



ACTION PLAN

FEBRUARY 2015 // EDITION 1



What Are You Going To Do!

Action // What are you going to do?

.....
.....

When? // When will you act?

.....
.....

How? // How are you going to realize your action?

.....
.....

Partners // Who do you need to help you?

.....
.....

Cost? // How much do you think it will cost?

.....
.....



Send your feedback to:
info@mthawthornhub.com.au



Contents

- 01 Introduction**
- 02 Guiding Principles for the Action Plan**
- 03 The Mt Hawthorn Hub Action Plan**
- 04 How To...**



NEED some

LUCK?

TASTE 32 BELT

MADE

FRESH

- Fresh cut sandwiches,
- Home made sausages,
- Jambons
- Green Juice
- Black/white pudding,
- Bacon + other Irish Goodies!

TASTE 32



CAUTION: H

Introduction

01

1.1 Mount Hawthorn Town Centre Context

Mount Hawthorn Town Centre is one of Perth's best examples of a traditional high street. It has a rich history having evolved from a satellite centre on Perth's northern extremity in the late 1800's to a bustling local centre with a range of shops and civic buildings once serviced by light rail. It is now an emerging regional destination, effectively servicing the local community while beginning to provide attractions and an urban grain that is appealing to isolated suburbs further north.

Mount Hawthorn Town Centre is home to a number of important civic uses such as the Mount Hawthorn Primary School and Mount Hawthorn Community Centre while being book-ended by two beautiful town parks – Braithwaite and Axford. Commercially, there are a number of old mainstays such as the Paddington Ale House which are going from strength to strength, while at the same time an emerging group of local retailers and food and beverage operators are attracting more than just local attention.

The Mount Hawthorn neighbourhood has a diverse demographic but in recent times has seen an influx of families largely due to the predominantly larger lot/single dwelling housing that the surrounding neighbourhood provides. As a result the Mount Hawthorn Primary School and other surround Primary Schools are at capacity.

1.2 Who is the Mount Hawthorn Hub?

The Mount Hawthorn Hub is a positive and proactive organisation who aspires to make the Mount Hawthorn Town Centre the best place it can possibly be. We do this through the organization of events, streetscape improvements, business promotion and development, place branding, marketing and more. We communicate directly with Council, representative bodies, decision making authorities and urban and creative professionals. Our mandate is to 'make things happen' rather than wait for somebody else to take action for us.



1.3 The Mount Hawthorn Town Centre Action Plan

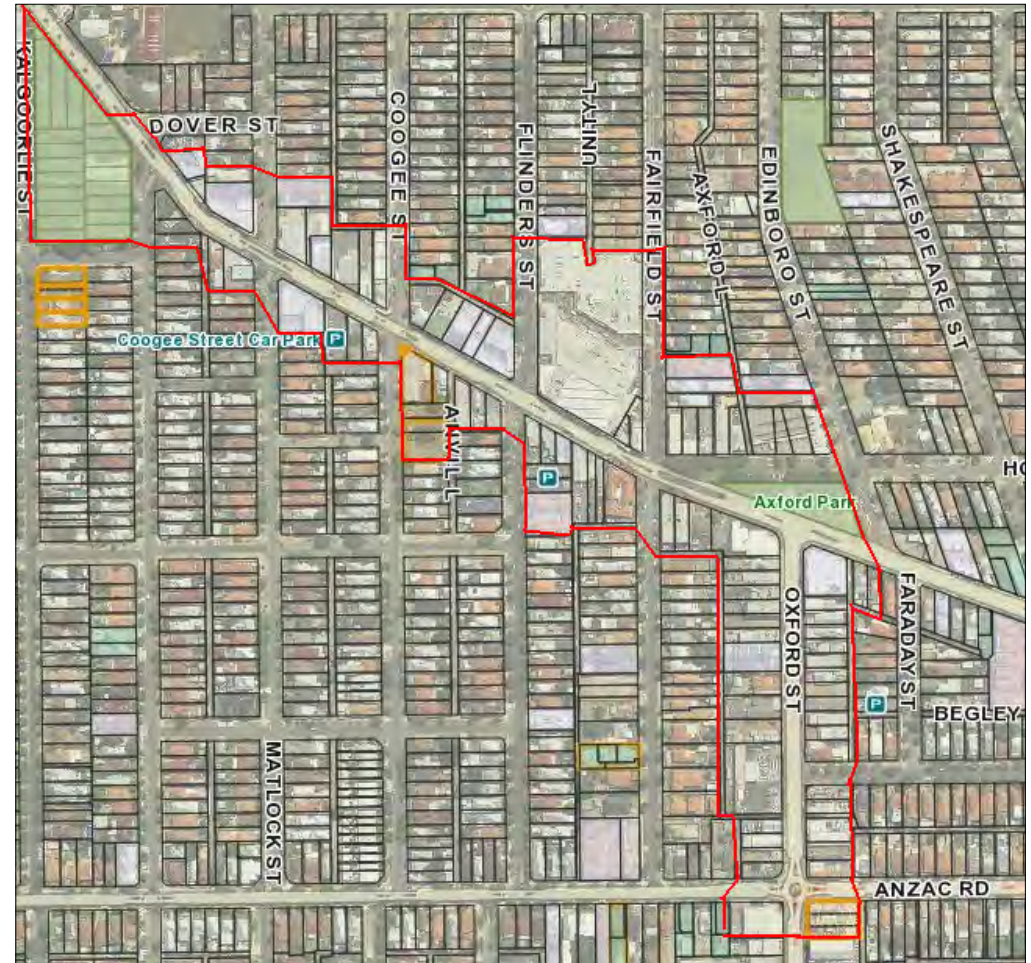
The Mount Hawthorn Hub has coordinated the preparation of this Action Plan in order to guide the community's collective energy to create a better Mount Hawthorn Town Centre.

