

THE CITY OF
GREATER GEELONG

**GEELONG WATERFRONT
PLACEMAKING
LICENCES**

**APPLICATION
GUIDELINE**

APRIL 2026

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Acknowledgement

We Acknowledged the Wadawurrung People as the Traditional Owners of the Land, Waterways and Skies.

We pay our respect to their Elders, past, present and emerging.

We Acknowledge all Aboriginal Torres Strait Islander people who are part of our greater Geelong Community today.

Buckley Falls, Highton



Introduction

Geelong's iconic waterfront is set for a fresh wave of food, tourism and entertainment experiences, with the City of Greater Geelong inviting local businesses and entrepreneurs to help revitalise the popular foreshore.

Expressions of Interest (EOI) are now open for a variety of new and existing experiences along the waterfront. Opportunities include Mobile Food Traders, tourism attractions, and water-based activities.

The initiative will expand the range of attractions, with vendors and activities operating throughout the day and into the evening to boost the vibrancy of the precinct.

Geelong attracts large numbers of visitors and strong spending, with 6.3 million people visiting the Geelong and Bellarine region in 2024 and contributing around \$1.8 billion to the local economy. The waterfront is a major driver of this activity, generating \$428 million in precinct spending from more than 970,000 customers in 2024, with 35 per cent coming from visitors and 65 per cent from Greater Geelong residents.

The Geelong foreshore hosts some of Victoria's best-known events, such as the Festival of Sails, the Cadel Evans Great Ocean Road Race, Ironman 70.3 Geelong, and the Geelong Revival Motoring Festival. These events bring thousands of visitors each year and help make Geelong one of Victoria's premier waterfront destinations.

These guidelines are for businesses that want to sell food or drinks as Mobile Food Traders on public land or for tourism and recreation operators along the Geelong Waterfront.

Mobile Food Traders and tourism operators help bring public spaces to life. They support the local economy by encouraging new businesses, helping local suppliers, creating jobs, and attracting more tourists.

These guidelines offer a variety of sites, a simple application process, clear assessment criteria, and set licence fees. The goal is to attract and support quality commercial operators to provide regular experiences in public spaces along the Geelong Waterfront.

