



Activation of Council Land Policy Community Engagement Summary Report

June 2024

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Overview

This report provides a summary of community feedback to help inform the draft Activation of Council Land Policy.

Council currently licenses four mobile vending sites along the Bayside foreshore. Frequently, Council receives enquiries from vendors with an interest in operating mobile businesses in the municipality. Reports of unlicensed mobile vendors around reserves and roadside locations are also occasionally received.

Council has identified an opportunity to formalise additional mobile vending activations on Council land.

Between 19 March and 30 April 2024, we consulted with the community to help inform the draft policy. The community were asked about their support or opposition to additional mobile vending sites in Bayside. The community were also asked to provide feedback on suitable new locations for mobile vendors, and the services they would like to experience at the new sites.

More than 400 community members visited the project webpage, and 113 contributions were received from 76 individuals.

Feedback gathered through the consultation included:

- 60 online survey contributions
- 43 social map contribution
- 3 written statements
- 2 direct submission to Council officers
- 3 phone calls

Key findings

Additional mobile vending locations were generally well received with 62% of respondents either strongly or somewhat supporting the initiative. 32% of respondents either strongly or somewhat opposed, with the remaining 7% either neutral or not sure. Strongly support was the most frequent response with 40% (24 respondents).

Majority of the respondents 75% (45) had previously purchased food, drinks or an experience from a mobile business and predominantly use mobile vendors on weekends with 55% (33 respondents) and 23.33% (14 respondents) on public holidays. Food & beverage was the most popular service 86.67% (39) previously used and ice cream the second most popular choice 71.11% (32).

The current most favoured services were also the 3 most popular services respondents wanted to experience from mobile vendors in Bayside: food & beverages 68.33% (41), coffee 66.67% (40), and ice cream 46.67% (28). The feedback suggested respondents would use a vending service in all seasons: summer 80% (48), winter 71.67% (43), autumn 66.67% (40), and spring 65% (39).

The survey feedback outlined that the 5 most popular areas for mobile vending sites as along the foreshore, around sportsgrounds, close to playgrounds or older adults equipment, in commercial/industrial areas and near dog parks.

Participants also had the opportunity to drop a pin on a social map on the consultation's HYS page to identify locations they would like experience mobile vendors. Many suggestions were focused along the foreshore between Brighton to Sandringham 70.73% (29). Bayside reserves were also popular locations 29.26% (12).

Respondents expressing concerns or were opposed to the proposal were concerned that litter will increase, and that the proposal will draw away costumers from existing local businesses. Some were opposed to commercialisation of public open space and stated that the quality of the open spaces will be reduced.

Next steps

We're reviewing community and stakeholder feedback to help inform the draft policy. We will undertake the phase 2 community consultation in early 2025 to seek feedback on the draft policy. We anticipate Council will consider the Activation of Council Land Policy for adoption at a meeting early – mid 2025.

1 Background

The popularity of food trucks, coffee carts, pop-ups and other mobile services has risen in recent years. Mobile businesses can provide services in locations where it may not be possible (or very costly) to build infrastructure, and vendors can operate seasonally and based on demand.

Council frequently receives enquiries from vendors interested in applying for a permit to operate in Bayside. Currently, four mobile vending sites are licensed along the foreshore, and Council has identified an opportunity to introduce mobile vending at additional locations.

The new policy will help to address the growing interest from vendors and increase mobile trading opportunities in the local area. The policy will be a first point of reference for interested vendors, outlining the application criteria, and establishing a framework for processing applications. The policy will provide information about managing impacts on the environment and Council amenities and will also include vendor considerations for the types of mobile businesses and trading locations.

The proposed Activation of Council Land Policy will help to:

- establish the principles and intent for commercial activity across Bayside
- outline a process for establishing short or longer-term mobile vending sites
- create a framework for assessing applications.

Between 19 March and 30 April 2024, we consulted with the community to help inform the draft policy. The community were asked about their support or opposition to additional mobile vending sites in Bayside. The community were also asked to provide feedback on suitable new locations for mobile vendors, and the services they would like to experience at the new sites.

2 Definitions and scope

Within this document, reference is made to stakeholders. These stakeholders are:

- Mobile traders
- Bayside business owners
- Bayside residents

- Visitors to bayside
- Bayside Tourism Network

Item	Definition
HYS	Have Your Say
Stakeholders	As listed above

2.1 Related Council documents and consultations

- [Bayside 2050 Community Vision](#)
- [Council Plan 2021 – 2025](#), Goal 2 (Our people)
- [Property Strategy 2022-2026](#), Goal 3 (Use Council-controlled property to optimise commercial returns)
- [Lease and License Policy 2023](#)
- [Bayside Open Space Strategy](#)
- [Economic Development Strategy](#)
- [Climate Emergency Action Plan](#)

3 Consultation process

3.1 Consultation purpose

The consultation was designed to provide stakeholders and the broader community with the opportunity to provide feedback to help inform the draft Activation of Council Land Policy.

The consultation was conducted to understand community sentiment about mobile vendors trading in Bayside. Feedback tools were designed to seek ideas for new vendor locations and the types of mobile businesses to operate in the new locations. The consultation also provided the opportunity for contributors to raise concerns and identify constraints for consideration when drafting the policy.

Community engagement was conducted in accordance with Council's Community and Stakeholder Engagement Policy 2021. An engagement plan overview was published and is available to view on Council's [Have Your Say engagement website](#).

3.2 Consultation methodology

The tools and techniques selected for this project were informed by the project content, stakeholders and type of feedback sought.

Community engagement was conducted between 19 March and 30 April 2024.

More than 400 community members visited the Have Your Say project webpage, and 113 contributed, from 76 unique contributors.

Feedback gathered through the consultation included:

- 60 online survey contributions
- 43 social map contribution
- 3 written statements
- 2 direct submissions to Council officers
- 4 phone calls

The communications program is estimated to have reached more than 20,000 residents, while targeting residents.

The consultation materials were available in accessible formats on request.

3.2.1 Table 1: Engagement methods

Details	Activity
19 March – 30 April 2024	Have your say website
400 Visits	• Online survey (62 responses) • Social map (43)
492 Views	• Capability to book a meeting with a Council officer
319 Visitors	• Contact a Council officer via direct email
113 Contributions	• Public online Q&A forum (12)
1 – 26 May 2024	Direct correspondence
	• 5 direct emails • 4 phone calls

3.2.2 Table 2: Communication methods

Details	Engagement activity
19 March – 30 April 2024	Council channels
	• Council website: news story (19 March) • This Week in Bayside (Council weekly e-news) feature article (21 March) • This Week in Bayside (Council weekly e-news), featured in projects open for feedback (28 March, 4, 11, 18 and 25 April), 11,000+ subscribers • Council social media channels (19 March) • Inside Word (7 Councillors) • In the Loop (760 recipients)
19 March – 30 April 2024	Direct email
	• HYS project subscribers: 4,278 unique subscribers (open rate 57.1%, 2.2% click-throughs to HYS page) • Bayside Traders Associations, 21 March ○ 2,480 recipients ▪ 2,092 (96%) delivered / 1,119 (54%) opened / 35 (1.67%) clicked link • Bayside Tourism Network ○ 13 recipients • Mobile vendor list who have previously made license enquiries, 19 March ○ 116 recipients • Healthy Aging newsletter ○ March/ April edition ▪ 680 recipients

4 Participant profile

The table below shows a comparison between survey participant demographics and the demographic profile of the whole Bayside community.