The Action Plan is intended to:

- Be practical and achievable;
- Include short, medium and long term goals;
- Share responsibilities between governments, businesses, visitors and residents;
- Create a better place to live, work, run a business and socialise.

The Action Plan aims to also proactively respond to and better manage a range of threats/challenges, including, but not limited to:

- The need to create a better place for people;
- The threat of shopping centres and online retail reducing the number of visitors/customers to the street;
- Competition from other Town Centres;
- Moving toward a more sustainable transport offering; and
- Broader economic pressures may reduce disposable incomes and therefore spending along the street.





Fish n Chips

mt hawthorn

OPSM

What we, the local community said

Three (3) community sessions were held at various locations within Mount Hawthorn with the aim understanding how people felt about and engaged with the Mount Hawthorn Town Centre. We asked the following questions:

- What do you like about Mount Hawthorn?
- What don't you like about Mount Hawthorn?
- What would you like to see in Mount Hawthorn?

2.1 What We Like About Mount Hawthorn Town Centre (Our Strengths)

Mount Hawthorn is an emerging town centre with a rich history and a strong community. It has a local feel that we want to enhance and then brand. We value the diversity of local businesses as it meets our daily, recreational and cultural needs.

The top 4 categories of responses in the survey of what we like about Mount Hawthorn Town Centre were:

01 COMMUNITY VIBE/FEEL

- a. Friendly people
- b. Community spirit
- c. Village feel

02 INDEPENDENT SHOPS

- a. Locally produced goods/local business
- b. Unique shop/local high street feel

03 DIVERSE RANGE OF LAND USES

- a. Great mix of retail and food and beverage
- b. Great parks
- c. Great schools

04 ACCESSIBILITY (WALKING, CYCLING AND DRIVING)

- a. Good parking availability
- b. Very walkable neighbourhood
- c. Parks and shops within walking distance

