



City Centre Markets Guidelines 2021/2022

City Centre Markets Guidelines

Purpose

The purpose of the guidelines is to establish the City of Mandurah's approach to approval of markets and the level of commitment it requires from market operators to achieve quality market operations. It aims to facilitate well managed markets that help to support and contribute to local communities, complementing the offerings of local businesses.

Scope

The City Centre Markets Guidelines applies to ongoing markets on Council land within the City of Mandurah's selected City Centre Area. Ongoing markets are classified as markets that operate on more than four occasions over a 12 month period.

The City Centre Markets Guidelines provides the City's statement and Market Operator requirements relevant to ongoing markets in the below designated area.

Market approvals require the completion of a Markets and Food Vendor Booking Application. This document outlines all permits and approvals required depending on activity on the site.

City Centre Markets Guidelines Statement

The City of Mandurah (the City) supports quality markets in its City Centre Area. Markets provide for the needs of the community, ranging from the provision of fresh food to goods and services.

The City recognises the potential contribution of markets to community life and local economies. Markets can complement the offerings of local businesses and provide opportunities for emerging enterprises.

The following principles encapsulate the City's approach to approval of markets and the level of operational performance the City requires of Market Operators.

The City will:

- advertise an expression of interest for market operators in the City Centre annually outlining the approved locations on public land where markets are permitted to operate;
- apply a consistent assessment framework to the approval of City Centre Markets;
- require Market Operators to demonstrate capacity to meet community needs, contribute to social cohesion, strengthen the local economy, and complement the offerings of local businesses.



Market Operators will be required to:

1. minimise the impact of their market on the environment (including the use of single use plastics), local residents and nearby businesses
2. ensure market sites are well-maintained and accessible for all members of the community
3. prioritise community health and safety by rectifying hazards and problems immediately.
4. meet all permits and approvals outlined in the Market and Food Truck Booking Application.

Markets not covered by these Guidelines

Temporary markets on Council land

The City Centre Markets Guidelines do not apply to temporary markets on Council land. Temporary markets are classified as markets that operate on up to four occasions in every 12 months of operation.

[The City of Mandurah's Events Information Guide](#), intended for one-off and temporary events, apply to temporary markets. Temporary markets must meet requirements of the Events Guidelines and receive an Event Approval before operation. A copy of the Events Information Guide is available on the [City of Mandurah website](#).

Markets on land other than Council land


The market guidelines does not apply to markets that are not on Council land, including private property, State Government land or Statutory Authorities. Contact Council if you would like more information about conducting markets on land other than Council land.

Approved Locations

1. Mewburn Gardens (Sholl St, Mandurah)
2. Smart Street Mall
3. Mandjar Square
4. Mandurah Ocean Marina / Keith Homes Reserve
5. Eastern Foreshore – North: between Cooper and Gibson Street
(Market Operator approved for 2021/2022)



Definitions

Term	Meaning
Market Approval	Formal approval granted by the City for a market to begin operation.
Market Operator	The individual or group who intend to operate the market and who will enter into an agreement with the City for the use of the site.
City Centre Market Expression of Interest Application	A submission outlining key information describing the activities, layout and management for a market.
Market and Food Truck Booking Application	The application requiring further information about the layout and management for a market to meet City requirements and regulations. This is submitted by those selected during the EOI process.
Market Site Application	An application form enabling Market Operators to indicate interest in using a site on Council land to operate a market.
Ongoing markets	A regularly scheduled outlet for the sale of goods and services at the same or similar location, with the majority of goods and services provided by the producer, grower, craftsperson or service person.
City Centre Area	 <p>An aerial photograph of Mandurah, Western Australia, with a white outline delineating the City Centre Area. The area includes the Mandurah Ocean Marina to the north, the Civic and Cultural Precinct in the center, and the City Centre to the south. Other labeled areas include Eastern Foreshore, Western Foreshore, and the Mandurah Bridge. The map shows a mix of residential, commercial, and recreational spaces.</p>



Site 1: Mewburn Gardens (Sholl St, Mandurah)



