

## ITEM 9 POLICY REVIEW - CROWN STREET MALL ACTIVITY COUNCIL POLICY

The Crown Street Mall Activity Council Policy (Policy) has now been reviewed as part of Council's rolling review schedule of its policies. The Policy encourages various forms of activity that contribute to a vibrant and revitalised Crown Street Mall.

The revised Policy is presented to Council for endorsement.

### RECOMMENDATION

The revised Crown Street Mall Activity Council Policy be adopted by Council.

### REPORT AUTHORISATIONS

Report of: Sue Savage, Manager Community Culture + Engagement

Authorised by: Kerry Hunt, Director Community Services - Creative and Innovative City

### ATTACHMENTS

- 1 Draft Crown Street Mall Activity Council Policy
- 2 Draft Crown Street Mall Activity Procedure - Supported Activity
- 3 Draft Crown Street Mall Activity Procedure - Banner Program

### BACKGROUND

The Crown Street Mall, located within the heart of the Wollongong CBD, functions as both a community and retail/business hub.

The Crown Street Mall Activity Council Policy was adopted in June 2016. This Policy has now been revised under Council's rolling review of corporate policies.

For the purposes of this Policy, the Mall is the area that encompasses Crown Street between Keira and Kembla Streets, a section of upper and lower Church Streets and Globe Lane and Globe Way (see Figure 1 below).

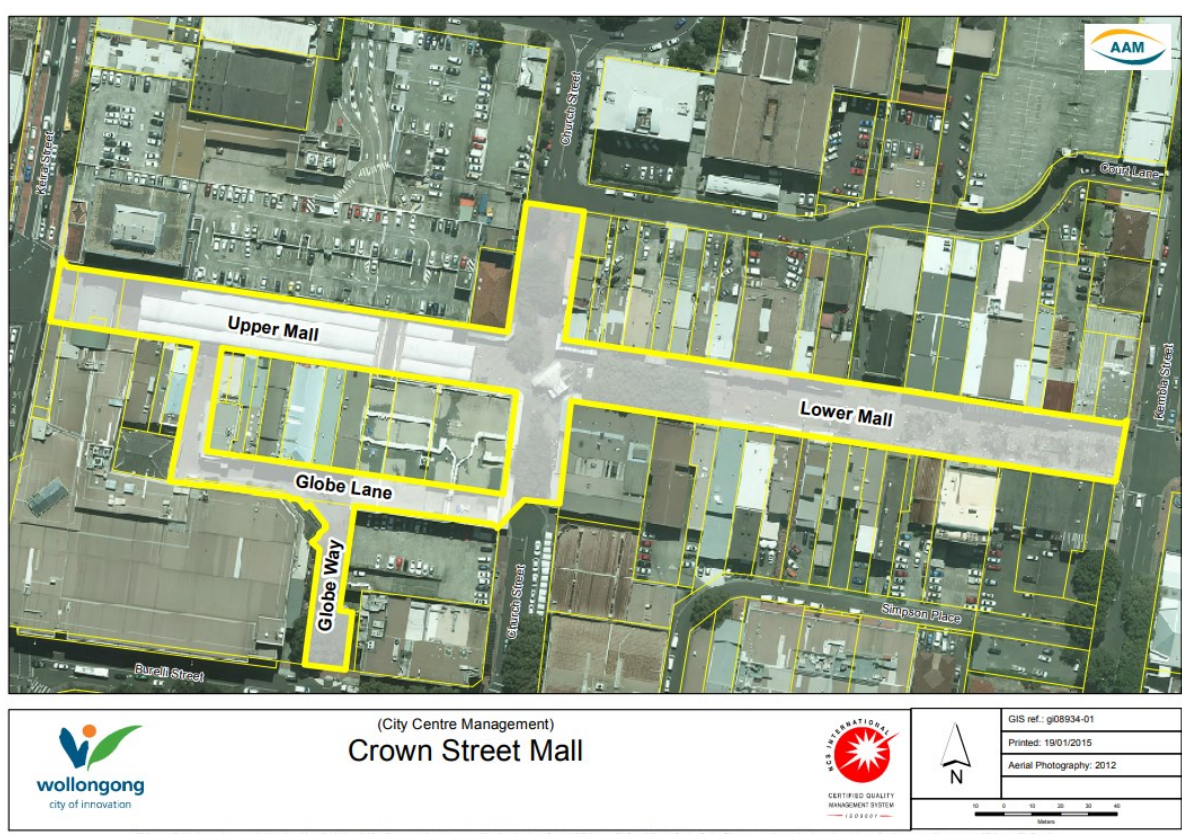


Figure 1

## Summary of Key Changes

### 1 Alignment with Council's revised policy framework

Procedural components (attachments) have been removed and incorporated into the Crown Street Mall Activity Council Procedures. The number of procedures has been streamlined to two. One procedure for all activity except for the Mall Banner Program, which has its own dedicated Banner Program Procedure.

### 2 Alignment with Council's Wollongong City Centre Movement and Place Plan

The current Policy is silent on cycling and scooting. It is proposed that the updated Policy will support activity consistent with the outcomes of Council's Wollongong City Centre Movement and Place Plan, including slow speed cycling within the Crown Street Mall. The Policy will be revised as required if the Wollongong City Centre Movement and Place Plan is adopted by Council.

