



## Food Trucks:

A Review of the "Trading on Thoroughfares or Public Places Permit Conditions Policy"

**Community Engagement Report | 2022**





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### Acknowledgement of Country

The City of Kalamunda is Noongar country.

The City acknowledges the Whadjuk Noongar people as the traditional custodians of the area. The region is a significant meeting place to the Whadjuk Noongar and surrounding Aboriginal Nations who have gathered here for thousands of years.

The City of Kalamunda acknowledges and respects the Aboriginal and Torres Strait Islander people, their continuing culture and the contribution they make to the life of this city and this region.



## Executive Summary

### Background

The City is reviewing its *Trading on Thoroughfares or Public Places Permit Conditions Policy*.

The purpose of the policy is to ensure a consistent approach is taken during the assessment of trading permits under clause 3.6(1) of the *City's Trading in Thoroughfares and Public Places Local Law 2008*.

The number of applications received by the City to trade in public places has been increasing. The processing of these applications requires several approvals from different departments. The additional referrals slow down processing time for applicants and increase the cost of determining an application.

The purpose of this policy is to 'pre-approve' locations to guide applicants on where is suitable to trade and to streamline the application process. Further to this it also assists with space activation by guiding prospective traders to areas that need activation.

This policy is internally focused to assist the City in assessing and approving trading applications received. The City considered the impacts to the community when identifying the designated trading areas and further considers the impact to the community when assessing applications.

### Purpose

The purpose of this community engagement was to:

- » Understand community and stakeholder sentiment regarding policy *Service 11: Trading on Thoroughfares or Public Places Permit Conditions*
- » Inform and excite the community about the new policy

### Community Engagement

#### Targeted consultation ran from 15 April to 24 May 2022

Community Consultation for the project was delivered via a *Communications and Engagement Plan* prepared in line with IAP2 best practice principles.

The plan was designed to meet IAP2 Spectrum **Consult Level**, to obtain public feedback on analysis or alternatives and/or decisions.

*Promise to public: We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.*

The Plan was supported by an integrated marketing campaign.

Communications included website pages; an [Engagement HQ website](#); posters; letters to stakeholders; information flyer; a newspaper advertisement; and eNewsletters (1874 Recipients).

**Social Media:** 'Have your say' posts raised a broader awareness of the project. The campaign received over 6,619 Post Impressions.

### Key Engagement findings:

The **Survey received 49 responses**.

The overarching sentiment was in favour of food trucks and mobile businesses.

- » **70.2% Supported or Strongly Supported the idea**
- » **26.5% Opposed or Strongly Opposed the idea**

Those in favour of mobile units supported locations near tourist sites, local parks, sporting reserves and at special events with the view of creating more vibrant spaces.

Kalamunda Library Car Park, Stirk Park and Kalamunda Central Mall and the Zig Zag were highlighted as additional spaces for the Policy to consider covering.

## Executive Summary continued

### Factors to address in Policy:

- » Not to compete with brick & mortar businesses
  - » Preference to outside of regular business hours
  - » Preference to be located away from similar businesses.
- » Safety:
  - » locate in well lit spaces
  - » not on medians and busy roads
  - » have the benefit of reducing anti-social behaviour through passive surveillance
- » Not to negatively impact places of residence (ie noise, traffic congestion)
- » Central to the community
  - » Convenient and not far to travel.
  - » Multiple vendors in one space - choice.

### Improvements to make included:

- » Easier application process and approval
- » Remove extra approvals for multiple locations/events
- » Faster approvals
- » Less restrictive. More flexibility
- » Clarity between mobile (moving) businesses and fixed mobile (long term, one site) businesses
- » Ensure brick & mortar businesses are not compromised
- » Manage use of generators (noise)
- » Same health & safety inspections as expected of Brick & Mortar businesses
  - » Monitor where liquid waste is disposed (+fees)
  - » Inspect food vehicles on-site (& in operation)
  - » Inspect the food preparation kitchens (homes)
- » Hold vendors responsible for waste generated and keeping parks/spaces rubbish free.



## Communications and Engagement tools

The City engaged with key stakeholders and the broader community via:

Engagement Tools	Objectives
Website: Linking to contributing nodes	Accessible, translatable, transparent. Single point reference. Links to Engagement Portal and Social Media.
Engagement Portal	FAQs, Online Survey, additional reading
Printed Survey	Print is tangible, tactile, is viewed as trustworthy and reaches stakeholders who are not online. The survey was distributed across all the City's buildings. eg. Libraries, Rec Centre.
Mail out	Directly targeting stakeholders
Social Media	Targeted posts can reach stakeholders 24/7: Facebook posts, LinkedIn, Twitter, Instagram.
Face-to-Face	One-on-one meetings as required to address stakeholder enquiries.
Email Direct Marketing	Reach City of Kalamunda Subscribers
Newspaper Advert	Reach broader community who do not have online access
Posters	Visual campaign, QR code linking back to the online EngageHQ portal

## Strategic Planning Alignment

### Kalamunda Advancing 2031 Strategic Community Plan

#### Priority 1: Kalamunda Cares and Interacts

Looking after our people and providing the community with opportunities for social and cultural enjoyment

Objective 1.1: To be a community that advocates, facilitates, and provides quality lifestyles choices

- » Strategy 1.1.1 Ensure the entire community has access to information, facilities and services.
- » Strategy 1.1.2 Empower, support and engage all of the community

Objective 1.2 To provide safe and healthy environments for the community to enjoy

- » Strategy 1.2.1 Facilitate a safe community environment.
- » Strategy 1.2.3 Provide high quality and accessible recreational and social spaces and facilities

#### Priority 3: Kalamunda Develops

Objective 3.2 To connect community to key centres of activity, employment and quality amenities

- » Strategy 3.2.1 Ensure existing assets are maintained to meet community expectations

#### Priority 4: Kalamunda Leads

Objective 4.2 To proactively engage and partner for the benefit of community

- » Strategy 4.2.1 Actively engage with the community in innovative ways



# MARKYT® Community Scorecard Report

The City of Kalamunda commissioned CATALYSE® to conduct a MARKYT® Community Scorecard from 23 March to 14 April 2020.

The purpose of the study was to evaluate community priorities and measure Council's performance against key indicators in the Strategic Community Plan.

Scorecard invitations were sent to 4,000 randomly selected households; 1,000 by mail and 3,000 by email.

483 randomly selected residents and ratepayers completed a scorecard.