	Demographic	Bayside 2021 Census	Participants (%)
Gender	Male	47.8%	44.07%
	Female	52.2%	52.54%
	Unknown	-	
	Prefer not to say	-	3.39%
Age	18-24	7.8%	1.69%
	25-34	7.8%	3.39%
	35-49	19.4%	27.12%
	50-59	15.7%	11.86%
	60-69	12.1%	25.42%
	70-84	12.2%	18.64%
	85+	3.4%	0%
	Prefer not to say	-	11.86%

Survey respondents (62) were also asked to specify their connection to Bayside. All participants had a connection to Bayside, with some identifying with multiple options:

- Bayside resident or ratepayer (55)
- Bayside commercial property/business owner (10)
- Work in Bayside (12)
- Visitor to Bayside (1)

5 Consultation findings

The following section summarises the key themes which arose in community feedback regarding mobile vendors and the proposed Activation of Council Land Policy.

In the interest of stakeholder and community privacy, survey feedback has been anonymised. Where there was more than one mention of a topic or item, the number of mentions has been specified in brackets.

There were 62 contributions which are summarised as follows:

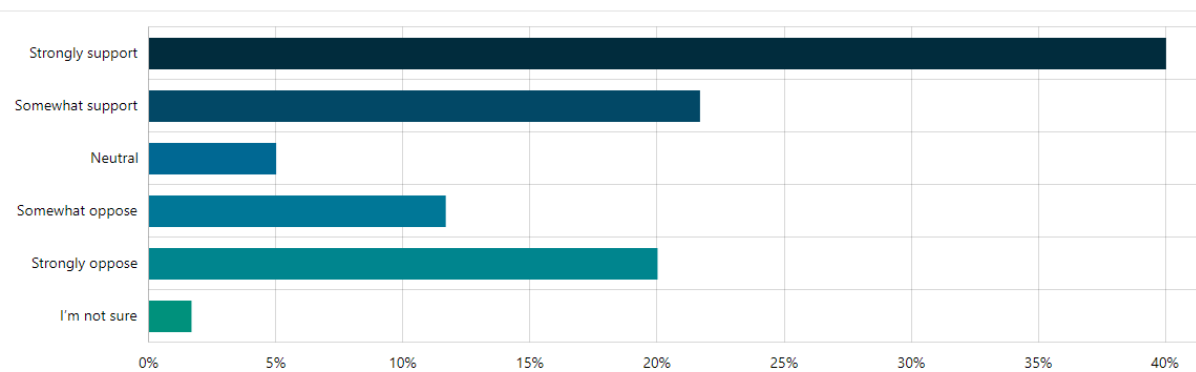
5.1 Additional mobile vending locations in Bayside

A majority of respondents were supportive of additional vending locations in Bayside (61.67%). 40% (24) of the respondents expressed strong support and 21.67% (13) were somewhat supportive.

31.67% of respondents were opposing additional sites with 11.67% (7) stating that they somewhat opposed and 20% (12) strongly opposed.

5% (3) were neutral and 1.67% (1) were not sure.

1 To what extent do you support additional mobile vending locations in Bayside? Required
Multi Choice | Skipped: 0 | Answered: 60 (100%)



Comments provided regarding additional mobile vending locations are summarised by theme in the tables below:

5.1.1 Table 3: Comments from respondents who expressed support or were neutral

Topic	Community feedback
Foreshore	There is a need for additional food and service facilities along the foreshore, especially on warm weekend when the existing cafes struggle to cope with the demand. Supportive but don't want car parks and foreshore overcrowded with vendors. Currently limited locations along the foreshore and many of the close by cafes close by mid-afternoon. We need more coffee and refreshment vendors along Hampton beach. Currently not enough service along the Bay area. Additional amenities to make the most of the beautiful foreshore. Extends trading hours and use of the underutilised foreshore without permanent structures.
Proposal	Provides people with convenient access to service and potentially a reason to visit such locations. Has the potential of creating more opportunities for local events, businesses, and community. Should be a limit on number of mobile vendors in one area. Supportive of occasional mobile businesses in more areas. Ensure access is available for people of all ages and abilities. Would like to see more events to encourage more visitors to the area. Supportive of more activity. Only positive outcomes for the businesses and local community.

	Provides service around the beaches and parks which is very popular among the increasing population. Markets gets people outdoors. Limit the number of additional vendors in already crowded areas. Fantastic to add coffee carts at our parks and playgrounds. Variety of service where foot traffic is high.
Mobile vendors	Adds vibrance and economic stimulus to Bayside. (5 mentions) Adds flexibility and variety to the area (5 mentions). Creates an atmosphere in any location and provided the community with new food outlets in convenient locations. Opportunity for reasonably priced food to be available. Ensure high quality of the vendors. Adds more options for locations and extended opening hours. Will enhance the experience of the area for visitors and locals. Good to have a wider offering at busy locations.
Commercialisation	Promotes small local businesses. (2 mentions) We are well served with cafes and ice cream shops but they all close before 3pm. (2 mentions) Weekend trading is essential when the bricks and mortar shops are closed. Don't want to see bricks and mortar shops disadvantaged.
Litter	Supportive if the waste is managed properly.

5.1.2 Table 4: Comments from respondents who were opposed or expressed concerns

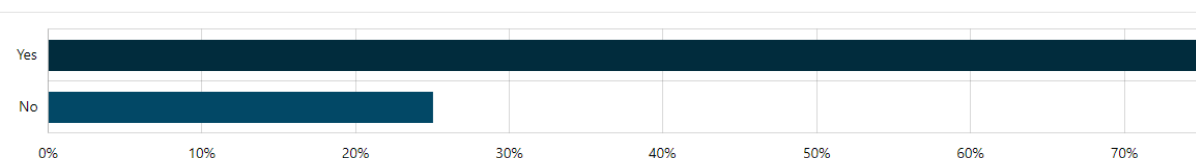
Topic	Community feedback
Proposal	Interrupts the flow of people and causes obstructions on pathways. Will increase congestion. This is a bad idea.
Litter	Concerned that rubbish and litter will increase. (3 mentions)
Commercialisation	Opposed to commercialisation of public open space. (2 mentions) This will draw customers away from local shopping areas who are paying high rents and rates. (2 mentions) No need for businesses in our limited open spaces.

