

## BACKGROUND

The Crown Street Mall (Mall) is a unique space located within a retail and business environment located at the heart of our Wollongong City Centre.

A city mall speaks volumes about a city, how it is perceived, how it is used and importantly what is experienced and shared with other people. Flexible spaces and a diversity of functions both day and night allow people of all ages to spend time in the Mall creating a constant hive of activity.

Council welcomes and encourages the type of activity identified in this Policy that delivers on the Guiding Principles identified below:

## OBJECTIVE

The main objectives of this Policy are to:

- 1 Provide a clear and transparent framework to guide the decision-making and approval process for activity in the Mall; and
- 2 Encourage various forms of activity that create a vibrant and revitalised Mall and a strong sense of place for the community and other stakeholders.

## POLICY STATEMENT

This Policy provides a framework for appropriate Mall activities while acknowledging that in a mixed use environment, these activities need to be carefully managed for equity and fairness to all and to protect and recognise the role of the city's public domain.

For the purposes of this Policy the Mall is the area that encapsulates Crown Street between Keira and Kembla Streets, a section of upper and lower Church Streets and Globe Lane – see Figure 1 below:

Figure 1



This Policy is to be implemented in conjunction with other relevant Council policies and strategies including the Wollongong Local Environmental Plan (LEP).

## STATEMENT OF PROCEDURES

### GUIDING PRINCIPLES

The following describes the five guiding principles which support activity in the Crown Street Mall:

#### **1 Appropriate Location**

Council seeks to encourage Mall activity in appropriate locations in order to promote economic growth, cultural benefits and social integration while understanding the needs of local businesses and users of the public domain. The location should be selected based on where the activity can enhance the vibrancy and positive experience.

Activities should be integrated into the Mall in a way that do not disrupt the community's engagement with the public domain i.e. compromise existing users, pedestrian access, street furniture, and building entrances.

While the whole of the Mall provides activation opportunities, three zones have been identified as major activation hubs with a capacity to support a number of different forms of activity occurring in tandem. These locations are the Kiera Street Mall Entry/Exit, the T-intersection at Church Street and the area opposite the Wesley Church – see Figure 1.

Specific sites have been allocated for fundraising and street entertainment.

#### **2 Safety and Accessibility**

Mall activities should be delivered without compromising the safety of people or places. With safety in mind well-designed and maintained equipment, stalls and infrastructure are essential.

Accessible paths of travel located within the Mall against the perimeter of the public domain and private property lines are to always be kept clear. This aligns to Council's commitment for accessibility and inclusiveness for all people including those with a disability.

#### **3 Authentic, Diverse and Engaging**

Council encourages new and interesting ideas that add to the life of the City Centre, give another reason for people to visit the City Centre, enhance the vitality of the Mall, and create a sense of interest and curiosity. The range of Mall activities should reflect a uniqueness, depth and breadth of creative opportunities and may be seasonally orientated.

Activities within the Mall should be authentic with a strong 'local' focus. 'Local' refers to creatives and products designed by residents within the Wollongong LGA, surrounding LGAs or the Illawarra Region (can be manufactured elsewhere).

The originality of Crown Street Mall activity concepts should be demonstrated with a strong point of difference that complements the current retail offer.

Mall activities should be engaging and diverse in nature encouraging community participation.

#### **4 Attractive and High Quality**

The design and appearance of structures should be innovative and vibrant, as well as being structurally sound to be able to withstand exposure to various climatic conditions. The overall design of any infrastructure used by the activity should contribute to the Mall's physical characteristics and enrich the street culture.

The activity must be considered to be suitable and acceptable for presentation in the public domain.

#### **5 Management and Operations**

Council encourages Mall activities that demonstrate sound management practices such as timeliness, reliability and professionalism. Any proposed activity should consider basic logistical matters such as safety, traffic, noise, waste and access before, during, and after each activity. Evidence of how this is addressed will be required and will be used to address suitability.

Demonstration of how the activity delivers on the Mall alcohol and smoke-free zone will also need to be clearly defined.

Mall Activity applications should provide evidence of current public liability insurance with a minimum cover of \$20,000,000. Council reserves the right to waive this requirement when appropriate.

## TYPES OF ACTIVITIES

This Policy extends to the most commonly practiced forms of activation. These include activities that occupy any part of the public domain for of a long term, medium term and short term.

Each of the activities identified in this Policy has specific requirements which are identified in each of the attached corresponding Policy Operating Statements attached to this Policy.

### Long Term

Long Term Mall activities occupy a part of the public domain for greater than twelve months. Most of these activities are granted through an Expression of Interest and/or Quotation process with pre-determined selection criteria which includes the Guiding Principles identified in this Policy.

These activities include:

- 1 Outdoor Markets; and
- 2 Goods and/or services kiosks/carts/cylinders/vans eg fresh flowers, fresh fruit and vegetables, food vans.

Note: Outdoor dining is governed by Council's Outdoor Dining Policy.

### Medium Term

For the purposes of this Policy, medium term Mall activity is defined as seasonal activity. It occupies a part of the public space for greater than 3 months and up to 12 months. Seasonal activities are temporary in nature, may occur on a daily and/or weekly basis and may be disassembled and removed from the public space at the end of the day.