Local community recommendations to address top priorities			
<b>Playgrounds and reserves</b>  1. Improve maintenance and upgrade facilities 2. Make parks and playgrounds more engaging with more nature areas, youth activities and exercise equipment 3. More dog friendly parks and exercise areas	<b>Footpaths &amp; cycleways</b>  1. Provide dedicated cycle paths and lanes to improve safety 2. Improve connectivity 3. Repair and upgrade footpaths 4. Improve walk trails and signage 5. Network of mountain bike trails to protect native bush	<b>Streetscapes</b>  1. Proactive and regular maintenance of verges and street trees to improve appearance and safety 2. Plant more trees; replace dead, inappropriate trees 3. Create a consistent sense of place, more beautification	<b>Character &amp; identity</b>  1. Review planning policy to preserve and maintain local character and identity (complementary scale and design, manage subdivisions) 2. Re-create a vibrant, attractive and inviting community / shopping hub and town centre
<b>Safety</b>  1. Increased Police presence / security patrols to address break-ins, looting and anti-social behaviour 2. Establish a local Police station 3. Install more CCTV, improve street lighting and more traffic calming	<b>Traffic</b>  1. Improve intersections to help traffic flowing safely (lights, roundabouts, overpasses) 2. Slow down traffic on local roads (modified speed limits, traffic calming, signage) 3. Modify roads to restrict access 4. More pedestrian crossings	<b>Economy</b>  1. Greater support for local businesses - revitalise shopping areas, restrict large / chain stores (mixed views), easier approvals for new ventures 2. New and restored tourism attractions 3. More local job opportunities	<b>Sport &amp; recreation</b>  1. Upgrade the aquatic centre 2. Upgrade the gym and recreation centre and improve range of activities 3. Provide more facilities (e.g. skate parks, extra basketball courts, etc)

MARKYT®

## Community Action Plan Economic development

### Challenges

- Local shopping areas are unappealing – poor overall appearance, vibrancy and range of retail options for visitors
- Local businesses are struggling or have closed
- Lack of local job opportunities

### Community Driven Actions

- Greater support for local businesses:
  - Revitalise shopping areas to attract more businesses, shoppers and visitors
  - Restrict the entry of larger competitors and chain stores into the area (though not everyone agrees)
  - Easier approvals process for new ventures
- New and restored tourism attractions to attract more visitors to the local area
- Create more local job opportunities

### Community Voices

"The local town centre. There are a lot of empty shops and closed businesses. Derelict buildings not being sold/used."

"Create more local jobs for local people."

"I think you seriously need to address the "death" of Haynes street as a central village location - its terrible and we have lost so many businesses. This street should be key to a village revitalization program."

"Making Kalamunda a home in hills again - not a place for chain stores and cafes. Decent shops and improving Haynes Street which is a dump at the moment. If the idea is to make sure there are lots of villas and units for the elderly - please remember that elderly people too like decent shops without having to shop outside the city."

"Keeping local business going. Not building modern looking buildings. Not allowing places like Aldi to come up, which ultimately had a disastrous affect on CRABBS IGA closing its doors which was an iconic place for over 80 years... Shire not letting money be the reason for allowing foreign business to set up in the area."

"More retail opportunities for young people i.e. fast food. Less focus keeping on Kalamunda in the 1970's and start approving permits and applications to keep Kalamunda open after 5pm..."

"Do more in High Wycombe. The Coles store is too small. We need more variety stores like Spotlight e.g."

"Improved shopping options up the hill by support from council for larger retailers."

"We need a total reinvigoration of the Kalamunda town site. We have to attract more visitors so businesses will open and invest in the area. Realistically more visitors can only come from tourists. To attract tourists (and they will return) we need a world class attraction. The restored zigzag railway would do this."

MARKYT®

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## MARKYT® [Pandemic] Resilience Scorecard Report

The MARKYT® Community Resilience Scorecard was undertaken with the Department of Local Government, Sport and Cultural Industries (DLGSC) and Local Government Professionals WA in response to the COVID crisis from 5 June to 8 July 2020.

7,666 community members state-wide from 128 local government areas completed a scorecard, including 241 residents from the City of Kalamunda.

The purpose of the study was to help leaders keep a finger on the pulse of changing needs and priorities in the local government workforce to:

- » Cope with short-term disruptions
- » Anticipate, prepare and adapt to longer-term changes
- » Monitor symbols of recovery - measures that build hope, trust and confidence that Western Australia is on the path to recovery.



# EngageHQ (Survey: Where do you want to see food trucks?)

## Demographics

The Survey received 49 responses

The survey was a mixture of rating style questions and open comment questions.

### Engage Traffic

**154** Total visits

**29** Maximum visits per day

**68** Informed Visitors

*An informed visitor has taken the 'next step' from being aware and clicked to access more information.*

