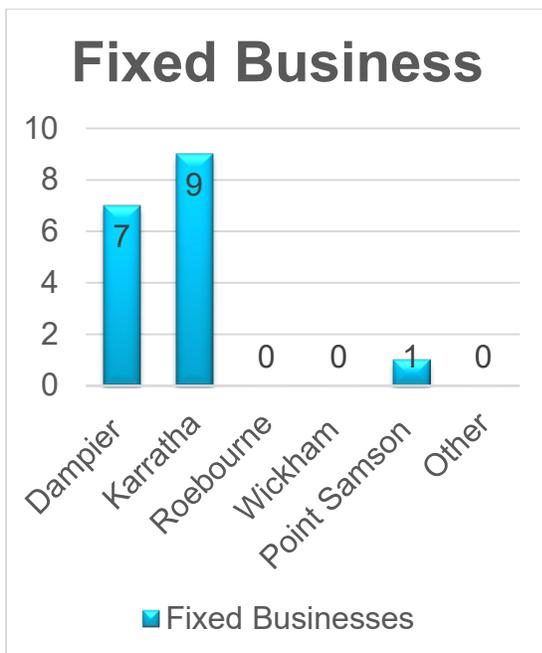
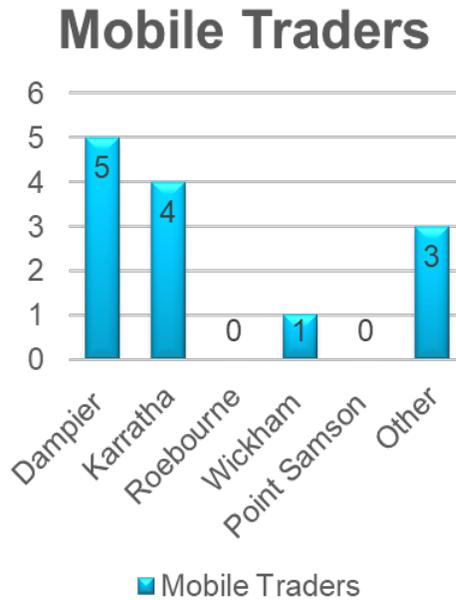
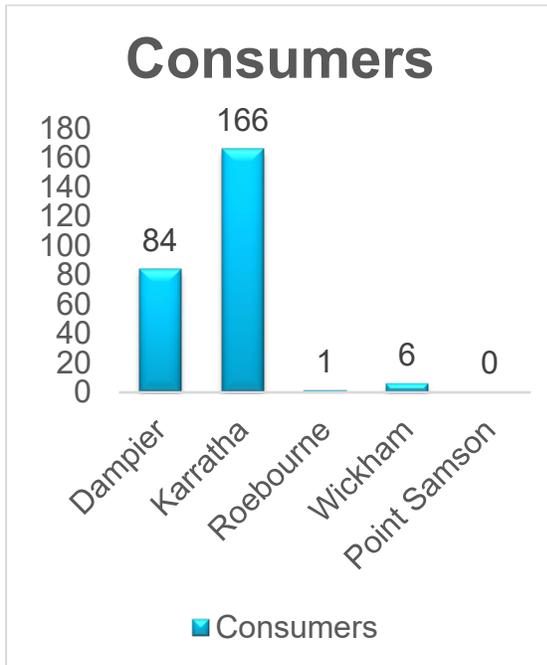