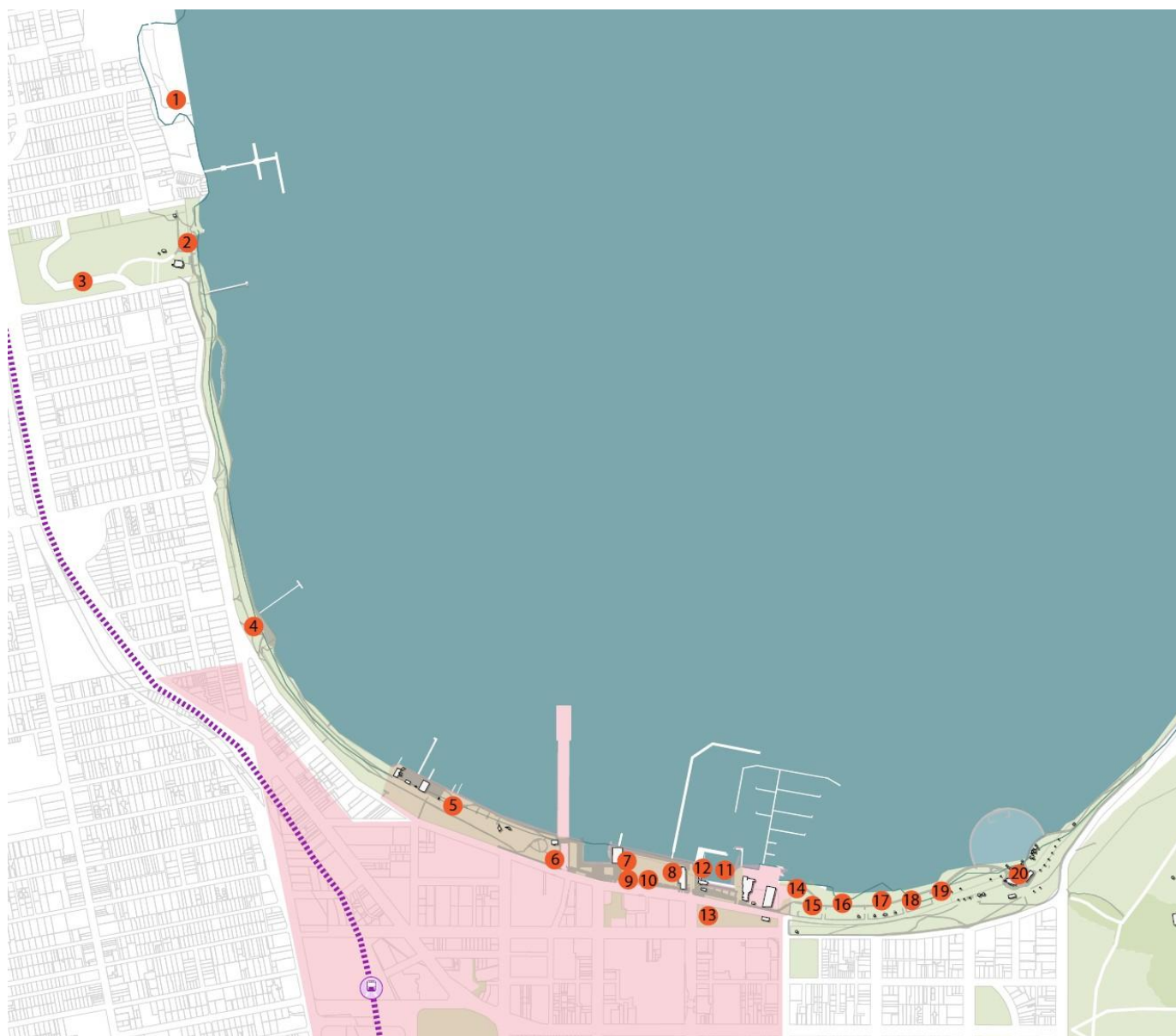
1. Site locations

The City proposes up to 20 Placemaking Licence locations along the Geelong Waterfront, from St Helen's to Eastern Beach. These sites aim to create vibrant experiences for both residents and visitors.

SITE LOCATION PLAN

Key

- Activity Centre Zones (ACZ)
- Activity Centre Zones (PPRZ)



Plan is not-to-scale

SITE LOCATION LIST

Site	Location	Type of Activity	Number of Sites	Site Type	Planning Zone	Permit Requirement
1	St Helen's Foreshore Carpark , 9-21 Holden Avenue, Ripple side	Mobile Food Trader	1	3: Emerging	Public Park Recreation Zone (PPRZ)	Planning permit
2	Rippleside Beach , 8 Harbourside Drive, Rippleside	Recreation or tourism offering (Option summer and school holidays)	1	3: Emerging	Public Park Recreation Zone (PPRZ)	Planning permit (Dependant on proposed use)
3	Rippleside Playspace Carpark , Rippleside Park Drive, Rippleside	Mobile Food Trader	1	2: Standard	Public Park Recreation Zone (PPRZ)	Planning permit
4	Griffins Gully Pier , 14-30 Western Beach Road, Geelong	Recreation or tourism offering (Option summer and school holidays)	1	3: Emerging	Public Park Recreation Zone (PPRZ)	Planning permit (Dependant on proposed use)
5	Western Beach , 38-46 Western Foreshore Road	Mobile Food Trader	1 or 2 shared	3: Emerging	Activity Centre Zone 1 (ACZ1)	No planning permit
6	Cunningham Pier Playground , 10 Cunningham Pier Playground	Mobile Food Trader	1 or 2 shared	1: Premium	Activity Centre Zone 1 (ACZ1)	No planning permit
7	Carousel Forecourt , 1 Eastern Beach Road, Geelong	Mobile Food Trader	1 or 2 shared	1: Premium	Activity Centre Zone 1 (ACZ1)	No planning permit
8	Steampacket Gardens 1 , 11 Eastern Beach Road, Geelong	Monthly market (1 st Sunday of each month)	1	2: Standard	Activity Centre Zone 1 (ACZ1)	Existing planning permit
9	Steampacket Gardens 2 , 11 Eastern Beach Road, Geelong	Recreation or tourism offering	1	1: Premium	Activity Centre Zone 1 (ACZ1)	Existing Use Rights
10	Steampacket Gardens 3 , 11 Eastern Beach Road, Geelong	Mobile tourism transport	1	1: Premium	Activity Centre Zone 1 (ACZ1)	Existing Use Rights

