances, activities, or seating areas outside your premises, it is mandatory to provide weather protection using café umbrellas, marquees, or similar structures.

Waste, Rubbish and Cooking Oil

Stallholders are responsible for managing their own waste generated throughout the event. Merri-bek City Council promotes recycling and composting where possible in order to reduce waste ending up in landfills. Stallholders must remove all waste from the site including waste, recycling and cooking oils. General Waste, Mixed Recycling and Glass Bins will be provided for general public use.

Water

Sydney Road Street Party will provide water stations that can be used by stallholders for drinking and filling containers. There will be no access to hot water on site. Stallholders needing to clean and sanitise equipment and utensils will need to bring a kettle to boil water as well as their own water storage.

Handwashing Facilities

Stallholders that require hand washing must supply their own hand washing facilities.

Certificate of Registration of Food Premises

Food and Beverage traders will require an up-to-date copy of their Certificate of Registration of Food Premises from their principal Council (where the businesses' food is made, or equipment is stored). If selected for a stall, Food and Beverage vendors will need to provide a copy of this certificate to the market organisers.

FoodTrader (Statement of Trade)

Food and Beverage vendors are required to hold a current FoodTrader Certificate, which will need to be provided on selection. This certificate ensures that your food service is registered with a local government authority and can legally trade. You can find out more and register here: <https://foodtrader.vic.gov.au>. If selected for a stall, Food and Beverage vendors will be required to register for a Statement of Trade via FoodTrader for each day attending the market.

Safety

Stallholders are required to operate their stall in a safe manner and adhere to any applicable safety regulations and guidelines.

Smoke Free Sydney Road Street party

Smoking is banned from all outdoor dining areas, including food fair events such as the Sydney Road Street Party.

Event Planning Process

Expression of Interest – Information Session

If you are interested in submitting an Expression of Interest (EOI) and would like to find out more information, we will be holding an online EOI Information Session **Wednesday 7 October 2026 (6:00 pm to 7:30 pm - online)**

Expression of Interest – Application Deadline

Expression of Interest close **11.59pm, Wednesday 28 October 2026**. Late applications will not be eligible for consideration.

Stallholders notified of outcome

All successful and unsuccessful applicants will be notified of their Expression of Interest outcome by Monday 9 November

Wait list

As there is limited capacity at Sydney Road Street Party, a wait list will be held for stallholders that meet the selection criteria. Stallholders on the wait list may be offered a site should a space become available.

Payment Process

- Once stallholders have been selected, you will receive confirmation via the Expression of Interest form. The confirmation will prompt you to upload any final documents and details.
- An invoice will be issued once you have provided confirmation of your EOI details
- Stallholders that have not paid their fees prior to event day will not be permitted on site.
- Payment Deadline is the **4 December 2026**

Cancellation/Refunds

Stallholders must attend all the market days they book, and no refunds or credits will be provided for non-attendance, regardless of the reason. Inability to attend on alternative dates will also result in no refund or credit. Merri-bek City Council has the right to cancel the event due to circumstances, such as inclement weather, that may pose a reasonable risk to stallholders, the public, or staff. In such cases, stallholders cannot make claims for loss against Merri-bek City Council.

Insurance

All stallholders must hold current Public Liability Insurance (PLI) with a minimum coverage of \$20 million.

If your Expression of Interest is successful, you'll be asked to provide a digital copy of your Certificate of Currency. The certificate must clearly show the insured party's name, coverage amount, and valid policy dates.

Child Safety

Merri-bek City Council is committed to being a Child Safe organisation and has zero tolerance for child abuse. Stallholders who plan to interact directly with children are required to provide Working with Children Checks for staff.

Cultural Safety and Inclusion

Merri-bek City Council is committed to fostering a welcoming, inclusive and culturally safe environment for all stallholders, staff and visitors at Sydney Road Street Party.