# **Stallholders & Street Trading Policy**

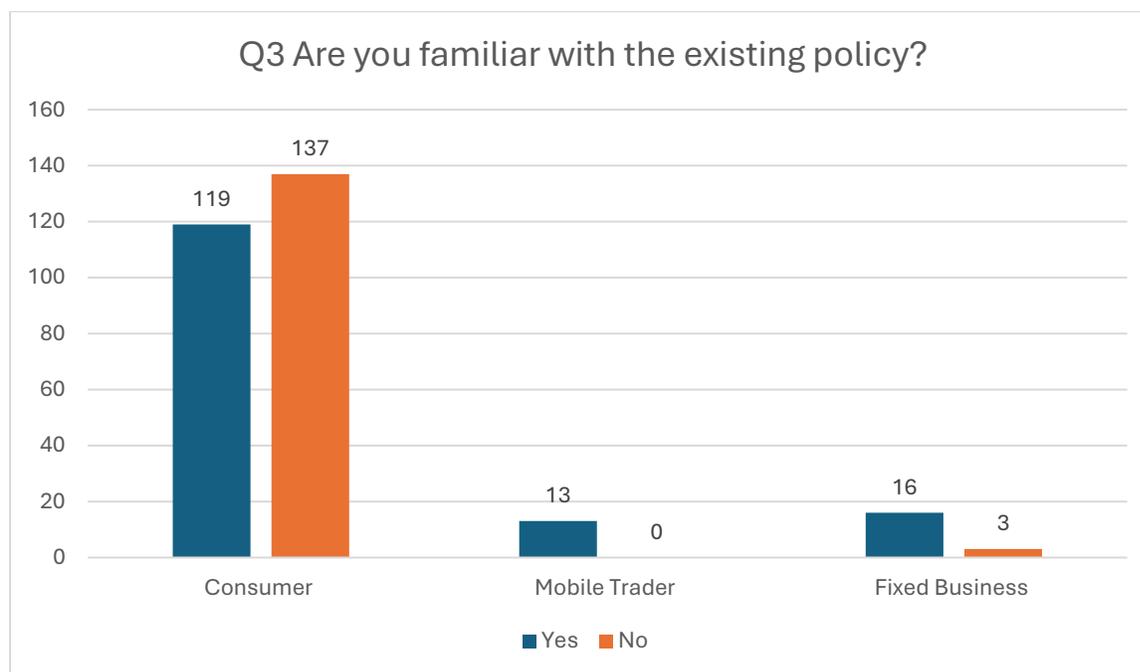
## **Review of Survey Responses**

## Question 1&2 Location of Respondents



**\*Note – there are currently 34 local registered mobile traders in the City of Karratha (demonstrates a 38% response rate from registered mobile traders to the survey) and 35 ‘out of town’ registered mobile traders.**

### Question 3 – Are you familiar with the existing policy?



### Question 4 – What's working well in the policy

#### Mobile Traders

- The scheduling or rostering of traders at Dreamers Hill has been noted as effective. There's appreciation for the fair distribution of trading times at this location, which indicates good management and organization by the office responsible.
- Providing public liability insurance upon receipt of a permit is seen as a positive measure. This protects both traders and customers, ensuring a safer trading environment.

#### Fixed Businesses

- There is recognition that having a policy in place is a good starting point, even though it needs ongoing analysis and refinement.
- The Current Controls at Dreamers Hill with the limited number of traders help prevent adverse effects on nearby brick-and-mortar businesses, ensuring that the presence of food vans doesn't disrupt established local businesses.
- The effort to balance the interests of mobile traders and fixed-location businesses, which is viewed positively.
- The planned and structured times for when food trucks can operate is seen as a positive aspect, promoting order and minimizing conflicts.

- Dreamers Hill is highlighted as a great, central location for trading, which benefits both traders and customers. Limiting the number of vendors at Dreamers Hill due to concerns over unregulated parking and traffic management is seen as a prudent move, addressing potential logistical issues.
- The selection and approval of trading locations seem to be well-received, implying that the designated spots are considered appropriate for mobile trading without overly impacting local businesses. References to Dampier Lion's Park being a fair distance away from the 'Dampier CBD'.
- Compliance with regulations and the management of events are acknowledged as strengths, indicating that these aspects are being handled effectively.
- There is general satisfaction with the current policy in some areas, such as Point Samson, where it seems to meet the community's needs.