**139** Aware Visitors

*Aware visitors will have visited at least one page.*

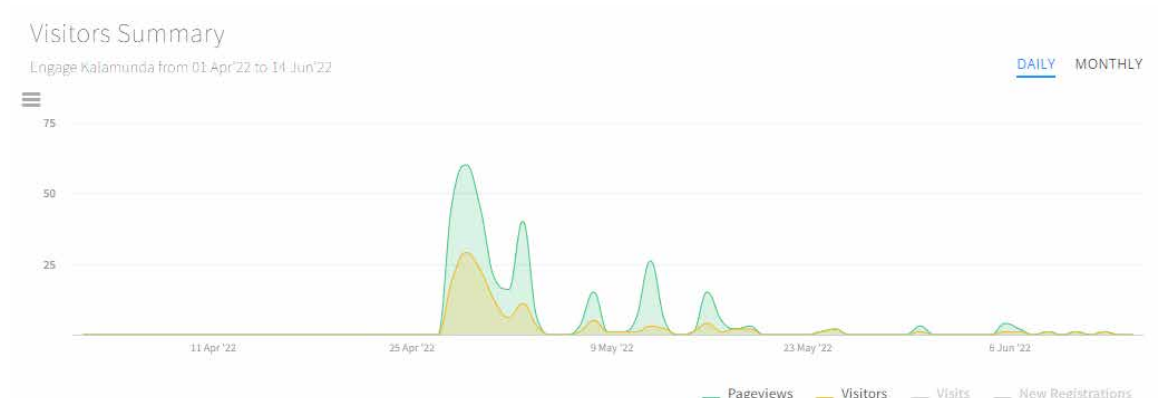
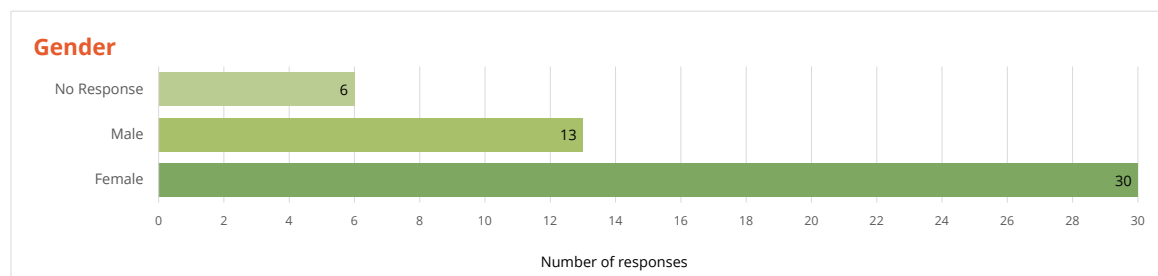
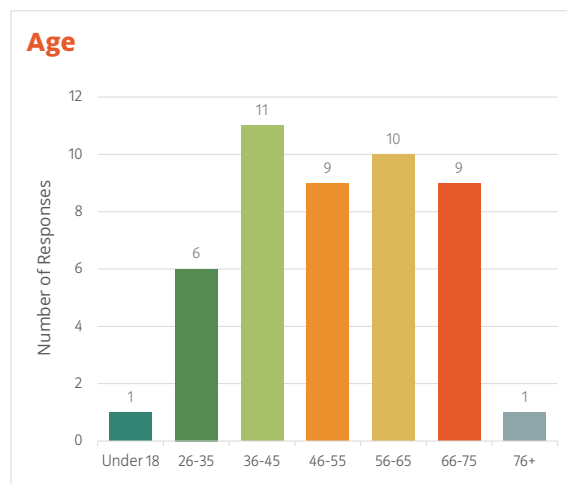
### Profile

**73.4%** Local residents

**10.2%** Local businesses

**5.0%** Visitors to the area

n= 43/49

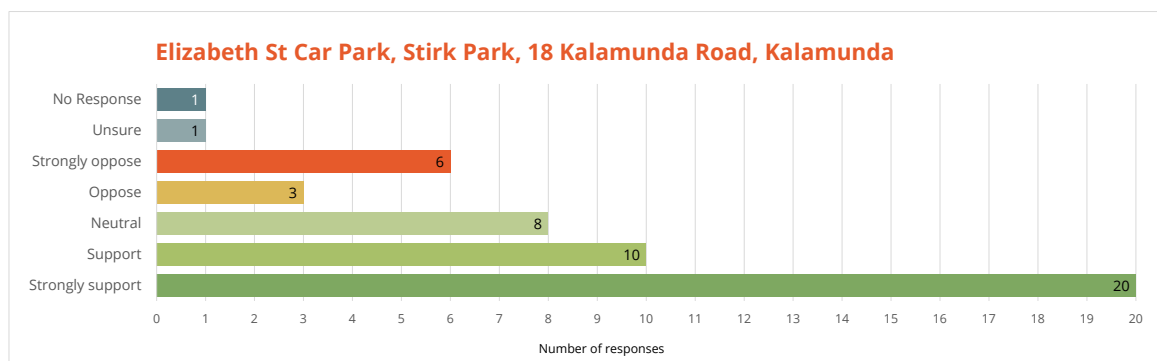
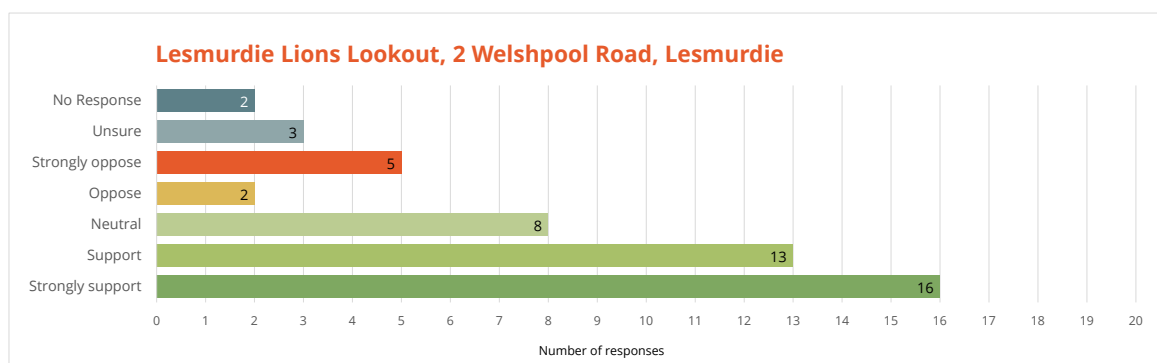
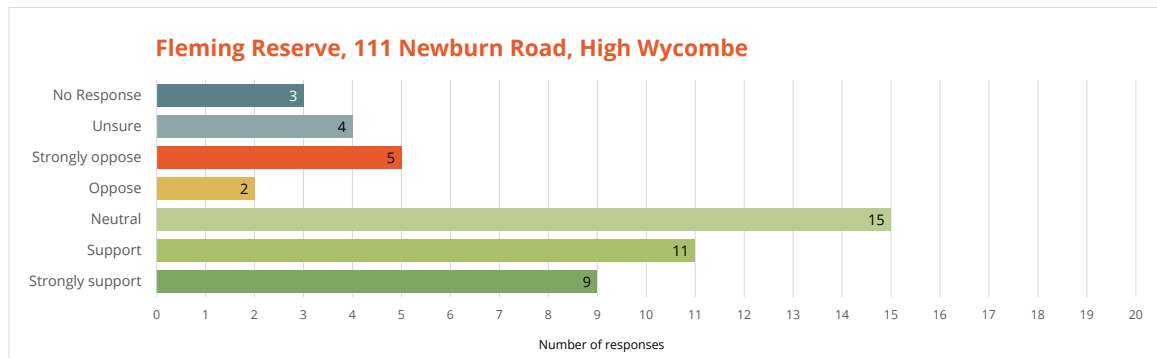