### 3 Activity Guidelines

The following guidelines have been added to clearly identify what the Policy is seeking to achieve:

- Strategic direction for activities in the Crown Street Mall
- Planning for activities through Council processes
- Promoting the health and safety of all who participate in an activity
- Monitoring compliance with approval and regulatory requirements.

### 4 Guiding Principles

The Guiding Principles for supported activity in the Crown Street Mall have been retained with some additional clarification provided.

### 5 Activity types and durations

Short term supported activity is now defined as activity of up to three month's duration. The same activity types continue to be supported.

Long term supported activity is now defined as activity that extends beyond three months. This includes an activity by a third-party including markets, which are to be processed in accordance with Council's Procurement Framework Management Policy.

Rallies are not identified as an activity within the Policy as they are overseen by the Local Area Police District and are therefore outside of Council's approval process.

### 6 Busking

The number of busking sites has been increased to four sites across the Crown Street Mall to provide additional opportunities for buskers.

### 7 Promotion, Handbills and Community Stalls

The intention of this activity type has been further defined.

### 8 Approvals process

This defines the post application process for a Mall Activity Permit.

### 9 Non-supported activity

This has been updated in line with current legislation.

## PROPOSAL

This Policy has now been revised under Council's rolling review of corporate policies to ensure currency and relevance.

The Crown Street Mall Activity Council Policy will integrate the active transport outcomes of the City Centre Movement and Place Plan proposed for Crown Street Mall if Council endorses that plan.

## CONSULTATION AND COMMUNICATION

This Policy has been reviewed by Council's City Centre, Cultural Development, Economic Development, Regulation and Enforcement, Traffic and Transport and Legal teams.

## PLANNING AND POLICY IMPACTS

The Policy contributes to the delivery of Our Wollongong 2032 Goal 2 'We have an innovative and sustainable economy'.

It specifically contributes to the delivery of Objective 2.8 'Continue to build Wollongong as a vibrant modern city with revitalised city centre and an active evening economy'.

## SUSTAINABILITY IMPLICATIONS

Council encourages Mall activities that demonstrate appropriate management. Any proposed activity should consider basic logistical matters such as safety, traffic, noise, waste and access before, during and after each activity. Evidence of how this is addressed will be required and will be used to address suitability.

It acknowledges that in a mixed-use environment, activity needs to be managed to foster a sense of place while at the same time protecting the public domain. Non-supported activities which may contribute to both visual and noise pollution include Bill Posting and Spruiking.

## RISK MANAGEMENT

Activities permitted under the Crown Street Mall Activity Policy are assessed on a case-by-case basis, with appropriate risk mitigation plans, Safe Work Method Statements and operational plans provided as required.

## FINANCIAL IMPLICATIONS

The outcomes of this Policy will be delivered within existing operational budget.

## CONCLUSION

The Crown Street Mall Activity Policy has now been revised under Council's rolling review of corporate policies to ensure currency and relevance.

The Crown Street Mall Activity Policy encourages activity that is consistent with attaining Council's Goal for a creative and vibrant city.



## DRAFT CROWN STREET MALL ACTIVITY COUNCIL POLICY

ADOPTED BY COUNCIL: [TO BE COMPLETED BY GOVERNANCE]

### PURPOSE

This Policy aims to:

- 1 Deliver a clear and transparent framework to guide the decision-making and approval process for activity in the Crown Street Mall (Mall); and
- 2 Encourage various forms of activity both day and night that create a vibrant and revitalised Mall and a strong sense of place for the community, business and other stakeholders.

### POLICY INTENT

This Policy provides a framework for activity within the Mall that aligns with Wollongong City Council's Community Strategic Plan, 'Our Wollongong Our Future'. It acknowledges that in a mixed use environment, activity needs to be managed to foster a sense of place while at the same time protecting the public domain.

This Policy facilitates activity in the Mall in its current form. Should any changes be implemented or endorsed by Council that impact on this Policy, a review of this Policy will be undertaken.

This Policy is supported by the associated Crown Street Mall Activity Policy Procedures:

- Crown Street Mall Activity Procedures – Supported Activity
- Crown Street Mall Activity Procedures – Banner Program.

### WOLLONGONG 2032 OBJECTIVES

The Policy contributes to the delivery of Our Wollongong 2032 Goal 2 'We have an innovative and sustainable economy'.

It specifically contributes to the delivery of Objective 2.8 'Continue to build Wollongong as a vibrant modern City with a revitalised City Centre and an active evening economy'.

### POLICY

This Policy recognises that activity provides opportunities for large and small communities to connect and safely share enjoyable experiences.

It also recognises that Council is responsible for the management of activities within the Crown Street Mall and therefore provides the following guidelines:

- Strategic direction for activities in the Mall
- Planning for activities through Council processes
- Promoting the health and safety of all who participate in an activity
- Monitoring compliance with approval and regulatory requirements.



## DRAFT CROWN STREET MALL ACTIVITY

## COUNCIL POLICY

### Crown Street Mall

For the purposes of this Policy, Crown Street Mall is a Council road situated on Crown Street between Keira and Kembla Streets, Church Street between Globe Lane and Court Lane and Globe Lane and Globe Way (see Figure 1 below).