## **Consumers**

- The variety of locations available for mobile traders across different areas is seen as beneficial. This includes spreading out food vans across town rather than concentrating them in one area, which has improved accessibility and options for the community.
- The presence of food vans at Dreamers Hill continues to be a popular option, providing variety and convenience.
- Recognition of efforts to strike a balance between supporting fixed businesses and allowing opportunities for mobile traders. This includes setting a maximum number of food vans in certain areas and ensuring they do not overly impact on nearby fixed businesses.
- The rule requiring mobile vendors to maintain a certain distance from fixed businesses (100 meters or more) is appreciated, though some suggestions that this could be extended further.
- The fact that there is a policy in place to govern mobile trading is seen as a good foundation. However, there is a call for regular analysis and updates to the policy to ensure it remains fair and effective.
- Ensuring that mobile traders meet health and safety standards is a positive aspect, providing reassurance to the community.
- The permit system and the ability to book trading days in advance are viewed as strengths, providing structure and predictability for traders.
- Availability of a variety of food options to the local food scene, offering different cuisines and options that may not be available from fixed premises.
- The ability for mobile traders to move between locations and offer different food options to the community is seen as a positive feature of the current system.

- Some locations, like Dampier Lions Park, are noted as good spots for the community to gather, enjoy affordable meals, and create a social atmosphere.
- The presence of mobile food vendors is seen as a draw for tourists, adding to the local economy and the vibrancy of the area.

## **Question 5 – What needs improvement**

### **Mobile Traders**

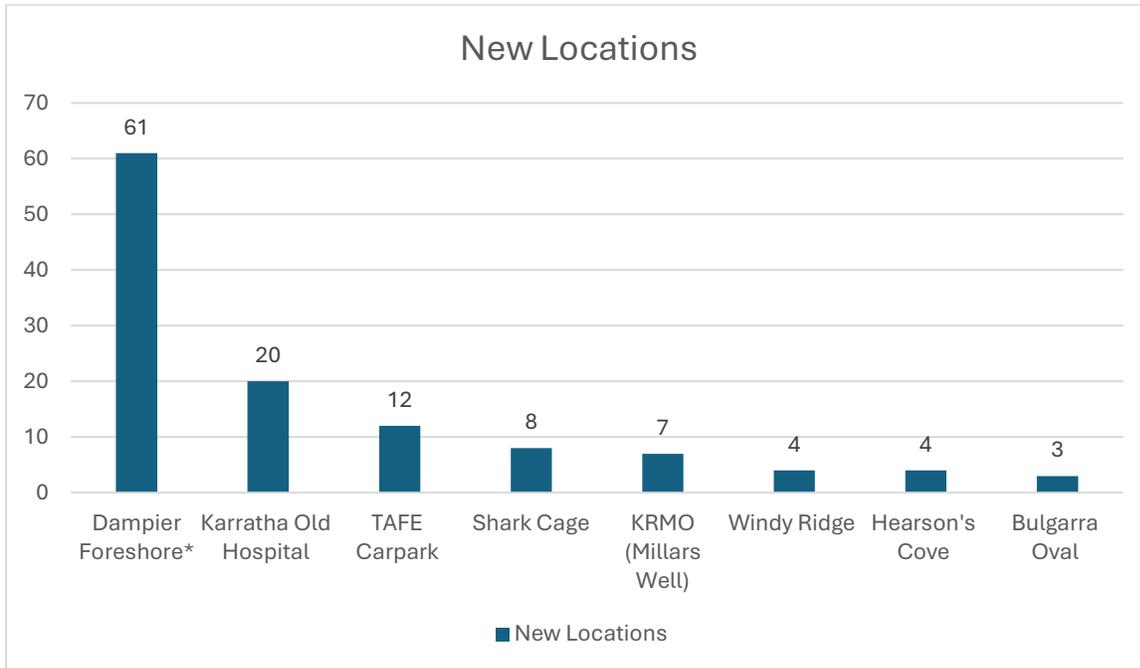
- There is support for allowing food vendors to trade during morning hours and for longer periods throughout the day, as it provides more convenience and options for the community, especially for families.
- Suggestions include opening more locations for food vans, such as keeping Lions Park open and other well-suited areas with existing amenities like lighting and seating. This would create more vibrant community spaces and potentially attract more visitors to the smaller towns.
- Concerns were raised about non-local, seasonal vendors taking prime spots, which affects local businesses that operate year-round. There is a call for prioritising local traders for the best locations and limiting the number of out-of-town vendors.
- There is a desire to create a designated food truck hub, similar to Dreamer's Hill, where multiple mobile traders can trade simultaneously, offering a variety of food options in a family-friendly environment.
- Some mobile traders felt that the current policy allows for sudden changes that could negatively impact their business. They request more consistent and clear guidelines, along with protection for mobile traders who have made significant investments in their mobile businesses.