02



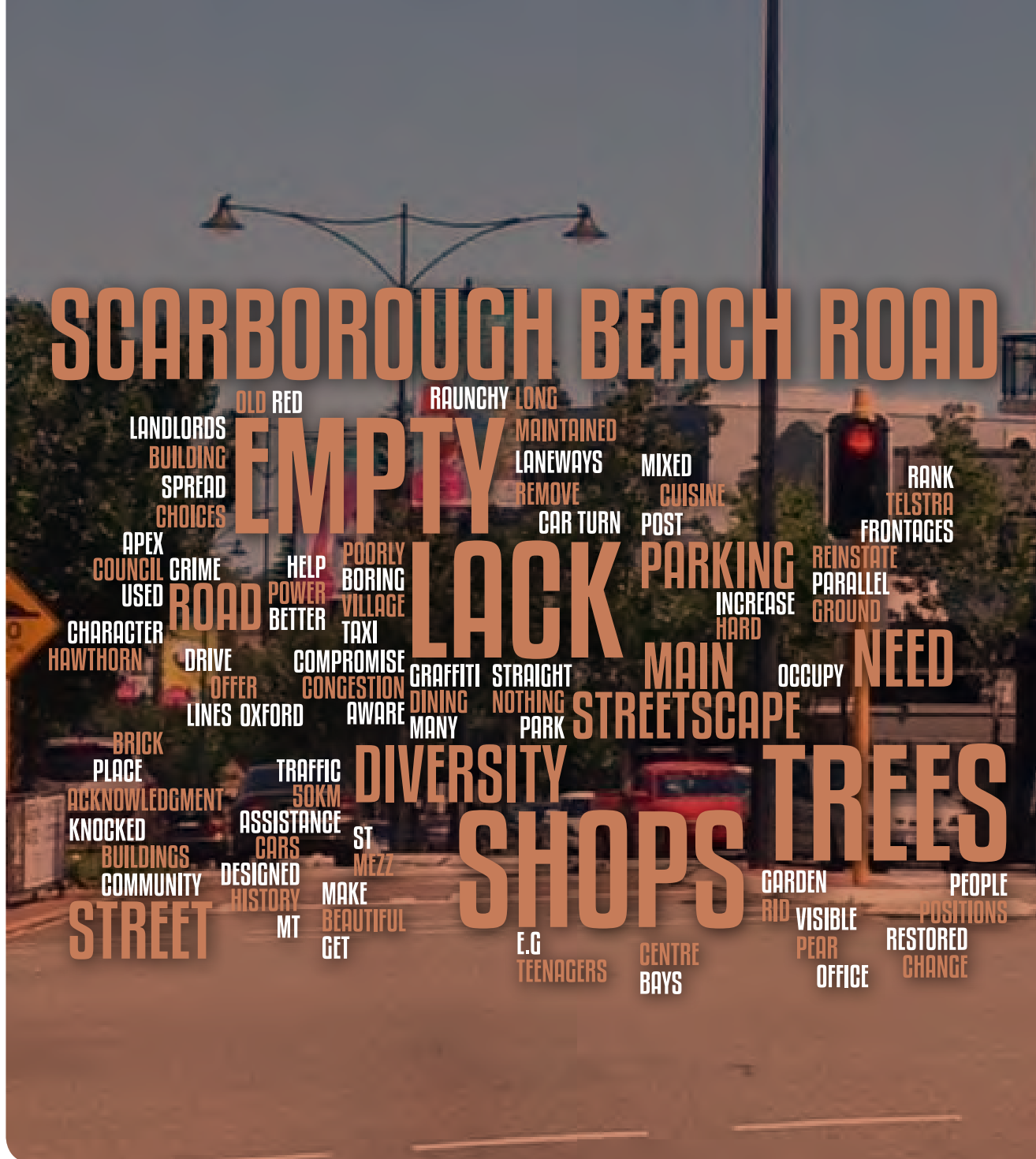
DOG CULTURE LOCALLY NICE VILLAGE PEOPLE FEELING IMPROVED LOCAL COMMUNITY
DINING ENGAGE MOVED RECENT SPIRIT LOVE FEEL OWNERS GARDEN CAFE HOUSE FUNKY PARKING
LOW WITHIN YEARS PRODUCED WALKABILITY BARS PEASANTS COMMUNITIES TABLES CAFES BOUTIQUES WELCOMING PER
RECEIVED WEE FEEL CAFE HOUSE FUNKY PARKING OPEN GREAT FACILITIES STREET HISTORY GOOD VIBE MEZZ
WALKING HOUSING FOODS PARK DISTANCE BELONGING WALKS FANTASTIC SEEING VEGGIE CREATIVE EVERYONE GROWTH
EATING SCHOOLS SMALL NEED STRIP LOCAL SHOPS PARKING PLAYGROUND DENSITY DWELLING ONE FAMILY
INDEPENDENT PUBLIC MT PRIVATE HELP WALKABLE USING AREAS YOUNG BEGINNINGS LANE DESIGNERS
BRAITHWAITE MELBOURNE SPACES LATE FREE PARKS WELCOME STYLE HIGH BROADWAY PACK BUSINESS BLOCK MUSIC
FRESH CORNER FACES PARK

2.2 What We Don't Like About Mount Hawthorn Town Centre (The Issues)

There is a desire for the Mount Hawthorn Town Centre to move forward and evolve whilst staying true to the local and unique feel that has evolved over time. In order to grow and evolve people feel there needs to be emphasis on place branding, street life, the night time economy and filling vacant shopfronts. There is a concern about the impact cars have on the feel of the place. We have also identified some gaps in the streetscape, such as lighting and the location and species of street trees.