Figure 1



### GUIDING PRINCIPLES

Council welcomes and encourages supported activity that delivers on the below guidelines:

#### Appropriate Location

Council seeks to encourage Mall activity in appropriate locations to promote economic growth, cultural benefits and social integration, while understanding the needs of local businesses and users of the public domain. The location should be selected based on where the activity can enhance the vibrancy and positive experience.

Activities should be integrated into the Mall in a way that does not disrupt the community's engagement with the public domain (ie compromise existing users, pedestrian access, street furniture and building entrances).

While the whole of the Mall provides activation opportunities, the T-intersection at Church/Crown Streets and the area opposite the Wesley Church have been identified as major activation hubs with a capacity to support a number of different forms of activity occurring in tandem. There are four (4) specific busking activity locations: two (2) locations in the Upper Crown Street Mall, one (1) location in the Lower Mall and one (1) in Globe Lane.

#### Safety and Accessibility

Mall activities should be delivered without compromising the safety of people or places. With safety in mind, well designed and maintained equipment, stalls and infrastructure are essential.

## DRAFT CROWN STREET MALL ACTIVITY

## COUNCIL POLICY

Accessible paths of travel located within the Mall against the perimeter of the public domain and private property lines are always to be kept clear. This aligns to Council's commitment for accessibility and inclusiveness for all people including those with a disability.

### **Authentic, Diverse and Engaging**

Council encourages new and interesting ideas that add to the life of the CBD, give another reason for people to visit, enhance the vitality of the Mall and create a sense of interest and curiosity. The range of Mall activities should reflect a uniqueness, depth and breadth of creative opportunities and may be seasonally orientated. Activities must not contain any content which is defamatory or likely to offend a reasonable person.

Activities within the Mall should be authentic with a strong 'local' focus. 'Local' refers to creatives and products designed by residents within the Wollongong LGA, surrounding LGAs or the Illawarra Region (can be manufactured elsewhere).

The originality of Crown Street Mall activity concepts should be demonstrated with a strong point of difference that complements the current retail offer.

Mall activities should be engaging and diverse in nature encouraging community participation.

### **Attractive and High Quality**

The design and appearance of structures should be innovative and vibrant, as well as being structurally sound to be able to withstand exposure to various climatic conditions. The overall design of any infrastructure should contribute to the Mall's physical characteristics and enrich the street culture.

The activity must be considered suitable and acceptable for presentation in the public domain.

### **Management and Operations**

Council encourages Mall activities that demonstrate sound management practices such as timeliness, reliability and professionalism. Any proposed activity should consider basic logistical matters such as safety, traffic, noise, waste and access before, during and after each activity. Evidence of how this is addressed will be required and will be used to address suitability.

Demonstration of compliance with Mall alcohol and smoke-free zone will also need to be clearly defined.

### **SUPPORTED ACTIVITY – Short Term**

For the purposes of this Policy short term activity within the Mall is activity that extends any time from a part day to up to three (3) months. These activities are temporary in nature, may occur daily and are disassembled from the public place at the close of trade. These include:

#### **Events and Festivals**

This is a private, community or commercial activity which is planned for a special purpose and involves a considerable number of persons attending. This includes festivals, parades, large-scale street parties, public concerts, sporting events or other activities.

#### **Street Entertainment which includes Busking**

This is defined as a performance involving the playing of a music instrument, singing, conjuring, juggling, puppetry, mime, acrobatics, living sculptures, digital displays or dance act, where a donation may or may not be sought from the public.

'Busking' is where a donation is sought for Street Entertainment activities. There is no amplification allowed for this type of Street Entertainment due to the acoustic environment within the Mall.

#### **Fundraising**

This is an activity that requests cash donations, direct debit arrangements or pledges from individuals, groups, or businesses for community and/or charity events. It does not include requests for cash donations, direct debit arrangements or pledges for an individual's personal use.

**DRAFT CROWN STREET MALL ACTIVITY****COUNCIL POLICY**

Fundraising activities include the selling of promotional items, toys, second hand or new goods, food, clothing, etc with the stated or declared intention of supporting a charity. Roaming fundraising activities or those operating on a commission basis are not permitted in the Mall.

**Community Stalls**

This is a pop-up presence created to offer community groups the opportunity to reach out to the local community and share information relevant to the local community. Community stalls are limited to Fridays.

Community Groups include, but are not limited to, local interest and sporting group, service clubs, local volunteer groups, junior community groups, senior citizen's groups, multicultural groups, environmental and sustainable groups, political groups providing information to the community and special projects.

Political community stalls cannot be allocated two (2) days in the lead up to and on the day, of any election or referendum vote. This mimics the Australian Communications and Media Authority's requirements for broadcasting and online media coverage.

Community stalls are limited to two (2) per week and will be offered on a week-to-week rotational basis to ensure equity of access for community participation.

**Promotions and Handbill Distribution**

This includes a placard, notice, book, pamphlet, paper, or advertisement other than an advertisement affixed to any building abutting the road. It does not include a newspaper, magazine or book sold by a newspaper vendor or other person authorised by Wollongong City Council, nor any Handbill containing material of an exclusively political nature distributed by hand to any person. It also does not include Handbills for products/services being provided by businesses outside of the Mall if these are already being offered by existing businesses in the Mall.

