Promotional Activities
Fact Sheet

Before Application

Contact Event Services to find a suitable site and date.

Email: eventpermits@portphillip.vic.gov.au
Phone: 03 9209 6326

Application Process

To apply send:

2. Current public liability insurance
3. Images of any promotional material, products, infrastructure or signage
4. A site layout, including any promotional structures, signage and vehicles.

The assessment will take up to 10 days, dependant on the complexity of the activity.

Applications will be assessed against our Outdoor Events Policy

Fees

An application fee of $90 applies and promotional fees start from $330 per hour.

A fee schedule can be found at

Frequently Asked Questions

Are set up and pack up times included in my fees?

A 30 minute set/pack up time either side of the promotion will be included for free as part of your permit.

How much foot traffic does St Kilda get?

- 1.3 million people visit St Kilda annually
- St Kilda is the second most visited destination in Victoria
• St Kilda Beach was the most Instagram place in Victoria in 2017
• 15,000 people visit Acland Street daily in Summer
• 35,000+ commute through St Kilda daily
• 750,000 come to events in St Kilda each year.

Is there access to power and water?
Many sites have power and water available. Call us and we can help you pick a site that will suit.

I am giving away samples of our product is there anything I need to consider?
The preference is that sample size product is distributed.

This is anything smaller than the regular size of the item when sold to the public.

All food and beverage give-aways must be registered with Streatrader

There are some location restrictions if you are giving out food or drink. Call us to discuss.

Do I have to remain in the same location or can we provide roaming samples?
You can provide roaming samples, consideration will need to be given to waste management.

Are their restrictions on the types of infrastructure or vehicles I can have on site?
Vehicles relating directly to the promotion (e.g. branded cars or refrigerated vans) may remain on site.

Infrastructure restrictions will be determined by the size and type of location selected. There are no overarching restrictions. Call us to discuss.

Can I get a refund if my event does not go ahead?
Cancellations under five days prior to a promotion will not receive a refund.

Alternate days may be arranged if cancellations are made over 48 hours prior to the permitted date.

No refunds or alternate days will be arranged for cancelations within 48 hours of the activity.

Can I promote alcohol?
Events which are primarily focused on alcohol sampling will not be permitted. However, events with a broad program of offerings which include alcohol may be considered.

Is there anything I cannot promote?
Activities that may be deemed offensive, tobacco and gambling promotions will not be permitted.