Site	Location	Type of Activity	Number of Sites	Site Type	Planning Zone	Permit Requirements
11	Fisherman's Basin: Berth 17 & 19, 25 Eastern Beach Road, Geelong	Mobile Food Trader on boat, recreation or tourism offering	2 Berths	2: Standard	Public Park Recreation Zone (PPRZ)	Planning permit
12	Fisherman Pier Yarra Extension, 1A Yarra Street Geelong	Scenic helicopter tours	1	1: Premium	Activity Centre Zone 1 (ACZ1)	Planning permit (Existing Use Rights)
13	Transvaal Square, 14A Eastern Beach Road, Geelong	Low impact recreation or tourism offering	1 or 2 shared	2: Standard	Public Park Recreation Zone (PPRZ)	Planning permit
14	Eastern Beach 1, 39 Richie Boulevard, Geelong	Tourism offering: Giant Ferris Wheel	1	1: Premium	Public Park Recreation Zone (PPRZ)	Planning permit issued
15	Eastern Beach 2, 39 Richie Boulevard, Geelong	Mobile Food Trader	1 or 2 shared	1: Premium	Public Park Recreation Zone (PPRZ)	Planning permit
16	Eastern Beach 3, 39 Richie Boulevard: Beach, Geelong	Tour Operator or water-based recreation or tourism offering	1	2: Standard or Tour Operator TBC	Public Park Recreation Zone (PPRZ)	Planning permit (Dependent on proposed use)
17	Eastern Beach 4, 39 Richie Boulevard: Beach, Geelong	Tour Operator or water-based recreation or tourism offering	1	2: Standard or Tour Operator TBC	Public Park Recreation Zone (PPRZ)	Planning permit (Dependent on proposed use)
18	Eastern Beach 5, 39 Richie Boulevard: Beach, Geelong	Tour Operator or water-based recreation or tourism offering	1	2: Standard or Tour Operator TBC	Public Park Recreation Zone (PPRZ)	Planning permit (Dependent on proposed use)
19	Eastern Beach 6, 39 Richie Boulevard: Carpark, Geelong	Mobile Food Trader	1 or 2 shared	1: Premium	Public Park Recreation Zone (PPRZ)	Planning permit
20	Eastern Beach 7, Children's Pool Forecourt, 95 Eastern Beach Road, Geelong	Mobile Food Trader	1 or 2 shared	1: Premium	Public Park Recreation Zone (PPRZ)	Planning permit

INDIVIDUAL SITE LOCATION

Site 1. St Helens Park – North Geelong

Address	9–21 Holden Avenue, North Geelong
No of sites	One mobile daily hospitality vendor
Surface type	Hardstand car parks and parkland (no irrigation)
Power supply	One x 10-amp outlet
Water	Potable water hydration station
Toilets	St Helens Park public amenities
Visitation	Medium
Availability	Seasonal. Seven days per week
Site notes	Vehicle access from Swinburne Street, North Geelong. BBQ facilities, playground, public art and amenities within park. Proximity to Osborne House and Stella Maris redevelopment. Major boat launch ramp and temporary mooring facilities nearby. Extensive car and boat-trailer parking; St Helens jetty and views
Exclusion	Australian Coast Guard; Boat Launch Ramp



St Helens Park, North Geelong

Site 2. Rippleside Beach – Rippleside

Address	8 Harbourside Drive, Rippleside
No of sites	One recreation or tourism offering daily
Surface type	Grass, handstand, beach front
Power supply	Yes. One x10amp located in power box on pole
Water	Yes. Potable water hydration station
Toilets	Rippleside Park Inclusive Playspace, public amenities include Changing Places
Visitation	High – Medium
Availability	Seasonal
Site notes	BBQ, undercover picnic facilities. 2 hr free car parks, Fitness station, Public Art. Bob McGovan Path bike / pedestrian shared path between Rippleside Park to Western Beach. Balmoral Quay development. No. 42 Café & Bar
Exclusion	Balmoral Quay Estate and Jetty



Rippleside Beach

Site 3. Rippleside Park – Melbourne Road, Rippleside

Address	101–123 Melbourne Road, Geelong
No of sites	One mobile daily hospitality vendor
Surface type	Hardstand car parks and parkland (unirrigated)
Power supply	No
Water	Yes. Potable water hydration station
Toilets	Rippleside Playspace public amenities includes Changing Places
Visitation	High
Availability	Seasonal. Seven days per week
Site notes	BBQ, undercover picnic facilities. Inclusive Playspace. Fitness station, Public Art. Bob McGovan Path bike / pedestrian shared path between Rippleside Park to Western Beach. Balmoral Quay development. Operator must have internal generators
Exclusion	Rippleside Playspace. No.42 Café & Bar