Promotion is any activity that includes any concept that promotes a service or a sample product and giveaways of sample product and/or sample merchandise. It does not include the sale of a product, service or any associated merchandise.

**Occasional Retail Trading**

This is the selling of unique products and services from temporary infrastructure placed within the public domain which is removed from the public space at the close of trade each day. For the purposes of this Policy Occasional Retail Trading is classified as a short term activity that extends any time from a part-day to up to three (3) months. Occasional Retail Trading includes Occasional Retail stalls and occasional mobile food vans. Content cannot be offensive to the community in any way.

**Banner Program**

This is the Crown Street Mall Banner Program.

'Local' refers to creatives and products designed by residents within the Wollongong LGA, surrounding LGAs or the Illawarra Region (can be manufactured elsewhere).

**APPROVALS PROCESS**

All activity applications are evaluated against the content of this Policy. Approved activity will receive a Wollongong City Council Activity Permit which will identify the terms and conditions required to undertake any of the supported activities identified in this Policy.

Applications can be made either online or directly with the City Centre Team via email on [citycentre@wollongong.nsw.gov.au](mailto:citycentre@wollongong.nsw.gov.au), or phone (02) 4227 7111.

Processing time for applications is dependent on the type of activity, level of complexity and site capacity.

Wollongong City Council may withdraw an application at any stage if the applicant is unable to meet the requirements of this Policy.

## DRAFT CROWN STREET MALL ACTIVITY

## COUNCIL POLICY

### FEES AND CHARGES

A range of fees and charges may apply to your event within the Mall. Find out more about fees and charges by visiting [City Centre Management - Crown Street Mall Fees and Charges](#).

### SUPPORTED ACTIVITY – Long Term

This applies to activity that is of more than three (3) month's duration.

Long term activity by a third party including markets is evaluated and processed in line with Council's Procurement Framework Management Policy.

### NON-SUPPORTED ACTIVITY

In order to ensure that the Mall fosters an environment that supports and encourages a dynamic activity centre that is shaped by this Policy, Council does not support the below activities for the Mall.

#### Vehicular Access in the Mall

The Mall is a vehicle-free zone. However there may be times when authorised vehicles require access to the Mall including:

- Emergency Service vehicles involved in active duty
- Public Utility Service vehicles involved in active maintenance; and
- Vehicles displaying a Council 'Vehicle Entry Permit'. These are permits are specific to the Mall and can be requested through Council's City Centre Team. They will only be granted for the purposes of dropping off material/goods for an approved activity or as part of an approved activity.

The owner or driver of any vehicle entering or parking contrary to any vehicle regulation sign or permit conditions in the Mall, or any person who fails to comply with such signs, may be issued with a Penalty Infringement Notice.

#### Public Collections

Public collections such as requests for cash donations, direct debit arrangements or pledges for an individual's personal use fall outside of the fundraising activity supported in this Policy and as such are prohibited.

#### Bill Posting

Council may issue a permit for the display of advertising posters within the Crown Street Mall. Council may prosecute any person who affixes or causes to be affixed any advertisement within the Crown Street Mall without the issue of a permit by Council.

The permit holder will be required to carry out remediation work (removal of posters) in connection with the carrying out of the activities. Failure to do so may result in legal action being taken.

#### Skating

The use of roller blades, roller skates or skateboards within the Crown Street Mall is prohibited, unless as part of an approved activity. Council may confiscate any item of this nature it deems prohibited.<sup>1</sup>

#### Spruiking

Spruiking by a person or persons is not an approved activity within the Crown Street Mall.

#### Use of Public Address Systems

The use of a public address system or any type of amplification must not be used within the Crown Street Mall without the prior issue of a permit by Council.

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<sup>1</sup> See section 681A, Local Government Act 1993



## DRAFT CROWN STREET MALL ACTIVITY

## COUNCIL POLICY

### Display and/or Sale of Food

Food must not be displayed or sold unless permission has been granted by Council. Any food permitted to be displayed or sold must comply with all relevant statutory requirements and applicable Council Policy<sup>2</sup>.

### Horses

Horses are not allowed to enter the Crown Street Mall without the prior issue of a permit by Council. Where a permit is issued, those persons responsible for the horse or horses will need to comply with the Crown Street Mall Traffic Management Plan.

### Dogs – *Companion Animals Act 1998*

Any dog in or on the Crown Street Mall is required to be under the effective control of some competent person by means of an adequate chain, cord or leash.

Failure to comply with this requirement is an offence under the *Companion Animals Act 1998* and may render the owner of the dog liable to a penalty.

The owner of a dog which defecates in or on the Crown Street Mall is guilty of an offence under the *Companion Animals Act 1998*. A penalty applies unless the faeces are removed and properly disposed of by the owner of the dog or by the person in control of the dog.

### Alcohol-Free Zones

The consumption of alcohol within the Crown Street Mall is prohibited without approval by Council and an approved Liquor Licence from the office of Liquor Gaming and Racing that clearly delineates the approved Licenced Area.

During the Liquor Licence application phase, a Plan of Management detailing control over the site is to be submitted to Council as part of the process. This is to ensure the goals of the Alcohol-Free Zone are maintained and the amenity of the area is preserved.