The top 5 responses in the survey of what we don't like about Mount Hawthorn Town Centre were:

1. Streetscape Issues (Tree species and location, lighting, etc)
2. Car impact
3. Local shops closing/empty stores
4. Lack of awareness/place branding
5. Lack of night time economy



2.3 What we would like to see in the Mount Hawthorn Town Centre (Our Ambition)

STREETSCAPE/URBAN DESIGN IMPROVEMENTS



- Improved lighting
- Street trees for side streets
- Street art
- Underground power
- Create opportunities for play and active recreation
- Higher density residential on Scarborough Beach Road

IMPROVED STREET LIFE



- Festival/Street event
- Street performers
- Interactive opportunities in businesses (classes, etc)
- Outdoor movies
- Wi-Fi
- More alfresco

SUSTAINABILITY INITIATIVES



- Permaculture
- Community garden
- Recycling initiatives
- Edible street trees



TRANSPORT IMPROVEMENTS



- Light rail
- Reduce car speeds
- More bicycle parking
- Bike paths



BUSINESS IMPROVEMENTS



- Less restrictions for outdoor eating on footpaths
- Fill empty shops/spaces
- More diversity in shop types
- More boutiques
- Use spaces fronting underutilised spaces (laneway etc)

2.4 What makes Mount Hawthorn distinct?

So what makes Mount Hawthorn distinctive from other places? It is these points of distinction that are the hidden gold which will underpin Mount Hawthorn's continued evolution as an economically successful, socially fulfilling and truly local place.

Distinctiveness in the context of Mount Hawthorn

1. That which makes a place special, differentiating it from anywhere else;
2. The essence of what makes a place special to us;
3. It is the sum of landscape, townscape, history, tradition, wildlife and more – everything that makes a place unique

Willie Miller Urban Design

2.4.1 Rich History and Place Stories

Did you know that Mount Hawthorn had its very own Theatre and Theatre Gardens which accommodated 500 deck chairs in summer! Did you know that Mount Hawthorn was originally named Hawthorn Estate because it reminded the developer of Hawthorn in Melbourne and it was changed to Mount Hawthorn to avoid confusion? This history and these stories represent an opportunity to build a 'place narrative' that enhances Mount Hawthorn Town Centres 'sense of identity'.

Mount Hawthorn was originally named Hawthorn after development syndicate representative JA Hicks visited Victoria and mused "...what Hawthorn was to Melbourne our estate was to Perth". The Mount was later added to avoid confusion and because it was fashionable at the time.

A tramline (light rail) operated in the Mount Hawthorn Town Centre from the 1890's running up Oxford Street to Scarborough Beach Road and on to Osborne Park.

In 1935 on the south side after the Mount Hawthorn Hotel was Mrs Sewell the draper (143), a chemist (145), Mrs Eagles' mixed business (147), Matheson the grocer (151) and a butcher (153) on the corner of Flinders Street. See a picture of Cyril Smiths Butcher below. On the northern side of Scarborough Beach Road, opposite the hotel was a newsagent (140), tailoress (142), Saville's Fruit Shop (144), followed by six private residences, then a hatmaker, Dolling's store and mixed business (176) on the corner of Coogee Street with Neville Bros butchers (178) next door.



THE RITZ THEATRE AND THEATRE GARDENS



HISTORIC TRAMLINE ON SCARBOROUGH BEACH ROAD



THE PADDINGTON ALE HOUSE USED TO BE CALLED THE MOUNT HAWTHORN HOTEL



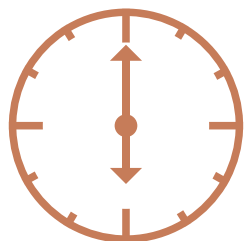
CYRIL SMITHS BUTCHER ON SCARBOROUGH BEACH ROAD (1935)

2.4.2 What makes Mount Hawthorn Town Centre distinctive today?



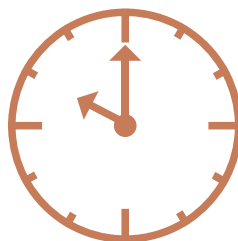
2.5 A day in Mount Hawthorn?

This Action Plan aspires to make the below day become an actuality!