## EngageHQ Survey

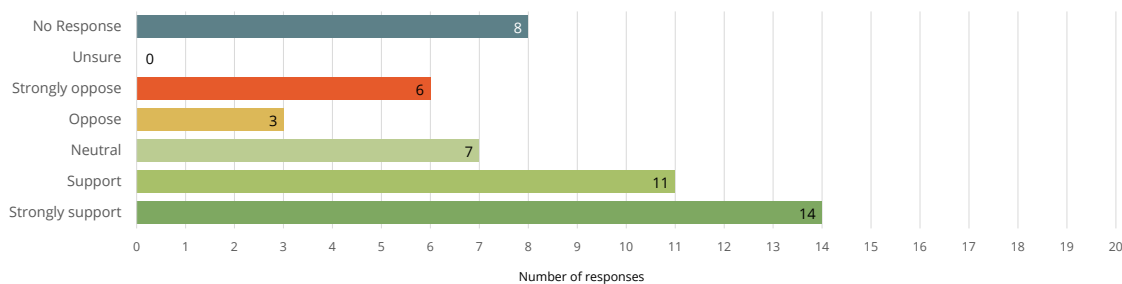
### Rating mobile business locations

Thinking about food trucks and other mobile businesses, how would you rate the following locations currently covered by the policy?

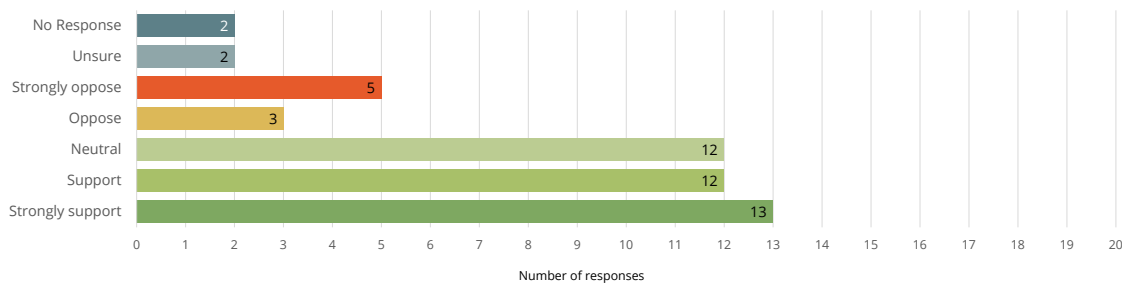


## Rating mobile business locations

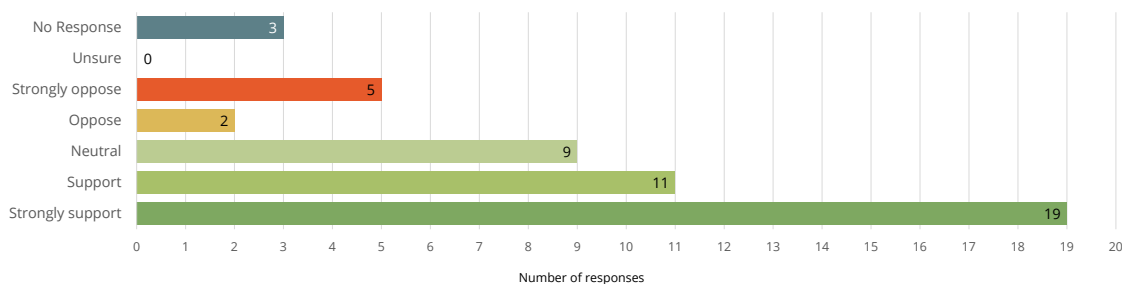
### Zig Zag Car Park, 1 Zig Zag Scenic Drive, Gooseberry Hill



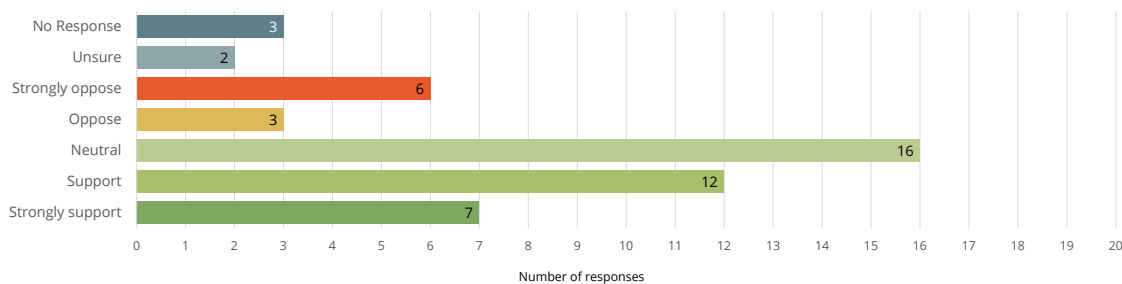
### Corner of Midland Road and Ridge Hill Road, Maida Vale



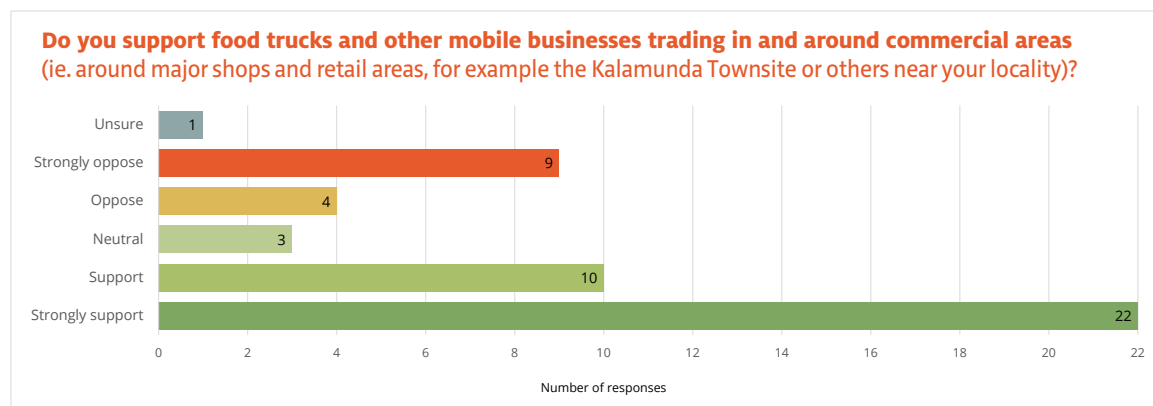
### Jorgenson Park, 2 Crescent Road, Kalamunda