### Smoke-Free Zone

From 1 November 2013, the Crown Street Mall has been designated as a smoke-free area. This covers Crown Street between Keira and Kembla Streets, Globe Lane and Church Street between Globe Lane and Court Lane.

### Amendments to this Policy

This Policy replaces the current Crown Street Mall Activity Policy. Council may amend, vary or add to this Policy from time to time.

## LEGISLATIVE REQUIREMENTS

This Policy is to be implemented in conjunction with other relevant Council policies and strategies and any relevant Acts or Regulations.

## REVIEW

This Policy will be reviewed every three years from the date of each adoption of the policy, or more frequently as required.

## ROLES AND RESPONSIBILITIES

The City Centre Management Team is responsible for the administration and review of this Policy.

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<sup>2</sup> For example, Food Act 2003 and the Food Regulation 2015

DRAFT CROWN STREET MALL ACTIVITY

COUNCIL POLICY

APPROVAL AND REVIEW	
Responsible Division	Community, Culture and Engagement
Date adopted by Council	[To be inserted by Corporate Governance]
Date/s of previous adoptions	
Date of next review	July 2027



## CROWN STREET MALL ACTIVITY – SUPPORTED ACTIVITY PROCEDURE

ADOPTED BY: [DIVISIONAL MANAGER TITLE] | DATE: [DATE]

### CONTEXT

These Procedures are to be read in conjunction with the Crown Street Mall Activity Council Policy (the Parent Policy).

These procedures have been designed to support and complement Wollongong City Council's Crown Street Mall Activity Policy. They apply to the following activity types:

- Events and Festivals
- Street Entertainment including busking
- Fundraising
- Community Stalls
- Promotions and Handbill Distribution
- Occasional Retail Trading.

You will require an Activity Permit to undertake any of the above activities in the Crown Street Mall (Mall).

### STATEMENT OF PROCEDURES

#### 1. What approvals are required to undertake any of the above activities in the Mall?

You will need an Activity Permit issued by Wollongong City Council's City Centre Management Team. Your activity will need to align with Wollongong City Council's Crown Street Mall Activity Policy.

You will be required to have Public Liability Insurance as noted below and may be required to produce a Risk Assessment Mitigation Plan and Safe Work Method Statements depending on the type of activity.

#### 2. What is the assessment process for a Mall Activity Permit for any of the above activities?

Your application will be assessed against the following criteria:

##### Appropriate Location

Council seeks to encourage Mall activity in appropriate locations in order to promote economic growth, cultural benefits and social integration while understanding the needs of local businesses and users of the public domain. The location should be selected based on where the activity can enhance the vibrancy and positive experience.

Activities should be integrated into the Mall in a way that do not disrupt the community's engagement with the public domain (ie compromise existing users, pedestrian access, street furniture and building entrances).

Designated locations are assigned for each activity type to support a number of different forms of activity occurring in tandem.

##### Safety and Accessibility

Mall activities should be delivered without compromising the safety of people or places. With safety in mind, well designed and maintained equipment, stalls and infrastructure are essential.

Accessible paths of travel located within the Mall against the perimeter of the public domain and private property lines are to always be kept clear. This aligns to Council's commitment for accessibility and inclusiveness for all people including those with a disability.

Designated locations are assigned for each activity type.

## CROWN STREET MALL ACTIVITY – SUPPORTED ACTIVITY

## PROCEDURE DOCUMENT

### **Authentic, Diverse and Engaging**

Council encourages new and interesting ideas that add to the life of the City Centre, give another reason for people to visit the City Centre, enhance the vitality of the Mall and create a sense of interest and curiosity. The range of Mall activities should reflect a uniqueness, depth and breadth of creative opportunities and may be seasonally orientated. Activities must not contain any content which is defamatory or likely to offend a reasonable person.

Activities within the Mall should be authentic with a strong 'local' focus. 'Local' refers to creatives and products designed by residents within the Wollongong LGA, surrounding LGAs or the Illawarra Region (can be manufactured elsewhere).

The originality of Crown Street Mall activity concepts should be demonstrated with a strong point of difference that complements the current retail offer.

Mall activities should be engaging and diverse in nature encouraging community participation.

### **Attractive and High Quality**

The design and appearance of structures should be innovative and vibrant, as well as being structurally sound to be able to withstand exposure to various climatic conditions. The overall design of any infrastructure should contribute to the Mall's physical characteristics and enrich the street culture.

The activity must be considered suitable and acceptable for presentation in the public domain.

### **Management and Operations**

Council encourages Mall activities that demonstrate sound management practices such as timeliness, reliability and professionalism. Any proposed activity should consider basic logistical matters such as safety, traffic, noise, waste and access before, during and after each activity. Evidence of how this is addressed will be required and will be used to address suitability. Some activities may require a Risk Mitigation Plan and Safe Work Method Statements depending on the type of activity being undertaken.

Demonstration of compliance with Mall Alcohol and Smoke-Free Zones will also need to be clearly defined.