	Local businesses are struggling enough without further competition. No need for further commercialisation in Bayside, particularly away from business areas and local shopping centres. No need for more retail sites. Protect existing local businesses. Would be in favour if we can sell bathing box merchandise from our café.
Open space	The parks and reserves should remain for the public to enjoy (3 mentions). Residents and visitors want to enjoy “free” activity away for commercial enterprises. Opposed to mobile vendors using any space on the foreshore and around grass and shrub areas. Proposal will reduce the quality of open space. Residents need quiet and peaceful open spaces without the noise and activity associated with commercialisation. Open space is for the community and is increasingly degraded by mobile vendors and other initiatives.
Foreshore	40 years ago, Bayside Council promised no further building around the foreshore. The land is for the community to use and not business venturers. Strongly opposed to mobile vendors along the foreshore.
Car parks	Concerned that the mobile vendors will use the existing car parks. Would be neutral if the vendors use the existing car parks. Currently an issue with the limited amount of parking spots, mobile businesses should only be allowed if more public parking becomes available.
Traffic	To activate these spaces it is important to reduce speed limits and remove the major road status of Beach Rd as its currently unsafe to access the beach.

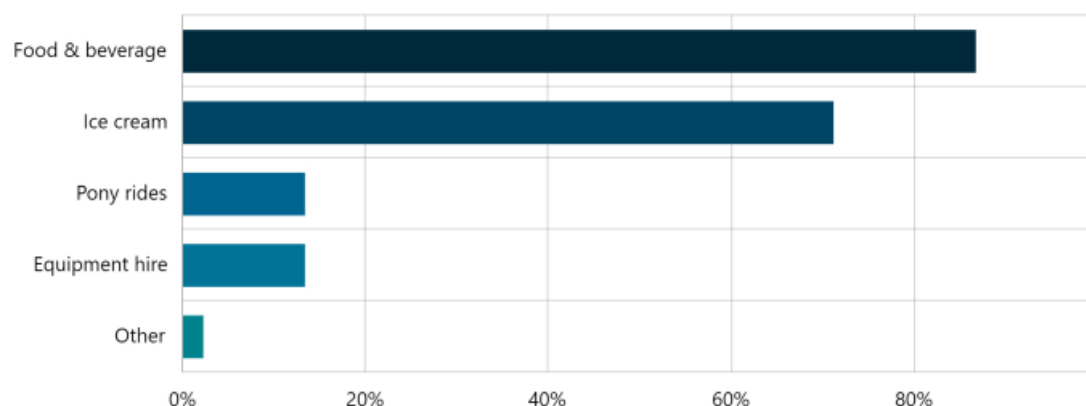
5.2 Previous experience of mobile vendors and frequency

Most respondents had previously purchased food, drinks, or an experience from a mobile business 75% (45), while 25% (15) had not.

4 Have you previously purchased food, drinks or an experience from a mobile business? Required
Multi Choice | Skipped: 0 | Answered: 60 (100%)



Respondents who had previously used a mobile vendor were asked what kind of service they previously used. Food & beverage was the most popular 86.67% (39), ice cream was the second most popular 71.11% (32). Other respondents had purchased pony rides 13.33% (6), and equipment hire 13.33% (6). One respondent selected “other”, and noted fresh fruit and vegetables.



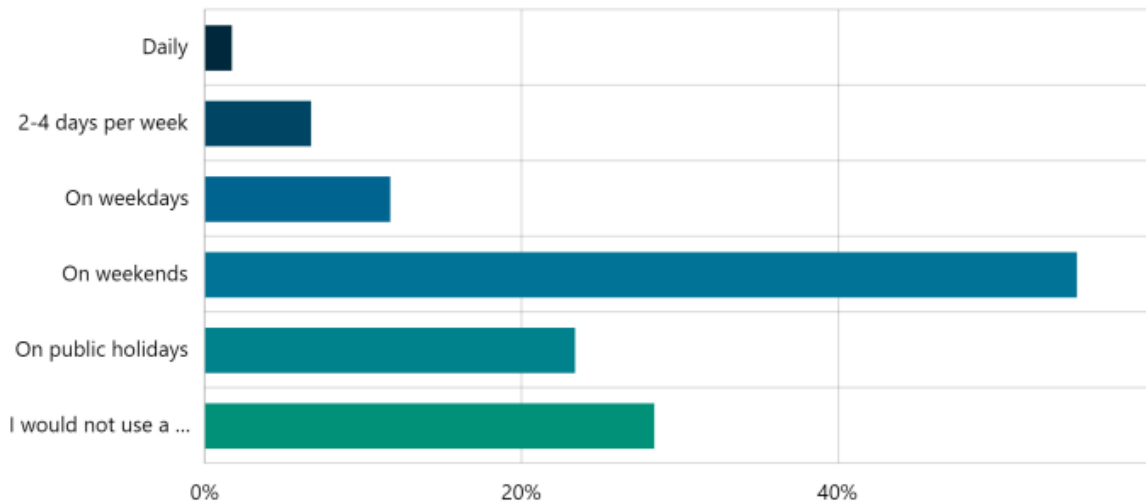
The respondents who indicated they had not previously used a mobile vendor were asked why. The feedback is outlined in the below table.

5.2.1 Table 5: Comments from respondents who have not previously used a mobile vendor

Topic	Community feedback
Reason for never using a mobile vendor	Have not seen any of the existing vendors. (2 mentions) Usually provide inadequate goods. (2 mentions) Don't go to parks to buy takeaway food. No need for mobile vendors. Bad idea. Only seen mobile dog wash service in the past. We bring our own drinks and food and take the rubbish away. Haven't had the need to purchase from a mobile vendor apart from at festivals, events or markets. Council has promised no more buildings or extensions of car parks along the foreshore. These businesses reduce spaces for community use. Generally opposed to pop-up businesses. Prefer to support local businesses. Mobile vendors do not belong in our open spaces. Undermine the local traders.

5.2.2 Frequency of purchasing goods/services from a mobile business

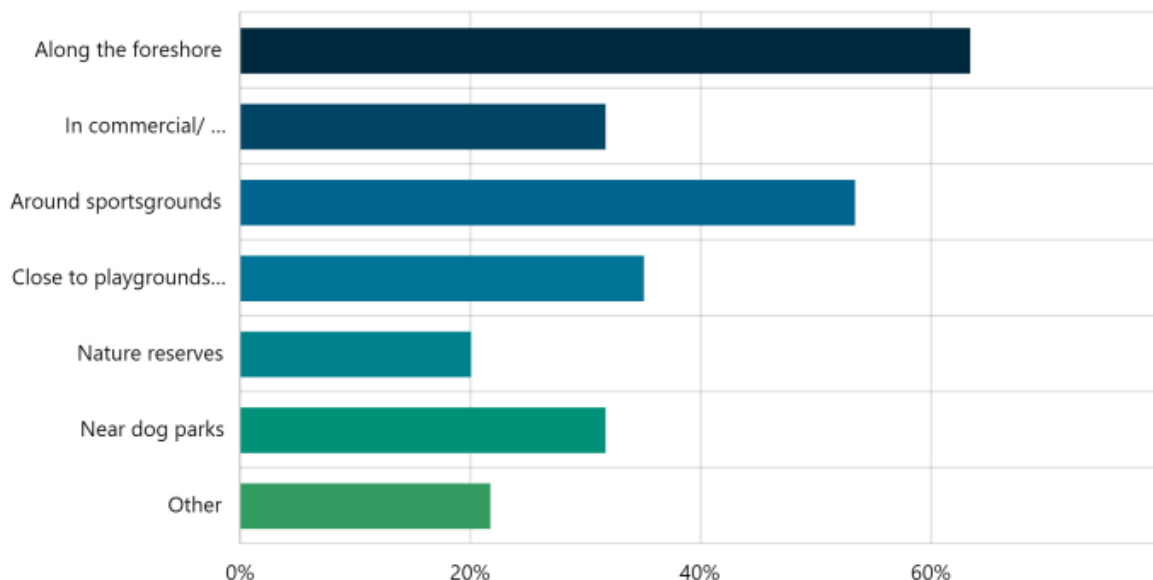
Participants were asked how often they purchase goods/services from a mobile business. The majority of respondents used mobile vendors on weekends with 55% (33), 23.33% (14) on public holidays, 11.67% (7) on weekdays, 6.67% (4) 2-4 days per week and 1.67% (1) daily. 28.33% (17) of the respondents noted that they would not use mobile vending services.