### **Fixed Businesses**

- Fixed businesses argue that food vans create an unfair competitive environment due to their lower operating costs and mobility eg. food van rely on public bins, no rental costs etc. There is a lack of interest from mobile traders transitioning into leasing permanent spaces therefore undermining the economic viability of brick-and-mortar businesses, which have long-term financial commitments.
- The inconsistent presence of food vans disrupts the reliability of community amenities and can cause harm to established businesses, which are essential for a stable local economy. Concerns were raised about the long-term sustainability of having both fixed and mobile traders in a small market like Dampier.
- Feedback highlights that food vans can detract from the success of local, long-term businesses, especially when they operate like fixed establishments (requesting the same location everyday) or when multiple vans operate simultaneously, particularly in smaller towns. A suggestion was made to limit the number of similar businesses in any given area such as the City's smaller towns, based on the local population.

- There are calls for clearer, more consistent policies that ensure fairness between mobile and fixed businesses. This includes better enforcement of existing rules, consideration of local business conditions before granting food van licenses, and potentially charging food vans fees like those paid by brick-and-mortar businesses.

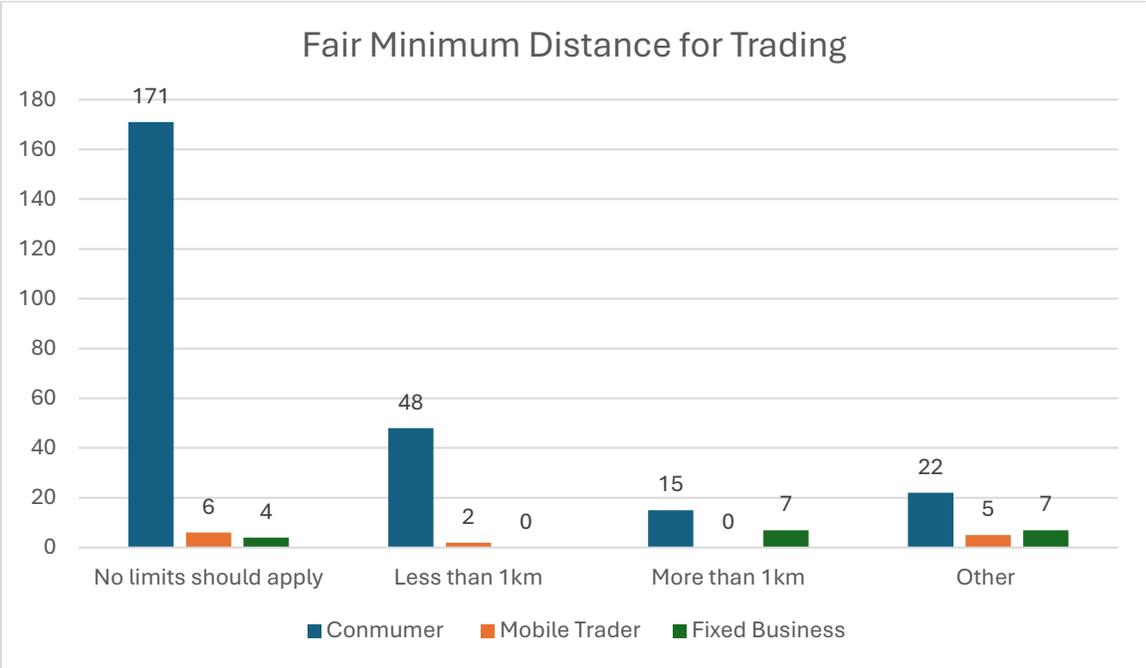
**Question 6 – Review of existing locations and should we add more?**



\*Dampier Foreshore data includes Dampier Palms and Hampton Oval data

Other sites identified includes Karratha LIA, Honeymoon Cove, the Quarter, St Lukes College, Juart Park and Tambrey Oval.