Seasonal activity is any activity that offers the sale of unique products or services or the presentation of unique displays eg art installation.

Crown Street Mall Permits as well as any other statutory requirements outside of this Policy for the particular activity are required.

### Short Term

For the purposes of this policy, short-term Mall activity is defined as any activity that extends any time from a part day to up to 3 months. These activities are temporary in nature, may occur on a daily basis and are disassembled from the public place at the close of trade.

Crown Street Mall Permits as well as any other statutory requirements outside of this Policy for the particular activity are required. Short term activities include:

- 1 Events and Festivals;
- 2 Street Entertainment which includes busking;
- 3 Fundraising;
- 4 Promotions and Handbill Distribution;
- 5 Occasional Retail Trading; and
- 6 Mall Banner Pole Program.

## POLICY OPERATING STATEMENTS - ATTACHED

- Attachment 1: Short Term Activity: Events and Festivals  
Attachment 2: Short Term Activity: Street Entertainment  
Attachment 3: Short Term Activity: Fundraising Collection  
Attachment 4: Short Term Activity: Promotions and Handbills  
Attachment 5: Short/Medium Term Activity: Retail Trading and Seasonal Events  
Attachment 6: Short Term Activity: Crown Street Mall Street Banner Program

## ACTIVITY EXCLUSIONS

In order to ensure that the Mall fosters an environment that supports and encourages a dynamic activity centre that is shaped by this Policy, Council does not support activities that do not deliver on the above Guiding Principles.

These activities are identified below.

### **Vehicular Access to the Mall**

The Mall is a vehicle free zone. However recognising that at times authorised vehicles may require access to the Mall the following are exceptions:

- Emergency Service vehicles involved in active Duty;
- Public Utility Service vehicles involved in active maintenance; and
- Vehicles displaying a Council 'Vehicle' Entry Permit'. These are permits specific to the Mall which can be requested through Council's City Centre Team and will only be granted for the purposes of dropping off material/goods for an approved activity or as part of an approved activity.

The owner or driver of any vehicle entering or parking contrary to any vehicle regulation sign or permit conditions in the Mall or any person who fails to comply with such signs may be issued with a Penalty Notice.

### **Public Collections**

Public collections such as requests for cash donations, direct debit arrangements or pledges for an individual's personal use fall outside of the fundraising activity supported in this Policy, and as such are prohibited.

### **Bill Posting**

Council may issue a Permit for the display of advertising posters within the Crown Street Mall. Council may prosecute any person who affixes or causes to be affixed any advertisement within the Crown Street Mall without the issue of a permit by Council.

The Permit holder will be required to carry out remediation work (removal of posters) in connection with the carrying out of the activities or face potential prosecution under the Protection of the Environment Operations Act 1997.

### **Skating – Section 681A of the Local Government Act 1993**

The use of roller blades, roller skates or skateboards within the Crown Street Mall is prohibited. Council may confiscate any item of this nature it deems prohibited under Section 681A of the Local Government Act 1993.

### **Spruiking – Section 68 of the Act**

Spruiking by a person or persons is not an approved activity within the Crown Street Mall.

### **Use of Public Address Systems – Section 632 of the Act**

The use of a public address system or any type of amplification must not be used within the Crown Street Mall without the prior issue of a Permit by Council.

### **Display and/or Sale of Food**

Food must not be displayed or sold unless granted permission by Council and must not be displayed or sold otherwise than in accordance with the relevant provisions of the Food Act 2003, the Food Regulation 2004 or any relevant Council Policy.

### **Horses**

Horses are not allowed to enter the Crown Street Mall without the prior issue of a Permit by Council.

Where a permit is issued, those persons responsible for the horse or horses will need to comply with the Crown Street Mall Traffic Management Plan.

**Dogs – Companions Animals Act 1998**

- a Any dog in or on the Crown Street Mall is required to be under the effective control of some competent person by means of an adequate chain, cord or leash.
- b Failure to comply with this requirement is an offence under the Companion Animals Act 1998 and may render the owner of the dog liable to a penalty.
- c The owner of a dog which defecates in or on the Crown Street Mall is guilty of an offence under the Companion animals Act 1998 for which a penalty applies unless the faeces are removed and properly disposed of by the owner of the dog or by the person in control of the dog.

**Garbage Bins**

Garbage bins located in the Crown Street Mall are for the use of the public and not for the general usage of businesses or retailers. If retailers or businesses do use these bins, they may face prosecution under Protection of the Environment Operations Act 1997.

**Litter**

Persons issued with a Permit must not damage the area to which the Permit relates and keep it and adjacent areas free of any waste generated by the activity or promotion.

**Alcohol-Free Zones**

The consumption of alcohol within the Crown Street Mall is prohibited without approval by Council and an approved Liquor Licence from the office of Liquor Gaming and Racing that clearly delineates the approved Licenced Area.

During the Liquor Licence application phase a Plan of Management detailing control over the site is to be submitted to Council as part of the process. This is to ensure the goals of the Alcohol Free Zone are maintained and the amenity of the area is preserved.