5.3 Areas that would benefit from mobile vendors, what kind of services and during what season

5.3.1 What area would benefit from new mobile vendor sites

Respondents recorded the 5 most popular areas for mobile vending sites as along the foreshore selected by 63.33% (38), around sportsgrounds 53.33% (32), close to playgrounds or older adults equipment 35% (21), in commercial/industrial areas 31.67% (19) and near dog parks 31.67% (19).

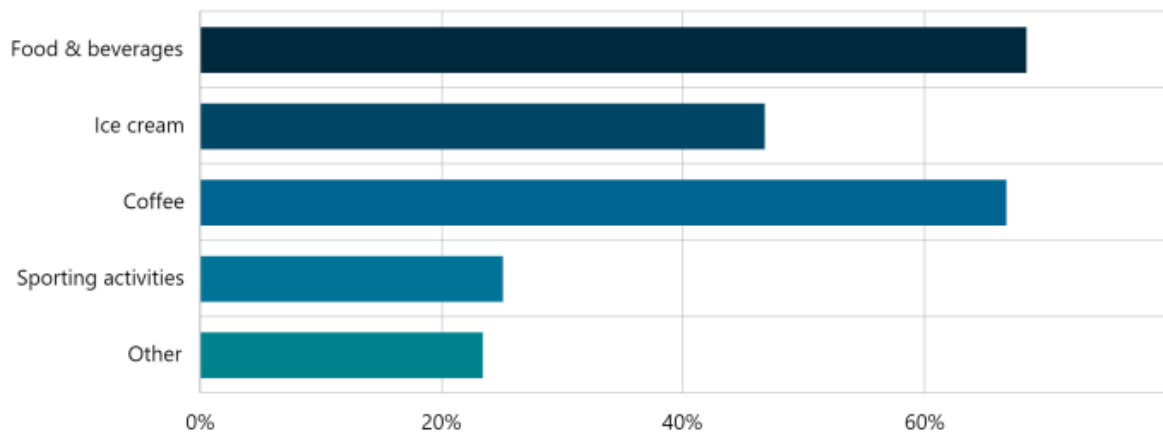


5.3.2 Mobile vendor services

The 3 most popular services respondents wanted to experience were food & beverages 68.33% (41), coffee 66.67% (40), and ice cream 46.67% (28).

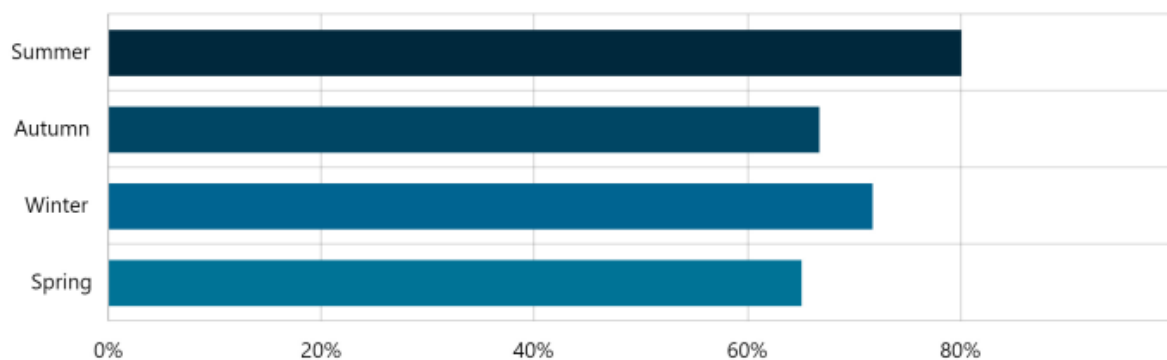
Other suggestions included:

- Beach equipment - chairs and umbrellas.
- Something to encourage participation - pay to play games or equipment to learn a new skill.



5.3.3 Seasonal mobile vending

Respondents suggested they would use a vending service in all seasons, summer 80% (48), winter 71.67% (43), autumn 66.67% (40), and spring 65% (39).



5.4 Item-specific feedback

Participants were given the opportunity to provide additional comments to help inform the draft of the policy. Comments provided by participants (62) and written statements (3) are themed and summarised below.

5.4.1 Table 6: Support and neutral feedback for mobile vending

Topic	Community feedback
Mobile vendors	Can be an excellent addition to events or places where events take place. The mobile vendors will meld into existing facilities based off supply and demand. Some cafes and facilities are closed during busy seasons, mobile vendors will provide goods and service when others are closed. Services should only include food and beverages, not for other items such as equipment hire. Vendors should be on rotation at the approved sites. Should offer healthy choices. A benefit as a resident to get to experience mobile vendors.

	Currently not enough spaces for vendors to operate in. A vendor near the Sandringham Life Saving Club would attract more people to this area.
Sporting clubs	The impact on sporting clubs revenue should be taken into consideration.
Litter	Important to ensure proper waste management. (3 mentions)
Proposal	Should allow vendors to include tables and chairs. (2 mentions) The leases for the sites should be seasonal. Power should be supplied at all sites as generators are loud and bad for the environment. Vendors should be able to sub-let their spot when unable to attend the site. Include disability parking adjoining the sites. Include regular noodle markets or similar events in different locations. Need flexibility to encourage mobile vendors to choose Bayside. Traders should be allowed to set up mobile vending around activity centres. The visual impact of the mobile units need to be considered. Publish the locations of the mobile vendor sites on Council's website. Ensure that established vendors are not disadvantaged. To activate these spaces, it is important to reduce speed limits and remove the major road status of Beach Rd as its currently unsafe to access the beach. Avoid traffic congestion. Ensure sites are not in residential areas.
Foreshore/Open space	Will improve the enjoyment of the beautiful parts of Bayside. Coffee carts around parks etc would be fantastic. More protected bike lanes.