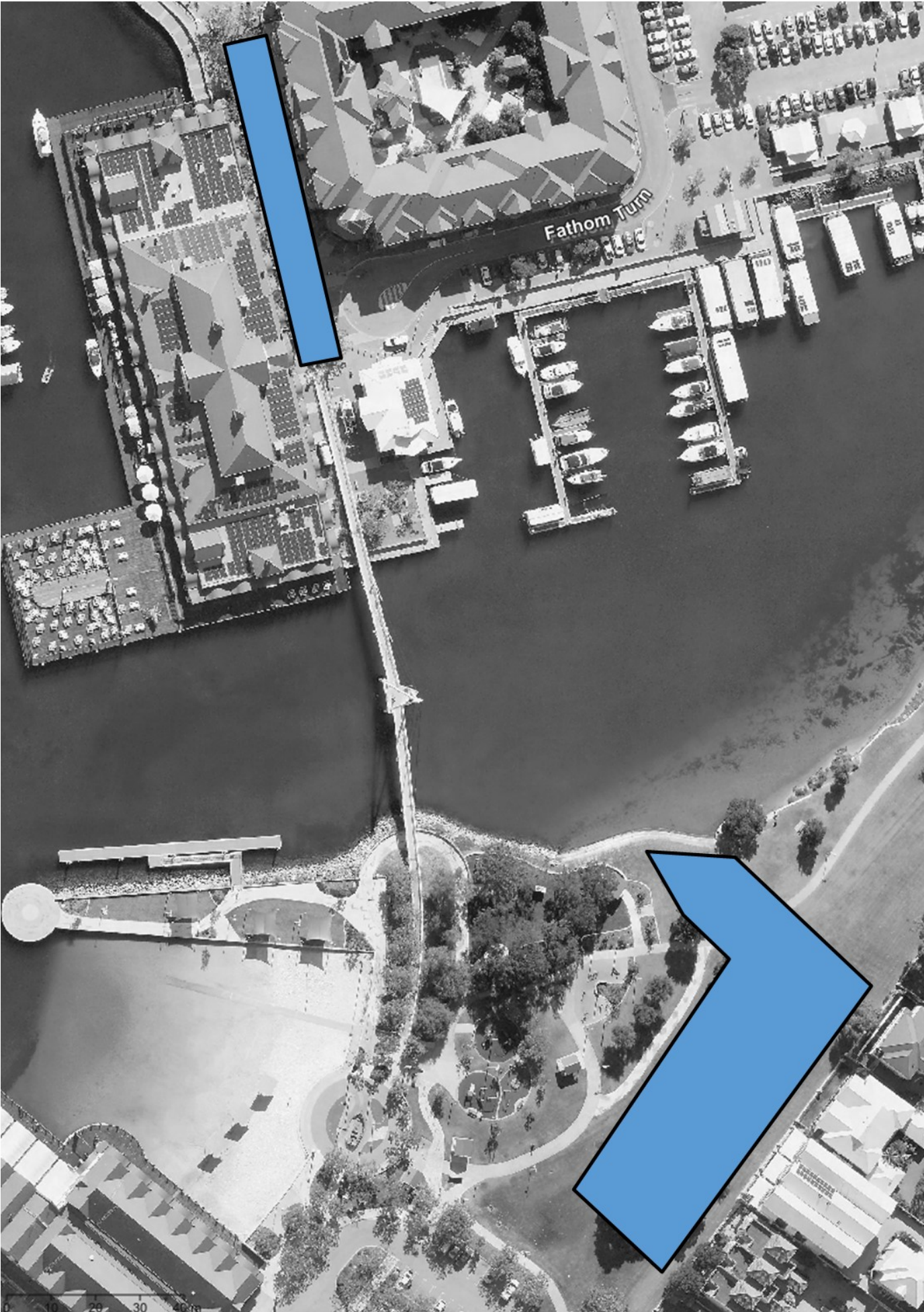
Site 2: Smart Street Mall



Site 3: Mandjar Square - Ormsby Terrace



Site 4 Mandurah Ocean Marina / Keith Homes Reserve (in consultation with the Dolphin Quay Management)



Site 5: Eastern Foreshore – North (between Gibson & Cooper Streets)

Please note: this site is not available for the 2021/2022 season. Existing operator approved by Council.

