



Council Policy

Seasonal and Temporary Trading



Seasonal and Temporary Trading

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 applies to the operation of the sale of goods and services, and the operation of mobile food vendors.

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

Policy statement

This policy aims to enable seasonal and temporary trading activity (including mobile food vendor trading) to occur across the City of Fremantle and provides a framework to determine the suitability of each business 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, hospitality and service traders.
- Fill a gap in the market by providing tourism and recreation related services that are not already available.
- Ensure that seasonal and temporary 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 small businesses to trial Fremantle as a place to invest and locate their businesses over the longer term.



Guiding Principles

The Seasonal & Temporary Trading Program follows a set of guiding principles which forms the criteria for assessing applications. These guiding principles will deliver the best outcome for the community, visitors, and traders. 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), and should create a 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 where possible.

6. Suitable

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



Seasonal and Temporary Trading Schedule

Seasonal and Temporary 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.

Seasonal/Temporary Trading Application Schedule



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



Mobile Food Vendor Application Schedule


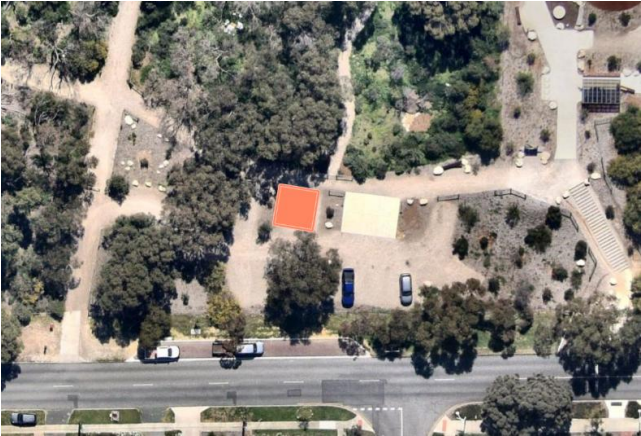
Season	Dates	EOI applications open	EOI applications close
Winter	1 May – 31 October	1 February	1 March
Summer	1 November – 30 April	1 August	1 September
Annual Permit	1 November – 31 October	1 August	1 September


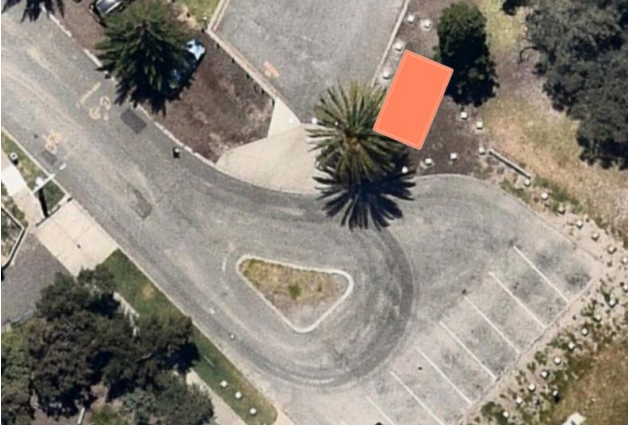
Trading Locations

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 Business Traders	Number of Mobile Food Operators
<p>Bathers Beach Hardstand Hardstand area between the train line and Kidogo Arthouse.</p> 	Summer	Up to 1 business trader at any given time per season	N/A
<p>Bathers Bay South of Kidogo Bathers Bay area South of Kidogo on the beach.</p> 	Summer	Up to 1 business trader at any given time per season	N/A

<p>South Beach Dog Beach</p> 	<p>Summer Winter</p>	<p>N/A</p>	<p>Up to 1* food vendors at any given time per season <i>*Note: Alternative/adjacent locations that better enable a temporary transition between morning and afternoon operators at this site can be requested subject to approval by the City.</i></p>
<p>Port Beach North Hardstand area in the Port Beach North carpark.</p> 	<p>Summer Winter</p>	<p>Up to 1 business trader at any given time per season</p>	<p>Up to 1 food vendor at any given time per season</p>

<p>Port Beach South Hardstand area in the Port Beach South carpark.</p> 	<p>Summer Winter</p>	<p>N/A</p>	<p>Up to 1 food vendor at any given time per season</p>
<p>Booyeebmara Park Mountain Bike Trail Hardstand in front of Fremantle Mountain Bike trail</p> 	<p>Summer Winter</p>	<p>N/A</p>	<p>Up to 1 food vendor at any given time per season</p>

<p>Samson Park Verge area adjacent to park</p> 	<p>Summer Winter</p>	<p>N/A</p>	<p>Up to 1 food vendor at any given time per season</p>
<p>Gilbert Fraser Reserve Verge area adjacent to park</p> 	<p>Summer Winter</p>	<p>Up to 1 business trader at any given time per season</p>	<p>Up to 1 food vendor at any given time per season</p>

<p>Esplanade Park Grassed area between Youth Zone and Playground</p> 	<p>Summer Winter</p>	<p>N/A</p>	<p>Up to 1 food vendor at any given time per season</p>
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Trial Locations

Where officers determine that a location is suitable and appropriate for Temporary Trading, the CEO may approve its inclusion in the Temporary Trading Program for a trial period of up to 12 months.

This trial period will be used to assess the location’s feasibility for permanent inclusion in the policy. Where the location continues to be assessed as suitable and appropriate following the trial, Council approval will be required to add the location to the policy on a permanent basis.

Vacant Trading Locations

Where a trader wishes to apply for a vacant trading location outside of the formal Expression of Interest (EOI) timeframes, Officers may consider and approve the application based on the suitability of the proposed activity and alignment with the objectives of the Seasonal and Temporary Trading Program.

Any approval granted outside the EOI process will apply only to the current trading period and will not create an ongoing entitlement to the location. Suitability assessments will consider factors such as site capacity, amenity impacts, existing trader mix, and the overall benefit to the community.

This trial period will be used to assess the location’s feasibility for permanent inclusion in the policy. Where the location continues to be assessed as suitable and appropriate following the trial, Council approval will be required to add the location to the policy on a permanent basis.



Definitions and abbreviations

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

Mobile Food Vendor - *A mobile business that sells food or beverages from a vehicle, trailer or cart, using infrastructure that can be set up and removed within a short period and is not fixed to the site.*

Responsibility and review information	
Responsible officer:	Manager Economic Development & Events
Document adoption/approval details	24 June 2026 – C2606-11
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)