**Question 7 - What do you think is a fair minimum distance for mobile traders to operate of competing directly with a fixed business selling similar items?**



**Consumers**

Opinions varied on the minimum distance required between mobile traders and brick-and-mortar businesses, ranging from 50 meters to 1 kilometer. The responses varied on suitability of location depended on:

- the type of business and / or the event,
- advocating for close collaboration and negotiation with fixed businesses to avoid direct competition, while others argue for flexibility if services differ.
- consider traffic flow
- the availability of amenities like toilets, chairs, and tables
- mobile traders are placed in areas that support these needs is essential to their integration into the community.
- seen as potentially enhancing the vibrancy of local commerce.
- some believe that healthy competition can benefit the community by providing alternatives
- others worry that direct competition with fixed businesses could be detrimental unless there is a clear differentiation in offerings

## **Fixed Businesses**

There is strong sentiment toward prioritising and supporting fixed premises businesses in Dampier, especially due to their decline over the years. Some suggest that mobile traders should be restricted or even prohibited to prevent unfair competition and ensure the long-term sustainability of the community's brick-and-mortar businesses.

A compromise for allowing mobile traders in Dampier could be restricting their operation to specific events only. This would limit their impact on fixed businesses while still providing variety during community gatherings.

Opinions on appropriate distances for mobile traders vary, with some suggesting a minimum of 1 km to 4 km to avoid direct competition. Concerns were raised about the strategic placement of food vans, particularly in high-traffic areas like Lions Park, where their convenience could undermine fixed businesses.

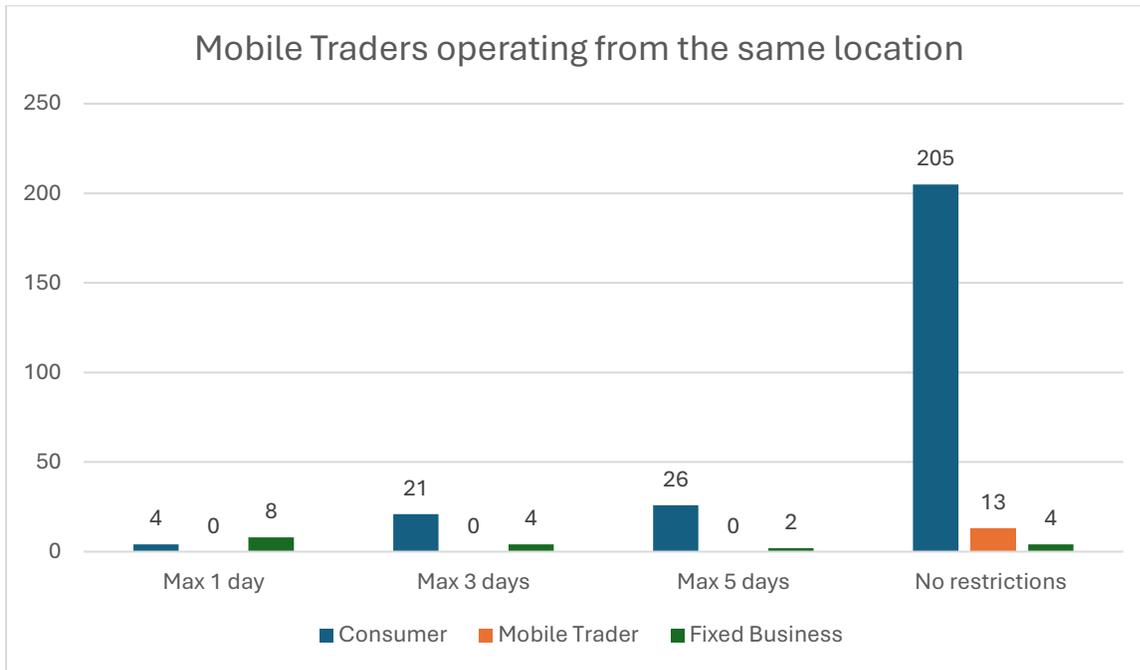
## **Mobile Traders**

There is a belief that mobile traders should not face additional restrictions compared to fixed businesses, as both can offer similar products in proximity without issue. The argument is that competition, whether from mobile vendors or other brick-and-mortar stores, is a natural part of business and should not be unfairly limited.