### Corner of Hawtin Road and Norwood Road, Maida Vale



## Support for food trucks & mobile businesses



**Where would you like to see more approved places? For example, in more parks and sporting reserves or other tourist locations. Please explain why.**

### Overview of Responses

#### Support or Strongly Support the idea (70.2%):

- » Kalamunda Library car park (x7)
- » Central Mall Kalamunda and tourist landmarks (x8)
- » Stirk Park (x6)
- » Lesmurdie Falls Carpark (x2)
- » Bickley Valley
- » Top of Zig Zag
- » Areas without a hospitality business operating (eg. Lesmurdie)
- » Near local parks, sporting reserves (x10)
- » Special events in parks and reserves (x4)
- » Well lit areas (x2)
- » Clustered together
- » Dotted around the City
- » To reduce anti-social behaviour - passive surveillance

#### Oppose or Strongly Oppose the idea (26.5%):

- » Not to compete with local businesses (x7)
- » Already a high building vacancy (x2)
- » Outside of regular business hours only (x4)
- » Away from residential areas to avoid congestion and noise.
- » Quality of goods, value for money can be an issue
- » No blanket approvals
- » Need to reduce amount of disposables (waste)

Respondent	Suggested places for Mobile businesses
	<b>*Note:</b> Text has been included without edits as provided. Where no response, the entry has been deleted.
1	Kalamunda Library car park (great spot- central, area for kids to play) The Wooden Horse town centre The new upgrade to Central Mall Near top of Bibbulman Track Car park opposite Zig Zag cultural centre Courtyard of cultural centre Empty block between Stirk medical and IGA (probably not great if you have kids with all the gravel- so would need improvements)
2	I would like to see more locations overall but mainly focusing where there isn't already a hospitality business operating such as small sporting clubs and tourist locations.
3	Kalamunda library car park - central location, good foot traffic and good lighting. Central Mall - central location, good foot traffic and good lighting.
4	More places around the Central Kalamunda - easy to walk from the pub or other business to the food truck location.
5	In more parks so my kids can run around
7	kalamunda Library car park, Haynes Street (made pedestrian only)
8	Parks, lookout

## Support for food trucks &amp; mobile businesses (continued)

Respondent	<b>Suggested places for Mobile businesses</b> <b>*Note:</b> Text has been included without edits as provided. Where no response, the entry has been deleted.	
9	Midland Rd & Ridge Hill Rds. We currently operate a retail seafood business in this location, we supply fresh WA sustainably caught fish and the support from the locals has been amazing. So many clients comment on having a Fish n Chip Food van selling our cooked local products would be amazing.	18 I think where they are fine, markets and the occasional one here or there like the one at Lions lookout. I try support them but I have to say I'm often left disappointed with the offerings for the price they charge. The one at looks lookout is great quality but some of the others are just ok. We have some great restaurants which pay rent which probably don't need too much competition. We also have a lot of vacant buildings. A few more evening cuisines would be great.
10	Current formal locations are sufficient for businesses that operate on an hoc (non full time basis). Any additional locations should be determined based on feedback from this survey, ensuring proximity to existing fixed and mobile location businesses are considered (not competing) Should be able to operate near fixed businesses outside of regular business hours.	19 Sporting reserves and areas such as Stirk park.
11	I'd like to see them around other shops in well lit areas. I don't want to travel to an isolated area in the dark to get food at night. I'd like to have a few trucks grouped together as my family and I all have different preferences. Also having multiple trucks would attract a crowd where I would feel safer attending at night with two young children by myself.	20 The new mall in kalamunda
12	Kalamunda Library carpark	21 In sporting areas during times of evening sports and where cheaper food is probably warranted.
13	So more people can see them	22 The library carpark
14	In town Center, kalamunda library car park is a great neutral spot and it gives the town more food choices or another option, next to the movable sitting platform which is at Haynes street/opposite Kishi. I would love seeing this kind of structure moved around the streets or even more of them. They create a nice and enjoyable vibe at trading hours or in evenings in combination with food trucks. In parks/reserves with events, otherwise it's too far/ dark and isolated-nobody would use it.	23 Dotted anywhere around the city!
16	No near residential areas! Congestion & noise!	24 Stork park
		25 Stirk Park
		27 Having them in parks will encourage people to use the parks and meet their neighbours
		28 I support food trucks/vans in empty car parks or vacant lots after normal daytime business hours. If there are no other eating/drinking options, then anytime during the day is okay. At sporting reserves during the playing of sport, if there are no other options for food/drink consumption already in place.
		29 With the lack of use of car parks just before after normal business hours, say 4pm onwards, say, library, Stirk Pk, Lesmurdie school etc ...more to service differing areas....in the new central mall parking bays after 5pm
		31 No Where
		32 1-Ray Owen Reserve - this will support the Sanderson Road shopping centre 2-Kostera Oval/Kalamunda Arts hall Carpark 3-Lesmurdie Falls Carpark
		33 Yes, parks and sporting reserves. It makes for an easy open air outing where friends and family can meet or to make attending children sports more enjoyable.
		34 Too many local food places have had to close. Having food trucks will take away business to who is left

## Support for food trucks &amp; mobile businesses (continued)

Respondent	<b>Suggested places for Mobile businesses</b> <b>*Note:</b> Text has been included without edits as provided. Where no response, the entry has been deleted.		
36	Hartfield park near car park on Hale road, lots of community participation for sport but nice to have more activation there for other type community events like food night or music and food trucks	41	Stick Park. Particularly after upgrades, it's nice to enjoy a coffee and a meal while kids play on the playground
37	There should be no blanket approvals, the mobile food business should only be permitted at special events. These business are unreliable to the local people and will impact the fixed business who are and at some point the local fixed businesses will close and then we will have nothing we can rely on. Much like the impacts of the now unreliable uber and the like.	42	Anywhere to boost tourism to the area
38	Only if after hours or no food businesses nearby	43	Sanderson Rd, Shopping Centre Car Park, Ray Owen Oval, Lesmurdie area in general. There isn't much out this way and it would be great for the area. S&R Orchard events, Bickley Valley. Walliston Park, near Walliston deli
39	No food trucks or mobile businesses otherwise why would we sign a lease or pay rent and rates and taxes? More support for the restaurants that have had to deal with COVID for 2 years paying rates and rents.	45	Food Trucks have a very positive and community feel, bringing vibrance and activity to communities. It would be advantageous to have TOILETS at Lesmurdie Lions Lookout
40	Lower Lesmurdie falls car park on Palm Terrace in Forrestfield. This special place should be an asset to the community but continues to be a burden due to constant anti social behaviour, including car break-ins, violent assaults, burn outs and torched stolen cars. This spot would be ideal for a mobile cafe with deck chairs and bean bags set up under the trees beside the brook. This will encourage more people to visit and provide essential passive surveillance during the day to hopefully make this scenic spot safer. But only if reusable cups are used, to prevent takeaway cups from being discarded along the trails. On a side note, this car park should also be closed at night. Perhaps a gate could be installed at Waterfall Road.	46	Everywhere!! They bring the community art add life to the streets
		47	Top of Zig Zag



