



Council Policy

Seasonal Trading

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Policy scope

This policy applies to temporary trading activity that takes place at approved locations within the City of Fremantle.

This policy outlines how the City will enable the delivery of these activities, and how consistent and transparent decisions will be made.

This policy does not apply to the operation of food trucks or vans, promotional stalls, fundraising activities, busking, or events.

Policy statement

This policy aims to enable public trading activity to occur across the City of Fremantle and provides a framework to determine suitability of mobile traders at approved trading locations.

Any use of public land should minimise disruption to the everyday use and should provide a benefit to the community.

The objectives of this policy are to:

- Allow for the operation of trading activities in a manner that does not interfere or conflict with the City's permanent retail and service traders.
- Fill a gap in the market by providing tourism and recreation related services that are not already available.
- Ensure that mobile trading activity is appropriate for the area and does not cause any nuisance to the surrounding residents or businesses.
- Ensure the amenity of the area is protected while enhancing the vibrancy of the area.
- Encourage visitors to the City and contribute to Fremantle's destination brand.
- Promote equitable use of land with a focus on community benefit.
- Provide opportunity for businesses to trial a new business model.

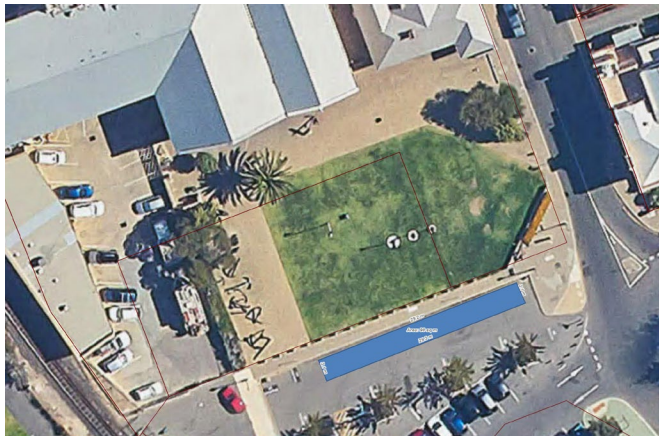
Seasonal Trading Schedule

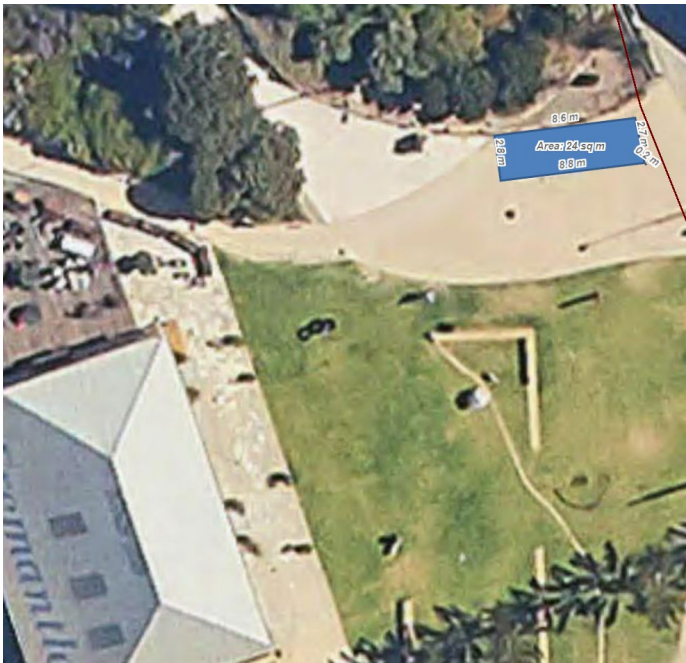

Seasonal trading permits are issued seasonally according to the application schedule below. Applicants must apply by completing and submitting an application form prior to the closing dates for the desired permit period.

Season	Dates	EOI applications open	EOI applications close
Winter	1 May – 31 October	1 February	1 March
Summer	1 November – 30 April	1 August	1 September

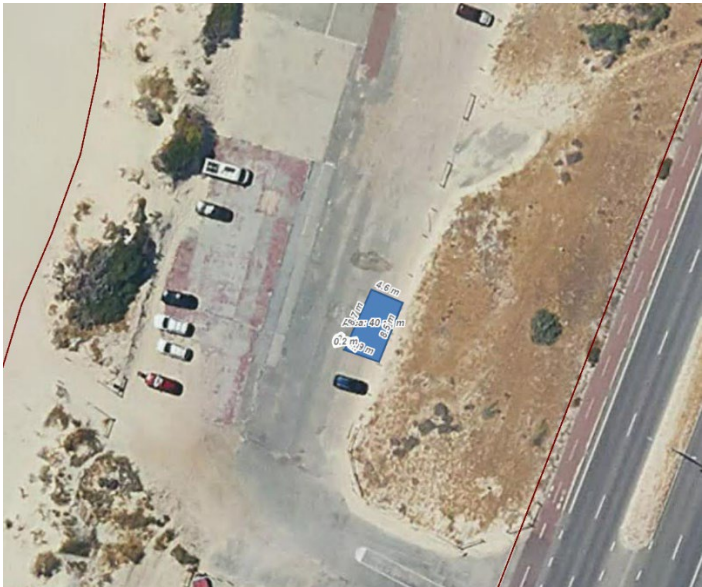
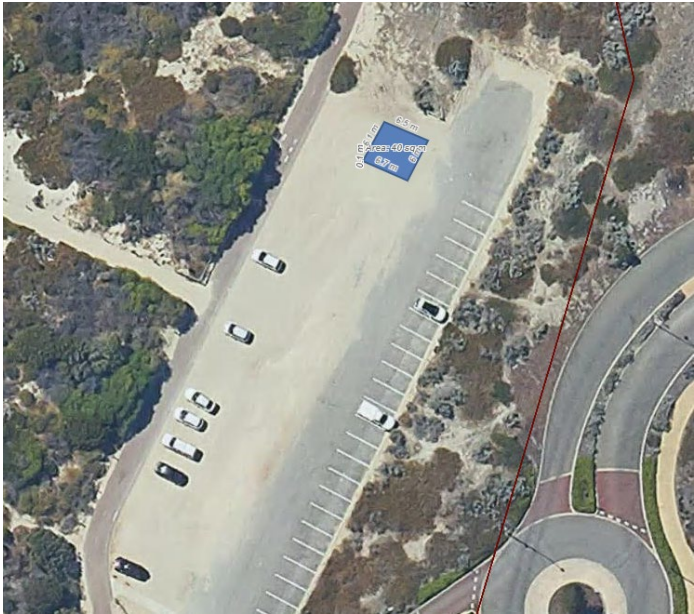
Trading Locations

