

# Draft Hobsons Bay Mobile Vendors Policy

2021 Version 0.1

# 1 Purpose

This policy has been developed to facilitate and manage the effective operation of mobile vendors in Hobsons Bay and provide a framework for considering requests for roadside trading in the municipality.

## 2 Background

Mobile trading, when managed appropriately, can contribute to creating a vibrant and diverse local economy, attracting visitors and providing residents in isolated areas with local access to goods and services. Consideration must be given to impacts on the community including potentially negative impacts on existing business owners, landowners and residents.

Hobsons Bay City Council regulates mobile vendors to ensure that temporary business opportunities are facilitated and managed in a consistent way.

There has been an increase in mobile trading activity within Hobsons Bay in recent years and this policy aims to provide an equitable and flexible approach to managing mobile and itinerant vendors. Council recognises that mobile vendors can contribute to the economic diversity and activation of the municipality and provide access to goods and services at times or in locations where there is limited access to local products and services.

Across Victoria there are a wide variety of approaches to mobile vendors. These range from minimal such as streetrader registration to significant limitations and restrictions and high fees. Hobsons Bay seeks to balance the interests of mobile vendors with the interests of other businesses through the provision of an equitable and flexible approach.

This policy replaces the stationary roadside vendors tender process and allows for stationary roadside vending (trading in one place) or itinerant trading (moving between locations without prearrangement).

In line with the policy objectives the principles of the mobile vendor policy include:

- clarity
- minimising potential adverse impacts
- increasing economic diversity and business diversification
- social connection

## 3 Scope

This policy replaces the stationary roadside vendors tender and outlines the process for both stationary and itinerant/roaming traders to operate in Hobsons Bay. Traders would be either stationary (one site for the duration of their permit) or itinerant (roaming at least 500m away from other operators and businesses).

The policy does not apply to:

- mobile vendors operating as part of a permitted event
- mobile vendors operating from private land or land operated by other government authorities

The policy designates specific sites referred to as 'approved locations' and enables other sites to be nominated as potential approved locations.

This policy is an operational policy and will be regularly reviewed and maintained by the organisation.

## 4 Definitions

For the purposes of this policy, the following definitions have been developed:

- **Mobile vendor** – Any business selling products or services from a stationary vehicle
- **Roadside trading** – The sale of goods or services from a vehicle or stall on the side of the road, rather than from a store or office setting
- **Itinerant/roaming vendor** – A vendor who travels from place to place to sell their goods, moving regularly between sites during one period of trade (e.g., ice cream truck, mobile coffee van).  
In Hobsons Bay for the purpose of this policy itinerant / roaming vendors must not stay in the same location for longer than 1 hour
- **Stationary vendor** – A temporary or mobile vendor selling goods from a designated site.  
In Hobsons Bay stationary vendors must operate from one of the approved locations or submit a request for a new location to be considered as an approved site. If a new site is approved vendors can then apply for a permit to operate at the approved location on a daily, monthly or annual basis
- **Streatrader** – The Victorian Government website where businesses and community groups must register their temporary or mobile food business. Through Streatrader, businesses and community groups can apply for Food Act registration, manage their registration, and lodge a Statement of Trade
- **Statement of Trade** – A Statement of Trade (SOT) is a notification to a Council of where and when you intend to trade. Any mobile or temporary food premises selling to the public must lodge a SOT under the Food Act 1984
- **Existing brick and mortar business** – refers to any business that offers products and services to its customers face-to-face in an office, store or building that the business owns or rents
- **Activity Centre** – areas that provide a focus for services, employment, housing, transport and social interaction. They range in size and intensity of use from smaller neighbourhood centres to major suburban centres and larger metropolitan centres

## 5 Policy objectives

The policy aims to support a proactive and flexible approach to outdoor trading to deliver the following objectives:

- to minimise potential impact of mobile vendors on established businesses
- to increase the economic diversity of the Hobsons Bay economy
- to reduce uncertainty around mobile trading in Hobsons Bay
- to encourage new business and business diversification
- to provide local residents with access to a variety of products and services, regardless of where they reside
- to encourage social connection within neighbourhoods
- to identify and encourage opportunities to activate underutilised areas of the municipality
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## 6 Procedural guidelines

Two permit types are available:

- Stationary - one site for the duration of the permit at approved location
- Itinerant – roaming permit. **Must remain 500 metres or further away** from an activity centre (as identified in the Activity Centre Strategy 2019-36); existing bricks and mortar business; approved locations; or a permitted mobile vendor

### 6.1 Approved locations

There are six approved locations for mobile trading identified within Hobsons Bay, including:

- Tier 1: Point Gellibrand Park (Timeball Tower), Williamstown
- Tier 2: Newport Boat Ramp, the Strand
- Tier 3: Altona Boat Ramp, Altona; Cherry Lake, Altona: Apex Park, Altona & Kororoit Creek Road, Williamstown

Additional sites will be assessed upon application.

Sites situated within 500 metres of an activity centre (as identified in the Activity Centre Strategy 2019-36), an existing bricks and mortar business or a permitted mobile vendor will not be considered.

### 6.2 Requirements to operate

- Certificate of Currency for Public Liability insurance to the sum of \$20,000,000 and noting "Hobsons Bay City Council" as an interested party, and commitment to maintaining currency
- proof of business or company registration, with an ABN registered in Hobsons Bay
- current Streatrader registration (where a licence is required under the Food Act)
- current vehicle registration and insurance if the business utilises a vehicle (and towing vehicle if relevant)
- applicant's details must match ABN, licensee and licenced vehicle details
- application is submitted by the business owner and licensee under the Food Act
- for itinerant traders, applicants must acknowledge that they will submit a statement of trade at least one business day prior to trading
- operators must provide their own power and water, and ensure all waste is removed from the site at the conclusion of each day of trade
- all waste of litter generated through goods sold or used by the mobile vendor must be disposed by the vendors and vendors must ensure the area around their site is kept clear of rubbish and refuse at all times. Refuse must be removed off site following the end of trade

## 7 Application process

- all permit applications must be submitted online for assessment
- permits will be processed in order of receipt
- permit holders will be required to submit a new application prior to the expiry of the current permit. Failure to do so may result in the permit location being allocated to another vendor

Applications will be assessed with permits allocated in accordance with this policy and the following criteria:

- impact on established businesses
- increased economic diversity and business diversification
- social connection opportunities
- activation of underutilised areas of the city

- environmental performance of vendors (eg: eliminating use of Single Use Plastics)

## 8 Fees and associated costs

	Tier 1 site	Tier 2 site	Tier 3 site	Itinerant
<b>Permit fee (new sites)</b>	\$75	\$75	\$75	\$250
<b>One day permit</b>	\$500	\$250	\$250	\$500
<b>Monthly permit</b>	\$2,000	\$1,000	\$1,000	\$2,000
<b>Annual permit</b>	\$8,000	\$4,000	\$2,500	\$12,000

\*Fees are valid for the 2021/22 financial year and are subject to change

## 9 Permit provision

Permits are reviewed annually to ensure equity and accessibility for mobile vendors. All permit renewals will be processed with consideration to current demand for mobile trading and the impact on local businesses and the Hobsons Bay community.

Approved locations will be issued with a maximum of one vendor per location. There is currently no limit on the number of itinerant / roaming permits issued, however a cap may be introduced to manage future demand.

## 10 Related Documents

Economic Development Strategy 2015-20  
 Footpath Trading Code of Practice  
 Experience Hobsons Bay Tourism Strategy 2019-24  
 Activity Centre Strategy 2019-26  
 Hobsons Bay Community Local Law 2015

## 11 Related Legislation

*Food Act 1984*  
*Local Government Act 2020*

## 12 Further Information

For further information concerning this policy, please contact the Economic Development and Social Planning team on 1300 179 944 or by emailing [business@hobsonsbay.vic.gov.au](mailto:business@hobsonsbay.vic.gov.au)