5.4.2 Table 7: Opposition or concern for mobile vending

Topic	Community feedback
Proposal	Local business are already struggling and need support. (3 mentions) There are already plenty of options for food and beverage in Bayside. (2 mentions) What information influenced Council to consider using Council land this way. To raise funds, most clubs run kiosk with voluntary staff.

	Plenty of permanent food supplies with large overheads, Council should stick to their policies and support local traders. Support local shops instead of mobile traders that don't have large overheads. Support local businesses instead of taking their income away. Stop making it harder for the struggling traders. An ice cream van or coffee cart is fine by the beach in summer, but we don't need any more. These vendors are attractive to day-trippers but not for residents living close by.
Foreshore/Open space	Leave our open spaces unspoiled. (2 mentions) 40 years ago, Council promised no more buildings or car parks on the foreshore. Should consider how to extend and improve open space, not the reverse. Don't want to see open spaces and beaches commercialised. The beach is for everyone and don't need it cluttered up by vendors.
Survey	The season question should have included a "never" response. (4 mentions) Make the survey neutral instead of inherently biased. (3 mentions) The survey is poorly designed and doesn't let residents have their say. The survey assumes support and the available options didn't allow to express my opinion.
Litter	Litter will increase. (4 mentions)

5.5 Areas of interest for new mobile business locations

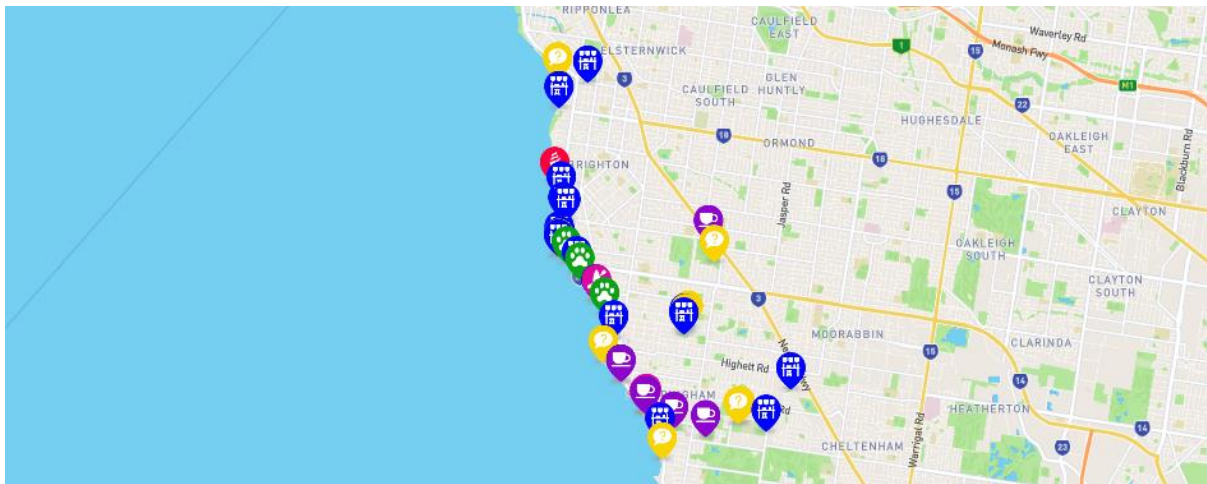
Participants had the opportunity to drop a pin on a social map on the consultation's HYS page to identify locations they would like experience mobile vendors. They also had the capability to identify what type of service they would like in that location.

41 social map submissions were received.

Many suggestions were focused along the foreshore between Brighton to Sandringham 70.73% (29). Bayside reserves were also popular locations 29.26% (12).

The 5 most popular services suggestion for the mobile vending locations were food & beverage 43.9% (18), ice cream 17.06% (7), sport equipment hire 9.75% (4), and dog wash 7.31% (3).

21.95% (9) respondents stated other, however there was no further data provided.



6 Project evaluation

The various consultation exercises that underpinned this community engagement were a useful set of tools to provide the community, key stakeholders, and other interested parties the opportunity to provide feedback to Council on drafting the Activation of Council Land Policy.

The consultation was widely promoted to the Bayside community with direct emails to HYS project subscribers, stakeholders, staff, and relevant community groups.

A campaign social media and an e-news story also promoted the campaign and the opportunity to provide feedback.

Of the 60 online survey respondents, 78% of those who provided a response reported that it was very or mostly easy to find and understand the information they needed to provide feedback for the drafting of the Activation of Council Land Policy. 7% of respondents reported the information was mostly hard or very hard to find and understand, and the remaining 15% reported they were unsure.

