**Promotional Flyers Distribution**

**Local Businesses**

Guidelines

**Please allow 10 working days for the assessment of this application.**

Promotional Flyers Distribution permits allow local businesses to distribute printed materials in the City of Port Phillip (CoPP).

**Fees and Charges:**

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| **Description** | **Fee Amount** |
| Distributing Promotional Flyers for CoPP businesses (per hour) | $20.00 |
| Distributing Promotional Flyers for CoPP businesses (full day/ 8 hours) | $110.00 |

**When is a permit required?**

* A permit **is required** to distribute promotional flyers for CoPP businesses in Council managed open space.
* Property occupier’s consent is required if flyers are to be distributed directly in front of a business or residence.
* A permit **is not required** if the flyer distribution is occurring on private property, in this case the permission of the property owner would be required.
* All flyer distribution must comply with all legislation and local laws.

**Eligibility:**

* Only businesses operating within the City of Port Phillip are eligible to apply for this permit.
* Businesses operating outside of the City of Port Phillip are **ineligible** for this permit.

**Application Process:**

The applicant is required to:

* Complete an application form, and
* Provide the requested information, including:
* Current Public Liability Insurance, up to the value of $20M.
* A copy of promotional material.

**Locations:**

Numerous locations are available across the municipality. Please indicate your preference. If you are not familiar with the area indicate your requirements (e.g. High pedestrian traffic) and the Events team will assist.

Businesses may be approved to distribute flyers on footpaths outside:

* Their own place of business.
* Another place of business, with property occupier’s consent.
* Roving distribution, restricted to commercial shopping strips only.

**Note:** These permits do not apply to the distribution of flyers along the foreshore.

**Conditions:**

* The business must be located within CoPP.
* Permits must be promoting a local business.
* Each permit allows for up to two people to distribute flyers (leaflets, brochures, place-cards, notices and pamphlets) in a nominated location.
* 'Do not litter' must be printed on the flyer in at least size 10 font.
* Promotional material must be no larger than A4 size.
* The use of any amplification, balloons, distribution of samples and/or the setting up of infrastructure is strictly prohibited.
* It is the responsibility of the Activity Supervisor to ensure that all waste (discarded flyers) is removed from the footpath and is correctly disposed of at the conclusion of the distribution period.
* Promotional material approved by this permit must not be varied from the approved copy.

**Limitations/Restrictions:**

The following activities are not permitted:

* Promotion of tobacco or gambling.
* Promotions where alcohol consumption is the main purpose. No free alcoholic drink cards/vouchers.
* Promotion of activities which are deemed illegal, are racist or sexist in nature, or could promote violence.
* Flyer distribution at or around the St Kilda Festival is excluded from this permit.
* Promotions that do not meet the goals or objectives of the Council Plan.

**Payment:**

An invoice will be sent to you once your application has been successful.

Payments are accepted via credit card or BPay. a card payment fee applies. For current fee details, please visit <https://www.portphillip.vic.gov.au/card-fees>

**Payment is required before permits will be issued.**

**How to apply:**

Forms to be returned to:

Event Services

Post: City of Port Phillip, Attention Event Services, Private Bag 3, St Kilda PO VIC 3182

Email: [eventpermits@portphillip.vic.gov.au](mailto:eventpermits@portphillip.vic.gov.au)

Ph. 03 9209 6320