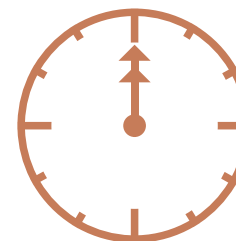
EARLY MORNING

- a. Breakfast, coffee and newspaper before work
- b. Take a nice relaxing walk or do some exercise before work in a local park
- c. Catch a bus, light rail, cycle or walk into work (either locally or further away)



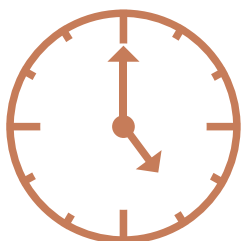
MID MORNING

- a. Get a coffee and something to eat from a local cafe
- b. Go somewhere with wi-fi to do some work or have a meeting
- c. Meet up for a coffee with friends
- d. Walk , cycle into town to run some errands at the local bank and post office



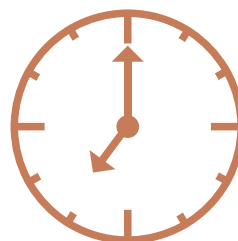
LUNCH

- a. Get a quick, cheap and healthy bite on the lunch break
- b. Sit in a nice park and log into the wi-fi
- c. Sit in an urban space and watch the people walk by while listening to music on the street
- d. Have lunch with friends or colleagues at a local bar or restaurant



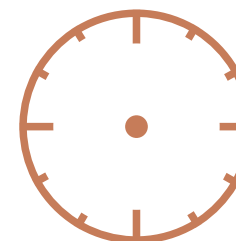
AFTERNOON

- a. Quick drink after work
- b. Enjoy a stroll/ride through the streets and parks on the way home or to the local bus stop/train station
- c. Pick up fresh/organic groceries on the way home from work
- d. Purchase a gift for the partner or kids



EVENING

- a. Out for dinner at a local restaurant or bar- experience local offering in an urban environment – eat on the street
- b. See a band or attend an event
- c. Do some shopping at a local boutique
- d. Got to the local hawkers market and take in the smells of cooking food from local chefs



WEEKEND

- a. All of the above
- b. Go to the makers market and support local craftsman and artisans in a gritty urban setting
- c. Take the kids for a walk/cycle on the street – hand out in one of the Town parks
- d. Meet friends for lunch/dinner

2.6 Guiding Principles for the Action Plan

The following four principles were developed with the assistance of local businesses and the community.

Principle 1 Develop the Community

People are the lifeblood of any place. The more we focus on improving community the more likely people will build stronger connections with the place and its people, will walk and cycle to local shops, and the more likely they will volunteer their time for the benefit of the community and the place. If we prioritise our resources toward developing community we will see significant improvements - environmentally, socially, economically and culturally.

Our actions must develop the community...

"The trust of a city street is formed over time from many, many little public sidewalk contracts. It grows out of people stopping by at the bar for a beer, getting advice from the grocer and giving advice to the newsstand man, comparing opinions with other customers at the bakery and nodding hello to the two boys drinking pop on the stoop, hearing about a job from the hardware man and borrowing a dollar from the druggist. Most of it is ostensibly utterly trivial, but the sum is not trivial at all. The sum of such casual, public contact at the local level – most of it fortuitous, most of it associated with errands – is a feeling for the public identity of people, a web of public respect and trust, and a resource in time of personal or neighbourhood need..."

Jane Jacobs

Principle 2 Create a people first streetscape

Creating a walkable environment that has adequate shade, places to sit, places to ride and park your bike, bins to put your rubbish in, space to relax, room for outdoor eating areas and active and interesting building frontages is integral. These are the core elements of creating a people oriented habitat. For too long we have prioritised the car in our habitats and it is now time to put people first.

Our actions must build a comfortable human environment...

"In many cities and towns around the world an urban renaissance is under way, creating pedestrian-friendly urban areas by enhancing their quality and environment and, in turn, improving their amenity, viability and vitality. The creation of safe and attractive walking and cycling environments in towns and cities is a necessary condition for success and is central to improving them for shoppers, visitors, workers and residents alike. In other words, quite apart from pro-walking and pro-cycling arguments based on sustainability, the environment, health, community cohesion or social inclusion, there is a strong business case for improving walking and cycling conditions".

"Good for Business – the Heart Foundation"

Principle 3

Support the local economy

Attracting local business which produces local goods or localized services helps to grow community. A truly local economy is a more resilient economy, more likely to persevere through downturns. Local businesses who service the needs and wants of the local community naturally provide a sense of identity for the place as a whole. This identity or distinctiveness then serves to enhance the sense of pride everyone feels about the place. A sense of pride will mean local people are more likely to give their custom during the good times and the bad.

Our actions must attract and promote local business...