6.1.1 Performance summary charts

Chart 1: Overview of visitation and contributions during engagement period

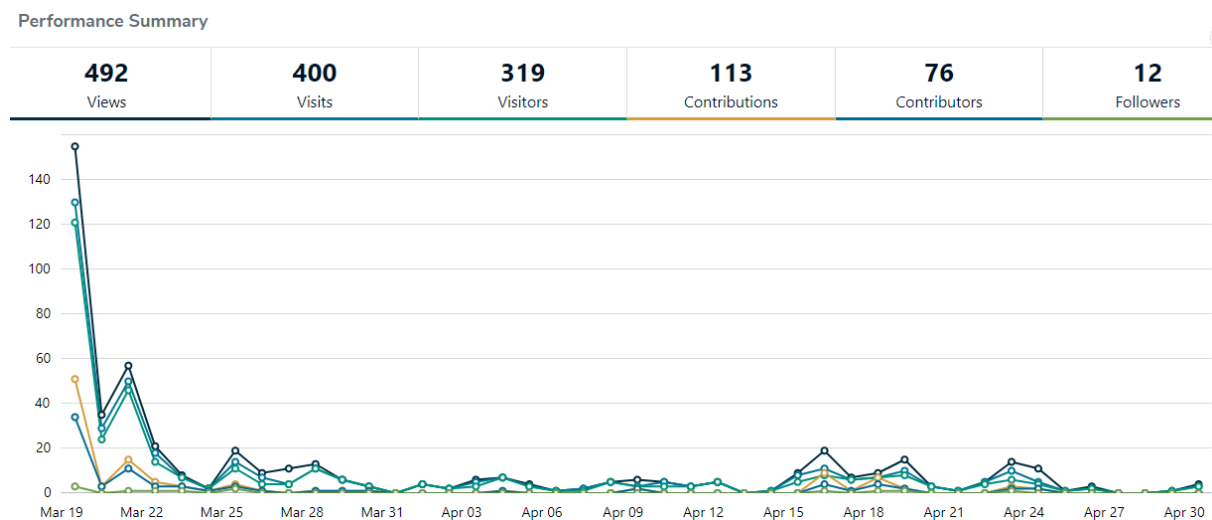


Chart 2: Conversions from visitation to engagement with the Have Your Say page

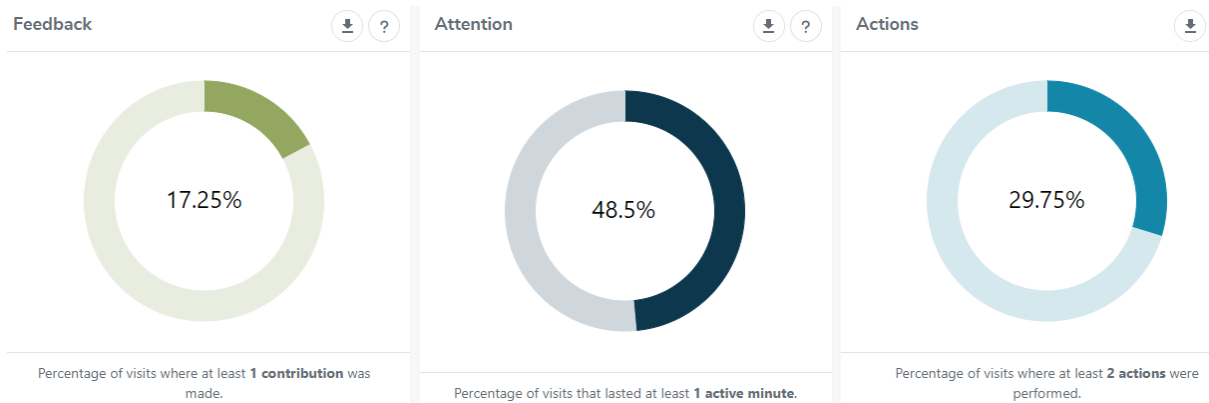
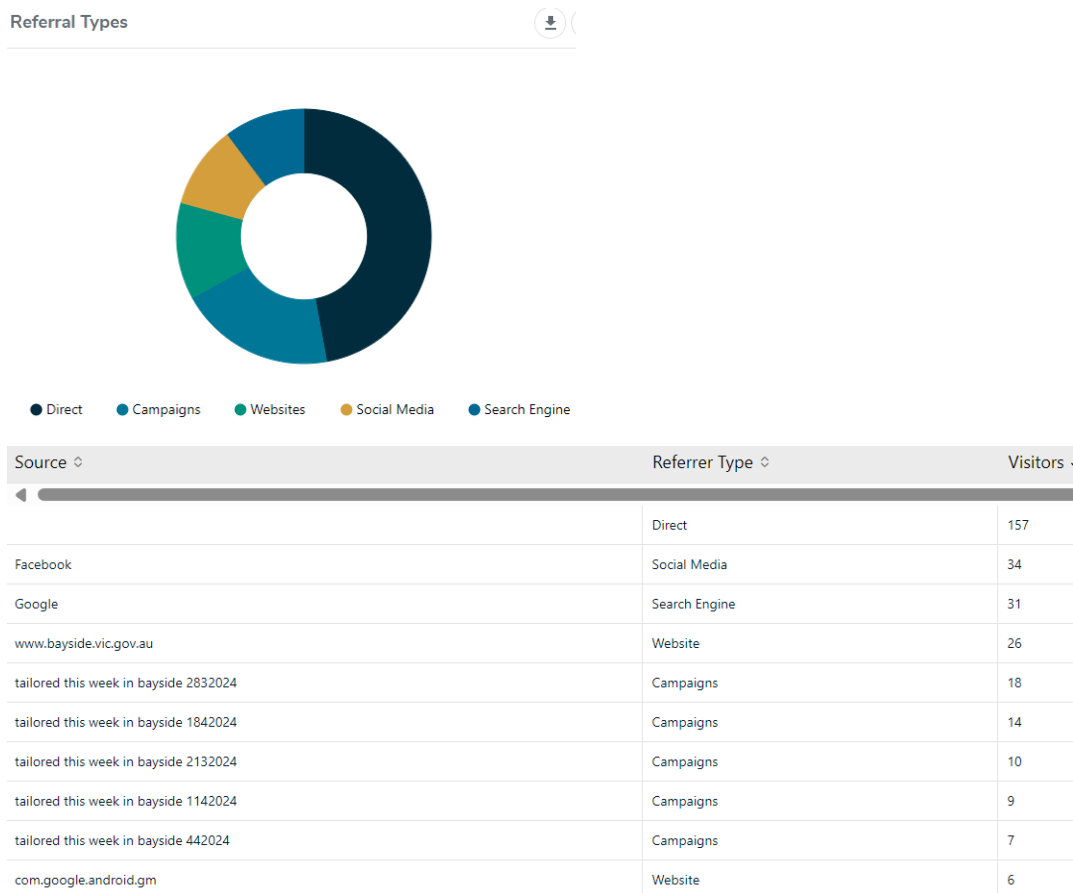


Chart 3: Acquisitions (how visitors found the Have Your Say page)



7 Appendix

7.1 Written statements

7.1.1 Written statement 1: Bayside resident

Hi Anton,

Did you read The Age last week?

There were some letters on our diminishing open spaces

Green urban spaces

Re "[Squeeze on open space a threat to garden state status](#)", 7/4. With many suburbs in Melbourne already having little public open space, this will be exacerbated as the population and density of suburbs increases.

Public open space shouldn't be thought of as a luxury – something that's nice to have but isn't really necessary. Public open space is essential for good public health. Scientific research consistently demonstrates access to quality public open space has positive health benefits for people of all ages. This includes lower rates of cardiovascular disease, obesity, and diabetes, as these spaces provide people with the opportunity for physical activity.

Using these spaces also improves our mental health and social well-being.

Public open space also assists to reduce the heat island effect in urban areas and may lower the rates of mortality from heart attacks and strokes as a result of heat stress.

The state government needs to be looking at increasing the amount of public open space in our cities, not reducing it.

██████████ Surrey Hills

Prompting ██████████ and myself to respond ...

Public space goes private

Your correspondent arguing that "Public open space is essential for good public health" ([Letters](#), 8/4) might try explaining that to the Bayside City Council.

They're drafting, according to their website, "an Activation of Council Land Policy to facilitate additional mobile trading opportunities in suitable locations". This translates into "farmers" markets, food trucks and other businesses operating in our parks and on the foreshore.

Aside from the rubbish and damage inflicted by dozens of trucks "activating" on the grass, I am appalled by mobile ATMs in the dog park while petrol engines drive refrigeration and generators.

I pity our local (permanent) businesses desperately trying to compete.

██████████, Sandringham

Green goodness

The continuing [loss of green space](#) (7/4) set me thinking about the term "forest bathing" that I came across recently. It refers to the benefits physical and mental of getting into a garden or park and experiencing the smells and sounds of the outdoors. This is something gardeners know, but you don't have to be a gardener to benefit. Let's hope we will hang onto the green space that we still have.

██████████ Highett

Privatised parklands

Your correspondent's concerns about damage resulting from commercial use of parkland is justified ("[Public space goes private](#)", 9/4). Our much loved and precious Royal Botanic Gardens are an example of the increasing commercial pressures on our shrinking green spaces. Each year the lakeside Dog Lawn is given over to a private events company that constructs a large marquee that excludes the general public. For months after its removal the site is fenced off as the area is so damaged. At present the lawn has been reduced to a barren patch of dirt and brown grass. How can this happen at such an iconic landmark? What conditions are placed on the licensee to ensure that no damage is caused? What are the priorities of the board?