### **Public Liability Insurance**

Organisers must make sure they have a Public Liability Insurance policy underwritten by an insurance broker/company authorised to conduct insurance business in Australia. A Certificate of Currency must be provided showing that the activity is fully covered for a minimum of \$20 million. Event organisers are encouraged to obtain copies of current Certificates of Currency from subcontractors providing event services (eg performers and marquee hire).

## **3. How to apply for a Mall Activity Permit**

### **Events and Festivals, Street Entertainment (excluding busking) Occasional Retail Trading, Fundraising, Community Stalls**

Step 1: Submit an online application form. Before you can do this, you need to log in or register for Wollongong City Council's Online Services by visiting <https://www.wollongong.nsw.gov.au/book-and-apply/online-service>.

Once you are logged in, go to **Lodge an Application**, then **Use of Public Land** and select **City Centre Application** type.

All mandatory fields need to be completed at this stage. Please also add any information you may have for the non-mandatory fields.

Once you lodge your request, you will receive an automated acknowledgement that this part of the process has been completed.

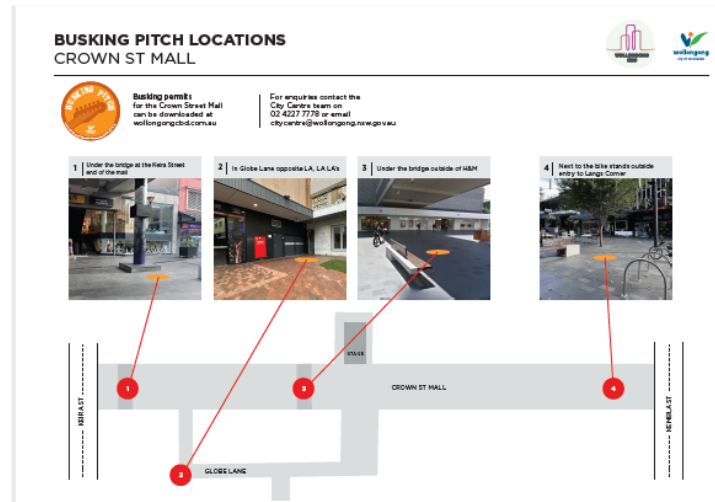
Step 2: Your event will then be allocated to a member of Wollongong City Council's City Centre Team who will be your point of contact throughout the remainder of the application process.

Step 3: All remaining application components are required to be completed. A member of Wollongong City Council's City Centre Team is available to assist you with finalising this process.

## CROWN STREET MALL ACTIVITY – SUPPORTED ACTIVITY PROCEDURE DOCUMENT

### Busking

There are four (4) allocated busking locations within the Mall – see below map.



Step 1: Submit an online application via [Experience Wollongong CBD](#), scroll down to the **Get Involved** section and select **Apply to busk**. Once you lodge your request, you will receive an automated acknowledgement that this part of the process has been completed.

Step 2: The City Centre Team will process and respond to your busking application within office hours.

#### 4. How long does it take to process a Mall Activity Permit for any of the above activities?

Activity	Activity Parameters	Processing Time
Busking	<ul style="list-style-type: none"> <li>No amplification</li> <li>Allocated busking locations and times</li> <li>Not to impact on Mall retailers and businesses</li> </ul>	1 – 3 business days
Small sized Activity	<ul style="list-style-type: none"> <li>50 – 100 people</li> <li>No selling of food or alcohol</li> <li>Low or no impact on Mall retailers and businesses</li> </ul>	14 – 28 days*
Medium sized Activity	<ul style="list-style-type: none"> <li>150 - 1,000 people</li> <li>Food vendors and/or liquor licensed areas</li> <li>Potential impact on Mall retailers and businesses</li> </ul>	3 weeks – 2months*
Large sized Activity	<ul style="list-style-type: none"> <li>Attendance over 1,000 people</li> <li>Food vendors and/or liquor licensed areas</li> <li>Medium impact on Mall retailers and businesses</li> <li>Multiple event days/sites</li> </ul>	2 - 3 months*

\*Depending on the complexity of the activity

#### 5. Your Mall Activity Permit

Once you have met all relevant assessment criteria and Wollongong City Council's City Centre Team has deemed your application successful, you will receive a Mall Activity Permit. This permit will confirm the terms and conditions of your event.

These terms and conditions will have been discussed with you during the application process. This permit is final confirmation that all steps required have been completed in preparation for your event. Once you have received your permit you will need to have a copy of the permit on site with you at all times and available for presentation upon request.



## CROWN STREET MALL ACTIVITY – SUPPORTED ACTIVITY

## PROCEDURE DOCUMENT

Wollongong City Council's City Centre Team may withdraw an application at any stage if the applicant is unable to satisfy requirements under the Crown Street Mall Activity Policy.

### 6. Fees and charges

A range of fees and charges may apply to your event within the Mall. Find out more about fees and charges by visiting [City Centre Management - Crown Street Mall Fees and Charges](#).

### 7. Further information

For any further information please contact Wollongong City Council's City Centre Team on 02 4227 7778 or email at [citycentre@wollongong.nsw.gov.au](mailto:citycentre@wollongong.nsw.gov.au).

## DEFINITIONS

An 'Event' or 'Festival' is a private, community or commercial activity which is planned for a special purpose and involves a considerable number of persons attending. This includes festivals, parades, large scale street parties, public concerts, sporting events or other activities.