## Reduction in approved places and why.

### Where would you like to see LESS approved places? Please explain why.

#### Overview of Responses - Where NOT to put mobile vendors and why:

- » Competing with businesses (x11)
- » Where it impacts residents
- » Isolated locations too far to travel
- » Unsafe spaces
  - » Roadsides
  - » Dark and/or isolated locations

Respondent	Less approved places <b>*Note:</b> Text has been included without edits as provided. Where no response, the entry has been deleted.
1	Nil
3	N/A
4	Places in the middle of nowhere where you have to drive for ages to get to and there is nothing else there.
7	High wycombe: no ambience, no warm feeling, Lesmurdie as Hgh Wycombe. Go for Kalamunda centre and get people to the hill.
8	I don't object so long as it doesn't impact where people live.
9	Nowh
10	No
11	Isolated areas because I would not take two young children by myself in the dark. I would not feel safe. I think operating in the dark/isolation is unsafe for customers and food van operators .
13	In hidden places
14	Parks are to isolated to have food trucks in the arvo/evening (great at events though), not at zig zag - it's to far and to dark, any isolated/stand alone places
16	I understand they need to make a living....so too do restaurants!
18	I just don't think they need to be dotted everywhere. I probably won't visit them but others might. I'm not overly opposed to the places just can't see myself going to them much. I guess right opposite a restaurant is not a great idea?

19	Around the other cafes, restaurants in the area. It is hard enough for hospitality and they need to recover from the Covid crisis.
21	In or near areas already served by established businesses serving food. It is unfair on these businesses to have food trucks trading practically outside their premises.
22	No comment
23	Near main road
24	Side of road
26	In commercial areas where we have permanent business that are paying rent and employing staff
27	Since there are currently no vans operating in the Kalamunda township, as far as I'm aware, it's a bit difficult for there to be LESS!
28	None, I think any adds to the attraction of the City. Often booked out restaurants provide an opportunity for visitors to still experience the City and possibly get them back.
29	My first priority is to support the local fixed site food businesses. I have counted how many there are but I have never been unable to get a feed. They pay rates and sign long term exoensive rents. Competing with drop in food trucks couldd well be a very serious if not fatal threat to their existence. Pritect the locals and not drop in casual traders picking the best hours. Save the local traders.
30	Within 2 kilometer of established businesses
31	Maida Vale - too far to travel for the aging population in the Hills.
32	N/A
33	Too many local food places have had to close. Having food trucks will take away business to who is left
35	Na
36	As above, there should only be special event approvals, we need to support the local businesses.
37	Outside bricks and mortar food places
38	Less in Kalamunda. It doesnt do anything for the businesses here.

## Reduction in approved places and why. Continued

Respondent	Less approved places
	<b>*Note:</b> Text has been included without edits as provided. Where no response, the entry has been deleted.
39	In town centres and shopping centres where there are already a lot of vacant shops. These vacancies have a negative impact on the look and feel of a community. Allowing food vendors in these areas will only escalate the problem.
41	NA
42	N/A
45	Nowhere
46	Not during hours in town centre when cafes and restaurants are open. Better further from centre where recreational activities.



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## Changes and improvements to make to the current Policy

### What changes or improvements would you make to the current policy?

#### Overview of Responses - changes/improvements

- » Easier application process and approval
- » Faster approvals
- » Less restrictive. More flexibility
- » Remove extra approvals for multiple locations/ events
- » More approvals - to create more vibrant spaces
  - » More venues.
  - » More central.
  - » More variety of vendors
- » Clarity between mobile (moving) businesses and fixed mobile (long term, one site) businesses
- » Ensure brick & mortar businesses are not compromised
- » Manage use of generators (noise)
- » Same health & safety inspections as expected of Brick & Mortar businesses
- » Monitor where liquid waste is disposed (+fees)
- » Inspect food vehicles on-site (& in operation)
- » Inspect the food preparation kitchens (homes)
- » Hold vendors responsible for waste generated and keeping parks/spaces rubbish free.

Respondent	Changes to the Current Policy
	<b>*Note:</b> Text has been included without edits as provided. Where no response, the entry has been deleted. Identifying content has been redacted.
1	Less restrictive. More choice of venues. More central than some of the existing available locations- bring vibrancy to the centre of Kalamunda in the evenings.
2	I would make the policy allow you to trade at local events without having to get extra approval. You are allowed to trade at 1 public space in the city why would you need to get approval for another event if you are serving the same food. etc
3	Easier application process and approval.
4	Approve more food trucks to come into the shire so there is more life in the town and it brings people from the city to the shire.
7	Bigger variety

8	I think the council is too strict with allowing businesses to operate where it is demanded and suitable for locals. Business owners need more flexibility and shouldn't have to wait months for approval. There need to be a better system to encourage food trucks and local events.
9	Nil
10	Big difference between mobile businesses and fixed 'mobile'. E.G. A coffee business that attends Kalamunda Markets and drives around the rest of the week and He Brew Espresso who operates 5 days a week, same location, long term owner operated, gives back to the community, and resides within the shire. Fixed 'mobile' should be treated with the same courtesy's as a bricks and mortar business.
11	I would love to see more variety for take out in the hills. Being vegetarian I find options limited so would love to see a collection of food vans so there are multiple vegetarian options - not just the one. My children would also like a family friendly selection of food that they will eat. Having somewhere to sit afterward whether it be on grass or chairs would be great as food would be cold by the time I drove home to eat.
13	Not sure
16	No idea about current policy!
18	Ensure businesses paying rent are not compromised.
19	Ensure there is power supply unless they are using generators and if using generators, make sure they are quiet.
20	The policy needs to be loosened so owners aren't discouraged from applying
21	Prefer no food trucks in Kalamunda town centre.
22	More flexible
23	Be more flexible
24	Have a couple of trucks together to give families a choice.
26	Put them in areas where there is no existing business, like the coffee van at the skate park is great
27	I was unaware there is a current policy
28	Reduce the paperwork and red tape.