**Smoke-Free Zone**

From 1 November 2013, the Crown Street Mall has been designated as a smoke-free area. This covers Crown Street between Keira and Kembala Streets, Globe Lane, and Church Street between Globe Lane and Court Lane.

**Pavement and Drains**

- a The Crown Street Mall pavement must not be stained or marked in any way.
- b No permanent alterations are to be made to the pavement or Council property such as holes to accommodate table legs and promotional apparatus unless in special circumstances with prior Council approval.
- c No materials are to be poured down pits or allowed to soil into pits.

The Permit holder will be required to carry out remediation work in connection with the carrying out of the activities or face potential prosecution under the Protection of the Environment Operations Act 1997.

**Amendments to this Policy**

This Policy replaces the Crown Street Mall Regulations Policy. Council may amend, vary or add to this Policy from time to time.



### BACKGROUND:

Council values the rich diversity of entertainment and experiences that community-based and commercially-focused events and festivals can bring to public life.

Events and festivals staged in the Crown Street Mall (Mall) should complement existing community and commercial activities, and balance the needs of local residents and the broader community.

### OBJECTIVES:

The main objectives of this Policy are to:

- 1 Provide a clear and transparent framework to guide the decision-making and approval process for events and festivals held in the Mall; and
- 2 Encourage events and festivals that contribute to a vibrant and revitalised Mall and a strong sense of place for the community and other stakeholders.

### DEFINITIONS:

'Event' and 'festival' are any activity, private, community or commercial, organised for a particular location or a series of locations within the Crown Street Mall, and at a particular time, with a considerable number of persons attending. This includes parades, large-scale street parties, and public concerts, sporting events or other activities.

'Local' refers to products designed by residents within the Wollongong LGA, surrounding LGAs or the Illawarra Region (can be manufactured elsewhere), and creatives and organisations within the Wollongong LGA, surrounding LGAs or the Illawarra Region.

'Mall' geographical area is defined in figure 1 below:

Figure 1:



## GUIDING PRINCIPLES

Permits help to ensure events and festivals are operated within the framework of Wollongong City Council's (Council) policies and guidelines for this activity.

Council's decision to approve a permit for events and festivals will be based on the following guiding principles. Council will refer to these principles in the decision-making process to ensure each application conforms to the Policy and is assessed fairly, consistently and appropriately.

### **1 Appropriate Location**

Council seeks to encourage events and festivals in an appropriate location in order to promote economic growth, cultural benefits and social integration while understanding the needs of local businesses and other users of the public domain.

This type of activity would seek to incorporate the length of the Mall.

Events and festivals will only be permitted on days as determined by Council. The total area for events/festivals will be determined by Council and the activity is required to stay within that area during the allocated period.

### **2 Safety and Accessibility**

Mall activities should be delivered without compromising the safety of people or places. With safety in mind well-designed and maintained equipment, stalls and infrastructure are essential. Responsible and appropriate measures are to be put in place to minimise risk and danger.

Accessible paths of travel located within the Mall against the perimeter of the public domain and private property lines are to always be kept clear. This aligns to Council's commitment for accessibility and inclusiveness for all people including those with a disability.

### **3 Authentic, Diverse and Engaging**

Council encourages new and interesting ideas that add to the life of the City Centre by providing another reason for people to visit, enhancing the vitality of the Mall, and creating a sense of interest and curiosity both day and night.

Events and festivals within the Mall should be authentic. A strong 'local' focus incorporating local product and talent is encouraged, as well as the incorporation of original and creative ideas that demonstrate a unique point of difference and a connection to our rich cultural surroundings.

Council supports events and festivals that offer a diverse program including music and art, and encourage community participation.

### **4 Attractive and High Quality**

The Mall encompasses significant places and architectural elements. Any additions to the public domain should create a seamless and attractive addition to the city centre.

The design and appearance of structures should be innovative and vibrant, and structurally sound to be able to withstand exposure to various climatic conditions. The overall design of any infrastructure used by the activity should contribute to the Mall's physical characteristics and enrich city life and street culture.

The event and festival must be considered to be suitable and acceptable for presentation in the public domain.

### **5 Management and Operations**

Council encourages events and festivals in the Mall that demonstrate sound management practices such as timeliness, reliability and professionalism. Any proposed activity should consider basic logistical matters such as safety, traffic, noise, waste and access before, during, and after each activity. Evidence of how these factors will be suitably addressed is required. A risk management plan will also be required.

Event type	Event Parameters	Application Notice
Small Events	<ul style="list-style-type: none"> <li>• 50 to 150 people</li> <li>• No selling of food or alcohol</li> <li>• Low or no impact on Crown Street Mall retailers and businesses</li> </ul>	10 working days to 1 month (10 working days minimum)
Medium Events	<ul style="list-style-type: none"> <li>• 150 to 1000 people</li> <li>• Food vendors or licensed areas</li> <li>• Potential impact on Crown Street Mall retailers and businesses.</li> </ul>	6 weeks to 3 months
Large Events	<ul style="list-style-type: none"> <li>• Attendance over 1000 people</li> <li>• Food vendors or licensed areas</li> <li>• Medium/high impact on Crown Street Mall retailers and businesses.</li> <li>• Multiple event days/sites</li> </ul>	3 to 6+ months

**PERMITS AND FEES:**

These are identified in Council’s annual fees and charges document which can be found on Council’s website.

