Notification and Promotion

Notification to the local area advertises your event and provides businesses and residents the opportunity to plan around or attend your event. This is particularly important if your event may be causing some disruption (such as a road closure) or could be noisy. This document outlines the notification requirements and the advertising opportunities Council can assist with.

Letterbox drops

Letter box drops are used to directly notify other people surrounding your event. This is particularly important if your event may be causing some disruption (such as a road closure), could impact access to businesses or could be noisy.

All events with road closures or fireworks will be required to send a notification. Other events will be assessed on a case by case basis.

Letterbox drops need to occur 10 days before an event and the distribution area will be set in conjunction with your events adviser.

Refer also to C*ommunity Events – Sample Notification Letter*.

Evidence confirming the letterbox distribution must be supplied. Examples of evidence include:

- An Australia Post confirmation/receipt;
- Emailed images to confirm routes walked.

There are numerous mobile phone apps you could use to track route distribution such as Map My Walk, Trails, or Live Trekker.

Temporary signage boards

Council currently has nine temporary signage board locations in highly visable areas across the municipality. These boards are to advertise community events and activities. The sites are as follows:

- South Melbourne – Sol Green Reserve on City Road;
- Port Melbounre – Williamstown Road, Bay Street x2;
- Elwood – Ormond Esplanade at Beach carpark entry;
- St Kilda – O'Donnell Gardens, Jacka Blvd Overpass, Alma Park, St Kilda Town Hall.

To apply:

The application form is available on the website:
http://www.portphillip.vic.gov.au/eventCalendar/event/event-permit-applications.htm

A total of two sites can be used at any one time for a maximum duration of 14 days.

Applications require:

- A copy of the proposed artwork;
- Details of the real estate company providing the signage;
- Dates of install and removal.

Road closure signage

If you are closing a road your Traffic Management Plan may require you to place signage in designated positions on the road two weeks out from the event.

Council's website

Council has a 'Whats On' page on their website showcasing all the different activities and events happening across the municipality.

To suggest your event go to - http://www.portphillip.vic.gov.au/eventCalendar/event/eventList.asp?showMonth=true

You will be asked for:

- Event details – time, date, location and brief description
- For your website (if applicable);
- Contact details;
- Photo (if you have one).

Divercity magazine

Divercity Magazine is published five times a year. It is available online and delivered to all households and many businesses throughout the municipality.

Story suggestions are welcome. Please contact the Editor, Greg Day - gday@edunity.com.au

Supply to Council

☐ Copy of notification letter for approval (if requested)

☐ Signage application and artwork (if required)

☐ Traffic Management Plan (if required)

Contact

Notifications and Signage
Events Services

E: eventpermits@portphillip.vic.gov.au

P: 9209 6326

P: 9209 6355

What's On

P: 9209 6777

W: http://www.portphillip.vic.gov.au/eventCalendar/event/eventList.asp?showMonth=true

Divercity

E: Greg Day - gday@edunity.com.au

W: http://www.portphillip.vic.gov.au/divercity.htm