"Money spent in the town centre is likely to stay in the town centre with local businesses more likely to have localised supply chains."

Mary Portas – The Portas Review

"New economic theories point out that our city and regional economies may no longer function as they once did, but have been turned upside-down. This research suggests that human and creative capital applied in our communities is now the catalysts of economic growth rather than mere results of that growth."

Project for Public Spaces

Principle 4

Embrace and promote experiences

Mount Hawthorn Town Centre should be a sensory event, whether for shopping, recreating, meeting a friend or running an errand. Visiting and living in Mount Hawthorn should be a pleasurable, interesting and unique experience. This experiential component is the advantage traditional town centres have over large car oriented shopping centres. The ability to stroll through a tree lined street, eat on the street, listen to street music, visit a market or watch the world go by with a drink is something only a traditional town centre can provide. The Mount Hawthorn Town Centre must continue to expand and improve its experiential offering.

Our actions must improve street life...

"...creative class citizens, especially millennial's, vastly favour communities with street life, the pedestrian culture that can only come from walkability".

Jeff Speck – Walkable City

"The street is the river of life of the city, the place where we come together, the pathway to the center"

William H. Whyte



The Mount Hawthorn Town Centre Action Plan

03

3.1 Local Government and Decision-Making Authority

Table 2: Government Actions

No.	When?	Action	Implementation	Partners	Funding	Current Status
1	Short term	Hawkers market in Axford Park	Market organisers to lodge application with City after liaising with MHH City to prepare assess application and report to Council Market organisers to deliver Hawkers market	Mount Hawthorn Hub Market organiser	Nil	In progress
2	Short Term	Identify space for art murals and deliver <ul style="list-style-type: none"> Treadways Neighbourhood Pizza Mezz 	Work with landowner and tenant to finalise artwork and complete written agreement Identify local artist	Local Business Local Landowners	City of Vincent murals budget and local business contribution	Treadways mural complete Others in progress
3	Short term	Review parking signage and other wayfinding measures	Review parking provision and existing parking signage Consider wayfinding measures if necessary	Mount Hawthorn Hub	Nil	Identified
4	Medium Term	Reduce speed limit on Scarborough Beach Road to 40km	Liaise with Main Roads Prepare report to Council	Main Roads WA Mount Hawthorn Hub	Unknown	Identified
5	Medium term	Identify 'hot spots' and plant street trees in selected locations	Mark out street tree locations based upon place assessment Consider tree species Prepare report to Council Install	Mount Hawthorn Hub	Mount Hawthorn streetscape enhancement budget	In progress
6	Medium Term	Identify gaps in the public seating provision and provide new benches	Identify locations for public seating based upon place assessment results Consider seating design Prepare report to Council Install	Mount Hawthorn Hub	Mount Hawthorn Streetscape Enhancement Budget	In progress

No.	When?	Action	Implementation	Partners	Funding	Current Status
7	Medium Term	Identify gaps in waste disposal provision and provide new bins	Identify locations for bins based upon place assessment results and business consultation Consider bin design Prepare report to Council Install	Mount Hawthorn Hub Local Business	Mount Hawthorn Streetscape Enhancement Budget	In progress
8	Medium Term	Undertake temporary activation of Anvil Lane	Liaise with landowners and businesses Prepare design and source infrastructure Prepare events schedule involving local business Prepare engagement schedule	Mount Hawthorn Hub Local Business	Mount Hawthorn Placemaking Budget	Identified
9	Medium Term	Identify gaps in the cycling infrastructure and provide bike racks where necessary	Identify locations for cycle racks and install	Mount Hawthorn Hub	Mount Hawthorn Streetscape Enhancement Budget	In progress
10	Medium term	Implement a PARKlet at a selected location	Prepare report to Council for PARKlet at identified locations (Paper Boutique/Amuse)	Mount Hawthorn Hub Local Business	PARKlet Budget	In progress
11	Medium Term	Improve lighting in Town Centre	Observe current lighting provision Identify locations for new lighting Identify lighting type and costs Prepare report to Council Implement	Mount Hawthorn Hub Western Power	Unknown	Identified
12	Long Term	Improve urban design at Scarborough Beach/Oxford Street Corner	Review current traffic volume/speeds/driver behaviour/ impacts on pedestrian amenity Review current design/identify potential changes Investigate funding options/appetite for change Investigate budget potential and implement	Main Roads Mount Hawthorn Hub	Unknown	Identified
13	Long Term	Create town square and urban space at Anvil Lane and adjacent road reserve on Scarborough Beach Road	Prepare basic concepts Investigate funding opportunities Prepare council report Prepare detailed design and implement	Local landowners Local business Local residents Mount Hawthorn Hub	Unknown	Identified
14	Long Term	Free Wi-Fi in Town Centre	Investigate funding	Mount Hawthorn Hub	Unknown	Identified