**INSURANCE:**

All Festival and Event applications should provide evidence of current public liability insurance with a minimum cover of \$20,000,000.

**APPLICATIONS/CONTACTS:**

All relevant information regarding events and festivals including the Application Form can be obtained via:

Phone: (02) 4227 7111

Email: [citycentre@wollongong.nsw.gov.au](mailto:citycentre@wollongong.nsw.gov.au)

Webpage: <http://www.wollongong.nsw.gov.au/CityCentre>

Or visit us at the iHUB at 93 Crown St, Wollongong

The application form must be received and a permit issued prior to undertaking street entertainment. All conditions identified in the approved permit must be met.



### BACKGROUND:

Council values the rich diversity and experiences that street entertainment can bring into the Crown Street Mall (Mall). It also recognises the importance of having a structured framework in place that supports the ambience and amenity of the public domain.

Talented performers from all backgrounds, including beginners, are invited to showcase their skills, express their creative talents, provide cultural experiences and entertain members of the public in the Mall.

### OBJECTIVES:

The main objectives of this Policy are to:

- 1 Provide a clear and transparent framework to guide the decision-making and approval process for street entertainment in the Mall; and
- 2 Encourage street entertainment that creates a vibrant and revitalised Mall and a strong sense of place for the community and other stakeholders.

### DEFINITIONS:

'Street entertainment' is defined as a performance involving playing a musical instrument, singing, giving a recital, conjuring, juggling, puppetry, mime, acrobatics, living sculptures, digital displays or dance act, where a donation may or may not be sought from the public.

'Busking' is where a donation is sought for street entertainment activities.

'Local' refers to the Wollongong LGA, surrounding LGAs or the Illawarra Region.

'Mall' refers to the geographic area identified in Figure 1 below:

**Figure 1**



### GUIDING PRINCIPLES:

Permits help to ensure that events and festivals are operated within the framework of Wollongong City Council's policies and guidelines for this activity.

Council's decision to approve a permit for street entertainment will be based on the following guiding principles. Council will refer to these principles in the decision-making process to ensure each application conforms to the Policy and is assessed fairly, consistently and appropriately.

### **1 Appropriate Location**

Council seeks vibrant street entertainment in an appropriate location in order to promote cultural and social benefits while still appreciating the needs of local businesses, adjoining property owners and other users of the public domain.

Street entertainment will only be permitted on days as determined by Council. Council may restrict the number of persons to be issued permits on any one day and reserves the right to audition buskers.

A permit is required for street entertainment in the Crown Street Mall except where performers have been hired by a private organisation as part of an event.

In the case of busking, Council has allocated specific sites in the Mall approved for this type of street entertainment. These sites have been selected based on where the activity can enhance the vibrancy and social activation within the Mall without disrupting normal business activities. Information in relation to these sites can be found on Council's website.

### **2 Safety and Accessibility**

Mall activities should be delivered without compromising the safety of people or places. With safety in mind well-designed and maintained equipment, stalls and infrastructure are essential. Responsible and appropriate measures are to be put in place to minimise risk and danger.

Accessible paths of travel located within the Mall against the perimeter of the public domain and private property lines are to always be kept clear. This aligns to Council's commitment for accessibility and inclusiveness for all people including those with a disability.

### **3 Authentic, Diverse and Engaging**

Council supports original and creative street entertainment that offers a variety of performances, positively engages passers-by, creates a sense of interest and curiosity, and engages with the surrounding public domain and people.

A focus on local product and talent is encouraged.

### **4 Attractive and High Quality**

The design and appearance of any items associated with street entertainment should be innovative, structurally sound and be able to withstand strong wind and sun exposure.

The street entertainment must be considered to be suitable and acceptable with regard to presentation in the public domain. Council reserves the right to withhold the issue of a permit for a person to undertake street entertainment, if in the opinion of Council, the appearance and/or dress of an applicant is unsuitable, or the activity is likely to detract from promoting the concept of the Crown Street Mall as a pleasant community and shopping precinct.

Council reserves the right to prohibit the use of microphones and amplified sound within the Crown Street Mall.

### **5 Management and Operations**

Council encourages street entertainment in the Mall that demonstrates sound management practices such as timeliness, reliability and professionalism. Any proposed activity should consider basic logistical matters such as noise and access before, during, and after each activity. Management of these will be required to be demonstrated.

Performers are required to ensure that litter is not created or left in the Crown Street Mall as a result of their performance.

The implementation of the Mall Alcohol Free and Smoke-Free zones will also need to be demonstrated.

## **INSURANCE**

All street entertainment applications should provide evidence of current public liability insurance with a minimum cover of \$20,000,000. Council reserves the right to waive this requirement when appropriate.

## PERMITS AND FEES

These are identified in Council's annual fees and charges document which can be found on Council's website.