'Street Entertainment' is defined as a performance involving the playing of a music instrument, singing, conjuring, juggling, puppetry, mime, acrobatics, living sculptures, digital displays, or dance act, where a donation may or may not be sought from the public.

'Busking' is where a donation is sought for Street Entertainment activities. There is no amplification allowed for this type of Street Entertainment.

'Occasional Retail Trading' is the selling of unique products and services from temporary infrastructure placed within the public domain which is removed from the public space at the close of trade each day. For the purposes of this Policy, Occasional Retail Trading is classified as a short term activity that extends any time from a part-day to up to three (3) months. Occasional Retail Trading includes Occasional Retail stalls and occasional mobile food vans. Content cannot be offensive to the community in any way.

'Fundraising' is an activity that requests cash donations, direct debit arrangements or pledges from individuals, groups, or businesses for community and/or charity events. It does not include requests for cash donations, direct debit arrangements or pledges for an individual's personal use.

'Fundraising activities' include the selling of promotional items, toys, second hand or new goods, food, clothing, etc with the stated or declared intention of supporting a charity. Roaming fundraising activities are not permitted in the Mall.

A 'Community Stall' is a pop-up presence created to offer community groups the opportunity to reach out to the local community and share information relevant to the local community. Community stalls are limited to Fridays.

'Community Groups' include but are not limited to, local interest and sporting group, service clubs, local volunteer groups, junior community groups, senior citizen's groups, multicultural groups, political groups providing information to the community, environmental and sustainable groups and special projects.

A 'Handbill' includes a placard, notice, book, pamphlet, paper, or advertisement other than an advertisement affixed to any building abutting the road. It does not include a newspaper, magazine or book sold by a newspaper vendor or other person authorised by Wollongong City Council, nor any Handbill containing material of an exclusively political nature distributed by hand to any person. It also does not include Handbills for products/services being provided by businesses outside of the Mall if these are already being offered by existing businesses in the Mall.

'Promotion' is any activity that includes any concept that promotes a service or a sample product and giveaways of sample product and/or sample merchandise. It does not include the sale of a product, service, or any associated merchandise.

'Local' refers to creatives and products designed by residents within the Wollongong LGA, surrounding LGAs or the Illawarra Region (can be manufactured elsewhere).

The 'Crown Street Mall' is the geographical area outlined in yellow in area outlined in Figure 1 below:

CROWN STREET MALL ACTIVITY – SUPPORTED ACTIVITY

Figure 1



## REVIEW

These Procedures will be reviewed every three years or in line with the review of the Parent Policy (where applicable) and at other times as required. Changes to the Procedure that are consistent with the parent policy can be approved by the Manager Governance and Customer Service.

APPROVAL AND REVIEW	
Responsible Division	Community, Culture and Engagement
Date adopted	[Date Adopted]
Date of previous adoptions	[Previous adoption dates]
Date of next review	July 2027
Responsible Manager	Manager Community Culture and Engagement
Parent Policy	Crown Street Mall Activity Policy



## CROWN STREET MALL ACTIVITY – BANNER PROGRAM PROCEDURE

ADOPTED BY: [DIVISIONAL MANAGER TITLE] | DATE: [DATE]

### CONTEXT

These Procedures are to be read in conjunction with the Wollongong City Council Crown Street Mall Activity Policy (the Parent Policy).

They apply to the Crown Street Mall Banner Program.

You will require an Activity Permit to undertake this activity in the Crown Street Mall (Mall).

### STATEMENT OF PROCEDURES

#### 1. What approval is required to install banners in the Crown Street Mall?

You will need an Activity Permit issued by Wollongong City Council's City Centre Team.

Activity organisers must make sure they have a public liability insurance policy underwritten by an insurance broker/company authorised to conduct insurance business in Australia. A Certificate of Currency must be provided showing that the proposed banner activity is fully covered for a minimum of \$20 million.

#### 2. What is the assessment process for a Crown Street Mall Banner Activity Permit?

Your application will be assessed against the following criteria:

##### Safety and Accessibility

Mall activities should be delivered without compromising the safety of people or places. With safety in mind, well designed and maintained equipment, stalls and infrastructure are essential.

Accessible paths of travel located within the Mall against the perimeter of the public domain and private property lines are always to be kept clear.

Designated banner poles are assigned based on booking requirements.

##### Authentic, Diverse and Engaging

Activity should be engaging, creative, diverse in nature, encourage community participation and create a sense of interest. Activity within the Mall should be authentic with a strong 'local' focus and complement, not compete, with the current retail offer.

