

Section 2.5 – Asset Management

APPENDIX 12

**POLICY 2.5.1 – COMMERCIAL USAGE OF BEACHFRONT
AND BEACH RESERVES****OBJECTIVE**

To provide guidelines for the management of commercial usage of beachfront and beach reserves.

STATEMENT

From time to time, requests are received from commercial operators to conduct a range of businesses on the beachfront. These proposals range from hiring out of body boards or umbrellas to the provision of personal services such as massage and the sale of consumables.

1 GENERAL**(a) Support for Commercial Activities**

- (i) In general, the City will support the provision of mobile vending services only on beaches which are patrolled.
- (ii) In recognition of the important role Surf Life Saving Clubs play in promoting beach safety, the City will provide the Surf Life Saving Clubs with the first option on the provision of food and refreshment vending service.
- (iii) On un-patrolled beaches, the City will consider the provision of a stationary service, based in a car park adjacent to the beach front, to provide refreshments and snacks.
- (iv) A maximum of one licence to provide a mobile vending service will be issued for each beach where this is deemed to not interfere with existing commercial activities.
- (v) A maximum of one licence for the provision of a stationary refreshment stand will be considered for each beach where this is deemed to not interfere with existing commercial activities.
- (vi) All services provided must fulfill the City's requirements under the relevant local laws for street trading, hawkers, canvassers and any other local law which may apply.

Section 2.5 – Asset Management

143

(b) Types of Commercial Activity

- (i) In general, the types of commercial activity which will be considered by the City are the provision of a mobile vending service supplying cool drinks, ice creams and sun screen.
- (ii) The sale, advertising or promotion of alcohol, cigarette and nicotine products will not be permitted.
- (iii) The provision of a security service such as secure lockers will be considered on all beaches.
- (iv) The provision of goods for hire will only be considered at patrolled beaches.

(c) Vending Service

- (i) Mobile vendors *may* be issued permission to utilise small motorised vehicle to carry and sell their wares. Service providers are expected to agree to the City's Code of Practice in relation to the use of such vehicles, in order to prevent nuisance, environmental damage or danger to beach users.
- (ii) Where Surf Life Saving Clubs have their base, the City will offer to the Surf Life Saving Clubs first option on the provision of a mobile vendor service, providing cool drinks, ice creams and sun screen at the beach where the clubhouse is located. No licence fee will be charged to Surf Life Saving Clubs wishing to provide this service.
- (iii) The offer will be made at the beginning of each financial year and must be accepted or rejected by 31 August of each year.

(d) Goods for Hire

- (i) The following goods for hire will be considered:
 - Umbrellas/beach shade
 - Deck chairs
 - Body boards
- (ii) The City will not approve the provision of personal services such as massage.

(e) Environmental Protection

- (i) The City recognises that the beach area comprises a fragile ecosystem which requires careful management.

Section 2.5 – Asset Management

144

- (ii) Glass and polystyrene containers will not be permitted to be sold from any mobile vending service.
- (iii) Mobile vending services are not permitted to traverse the sand dune system except on designated paths.
- (iv) Any service provider who fails to take adequate care in relation to the environment is liable to have the vending licence cancelled.

2 MARMION BEACH

The City will consider applications for:

- (a) A mobile commercial vendor providing a service to the Marmion Beach front of cool drinks, sun screen and ice creams.
- (b) A security service providing lockers for beach patrons.
- (c) Goods for hire.

3 SORRENTO BEACH

- (a) The City will offer the opportunity to provide a mobile service to the Surf Life Saving Club in accordance with Part 1 of this policy statement.
- (b) The City will consider proposals for a security service providing lockers for beach patrons.
- (c) The City will consider proposals for goods for hire.

4 HILLARYS

This beach is considered to be well catered for in terms of existing commercial activity. No additional services except a security service will be considered here.

5 PINNAROO POINT AND WHITFORDS BEACH

The City will consider applications for the provision of a caravan-based service, utilising the car park area, and a security locker service.

6 MULLALOO BEACH

- (a) The City will offer the opportunity to provide a mobile vendor service to the Surf Life Saving Club in accordance with Part 1 of this policy statement.
- (b) The City will consider proposals for a security service providing lockers to beach patrons.

Section 2.5 – Asset Management

145

- (c) The City will consider proposals for goods for hire.

7 OCEAN REEF BOAT HARBOUR

In general, no commercial activity at this beach will be supported.

8 BURNS BEACH

The City will consider proposals for a mobile vendor at this beach and the provision of a locker service.

9 REVIEW

This policy will be reviewed at the completion of a full twelve months of operation.

Previous Policy No:	R7, E2-01
Amendments:	CJ213-06/99
Issued:	July 1999
Related Documentation:	

Oceanside Promenade
Northern Carpark
- Ice Cream Van

Foreshore Trading (Grant Spivey)
200m North Mullalee SLSC to Ocean Reef Road
and 200m South Mullalee SLSC to Hillarys Boat Harbour

Cnr Whitford Avenue
and Northshore Avenue
- Ice Cream Van

Whitford's Dog Beach
- Dog Wash and an Ice Cream Van

WHITFORD
NODES

FORESHORE TRADING

0m 50m 100m 150m 200m 250m 300m