## Reduction in approved places and why. Continued

Respondent	Changes to the Current Policy	
	<b>*Note:</b> Text has been included without edits as provided. Where no response, the entry has been deleted. Identifying content has been redacted.	
30	<p>Ban all mobile food trucks and vendors. I have two businesses in the COK and residence there also - thus pay three lots of rates. Food trucks none. You don't inspect food trucks onsite when they are operational. You don't inspect their nominated food preparation areas - hence most do it from home in unregistered kitchens. All they have to do with their liquid waste is have a holding tank which the empty in an none approved point at home. Most brick and mortar businesses have to pay a minimum of \$1000 PA to have tanks emptied.</p> <p>How you can give a food license to someone who sets up a tent and operates of the ground is beyond my comprehension. Yet you health inspectors scrutinize the floors of brick and mortar food businesses</p> <p>If you want to have food trucks have them on the same inspection levels of bricks and mortar businesses plus make them stay throughout winter instead of just doing Friday nights throughout the best months of the year.</p> <p>P.S. As a side note how you can give the Chamber Of Commerce a license to bring in outside businesses every month to compete with local rate paying businesses is beyond my comprehension and on a Friday night which is the busiest night of the week. If you look at their membership list there is no takeaway businesses that are members. Suggest to them on one weekend they invite 20 bookkeepers to set up tents and sell their wares. You will soon hear from [REDACTED]</p>	<p>31 Have more public events to increase popularity of the Kalamunda Town and local areas</p> <p>32 N/A</p> <p>33 Too many local food places have had to close. Having food trucks will take away business to who is left</p> <p>36 Again as mentioned above, only show type and special event approvals, the people and the shire need to support local businesses who have committed to the area and not steal their income by permitting these fly by night businesses.</p> <p>38 No mobile businesses</p> <p>39 All vendors should be held responsible for the waste they generate and ensure the park or reserve is kept clean. Reusable cups and plates should be encouraged.</p> <p>40 More food trucks near parks and playgrounds</p> <p>41 NA</p> <p>42 N/A</p> <p>46 No idea on current "Policy"!</p>

## Example of Communications

### Communications included:

- » Community Surveys (online and print)
- » Social Media Awareness Campaign
- » 1 x City of Kalamunda eNewsletter
- » 1/2 page Newspaper advertisement; 29 April 2022, Page 13. Print and online:  
<https://echonewspaper.com.au/wp-content/uploads/2022/04/29.4.22.pdf>
- » Posters/flyers
- » Letters to stakeholders
- » FAQs

Content was posted across the City's buildings and shared with Stakeholders.

### eNewsletter

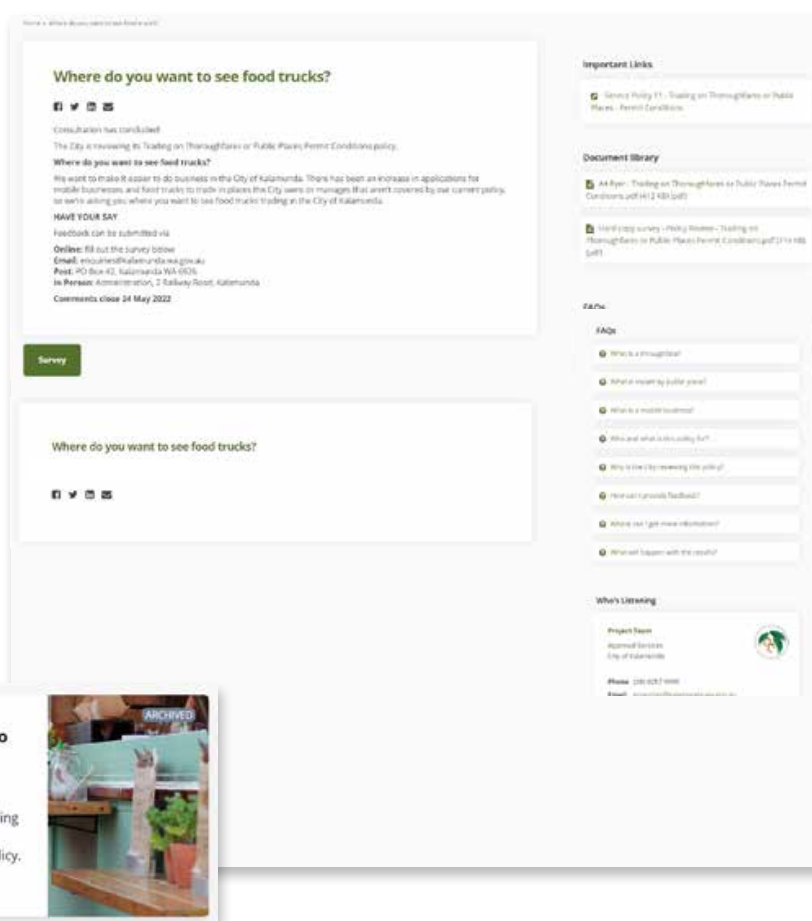
A City of Kalamunda eNewsletter promoting the project was sent to all City subscribers.

#### eNews and Happenings in the City of Kalamunda - April

- » Sent Wed, April 13th 2022 8:41 AM
- » 1874 Recipients
- » 989 (53.3%) Opens (above average of 47.6%)
- » 28 Clicks to the EngageHQ site

### EngageHQ

- » Linking to contributing nodes:  
<https://engage.kalamunda.wa.gov.au/food-trucks>
- » 154 Page views





## Marketing Collateral | Poster/Flyer, Survey, Advertisement

### Where do you want to see food trucks?

The City of Kalamunda is reviewing its Trading on Thoroughfares or Public Places Permit Conditions policy.



We want to make it easier to do business in the City of Kalamunda. There has been an increase in applications for mobile businesses and food trucks to trade in places the City owns or manages that aren't covered by our current policy, so we're asking you where you want to see food trucks trading in the City of Kalamunda.

Comments close 5pm, Tuesday 24 May 2022

Scan the QR code to have your say!

Phone 9257 9999

Email [enquiries@kalamunda.wa.gov.au](mailto:enquiries@kalamunda.wa.gov.au)

[engage.kalamunda.wa.gov.au](https://engage.kalamunda.wa.gov.au)



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Scan me!