The following locations are deemed as approved trading locations. The trading season and number of operators that can trade at each location are detailed below.

Location	Trading season	Number of operators
Carpark 2 Hardstand Hardstand area between WA Shipwrecks Museum and Carpark 2.  Total area: 90m2	Summer Autumn Winter Spring	Up to 3 operators per season
Bathers Beach Hardstand Hardstand area between the train line and Kidogo Arthouse.	Summer Autumn Winter Spring	Up to 1 operator per season

 <p>Total area: 24m2</p>		
<p>Bathers Bay South of Kidogo Bathers Bay area South of Kidogo on the beach.</p>  <p>Total area: 24m2</p>	Summer	Up to 2 operators per season
<p>South Beach South Grassed area adjacent to South Beach south carpark.</p>	Summer Autumn Winter	Up to 1 operator per season

 <p>Total area: 33m²</p>	Spring	
<p>South Beach North Grassed area adjacent to South Beach north carpark.</p>  <p>Total area: 30m²</p>	Summer Autumn Winter Spring	Up to 1 operator per season

<p>Port Beach North Hardstand area in the Port Beach North carpark.</p>  <p>Total area: 40m2</p>	<p>Summer Autumn Winter Spring</p>	<p>Up to 2 operators per season</p>
<p>Leighton Beach North Hardstand area in the Leighton Beach North carpark adjacent to the roundabout.</p>  <p>Total area: 30m2</p>	<p>Summer Autumn Winter Spring</p>	<p>Up to 2 operators per season</p>



Application & Approval Process

Trading applications will open on a seasonal basis as per the seasonal schedule through an expression of interest (EOI) process.

Applications must meet the guiding principles to be selected and progress to receive trading approval.

Stage 1 – EOI Process

The EOI process will be used to competitively seek a broad range of traders for each season.

Outside of the EOI process, if there are trading locations that are available, occasional trading can be approved through the same approval process.

Applications will be assessed based on how they demonstrate that they meet the guiding principles and further assessment is undertaken to ensure an appropriate, diverse mix of trading activity is delivered.

Once trading applications have been selected, each trader will be required to follow the City's approval process.

Stage 2 – Operational Assessment

At this stage, the operations of the trader are assessed and required documentation and plans are submitted. This is to ensure the trading activity will be safe and will have the desired impact for the City and the community.

During this stage:

- All documentation is received, reviewed, and approved by all relevant internal stakeholders.
- Relevant external stakeholders are notified.

Stage 3 – Trading Approval and Payment

During this stage:

- Trading approval is granted.



Guiding Principles

Seasonal trading activity must be consistent with the City's vision *Fremantle: a destination city*, and the City's *This Is Fremantle* brand values of spirit, soul, and sea.

Traders who wish to apply for a seasonal trading permit must ensure their proposed activity is aligned with the following criteria:

1. Accessibility

Trading activity should be integrated into the location in a way that doesn't compromise existing uses, access, and pedestrian safety.

2. Unique, Distinctive, Diverse and Engaging

Trading activity should create interesting and diverse activity to encourage people to stay longer in Fremantle. It should fill a gap in the market and have a tourist appeal with a variety and range of products, services and activities that are complementary to the location.

3. Safety

Trading activity must be compliant, mobile (ability to be removed within 12 hours), should create comfortable and safe ambience for the community and not compromise the public amenity.

Activities should be non-invasive and respectful, should improve the environment and promote accessible places that encourage a feeling of safety and community participation.

4. Attractive and High Quality

The design and appearance of infrastructure or equipment associated with trading activity should complement Fremantle's character and the streetscape of the location.

Activities should be innovative and vibrant, be structurally sound and should create a seamless and attractive addition to the location.

5. Sustainable

Trading activity must be environmentally sustainable and integrate environmentally friendly practices in their operations.

6. Suitable

Trading activity must be considered suitable and acceptable in relation to its public appeal and amenity. Criteria such as evidence of quality, noise levels, risk management and the use of dangerous goods will be assessed in relation to the suitability of the trading activity.

Definitions and abbreviations

Seasonal or Occasional Trading – Any temporary selling activity in a public place using temporary infrastructure that can be removed within 12 hours.

Responsibility and review information	
Responsible officer:	Manager Economic Development & Marketing
Document adoption/approval details	23 November 2022 – FPOL2211-7
Document amendment details	Amendment approval/adoption date Proof of adoption/approval - meeting name or document no#
Next review date	(maximum of four years from last review)