

# Policy

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**Title:** Elizabeth Mall – Promotional Events  
Featuring Advertising

**Category:** Roads, Traffic and Walkways

**Date Last Adopted:** 23 September 2019

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## 1. Objectives

This Policy outlines the requirements to allow the use of the Elizabeth Mall for promotional events by commercial or for purpose organisations.

## 2. Background

The City of Hobart encourages the provision of entertainment in the Mall on the basis that it is a focal point for shoppers, provides seating for relaxation and is an ideal setting for the conduct of a diverse range of activities and community activations.

The Policy governs applications by commercial or for purpose organisations for promotional activities in the Mall.

Rateable businesses within the Elizabeth Mall must also adhere to the policy.

## 3. Policy

That promotional events may be held in the Elizabeth Mall subject to:

1. The applicant undertaking to provide free entertainment.
2. Only one commercial promotion being approved for any day that the Mall is not required for a City sponsored activity.
3. Events being no longer than two hours duration.
4. Events entailing the use of amplifiers are not to exceed two hours in duration (allowing reasonable time for set up and take down) and approval for such events being conditional upon the applicant's acceptance of any direction given by an authorised employee of the City in relation to sound levels.

5. Events and activities should not unduly impact on the commercial interests of rateable businesses in the Elizabeth Mall.
6. Promotional or advertising material must not be obstructive, potentially dangerous or offensive and a photograph or sketch of any advertising material to be displayed to be submitted by the applicant prior to the event, where applicable.
7. Food sampling (including the provision of pre-packaged samples) is permitted subject to adherence to the requirements of current Health Regulations.
8. Any food or catering provided must be served in compostable or certified biodegradable utensils and
9. Provision of promotional paraphernalia (balloons etc) is restricted to compostable and certified biodegradable objects only.
10. Distribution of handbills and advertising material may be permitted in connection with the event however clean up costs may be incurred if excessive litter is created by the distribution.
11. The direct sale of goods, memberships, subscriptions etc is prohibited during commercial events.
12. Direct transactional retail ventures and structures such as barrows, stalls and the like are not permitted in the Mall.

#### 4. Legislation, Terminology and References

<b>Responsible Officer:</b>	Director Community Life
<b>Policy first adopted by the Council:</b>	22/8/1988
<b>History</b>	
Amended by Council	17/12/2007
Amended by Council	9/2/2010
Amended by Council	7/3/2016
Amended by Council	23/9/2019
<b>Next Review Date:</b>	September 2021
<b>File Reference:</b>	F16/65223