To fill out a survey visit [engage.kalamunda.wa.gov.au](https://engage.kalamunda.wa.gov.au)

Comments close 5pm, Tuesday 24 May 2022

City of Kalamunda

29 April 2022 | Echo Newspapers  
1/2 page Newspaper Advert

Poster & Flyer

2-page survey provided as print and online versions

Feedback closes 24 May 2022, 5.00pm

City of Kalamunda

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### Where do you want to see food trucks?

We want to make it easier to do business in the City of Kalamunda. There has been an increase in applications for mobile businesses and food trucks to trade in places the City owns or manages that aren't covered by our current policy, so we're asking you where you want to see food trucks trading in the City of Kalamunda.

Have your say!

1. Thinking about food trucks and other mobile businesses, how would you rate the following locations currently covered by the policy (please tick)?

	Strongly support	Support	Neutral	Oppose	Strongly oppose	Unsure
Fleming Reserve, 111 Newbourn Road, High Wycombe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lesmurdie Lions Lookout, 2 Welshpool Road, Lesmurdie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Elizabeth St Car Park, Stirk Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Corner of Midland Road and Ridge Hill Road, Malda Vale	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jorgenson Park, 2 Crescent Road, Kalamunda	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Corner of Hawtin Road and Norwood Road, Malda Vale	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Do you support food trucks and other mobile businesses trading in and around commercial areas (ie. around major shops and retail areas, for example the Kalamunda Townsite or others near your locality)?

Strongly support ☐ Support ☐ Neutral ☐ Oppose ☐ Strongly oppose ☐ Unsure ☐

3. Where would you like to see more approved places? For example, in more parks and sporting reserves or other tourist locations. Please explain why.

[engage.kalamunda.wa.gov.au](https://engage.kalamunda.wa.gov.au)

Page 19

4. Where would you like to see less approved places? Please explain why.

5. What changes or improvements would you make to the current policy?

A little about YOU

Name  Address

Email  Phone

Age ☐ Under 18 ☐ 19-25 ☐ 26-35 ☐ 36-45 ☐ 46-55 ☐ 56-65 ☐ 66-75 ☐ 76+

Gender ☐ Male ☐ Female ☐ Prefer not to say

Are you ☐ Local Resident ☐ Local Business ☐ Local Community Group ☐ Visitor to the area

Please keep me informed on:

☐ This policy review ☐ City of Kalamunda news, event and projects where I can have my say

For full details on the policy review and to view the current policy, visit [engage.kalamunda.wa.gov.au](https://engage.kalamunda.wa.gov.au)

Feedback can be submitted via

Online [engage.kalamunda.wa.gov.au](https://engage.kalamunda.wa.gov.au)

Email [enquiries@kalamunda.wa.gov.au](mailto:enquiries@kalamunda.wa.gov.au)

Post PO Box 42, Kalamunda WA 6926

In Person Administration, 2 Railway Road, Kalamunda

City of Kalamunda

## Social Media | Campaign post insights



A social media campaign was run across the City's Facebook and Instagram accounts through regular "Have your Say" posts. The campaign received over 6,619 Post Impressions.

### Social Media Posts:



◀ 28 April 2022

Facebook: Have Your Say Thursday!

3,569 Impressions

3,211 Reach

5 Reactions

129 Link clicks

2 Comments

2 shares

<https://www.facebook.com/photo/?fbid=359781596189068&set=a.159075422926354>

"Food trucks at the lookout is always a winner."

FB comment



◀ 11 May 2022

Facebook: Have Your Say Wednesday

2,190 Impressions

2,038 Reach

2 Reactions

5 Comments

2 shares

29 Link clicks

<https://www.facebook.com/CityofKalamunda/posts/368633415303886>



◀ 11 May 2022

Instagram: Have Your Say

860 Impressions

750 Reach

22 Likes

1 Comment

<https://www.instagram.com/p/CdapbuDrjDk/>

## In the Media | Article in the Echo Newspaper

www.echonewspaper.com.au March 11, 2022 3

# Food truck fight

MORGAN DE SMIDT

A SMALL business operator has fought and won the City of Kalamunda to operate a food truck from the Kalamunda Library car park.

Marlis Huelsmann spent 12 months arguing that her business would not be in competition with surrounding companies and would not cause a reduction of parking at the site.

City staff also claimed the library car park was not an approved listed location within the Council Service Policy.

Despite these concerns, Ms Huelsmann said she was led to believe her application for a Traders Permit would be approved last December, only to be told a week before launching her business that she did not have the go ahead.

"The whole trail of emails months before indicated that my application would be successful," Ms Huelsmann said.

"A week before opening in the library

car park, I was in Fremantle buying more equipment when I found out it wasn't going ahead, I was super disappointed."

Ms Huelsmann brought the matter back before councillors at the February 22 meeting objecting to the City's refusal of her Traders Permit application.

She said the Kalamunda Library car park was her preferred site because it is well lit for evening trade, safe and in a high traffic area.

At the meeting she supplied the City with letters of support from local businesses and photos of the library car park after monitoring it at various times for over use.

Councillor Sue Bilich, opposed to giving Ms Huelsmann's food truck a trial at the library car park, said approving her application before reviewing the Council Service Policy would create significant problems.

"This area has not been approved as a listed location, [if Ms Huelsmann's applica-



Oma and Opa food truck owner Marlis Huelsmann has begun her three-month trial from the Kalamunda Library car park.

tion is dismissed] we won't have the problem of other food truck applications coming in, it is consistent with the policy and we are not going back on anything," she said.

Councillor Janelle Sewell heavily en-

dorsed the three-month trial.

"The benefit to the community is great," she said.

"If the worst-case scenario is that other food trucks apply, that is not a terrible conundrum for council to

deal with, that might create more vibrancy and life within the City of Kalamunda."

An alternative motion for Ms Huelsmann to operate her European and German food truck on a three-month trial while the City revise

the Council Service Policy and conduct a community consultation won 8/4 votes.

She operated from the library car park for the first time last weekend with overwhelming support from customers.

"Friday was really busy, and Sunday was great, I had comments from customers saying there was a nice vibe, and they enjoyed my music."

"I can tell that having the food truck is good for the community."



This project demonstrates the City of Kalamunda's on-going commitment to creating vibrant, accessible places and spaces for social and cultural enjoyment; and to provide support and opportunities for the business community to thrive.