## APPLICATIONS/CONTACTS

All relevant information regarding street entertainment is included in the application form for this activity. This and any other information in regard to this activity can be obtained via:

Phone: (02) 4227 7111

Email: [citycentre@wollongong.nsw.gov.au](mailto:citycentre@wollongong.nsw.gov.au)

Webpage: <http://www.wollongong.nsw.gov.au/CityCentre>

Or visit us at the iHUB at 93 Crown Street, Wollongong

The application form must be received and a permit issued prior to undertaking street entertainment. All conditions identified in the approved permit must be met.

### BACKGROUND

Council recognises that there is a high demand for fundraising activities in the Crown Street Mall (Mall) and that this type of activity has the capacity to deliver a positive community outcome.

### OBJECTIVES

The main objectives of this Policy are to:

- 1 Provide a clear and transparent framework to guide the decision-making and approval process for fundraising collection in the Mall; and
- 2 Encourage fundraising collections that demonstrate significant community benefit.

### DEFINITIONS

'Fundraising' refers to any activity that requests cash donations, direct debit arrangements or pledges from individuals, groups or businesses for community and/or charity events. It does not include requests for cash donations, direct debit arrangements or pledges for an individual's personal use.

'Fundraising activities' include the selling of promotional items, toys, second hand or new goods, food, clothing, etc with the stated or declared intention of supporting a charity. Roaming fundraising activities are not permitted in the Crown Street Mall.

'Fundraising representative' is a person or team of persons seeking donations in the Mall on behalf of a not-for-profit organisation and may include a registered charity. Those operating on a commission basis will not be offered a permit.

'Mall' geographical area is defined in figure 1 below:

**Figure 1:**



### GUIDING PRINCIPLES:

Permits help to ensure that the fundraising activity is operated within the framework of Wollongong City Council's policies and guidelines for this activity.



Council's decision to approve a permit for this activity will be based on the following guiding principles. Council will refer to these principles in the decision-making process to ensure each application conforms to the Policy and is assessed fairly, consistently and appropriately.

### **1 Appropriate Location:**

Council seeks fundraising activities in an appropriate location in order to promote the Mall's cultural and social benefits while still appreciating the needs of local businesses, adjoining property owners and other users of the public domain.

Fundraising will only be permitted on days and times as determined by Council. Council may restrict the number of fundraising activities to be issued permits on any one day.

Council has allocated specific sites in the Mall for fundraising collections. These sites have been selected based on where the activity can enhance the vibrancy and social activation within the Mall without disrupting normal business activities. Information in relation to these sites can be found on Council's website.

### **2 Safety and Accessibility:**

Mall activities should be delivered without compromising the safety of people or places. With safety in mind well-designed and maintained equipment, stalls and infrastructure are essential. Responsible and appropriate measures are to be put in place to minimise risk and danger.

Accessible paths of travel located within the Mall against the perimeter of the public domain and private property lines are to always be kept clear. This aligns to Council's commitment for accessibility and inclusiveness for all people including those with a disability.

### **3 Authentic, Diverse and Engaging:**

Priority will be given to fundraising that has a direct positive impact and/or a strong connection to the local community.

Those operating on a commission basis will not be offered a permit.

### **4 Attractive and High Quality:**

The design and appearance of any items associated with fundraising collections should be innovative, structurally sound and be able to withstand strong wind and sun exposure.

The fundraising collection must be considered to be suitable and acceptable with regard to its presentation in the public domain. Council reserves the right to withhold the issue of a permit for a person to undertake fundraising collections, if in the opinion of Council, the appearance and/or dress of an applicant is unsuitable, or the activity is likely to detract from promoting the concept of the Crown Street Mall as a pleasant community and shopping precinct.

Council reserves the right to prohibit the use of microphones and amplified sound within the Crown Street Mall.

### **5 Management and Operations:**

Council will approve fundraising activity that is well organised and demonstrates good management practices such as timeliness, reliability and professionalism. The activity should consider basic logistical matters such as noise and access before, during, and after each activity. Management of these will be required to be demonstrated.

Organisers are required to ensure that litter is not created or left in the Crown Street Mall as a result of their performance.

The implementation of the Mall Alcohol Free and Smoke-Free zones will also need to be demonstrated.

### **PERMITS AND FEES:**

Permits will be issued for eligible fundraising activity in the nominated location in the public domain.

There are no fees associated with eligible fundraising activity.



**INSURANCE:**

All fundraising and charity collection applications should provide evidence of current public liability insurance with a minimum cover of \$20,000,000. Council reserves the right to waive this requirement when appropriate.

**APPLICATIONS/CONTACTS:**

All relevant information regarding fundraising including an Application Form can be obtained via:

Phone: (02) 4227 7111

Email: [citycentre@wollongong.nsw.gov.au](mailto:citycentre@wollongong.nsw.gov.au)

Webpage: <http://www.wollongong.nsw.gov.au/CityCentre>

Or visit us at the iHUB at 93 Crown Street, Wollongong

The application form must be received and a permit issued prior to undertaking fundraising. All conditions identified in the approved permit must be met.

### BACKGROUND

Wollongong City Council recognises that the Mall is located within a retail sector and that business promotions and handbill distribution can benefit the business community.