Mobile hospitality vendor placed in carparks



Rippleside Inclusive PlaySpace, a Livvi's Place

Site 4. Griffiths Gully Pier – The Esplanade

Address	100 (TBC) Western Foreshore Road, Geelong
No of sites	One (hospitality onsite) One (Tourism experience) – daily vendor
Surface type	Hardstand. Jetty and on water
Power supply	No
Water	No
Toilets	No
Visitation	Medium - Low
Availability	Seasonal. Seven days per week
Site notes	Vehicle access from The Esplanade and Western Beach Road. Jetty not DDA compliant. Environmental Health, FoodTraders and Parks Victoria approvals required. Nearby fishing platform, public art, Bob McGovan Path shared bike/pedestrian path. Limited shade, shallow water and sea grasses; limited beach frontage and waste bins
Exclusion	Special events clause; biodiversity (sea grasses, marine life); vessels moored alongside Griffiths Gully Jetty



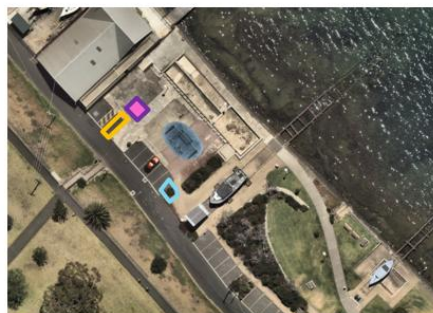
Griffiths Gully Jetty



Griffiths Gully park land

Site 5. Western Beach Boat Yards, Mariners Precinct

Address	38–46 Western Foreshore Road, Geelong
No of sites	One mobile daily hospitality vendor, recreation or tourism offering
Surface type	Hard stand
Power supply	No
Water	No
Toilets	Cunningham Pier Forecourt public amenities
Visitation	Medium – Low
Availability	Seven days per week
Site notes	Food vendor registration required, vehicles serving window. Public Art, The Gheringhap fishing boat. Proximity to outdoor fitness station; all-day and 3-hour car parking. On site placemaking furniture. Adjacent to Nyaal Banyul accommodation and residents; Western Beach Boat Shed and T.S Barwon. Shared path connections.
Exclusion	T.S . Barwon Jetty



Three optional sites:

Site 1 and 2 – within existing parking bays
 Site 3 – mobile food van parked onsite adjacent the exercise equipment and

Site 6. Cunningham Pier Playground

Address	Steampacket Gardens Reserve, 10 Cunningham Pier, Western Foreshore Road, Geelong
No of sites	One mobile daily hospitality offering
Surface type	Hardstand, or grass crossover
Power supply	Yes
Water	Yes. Potable water hydration stations
Toilets	Cunningham Pier forecourt public amenities
Visitation	High
Availability	Seasonal. Seven days per week
Site notes	Permit Zone Street Trader Only signage applies. Located within Steampacket Gardens precinct with public art, playground, youth activities precinct, Deakin University nearby, amenities and placemaking furniture. Special events clause
Exclusion	



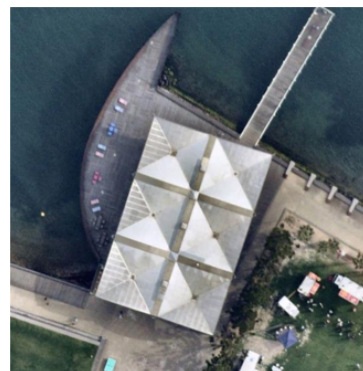
Permit zone Street Trader area



Optional site

Site 7. Carousel Pavilion Forecourt

Address	1 Eastern Beach Road
No of sites	One external mobile daily hospitality vendor (option west or east side of Carousel Pavilion)
Surface type	Hard stand and decking
Power supply	Yes. 10-amp external power outlet
Water	No
Toilets	Cunningham Pier Forecourt public amenities
Visitation	High
Availability	Seven days per week
Site notes	Award winning Carousel, Geelong and Bellarine Tourism information centre. Place making furniture. Public art. Loading bay on Eastern Beach Road
Exclusion	Vehicle weight limits apply to decking. Special event exclusions. Maintain access to the on-route tourism operator