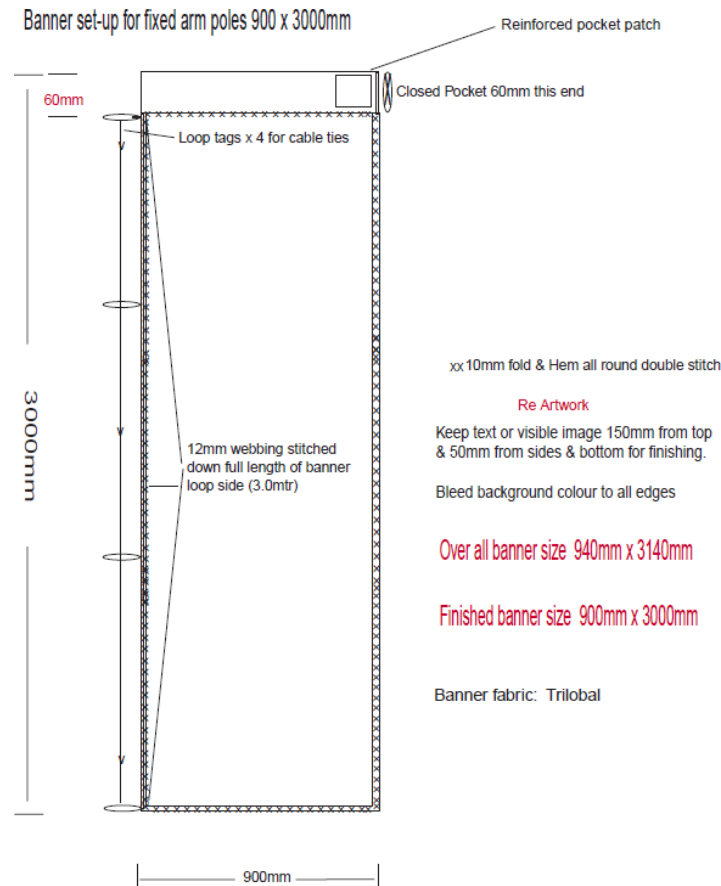
##### Attractive and High Quality

The design and appearance of any banners should be innovative and vibrant, as well as being structurally sound to be able to withstand exposure to various climatic conditions.

## CROWN STREET MALL ACTIVITY – BANNER PROGRAM

## PROCEDURE DOCUMENT

### 3. Banner specifications and artwork guidelines



- Logo recognition on banners must be limited to a maximum of 10 per cent of the size of the banner. The preferred logo placement is along the bottom of the banner. No more than three logos are allowed per banner.
- The maximum space available to recognise a single sponsor on a flag or banner is 10% of the total size of the banner. The maximum space available to recognise multiple sponsors on a flag or banner is 20% of the total size of the banner.
- Commercial sponsors are permitted 20% of the total flag and banner space to communicate a key message promoting their association with the event (eg 'Proudly supported by...').
- Strong colours ensure visibility against both the sky and the city landscape.
- Trilobal fabric to be used for banner fabric.

The banner program is not intended to be an advertising medium for commercial products and services.

All banner designs are to be approved by Council prior to going into production. Wollongong City Council reserves the right to reject any design that does not comply with design guidelines.

Wollongong City Council also reserves the right to refuse or have removed any banners that are considered not to conform with quality standards (eg faded, torn, frayed).

All costs relating to the design, production and installation of banners are to be met by the hirer.

Approved by Manager: [Date]

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## CROWN STREET MALL ACTIVITY – BANNER PROGRAM

## PROCEDURE DOCUMENT

### 4. How to apply for a Mall Banner Activity Permit

Contact Council's City Centre Team on (02) 4227 7778 or email [citycentre@wollongong.nsw.gov.au](mailto:citycentre@wollongong.nsw.gov.au). Processing time will depend on booking availability dates and the complexity of the design.

### 5. Public Liability Insurance

Organisers must make sure they have a Public Liability Insurance policy underwritten by an insurance broker/company authorised to conduct insurance business in Australia. A Certificate of Currency must be provided showing that the activity is fully covered for a minimum of \$20 million.

### 6. Fees and charges

A range of fees and charges may apply to your event within the Mall. Find out more about fees and charges by visiting [City Centre Management - Crown Street Mall Fees and Charges](#).

### 7. Further information

For any further information please contact Council's City Centre Team on (02) 4227 7778 or email [citycentre@wollongong.nsw.gov.au](mailto:citycentre@wollongong.nsw.gov.au).

## DEFINITIONS

A 'banner' is a long strip of cloth bearing a slogan or design hung on the banner poles within the public domain in the Crown Street Mall.

Banners can be used to promote the following events and activities occurring in the city centre:

- Cultural events
- Community celebrations
- Retail events of public interest (eg mid-year sales)
- Tourism and civic programs
- Business and retail awards
- Christmas and other seasonal and/or celebratory events.

Banners are not intended for:

- Advertising of goods, services or an individual and/or business
- Promoting events that the public cannot attend
- Marketing activities such as product launches or media announcements
- Political statements
- Tobacco or alcohol sponsorship/advertising
- Promoting events that are not deemed suitable for minors or are culturally offensive.

Preference will be given to Council initiatives in the first instance.



**CROWN STREET MALL ACTIVITY – BANNER  
PROGRAM****PROCEDURE DOCUMENT****REVIEW**

These Procedures will be reviewed every three years or in line with the review of the parent policy (where applicable) and at other times as required. Changes to the Procedure that are consistent with the parent policy can be approved by the Manager Governance and Customer Service.

APPROVAL AND REVIEW	
Responsible Division	[Name of Division]
Date adopted	[Date Adopted]
Date of previous adoptions	[Previous adoption dates]
Date of next review	[Review Date]
Responsible Manager	[Middle or Divisional Manager]
Parent Policy	[List the policy that this procedure supports, if any]