3.2 Mount Hawthorn Hub

No.	When?	Action	Implementation	Partners	Funding	Current Status
1	Quick Win	Unified after hours trading period	Engage with local businesses Decide on day and time to open Focus on opening in clusters	Local Businesses	Nil	Identified
2	Quick Win	Footpath pavement art	Identify local artist Identify pavement space	Local Artists Local Business	\$500 an artwork	Identified
3	Quick Win	Improve place branding – social media, radio, website, application	Continue regular posts on social media Launch new website Consider new media platforms	Local Business Local Resident City of Vincent	Unknown	Unknown
4	Medium Term	Create and publish (website) directory of Mount Hawthorn Hub members and business members	Compile list of members	Local Businesses Local Residents	Nil	Identified
5	Medium Term	Deliver Major Event	Work with Funk Factory to deliver major Mount hawthorn street event	City of Vincent Business	City of Vincent Event Budget Sponsors 6 Grants Other	In progress
6	Medium Term	Create Mount Hawthorn Hub Bags (No Plastic Bag campaign)	Investigate cost implications and potential suppliers Investigate distribution strategy Investigate bag design	Local Business	Unknown	Identified
7	Long term	Movies in the park/Mezz Car Park – ‘Return of the Ritz’	Liaise with Hawaiian – potential to use space? Investigate funding opportunities Consider seeking out outdoor cinema operator to run with concept	City of Vincent Hawaiian	Unknown	Identified
8	Long Term	Community Garden in Axford Park	Liaise with City to ascertain potential for this to occur Enlist community support Create governance/management structure Identify set up costs Work with the city to prepare design	Local Business and Residents	Unknown	Identified
9	Long Term	Work with the Mezz to improve Scarborough Beach shopfronts	Aspire to improve shopfront detailing in the Mezz tenancies fronting Scarborough Beach Road. Liaise with Hawaiian	Hawaiian City of Vincent Local Business	Nil	Unknown

3.3 Local Business Community

IDEAS FOR YOUR BUSINESS

Your Action	Why?
Install planter boxes	Bringing a planter box onto the street provides interest and colour
Sophisticated signage	Less is more!
Excel in window dressing	Beautiful displays improves the aesthetics of ground level and invites people into your store
Hold an event in your business to attract more customers	Well marketed events bring valuable exposure and attract people to the street. The Mount Hawthorn Hub will help you market your event.
Bring your wares onto the Street	Bringing your wares on the street creates a more welcoming and interesting environment and may increase sales
Open after hours	If your business relies on foot traffic, consider opening after hours, where there is often more people walking the street.
Utilise an underutilised space	Sub leasing or realising the potential of an empty space can increase the productivity of your business while creating
Introduce yourself to your neighbour	Working together rather than in competition will help business and improve Mount Hawthorn Town Centre as a destination
Join the Mount Hawthorn Hub	It will introduce to a network of passionate and proactive Mount Hawthorn Town Centre people.

3.4 Local Resident Community

WHAT CAN I DO?

There are lots of things we can all do to make Mount Hawthorn Town Centre a great place. This is a simple list with some ideas.

WHAT CAN YOU DO?

LESS INVOLVED



MORE INVOLVED

- Smile at a stranger on the street
- Smile at one of the local traders
- Introduce yourself to one of the local traders
- Buy from local shops
- Pick up a piece of rubbish from the street
- Walk or cycle to the street instead of driving (reduces traffic and parking congestion, better for you and better for the environment)
- Meet your friends at a local café or bar
- Tell your friends about what's happening on the street
- Help fund a new action (e.g. public art)
- Participate in a new action to improve the street
- Help organise a new action to improve the street
- Lead a new action to improve the street



paper boutique

ANTEDOTE

HAIR I

Clare & Catherine

How to

Please Note: All forms, Local Laws and Policies are located on the City of Vincent website.

04

4.1 Alter my shop front....

Do you feel like giving your shop front a facelift? Is it not receiving the attention it deserves? Sometimes all a business needs is a fresh look to gain the public's interest.