Opinions on the appropriate distance between mobile traders and fixed premises vary, with suggestions ranging from 100 meters to 500 meters. A standard of 200 meters is seen as suitable by some, as it provides enough separation while still allowing healthy competition.

Some argue that mobile vendors should not be discriminated against simply because they are not fixed premises. Just as fixed businesses are allowed to operate near each other and offer similar products, mobile traders should be granted the same freedom without excessive restrictions based on proximity or product similarity.

**Question 8 – What do you think is a reasonable number of days for one trader to be able to operate from the same location?**



**Question 9 – FOR TRADERS – What trading hours works best for you as a mobile trader?**

2 responses supported 9am – 5pm

4 responses supported 5pm – 10pm

6 responses for ‘Other’ detailing the following:

- Different times for different mobile traders are needed!
- 3-8pm as we are a snack and dessert
- 5am - 12pm
- 3pm to 10pm
- 10 to 8pm
- Any should be up to the trades and their customers

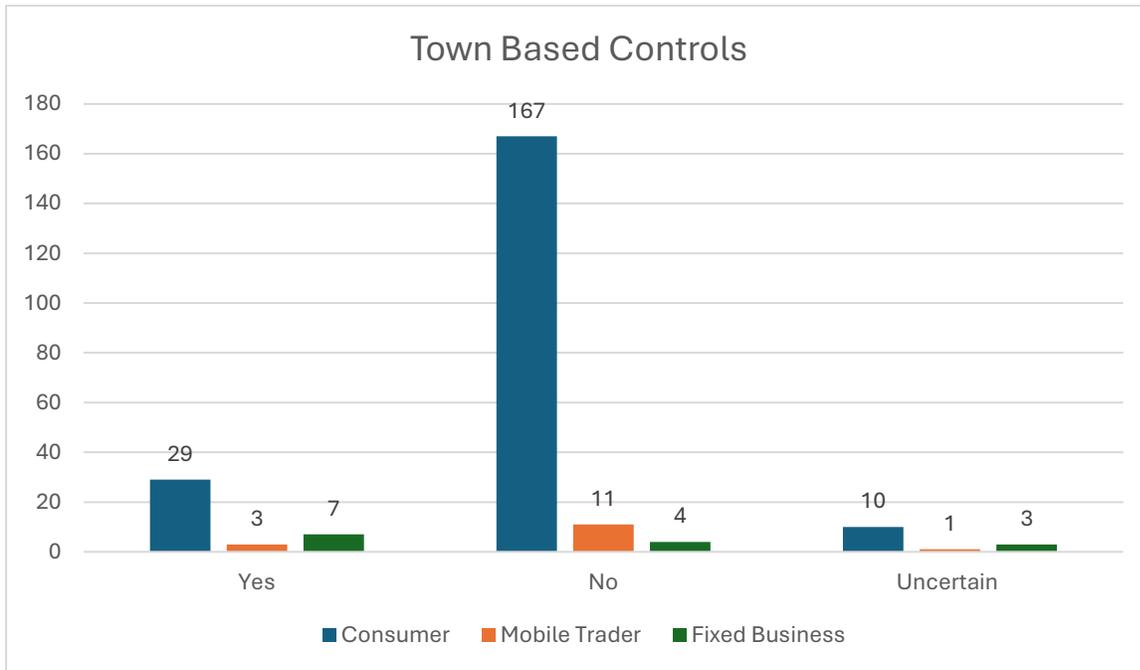
**Question 10 – FOR CONSUMERS – How often do you visit / buy something from a mobile trader?**

