

Policy

Title: Elizabeth Mall – Commercial Events
Featuring Advertising

Category: Roads, Traffic and Walkways

Date Last Adopted: 7 March 2016

1. Objectives

This Policy outlines the requirements to allow the use of the Elizabeth Mall for commercial events.

2. Background

The Council has always encouraged the provision of entertainment in the Mall on the basis that it is a focal point for shoppers, providing seating for relaxation and an ideal setting for the conduct of a diverse range of activities.

3. Policy

That commercial 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 Council sponsored activity.
3. Events being no longer than two hours duration.
4. Events entailing the use of amplifiers not to exceed two hours in duration and approval for such events being conditional upon the applicant's acceptance of any direction given by an authorised employee of the Council in relation to sound levels.
5. 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.

6. Give aways or food sampling is permitted subject to adherence to the requirements of the Health Regulations.
7. Distribution of handbills and advertising material may be permitted in connection with the event subject to the lodgement of a \$100 deposit to cover any cleaning up costs.
8. The sale of goods, memberships, subscriptions etc is prohibited during commercial events.

4. Legislation, Terminology and References

Responsible Officer:	Director Community Development
Policy first adopted by the Council:	22/8/1988
History	
Amended by Council	17/12/2007
Amended by Council	9/2/2010
Amended by Council	7/3/2016
Next Review Date:	March 2017