### OBJECTIVES

The main objectives of this Policy are to:

- 1 Provide a clear and transparent framework to guide the decision-making and approval process for promotions and handbill distribution in the Mall; and
- 2 Encourage promotions and handbill distribution that contribute to a vibrant and revitalised Mall and a strong sense of place for the community and other stakeholders.

### DEFINITIONS

'Handbill' includes a placard, notice, book, pamphlet, paper or advertisement other than an advertisement affixed to any building abutting the road, but does not include a newspaper, magazine or book sold by a newspaper vendor or other person authorised by Wollongong City Council, nor any handbill containing material of an exclusively political nature distributed by hand to any person.

'Promotion' is any activity that includes any concept that promotes a service or a sample product, and giveaways of sample product and/or sample merchandise. It does not include selling the product, service or any associated merchandise.

'Mall' geographical area is defined in figure 1 below:

Figure 1:



## GUIDING PRINCIPLES

Permits help to ensure that the activity is operated within the framework of Wollongong City Council's policies and guidelines for this activity.

Council's decision to approve a permit for this activity will be based on the following guiding principles. Council will refer to these principles in the decision-making process to ensure each application conforms to the Policy and is assessed fairly, consistently and appropriately.

### 1 Appropriate Location

Council will seek an appropriate location for this type of activity that will promote economic growth, cultural and social benefits while still appreciating the needs of local businesses, adjoining properties and other users of the public domain. The location and total area for this activity will be determined by Council taking into consideration pedestrian volumes and the existing retail offer. All infrastructure and trading is required to stay within that area during the allocated period.

Promotions and handbills will only be permitted on days as determined by Council. The total area for promotions and handbills will be determined by Council and the activity is required to stay within that area during the allocated period. Council may restrict the number of promotions and handbill activities to be issued permits on any one day.

### 2 Safety and Accessibility

Mall activities should be delivered without compromising the safety of people or places. With safety in mind well-designed and maintained equipment, stalls and infrastructure are essential. Responsible and appropriate measures are to be put in place to minimise risk and danger.

Accessible paths of travel located within the Mall against the perimeter of the public domain and private property lines are to always be kept clear. This aligns to Council's commitment for accessibility and inclusiveness for all people including those with a disability.

### 3 Authentic, Diverse and Engaging

Businesses located within the Wollongong Mall rate geographical area will be offered first preference. Applications from other businesses will be given consideration where it can be demonstrated that the proposed offer delivers a point of difference and contributes to the activation of the Mall's street culture.

### 4 Attractive and High Quality

The design and appearance of structures should be innovative and vibrant, and structurally sound to be able to withstand exposure to various climatic conditions. The overall design of any infrastructure used by the activity should contribute to the Mall's physical characteristics and enrich city life and street culture.

The activity must be considered to be suitable and acceptable for presentation in the public domain. Council reserves the right to withhold the issue of a permit where the activity is likely to detract from promoting the concept of the Crown Street Mall as a pleasant community and shopping precinct.

Council reserves the right to prohibit the use of microphones and amplified sound within the Crown Street Mall.

### 5 Management and Operations

Council will approve seasonal and occasional retail trading that is well organised and demonstrates good management practices such as timeliness, reliability and professionalism.

Any proposed activity should consider operational matters such as, but not limited to, safety, noise, waste, cleaning and access before, during and after each activity. Evidence of how these factors will be suitably addressed is required. A risk management plan will also be required.

Implementation of the Mall alcohol and smoke free zone will also need to be demonstrated.

## INSURANCE

All promotions and handbills activity applications should provide evidence of current public liability insurance with a minimum cover of \$20,000,000. Council reserves the right to waive this requirement when appropriate.

## PERMITS AND FEES

These are identified in Council's annual fees and charges document which can be found on Council's website.

## APPLICATIONS/CONTACTS

All relevant information regarding promotions and handbills is included in the application form for this activity. This and any other information in regard to this activity can be obtained via:

Phone: (02) 4227 7111

Email: [citycentre@wollongong.nsw.gov.au](mailto:citycentre@wollongong.nsw.gov.au)

Webpage: <http://www.wollongong.nsw.gov.au/CityCentre>

Or visit us at the iHUB at 93 Crown Street Wollongong.

The application form must be received and a permit issued prior to undertaking street entertainment. All conditions identified in the approved permit must be met.





## GUIDING PRINCIPLES:

Permits help to ensure that retail trading and seasonal events are operated within the framework of Wollongong City Council's policies and guidelines for this activity.

Council's decision to approve a permit for this activity will be based on the following guiding principles. Council will refer to these principles in the decision-making process to ensure each application conforms to the Policy and is assessed fairly, consistently and appropriately.

### 1 Appropriate Location

Council permits retail trading and seasonal events in an appropriate location in order to promote economic growth, cultural benefits and social integration while still appreciating the needs of Crown Street Mall businesses, adjoining property owners and other users of the public domain.

The location and total area for this activity will be determined by Council taking into consideration pedestrian volumes and existing retail offer. All infrastructure and trading is required to stay within that area during the allocated period.