██████████ **Thornbury**

Flying away

So Qantas is being so generous and offering more opportunities to fly, with a

And this one from Langwarrin ...

Remember Waverley?

Your correspondent (Letters, 10/4) offers the interesting suggestion of more local community facilities for AFL and suggests a stadium be considered in the south-eastern suburbs.

One did exist in those suburbs and regularly accommodated up to 90,000 people. It was called Waverley Park.

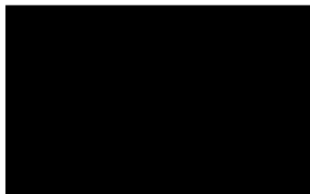
██████████ **Mt Waverley**

Climbing activated

The most electrifying "activation" (Letters, 9/4) we remember of public space was our daughter calling out, "look at me, Dad", and (horror-terror), she's up a tree climbing around. Much better "activation" than sitting around in a park stuffing your face with food, then a soft drink while looking at your mobile phone.

██████████ **Langwarrin**

My best regards, ██████████



7.1.2 Written statement 2: Bayside resident

Submission - Commercial Activation of public spaces. 10:23am April 30th 2024

Hi Anton,

Beyond BCC's failure to recognize that its Activation Policy Proposal contradicts its future direction statements derived from public consultation (It is on your website) and questionable in terms of the declared "Climate Emergency" - I offer

BCC's proposal to commercialize our public spaces fails to recognize that Bayside already has cafes, restaurants, pubs, ice cream vendors, gift shops, dog wash, greengrocers, flower shops and paddleboard/surfing/boating hire sites etc, all trying to keep their heads above water post covid and employing local people and teenagers.

Our local businesses must not be further undermined by "fly by night" or mobile competition. These mobile operators already have their established market based on "just that" - mobile, to the home or workplace. And there they must remain.

Certainly, the economics textbooks can cite "good competition" that develops markets - but this is not applicable when an unfair competitive advantage results from BCC offering temporary businesses access to publicly owned green space.

The predicament of local business is made admirably by Graham Haupt, Ivanhoe, writing in The Age - in this case relating to wage rises.

The sanctity of our remaining green spaces should be sufficient to reject any commercialization proposal, I ask that you consider our local businesses.

<https://www.theage.com.au/national/victoria/alp-s-roiling-policies-alienate-its-supporters-20240328-p5fg17.html>

thus prices are down. And just as excessive human numbers destroy and degrade habitats for other species, population decrease opens possibilities for ecological restoration. We should welcome it.

██████████ Cooma NSW

Not another pay rise

Once again, Fair Work Australia has said to small businesses that it's time they pay their employees a higher minimum wage.

As a small business owner I am not asked if it's a raise I can afford. Never ever have been asked. The cost of doing business has skyrocketed. Goods have increased, rents have increased, utilities have increased, insurance has increased. Workcover has increased by over 30 per cent.

We have had to restructure our work hours, reduce staff expenditure and work longer and harder to make ends meet. Yet, a centralised body can pass a rule with no sense of what it's really like at the face of everyday life of a small business. We have already reduced our staffing and will again do so. This takes away the opportunity to employ inexperienced young, disabled or aged people. When are they ever going to ask the small business owner is it OK to increase the salaries of their employees?

██████████ Ivanhoe

I also submit ... letters from The Age, (week of 9/4/2024)

Climbing activated

The most electrifying "activation" (Letters, 9/4) we remember of public space was our daughter calling out, "look at me, Dad", and (horror-terror), she's up a tree climbing around. Much better "activation" than sitting around in a park stuffing your face with food, then a soft drink while looking at your mobile phone.

██████████ Langwarrin

Public space goes private

Your correspondent arguing that "Public open space is essential for good public health" ([Letters](#), 8/4) might try explaining that to the Bayside City Council. They're drafting, according to their website, "an Activation of Council Land Policy to facilitate additional mobile trading opportunities in suitable locations". This translates into "farmers" markets, food trucks and other businesses operating in our parks and on the foreshore.

Aside from the rubbish and damage inflicted by dozens of trucks "activating" on the grass, I am appalled by mobile ATMs in the dog park while petrol engines drive refrigeration and generators.

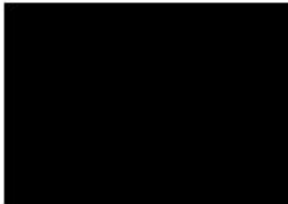
I pity our local (permanent) businesses desperately trying to compete.

 Sandringham

Green goodness

The continuing [loss of green space](#) (7/4) set me thinking about the term "forest bathing" that I came across recently. It refers to the benefits physical and mental of getting into a garden or park and experiencing the smells and sounds of the outdoors. This is something gardeners know, but you don't have to be a gardener to benefit. Let's hope we will hang onto the green space that we still have.

, Highett



7.1.3 Written statement 3: Bayside resident

Re: Commercial Activation of our public green spaces.

I re-submit the following submissions to Bayside City Council from 2019 in regard to Hank Marvin Markets operating in the Royal Avenue Dog Reserve.

BCC should still have them (and many more) on record from 2019.

All of these issues remain relevant today, in 2024

Apologies for the length of the first letter - but it is the sum total of many local residents asking me to represent their views.

We ask that our views be taken into account.



It is disturbing that in 2019 we are required to provide a case to Bayside City Council's "Managers of Wellness" in defence of unassigned green open space and its inherent value. In an age of life threatening atmospheric, ocean and environmental degradation, species extinction, diminishing open space and overpopulation, surely that much is self-evident as we try to "Save the Royal Avenue Park" from Hank Marvin Markets.

Twenty-five years ago, as a youngish couple with a sleep deprivation mortgage, we would often wander around to Royal Avenue on a Sunday covered in paint, plaster and sawdust for some peace and quiet. The community welcomed the "young couple" that preserved the area's architecture and shared their appreciation of this treasured park.

Soon enough, we too, arrived at the park with a pram, then the tricycle and scooter. Then a Labrador, balls, frisbees, kites and bicycles with trainer wheels.

After a 60+ hour working week, the simple respite of Sunday at the park was a luxury, offering weary adults "five minutes peace", sanctuary and rejuvenation. Silent beyond the background traffic, wind, birds, dogs and kids running riot in unstructured spontaneous play for a couple of hours.

And as the kids became independent, they would simply inform you "we're going around to the park". We always knew there would be someone local at the park that recognized our Labrador or the kids and would "keep an eye out".

It is now also important to recognize that people from the thousands of flats along Bay Road are part of our community and, like us, treasure the park's green open space.

They do not have gardens or trees – a balcony if lucky.

I offer the above description as a contrast to the changes that the imposition of Hank Marvin Markets has had on this park.