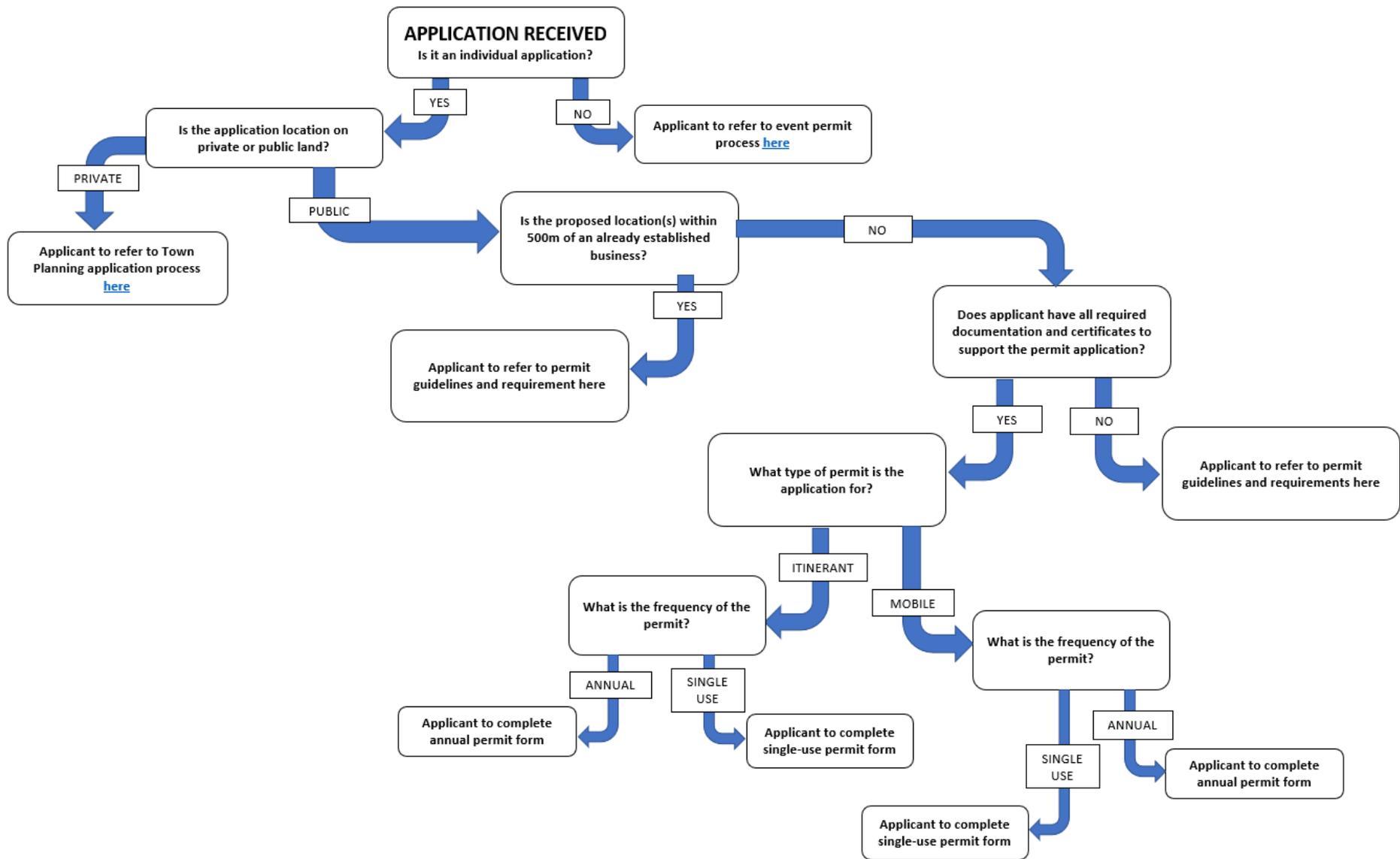
## 13 Document Control

<b>Policy Name</b>	<b>Draft Mobile Vendors Policy</b>
<b>Object ID</b>	<b>A3523143</b>
<b>Responsible Directorate</b>	<b>Sustainable Communities</b>
<b>Responsible Officer</b>	<b>Coordinator Economic Development and Social Planning</b>
<b>Date Adopted By Council</b>	
<b>Review Date</b>	

## 14 Version History

<b>Version Number</b>	<b>Date</b>	<b>Authorised by</b>
<b>0.1</b>	<b>15.04.2021</b>	<b>Manager Strategy Economy and Sustainability</b>

# Appendix 1: Mobile Trader Application Process



## Appendix 2: Maps – 500m exclusion of Activity Centres

Note: Map included to support the consultation process. Updated maps will be created post consultation which the policy will reference.

