

# Policy

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**Title:** Promotional Events Featuring Advertising in Elizabeth Mall, Wellington Court, Salamanca Square and/or Collins Court

**Category:** Roads, Traffic and Walkways

**Date Last Adopted:** 15 February 2022

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## 1. Objectives

This Policy outlines the requirements to allow the use of Elizabeth Mall, Wellington Court, Salamanca Square and/or Collins Court for promotional events by commercial organisations.

## 2. Background

The City of Hobart encourages the provision of entertainment in Elizabeth Mall, Wellington Court, Salamanca Square and/or Collins Court on the basis that they are a focal point for shoppers, provide seating for relaxation and are ideal settings for the conduct of a diverse range of activities and community activations.

The Promotional Events Featuring Advertising in Elizabeth Mall, Wellington Court, Salamanca Square and Collins Court Policy governs applications by commercial organisations for promotional activities in Elizabeth Mall, Wellington Court, Salamanca Square and/or Collins Court.

## 3. Policy

That promotional events by commercial organisations may be held in Elizabeth Mall, Wellington Court, Salamanca Square and/or Collins Court subject to:

1. The applicant undertaking to provide free entertainment.
2. Only one commercial promotion in each of Elizabeth Mall, Wellington Court, Salamanca Square and Collins Court being approved for any day that it is not required for a City sponsored activity, unless the City has given approval for additional events/activities for that day.

3. The event duration being no longer than two hours (excluding set-up and pack-down) unless the person is the holder of a permit to do so, obtained through their promotional event booking.
4. Events entailing the use of amplifiers are not permitted unless the person is the holder of a permit to do so, obtained through their promotional event booking.
5. Events and activities should not unduly impact on the commercial interests of rateable businesses in or adjacent to Elizabeth Mall, Wellington Court, Salamanca Square or Collins Court.
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 state health guidelines issued under the Public Health Act 1997.
8. Food or catering packaging must comply with the Single-Use Plastics By Law.
9. Provision of promotional paraphernalia (balloons, etc) is restricted to compostable and certified biodegradable objects only.
10. Flyers and other advertising material may be permitted in connection with the event display, however cleanup 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 Elizabeth Mall, Wellington Court, Salamanca Square or Collins Court.

## **4. Legislation, Terminology and References**

[Local Government Act 1993 \(TAS\)](#)

[Public Spaces By-Law No 4 of 2018](#)

[Single-Use Plastics By-Law No 1 of 2020](#)

[Public Health Act 1997 \(TAS\)](#)

<b>Responsible Officer:</b>	Director Community Life
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<b>History</b>	
Amended by Council	17/12/2007
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