Now, on Sundays, we have twenty fast food trucks parked on the grass compounding the summer's soil degradation. The Market dominates and redefines the park. The gentle roar of a MacFarlane generator provides power. Another noisy 6 kilowatt generator powers the fan that inflates a jumping castle, their internal combustion engines burning fossil fuel to facilitate yet more amusement and consumption. Amplified music combines to carry across the park and drown out the song of the remaining birds.

Where once children would sometimes "do nothing" or engage in passive play, run around, climb a tree or navigate the playground - they now require an active power assisted jumping castle.

Numerous people, attracted by the commercialization of a public park, commend the novelty and extra opportunity that the park now provides to "buy things" on Sundays, especially appreciating the added convenience of a mobile ATM.

Consume – employ their wallets and credit cards. Eat, drink and then, for many, sit and check their mobile phones. They extoll the virtues of consumption and defend their "right" to do so in a public park. The scores of local restaurants, cafes, wine bars and a pub considered as insufficient.

And then, those financially able and replete, wander off, often dismal, immersed in their mobiles and oblivious of the park: Do they look satisfied? Do they radiate rejuvenation? Has the park provided sanctuary, wellness or re-creation? Exercise? What example does the Hank Marvin Market provide for the children in developing the values and environmental awareness that preserves their planet?

The ultimate irony being that in the background of Hank Marvin Market stands a flagpole flying the Aboriginal Flag - a flag symbolizing respect of country. I reason that our indigenous community would rather our children learn to value conservation rather than consumption.

Among the many stand-alone arguments requiring that this market cease or be relocated, we simply ask that the park revert to a sanctuary of relative peace and quiet.

And if we are lucky, we too will be there in years to come with our walking frames and wheelchairs chatting with the teenagers at the skate bowl and dog people. Happy and content that we have left future generations some un-spoilt open space - intact and treasured.

Dear Councillor,

I wish to indicate my disappointment as a dog owner that the area is used for a Sunday market. I have noticed the gradual degradation of the area used and even though rubbish is cleared away I find that on a Monday and Tuesday that my dog spends his time chewing at the grass where fat has been spilled with the cooked food. I now have to go elsewhere so he gets some exercise. I have been a resident in the area since the 1980's and feel the commercialisation of the park is inappropriate as we have many other markets in the area. Why has it been moved from Dendy Park? Did the residents complain? Dendy Park is a much bigger that would allow for separation from dogs at play.

Many thanks for the opportunity to express my concerns.

Regards,

[REDACTED]

Dear Cr Evans,

I am writing to you once more as Bayside Council must be in the process of deciding the future of the Hank Marvin Market. I wish to reiterate again the inappropriateness of having this commercial venture placed into the Royal Avenue parkland. Some key points to note regarding my objection to this market:

Green parklands are rare and treasured spaces in residential areas. They provide a means for improving the physical and mental health for ALL members of the community in a peaceful environment. This is especially important for people who only have the weekends for such restorative benefit. Hank Marvin Markets taking over the park every Sunday will satisfy a section of our neighbourhood but denies free access to the park for ALL residents.

The market is sited roughly half way between the Black Rock and Sandringham villages. Bayside Council should be expending their efforts in supporting local traders rather than promoting an outside commercial operation in competition to them.

Bayside has few Dogs-Off-Leash parks and these are essential to exercise dogs and keep them healthy. Many dogs are trained by food rewards, so naturally they will be attracted to a cooked food market. This turns the park into a dogs-ON-leash park as a result.

From a personal point of view we still have the following problems:

Cars parking in Harold St to go to this market.

Low bass note thumping music after 12:00 which can be heard inside our house. We now have to close all our windows and doors each Sunday to minimise the noise.

Smell from the food stalls if it is a northerly wind.

I urge you to make a strong representation to remove this market from the Royal Avenue Parkland and return it for the benefit of ALL Bayside residents.

I await your advice regarding the decision of Bayside Council.

Yours sincerely,

[REDACTED]

Gentlemen,

Hank Marvin - Royal Avenue

I write to express my opposition to Hank Marvin at Royal Avenue.

We need to stop treating the Royal Avenue park as a resource to be constantly worked over and developed. As much as the next person, I like tennis courts, hospitals, more tennis courts, council offices, aged-care homes, skate bowls, more council offices, paved carparks, tennis/basketball walls, more paved carparks, children's playgrounds, fences paths and roads, and occasional fairs and fetes: obviously, many are good or desirable or necessary ...

... But poor old Royal Avenue park has copped more than its fair share of all of them over the years, and it must stop - for us all now, for all those to follow us, and out of respect for the park itself. Thank goodness we are now past the "There's an open space - what can we do with it?" attitude, and we now value simple, natural, open spaces for what they are - islands of peace in an increasingly hectic and crowded world. (Remember Joni Mitchell way back in 1970 - "They paved paradise / put up a parking lot"?)

So please Bayside Council, no more Hank Marvin at Royal Avenue. As a matter of principle, it is us still saying "Anything goes here, this space is for exploitation, so let's do this to it", (and after this, what?) And as a matter of practice, it takes up a half, or near enough, of the available open space at Royal Avenue, for half a weekend: that's just not fair to the folk who use Royal Avenue to stroll, or walk their dogs, especially those who work ... there are few enough off-leash places in the area without this further limitation. And we can expect the inevitable degradation of the grassed area, and then what? More gravel?

I have nothing against the Hank Marvin traders. They seem good people, and I wish them well. (Although I am not sure the local Bayside businesses they compete against, who have to pay rates to the council so the council can subsidise their competitors, would necessarily share the sentiment). But the Hank Marvin operation is simply a bridge too far for Royal Avenue: let's just leave what's left of it as a peaceful haven, and keep it like that.

And obviously I have nothing against the good folk who patronise Hank Marvin. There do not seem to be many, but I suppose there is an expectation their numbers will increase. Someone did say to me that they thought that in a time of chronic over-eating and under-exercise, and in an area replete with cafes and eateries, both indoor and outdoor, it seems strange for the council to encourage people to sit around and eat, and indeed to use an exercise spot to do it ... possibly a long bow, I felt- but food for thought.

Thank you for considering this; please do close off the Royal Avenue - Hank Marvin operation.

Thank you also for all the efforts of councillors and staff generally: overall, I believe Bayside performs very well indeed.

Yours, [REDACTED]

Dear Cr Evans,

As a local resident who enjoys the peaceful environment of the Royal Ave part on the weekends, I would like to point out my disappointment in that the council is

1. Promoting consumerism in sanctioning a commercial market and in doing so

2 is removing access to a peaceful greenspace for half of each weekend.

This surprises me since I feel it is contrary to the current advice being given to enhance wellbeing in all, in particular for younger people who need every opportunity to find balance in their lives.

I feel that a public green space has the function of being a sanctuary for the promotion of physical and mental well-being.

A commercial enterprise does not fit in with that function.

I would ask you to reconsider the usage of our local park each Sunday and find a more appropriate location for the Hank Marvin market.

Yours Sincerely
[REDACTED]