

Promotional Flyers Distribution by Local Businesses – Guidelines

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

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

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.

Application process:

The applicant is required to:

1. include the following support documentation:
 - Public Liability Insurance
 - Include a copy of all promotional material
2. Pay the permit fee.

Fees and Charges:

Description	Fee Amount
Distributing Promotional Flyers for CoPP businesses (per hour)	\$25.00
Distributing Promotional Flyers for CoPP businesses (full day/ 8 hours)	\$120.00

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 our [Card fees - City of Port Phillip](#) website page.

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.

Locations:

Numerous locations are available across the municipality. Please indicate your preference. If you are not familiar with the area on the application form you can 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 the City of Port Phillip.
- 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.

For further information:

Please contact the Event team should you have any questions. You can contact us on eventpermits@portphillip.vic.gov.au or 9209 6777.