### 2 Safety and Accessibility

Mall activities should be delivered without compromising the safety of people or places. With safety in mind well-designed and maintained equipment, stalls and infrastructure are essential. Responsible and appropriate measures are to be put in place to minimise risk and danger.

Accessible paths of travel located within the Mall against the perimeter of the public domain and private property lines are to always be kept clear. This aligns to Council's commitment for accessibility and inclusiveness for all people including those with a disability.

### 3 Authentic, Diverse and Engaging

Council supports original and creative activity that adds vibrancy to the Mall. Retail trading and seasonal events should provide a sense of interest and curiosity, be authentic and engage with the surrounding domain and people.

Businesses located within the Wollongong Mall rate geographical area will be offered first preference. Applications from other businesses will be given consideration where it can be demonstrated that the proposed offer delivers a point of difference and contributes to the Mall's street culture.

### 4 Attractive and High Quality

The design and appearance of structures should be innovative and vibrant, and structurally sound to be able to withstand exposure to various climatic conditions. The overall design of any infrastructure used by the activity should contribute to the Mall's physical characteristics and enrich city life and street culture.

The activity must be considered to be suitable and acceptable for presentation in the public domain. Council reserves the right to withhold the issue of a permit where the activity is likely to detract from promoting the concept of the Crown Street Mall as a pleasant community and shopping precinct.

Council reserves the right to prohibit the use of microphones and amplified sound within the Crown Street Mall.

### 5 Management and Operations

Council will approve retail trading and seasonal events that are well organised and demonstrate good management practices such as timeliness, reliability and professionalism.

Any proposed activity should consider operational matters such as, but not limited to, safety, noise, waste, cleaning and access before, during and after each activity. Evidence of how these factors will be suitably addressed is required. A risk management plan will also be required.

Implementation of the Mall alcohol and smoke free zone will also need to be demonstrated.

## PERMITS AND FEES:

These are identified in Council's annual fees and charges document which can be found on Council's website.

**INSURANCE:**

All retail trading and seasonal events should provide evidence of current public liability insurance with a minimum cover of \$20,000,000.

**APPLICATIONS/CONTACTS:**

All relevant information regarding retail trading and seasonal events including an application form can be obtained via:

Ph. (02) 4227 7111

Email: [citycentre@wollongong.nsw.gov.au](mailto:citycentre@wollongong.nsw.gov.au)

Webpage: <http://www.wollongong.nsw.gov.au/CityCentre>

Or visit us at the iHUB at 93 Crown Street, Wollongong

The application form must be received and a permit issued prior to undertaking retail trading and seasonal events. All conditions identified in the approved permit must be met.

### BACKGROUND:

Wollongong City Council recognises that banners on Council owned banner poles located in the Crown Street Mall (Mall) can add vibrancy and a sense of place for the community both day and night.

### OBJECTIVES:

The main objectives of this Policy are to:

- 1 Provide a clear and transparent framework to guide the decision-making and approval process for the installation of banners on Council owned banner poles in the Mall; and
- 2 Encourage banners that contribute to a vibrant and revitalised Mall and a strong sense of place for the community and other stakeholders.

### DEFINITIONS:

A 'banner' is a long strip of cloth bearing a slogan or design hung on the banner poles within the public domain in the Crown Street Mall.

Banners can be used to promote the following events and activities occurring in the city centre:

- Cultural events;
- Community celebrations;
- Retail events of public interest eg mid-year sales;
- Tourism and civic programs;
- Business and retail awards; and
- Christmas and other seasonal and/or celebratory events.

Banners are not intended for:

- Advertising of goods, services or an individual and/or business;
- Promoting events that the public cannot attend;
- Marketing activities such product launches or media announcements;
- Political statements;
- Tobacco or alcohol sponsorship/advertising;
- Promoting events that are not deemed suitable for minors or are culturally offensive; and

Preference will be given to Council initiatives in the first instance.

### GUIDING PRINCIPLES:

Permits help to ensure that the banner pole operations and banner design and content are operated with an understanding of Wollongong City Council's policies and guidelines for this activity.

Council's decision to approve a permit for this activity will be based on the following guiding principles. Council will refer to these principles in the decision-making process to ensure each application conforms to the Policy and is assessed fairly, consistently and appropriately.

**1 Appropriate Location**

There are 17 banner poles located along the length of the Mall on Crown Street between Keira and Kembla Streets. The allocation of banner poles will take into consideration the activity that is being promoted and the overall demand for banner pole usage.

Council will work with successful applicants on sequence, number and period of time. The maximum duration for banners to be in place is two months at any time.

Preference will be given to banner pole bookings related to Council managed events.