As a stallholder, you are expected to contribute to an event atmosphere that is respectful, inclusive and free from discrimination. This includes but is not limited to:

- Respecting the rights, identities and cultures of First Peoples
- Supporting safe and inclusive spaces for LGBTQIA+ communities
- Engaging with community members of all ages, backgrounds, languages and abilities in a respectful and accessible manner
- Ensuring your signage, displays, products and interactions reflect these values
- Complying with Council's Child Safety and Anti-Discrimination policies

Any behaviour that breaches these principles may result in removal from the event. We thank you for helping make Sydney Road Street Party a space that celebrates diversity and shared community values.

FoodTrader (Statement of Trade)

Food and Beverage vendors are required to hold a current FoodTrader Certificate, which will need to be provided on selection. This certificate ensures that your food service is registered with a local government authority and can legally trade.

You can find out more and register here: <https://foodtrader.vic.gov.au>. If selected for a stall, Food and Beverage vendors will be required to register for a Statement of Trade via FoodTrader for each day attending the market.

Plastic Free Sydney Road Street Party

Serving up sustainability: unbleached serviettes, reusables, and plastic-free choices

Sydney Road Street Party follows Merri-bek City Council's Plastic Wise Policy, which supports the use of sustainable, low-impact materials. Stallholders are expected to minimise waste and choose reusable, recyclable or compostable alternatives where possible.

You can read more and download the full [Plastic Wise Policy](#) via the Merri-bek City Council website.

The following items are NOT allowed at the event:

- Balloons
- Single-use plastic including bags, bottles (e.g., water, soft drinks), cups, plates, bowls, straws, cutlery, and take-away containers
- Non-recyclable packaging
- Compostable plastic cups, plates, bowls, straws, cutlery, and take-away containers
- Avoidable plastic packaging like cling wrap, plastic bags, or similar

Preferred materials include:

- Reusable or recyclable containers
- Unbleached paper serviettes
- Fabric or compostable banners and signage
- Washable cups, plates and cutlery

Please use reusable event materials like promotional banners and flags whenever possible.

Exemptions can be obtained for coffee and ice cream traders where non-single use cups are unavailable. Please indicate in your Expression of Interest if you wish to apply for an exemption.

Terms and Conditions

- Council reserves the right to select stalls based on achieving a balanced mix of goods and services for the event. All decisions are final, and no negotiation will be entered into.
- Council reserves the right to refuse incomplete applications.
- Once confirmation has been received and invoice issued, no refunds will be made.
- Council reserves the right to cancel a site if fees are not paid by the due date.

- The Event Manager, at their discretion, may direct a stallholder to leave if their behaviour is deemed offensive or unsafe. If a stallholder is directed to vacate a site, any fees paid will not be refundable.
- Council reserves the right to CANCEL the event under any circumstances that pose a reasonable risk to stallholders, the public or staff (including inclement weather on contingency dates) whereby there will be no refunds for any fees incurred by stallholders.
- Stallholders must remain on site for the duration of the event. There is no early pack up at this event.
- Stallholders must abide by any lawful direction by event staff on the day of the event.

Privacy and Declaration

Merri-bek City Council values your privacy and has a policy in place to handle your personal information. By submitting this form, you authorize the council to collect and use your information for assessing your application, administering your license, providing references for future tenancy applications, and promoting the market. Your information will be kept confidential unless required by law, and you can request access to it. Please ensure you have read and understood these terms before submitting your application.

By submitting your application, you confirm that:

- You have read the above and acknowledge the collection and use of your personal information as outlined above in this form;
- You have read and understand this document and agree to its terms;
- You are a permanent Australian resident;
- You are not currently an insolvent or a bankrupt pursuant to Bankruptcy Act 1966;
- To the best of your knowledge the information you provide is true and correct in every detail at the time of making an application; and
- You understand that if you fail to attend, you will not be refunded your stallholder and equipment fees.

Submitting Your Application

Submit your application for the 2027 Sydney Road Street party by filling out the following form:
[Sydney Road Street Party 2027 - Stallholder Expression of Interest](#)

Applications close Wednesday 28 October 2026 11.59pm

To enquire about your application email festivals@Merri-bek.vic.gov.au or phone 9240 1111.