Less than 1 week	46
More than 1 week	154
Once a week	80

**Question 11 – FOR CONSUMERS – What time of day do you most often visit / buy something from a mobile trader?**

Daytime	35
Early Morning	114
Evening	119

**Question 12 – Do you believe there should be different rules for how mobile traders operate in Karratha versus our smaller towns?**



**Question 13 – Is there any other feedback you would like to provide in relation to the Stallholders & Street Trading Policy?**

**Consumers**

- The City should not make policy changes affecting businesses without thorough consultation and fair compensation.
- The current survey and policy process lacks transparency, clear communication, and proper engagement with the community.
- There is strong opposition to restrictions on mobile traders, with many calling for fewer regulations to allow more competition and consumer choice.
- The treatment of mobile traders, particularly the sudden changes in permits and restrictions, is seen as unfair and detrimental to business and community interests.

- Calls for a review of complaint handling and policy changes emphasize the need for a fair, consistent approach that supports both fixed and mobile businesses without stifling competition.
- There is significant disappointment with the decision to limit or relocate popular mobile traders, especially in locations like Lions Park in Dampier, which were seen as bringing life and community spirit to the area.
- Calls for reducing restrictions on trading hours and locations, with many emphasizing that competition between fixed and mobile businesses is healthy and benefits consumers.
- Many residents desire more diverse and frequent mobile trading options, particularly in smaller towns like Dampier, and suggest the City create dedicated hubs for food trucks, such as Dreamers Hill. Increasing the number of mobile traders in one place.
- Suggestions to relocate to larger, safer areas such as the Bulgarra trading site. Safety is seen as a priority, especially where cars and pedestrians mix.
- The community feels that current policies favoring fixed businesses over mobile traders stifle consumer choice and local culture, urging the City to enhance opportunities for mobile vendors to operate freely and thrive.
- Residents also suggest that mobile trading should be a steppingstone to establishing a fixed business.
- Suggestions were made to allow mobile traders, particularly coffee vans, to operate in underutilized parks like Lions Park. This is seen to enhance safety and provide more options for families.

### **Fixed Businesses**

- There is a formal request to ban food vans from the Dampier area, particularly those competing with businesses at the Dampier Shopping Centre (DVC). The presence of mobile vans at Lions Park is seen as detrimental financial impact of fixed businesses in the area.
- The policy should be amended to limit the number and frequency of mobile traders, ensuring they pay fees comparable to fixed businesses. Mobile traders should be required to pay daily or annual rates that align with the costs borne by fixed establishments.
- The current economic climate is challenging for fixed businesses due to rising costs and declining profits. Mobile traders are perceived as aggravating these difficulties, with the need for a balanced approach that supports local fixed businesses.
- There is frustration with the City's handling of mobile trader permits and policies. Calls are made for more transparent, fact-based decision-making rather than knee-jerk reactions, and for policies that better support local businesses.
- Fixed businesses should be prioritised in decision-making processes, with the City providing a balanced approach that supports both mobile and fixed businesses. The need for a sustainable and fair system that considers the high operational costs faced by fixed businesses is emphasized.

## Mobile Traders

- Fixed businesses should embrace food vans as healthy competition that encourages them to improve their services. Concerns about food vans harming fixed businesses should be countered by enhancing the quality and appeal of fixed businesses.
- The current policy should be revised to create a central area where mobile vendors can trade, like successful models in other cities. This would ensure better organisation and accessibility for both vendors and patrons.
- Mobile traders should be subject to fair fees comparable to fixed businesses to level the playing field.
- There should be a structured booking system eg allowing bookings to be made 3 months in advance for mobile vendors to plan their trading sustainably.
- Policy enforcement should be consistent and transparent, avoiding preferential treatment for certain events or traders. A fair approach should be applied to all vendors, with clear guidelines and communication from the City.
- The City should actively support mobile traders by encouraging competition, improving interaction through regular meetings, and considering their needs in policy decisions. This includes ensuring that permit conditions and policy changes are communicated effectively and do not undermine the viability of mobile businesses.