



# SEASONAL STREET TRADING

## What is Seasonal Street Trading?

### Street Activity Policy 2011

Seasonal Street Trading is any short term or temporary selling activity in the public place. Typically this involves temporary infrastructure that is removed from the public space at the end of trade each day. Permits are issued seasonally to exciting and innovative small businesses and entrepreneurs.

Seasonal Street Trading does not include:

- Food vans
- Street trading cylinders
- Promotions
- Fundraising
- Spruiking
- Busking
- Events
- Newspaper, Flower and Fruit Kiosks.

There are relevant City of Melbourne policies and application addressing each of these other activities.

## Application Overview

Permits are issued seasonally according to the application schedule provided below. Applicants must apply by completing the provided application form. Completed forms must be submitted prior to the closing dates for the desired permit period.

**Summer Season is 1 Dec – 28 Feb**  
**Closing Date - 1 October**

**Autumn Season is 1 Mar -31 May**  
**Closing Date - 1 January**

**Winter Season is 1 Jun -31 Aug**  
**Closing Date - 1 April**

**Spring Season is 1 Sept – 30 Nov**  
**Closing Date -1 July**

Applications for any season or multiple seasons may be submitted at any time. Applications will be assessed after the closing date of each season.

If numerous applications are made for the same location with similar products the applicant with the highest ranked application according to the criteria will be awarded the permit.

All applications are assessed by a panel of Council officers against the selection criteria. Incomplete application forms will not be considered.

The decision of the panel is final and binding.

Applicants are required to provide all relevant information as requested in the application form. This can be downloaded from [www.melbourne.vic.gov.au](http://www.melbourne.vic.gov.au)

Please consider the following 4 sections when completing the form:

### 1. Business Proposal

The City of Melbourne is looking for innovative business proposals from small businesses or entrepreneurs willing to undertake exciting and engaging street trading activities in public places.

Applicants should clearly articulate their business and marketing plan as part of the application form.

Applicants are encouraged to specify:

- Permit durations (may be from 1 day up to the full 3 months).
- Operating times (days, times etc.).
- Marketing initiatives.
- Staffing and resources.

### 2. Product and Service

The City of Melbourne is seeking to provide opportunities for entrepreneurs to sell unique and diverse products and services. These products must be of a high quality and standard to be supported by the City of Melbourne.

Applicants must provide detailed images and a clear description of their products and services.

If the application is for the sale of any food or drink the applicant must show evidence of engagement with the City Of Melbourne Health Services Branch and submit all approvals and documentation with the application.

### **3. Location**

The applicant is required to nominate the primary site for the operation of the business and to undertake consultation with all relevant stakeholders as required. The following details are required:

1. A site plan and photos.

A detailed site plan showing the proposed location, detailing the current conditions and infrastructure within the location.

2. Evidence of engagement with local stakeholders.

Applicants must engage with all relevant stakeholders and gain consent to undertake a seasonal street trading activity in front of their business. It is a requirement that you contact the local stakeholders such as building owner(s) and occupier(s) to obtain written consent. We have prepared a template letter that is available for use. You may download this letter from the Seasonal Street Trading webpage [www.melbourne.vic.gov.au](http://www.melbourne.vic.gov.au)

3. Possible alternative locations if your primary location is deemed inappropriate.

To provide the best chance of success the applicant should provide multiple locations.

### **4. Infrastructure**

Applicants are required to identify all infrastructure that is to be used within the public realm. Council will require that all infrastructure is removed daily after the close of business.

The applicant must show a detailed concept plan including all measurements and structural diagrams where appropriate. All infrastructure associated with Seasonal Street Trading must be attractive, of a high quality design and engaging.

### **Fees**

\$300 per calendar month.

**For more information, contact City of Melbourne.  
Telephone: 03 9658 9658**

[www.melbourne.vic.gov.au](http://www.melbourne.vic.gov.au)