Shop front alternations are exempt from planning approval from the City of Vincent. This is provided that they do not:

- a. Alter the shop front alignment;
- b. Affect heritage requirements (refer Policy No. 3.6.1: Heritage Management Development Guidelines or Heritage and Adjacent Properties); or
- c. Install roller doors and shutters.

To ensure passive surveillance and visual amenity, all shopfronts should maintain an active, inviting and transparent interface with the street and footpaths.

4.2 Introduce alfresco dining...

Alfresco is an important part of creating street life. It enhances social interaction benefitting residents, traders and visitors, by providing a high level of safety and convenience.

The City of Vincent must issue a permit to businesses before they can incorporate an alfresco area. The process is as follows:

1. Applicants are required to submit a completed Outdoor Eating Area Application Form ;
2. This form must be accompanied by:
 - a. Detailed Elevation and Site Plans depicting barricades / barriers to be used and accurate dimensions of the area
 - b. Any additional information that may be relevant to the application; and
 - c. The relevant application fee (site specific).
3. Following submission, the application will be assessed by the City. As part of this process, the City of Vincent will determine whether the application complies with the City's "Trading in Public Places Local Law (2008)" and "Policy No. 3.8.1: Outdoor Eating Areas";
4. A permit for the alfresco dining are will be valid from 1 July to 30 June each financial year.

4.3 Entertain on the street...

Street performances can significantly boost the atmosphere, vibrancy and interest in a public place.

For the time being, a person shall not perform in a public place without a valid entertainer's permit. The City of Vincent offers a one off, three month or annual entertainers permit. Prices are details below (GST inc)

- a. One-off permit = \$25.00
- b. Three month permit = \$50.00
- c. Annual permit = \$100.00



Please refer to the "Trading in Public Places Local Law (2008)" to ensure that your performance abides by the City's standards.

The City of Vincent is creating permit-free entertainment zones, which will come into effect by 2015.

4.4 Install a public mural...

If your tenancy has an exposed blank wall... then why not paint it! Mount Hawthorn has an emerging street art scene. Murals are a great way to inject vibrancy and character into a local area, and can assist in bringing exposure to local business.

The process for having your public mural approved is as follows:

1. The applicant consults with the City of Vincent's Co-ordinator of Arts and Creativity;
2. Develops the proposal with the local artist/s;
3. Lodges the proposal with the City of Vincent (accompanied by an Applications for Public Mural Design Approval Form)
4. Should the City approve the public art project application, the artist may then undertake the public art project;
5. The applicant is then required to notify the City of Vincent of completion and so the project may be registered.

Be creative, be adventurous, and be sure to let the community know about it!

4.5 Display goods on the footpath outside my business...

Trading on the footpath creates an interesting atmosphere for pedestrians and has economic benefits for local traders.

The City of Vincent may grant approval for the display of goods for either one year (\$55.00 as at 2012/13) or three years (\$75.00 as at 2012/13).



Before you can display your goods, you must apply for a goods permit. To apply for a goods permit, the applicant must provide details of the proposed goods and display and complete the online application at: http://www.vincent.wa.gov.au/Services/E-Services/Apply_Online/Ranger_Permits/Application_for_Trading_in_Public_Places_Form_Display_of_Goods_on_a_Footpath

When displaying goods, the permit holder is to ensure that:

1. They are in a safe location at all times;
2. The goods and display are stable so that they are not affected by the elements (i.e. wind) of pedestrians using the footpath;
3. They are not to extend more than 1 meter from the building occupied by the permit holder;
4. The permit number provided by the City is displayed in a conspicuous place on or near the goods or goods display.

4.6 Establish a temporary food business...

Sometimes the smells emanating from a food stall can be the most successful marketing techniques.

As defined by the City, temporary food businesses typically include food vehicles, market and barbecue stalls.

Before one can establish a temporary food business, they must receive approval from the City. The applicant must notify the City of their intentions and complete the online application at:



http://www.vincent.wa.gov.au/Services/E-Services/Apply_Online/Health_Forms/Temporary_Food_Premises_Application_Form

A risk based registration fee is also required for each temporary food premises either as a one-off event (up to two consecutive days) or an annual permit for a particular event/location.

The business will be inspected by the City's Environmental Health Officers to determine the risk prior to approval being granted.



Please be sure to read "Policy No. 3.8.10: Food Act 2008"

The City is currently exploring a Mobile Food Vendor Policy to encourage food trucks. In the meantime set up your new temporary food business at the Mount Hawthorn Hawkers Market at Axford Park (coming soon!).



mounthawthornhub.com.au