**2 Safety and Accessibility**

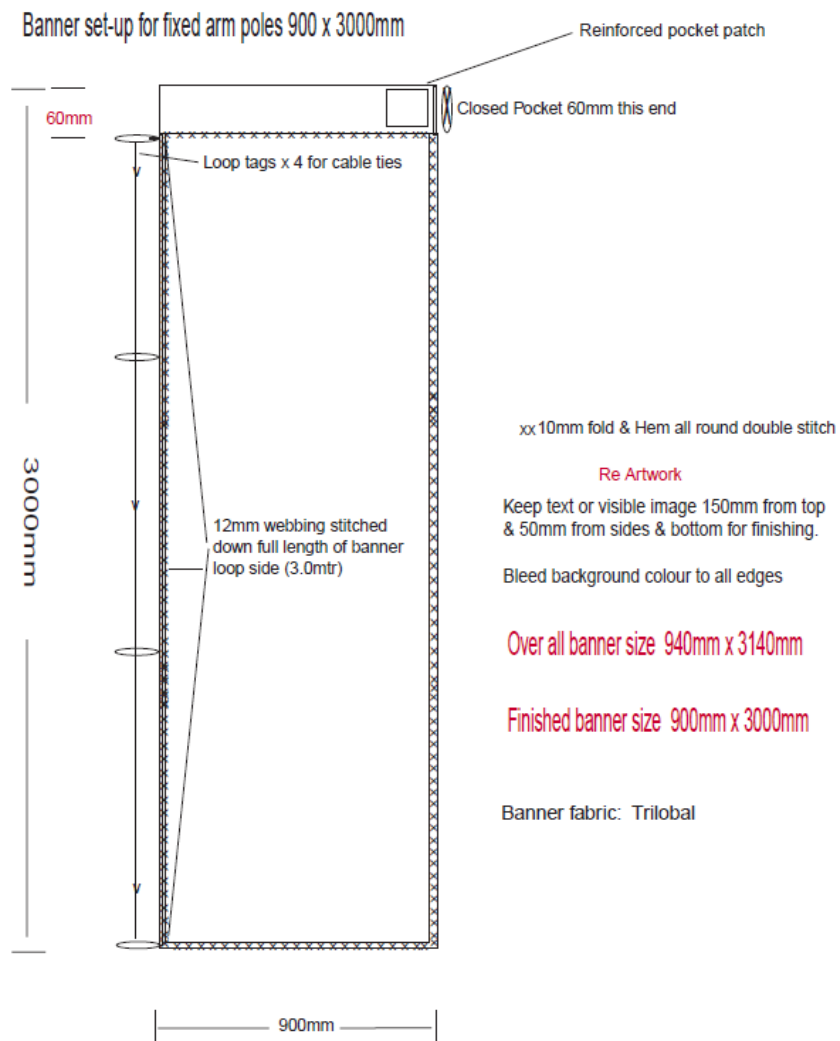
Banners on banner poles and their erection should be delivered without compromising the safety of people or places. Banner pole installers are required to have the appropriate WHS systems and processes in place, as well as a regard for the overall safety of Mall users.

**3 Authentic, Diverse and Engaging**

Council supports original and creative banners that add vitality to the public domain.

**4 Attractive and High Quality**

Figure 1 below shows the specifications for Council's banner poles in the Mall:



Banner Artwork Guidelines:

- Logo recognition on banners must be limited to a maximum of 10 per cent of the size of the banner. The preferred logo placement is along the bottom of the banner. No more than three logos are allowed per banner.
- The maximum space available to recognise a single sponsor on a flag or banner is 10% of the total size of the banner. The maximum space available to recognise multiple sponsors on a flag or banner is 20% of the total size of the banner.
- Commercial sponsors that banner sites are permitted 20% of the total flag and banner space to communicate a key message promoting their association with the event; e.g. "Proudly supported by...".
- The use of one bold striking image or graphic design is to be used and overall graphics kept simple.
- Strong colours ensure visibility against both the sky and the city landscape.
- Trilobal fabric to be used for banner fabric.

The banner program is not intended to be an advertising medium for commercial products and services.

All banner designs are to be approved by Council prior to going into production. Wollongong City Council reserves the right to reject any design that does not comply with design guidelines.

Wollongong City Council also reserves the right to refuse or have removed any banners that are considered not to conform with quality standards eg faded, torn, frayed.

All costs relating to the design, production and installation of banners are to be met by the hirer.

**5 Management and Operations**

All proposed activities associated with banner erection and removal should consider operational matters such as but not be limited to safety, noise, waste, and access before, during and after each activity.

A risk management plan will be required for the installation of banners.

**FEES:**

Council's annual fees and charges identify any relevant fees relating to this activity. These can be found on Council's website.

**INSURANCE:**

Banner installers are required to have public liability insurance to the amount of \$20,000,000.

**APPLICATIONS/CONTACTS:**

All relevant information regarding banner poles in the Mall including an Application Form can be obtained via:

Phone: (02) 4227 7111

Email: [citycentre@wollongong.nsw.gov.au](mailto:citycentre@wollongong.nsw.gov.au)

Webpage: <http://www.wollongong.nsw.gov.au/CityCentre>

Or visit us at the iHUB at 93 Crown Street, Wollongong

The application form must be received and a permit issued prior to undertaking fundraising. All conditions identified in the approved permit must be met.



## SUMMARY SHEET

Responsible Division	Community Cultural and Economic Development
Date adopted by Council	27 June 2016
Date of previous adoptions	Not applicable
Date of next review	June 2020
Prepared by	City Centre Operations Coordinator
Authorised by	Manager Community Cultural and Economic Development