



Seasonal street trading

What is seasonal street trading?

Under Council's Street Activity Policy, 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 on a short term basis according to the application schedule provided below. Applicants must apply by completing the provided application form.

Applications may be submitted at any time. 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.

Applicants are required to provide all relevant information as requested in the application form. This can be downloaded from 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.

Please note that only low risk and pre-packaged food and drinks (Class 4) will be considered

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:

A site plan and photos

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

Letter of Consent

Provide an email or letter of consent from the owner/occupier of the premises in front which you propose to trade. This must include an outline of your trading hours and area to be used.

(NB A [Letter of Consent template](#)¹ can be found online)

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 (e.g. tables, display units, chair)

Applicants are required to provide photos of 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

¹ <https://www.melbourne.vic.gov.au/SiteCollectionDocuments/seasonal-street-trading-letter-of-consent.doc>

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 found on website

Please refer to the Selection Criteria for more detailed information of the program