Carousel Pavilion, external mobile vendor

Site 8. Steampacket Gardens 1

Address	Steampacket Gardens Reserve, 1-11 Eastern Beach Road Geelong
No of sites	One. Arts, craft food market, handmade or a local nature. Produce and associated activities
Surface type	Grass space
Power supply	Yes. Four fixed power boxes
Water	Yes. Potable water hydration stations
Toilets	Cunningham Pier forecourt public amenities. Steampacket Gardens public amenities (Wharf Shed external x 2)
Visitation	High
Availability	Monthly market
Site notes	The Carousel Pavilion, hospitality, public art. Special event clause. P/P 103/97 Handcrafts, hobbies and charities. Only goods handmade can be sold, no second-hand goods. Irrigated, underground services. Marquees to be pegged only
Exclusion	Special events clause



Steampacket Gardens market precinct

Site 9. Steampacket Gardens 2

Address	Part of premises at 1 – 11 Eastern Beach Road, Geelong
No of sites	One x recreation or tourism offering
Surface type	Hardstand with some grass coverage
Power supply	Yes. One 10-amp power outlet
Water	Yes. Potable water hydration stations
Toilets	Cunningham Pier Forecourt public amenities. Steampacket Gardens public amenities (Wharf Shed external x 2)
Visitation	High
Availability	Seasonal. Seven days per week
Site notes	The Carousel Pavilion, hospitality venues, public open space. Public art. On street metered car parking
Exclusion	Special events clause



Part of Steampacket Gardens Reserve

Site 10. Steampacket Gardens 3

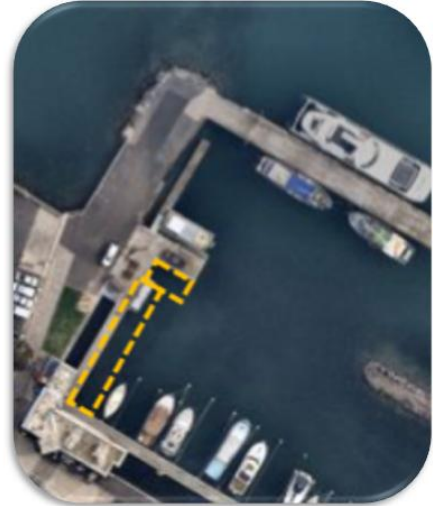
Address	Part of premises at 1 – 11 Eastern Beach Road, Geelong
No of sites	One x mobile tourism transport
Surface type	Hardstand, footpaths and vehicle road crossings
Power supply	Yes
Water	Yes. Potable water hydration stations
Toilets	Cunningham Pier Forecourt public amenities. Steampacket Gardens public amenities (Wharf Shed external x 2), Transvaal Square
Visitation	High
Availability	Seasonal. Seven days per week
Site notes	The Carousel Pavilion, hospitality venues, public open space. Public art
Exclusion	Special events clause



Geelong waterfront between the Carousel and Eastern Beach Reserve

Site 11. Fisherman's Basin

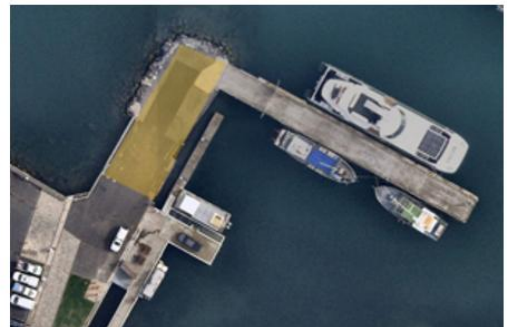
Address	25 Eastern Beach Road, Geelong waterfront
No of sites	Three. Mobile hospitality vendor, recreation or tourism offering
Surface type	On-water berths; includes hard stand and furniture
Power supply	Two (2) 10-amp outlets. Multiple power outlets (cupboard)
Water	No
Toilets	Transvaal Square public amenities
Visitation	High
Availability	Seasonal. Seven days per week
Site notes	Vehicle access via Yarra Street Pier extension. 15 minute Loading Bay. Waste collection required. Applicants responsible for managing wastewater/sewerage and rubbish storage. Applicants to contact Barwon Water to discuss service needs and connections. Special event clause. Floating vessel to be self sufficient with power and water. Berth one, shallow
Exclusion	Yarra Street Pier extension; Hygeia; Berths 20, 21 and 25. On site vehicle parking



Fisherman's Basin

Site 12. Fisherman Pier Yarra Street Pier extension

Address	1A Yarra Street Pier Extension
No of sites	One x tourism offering
Surface type	Hard stand
Power supply	No
Water	No
Toilets	Transvaal Square public amenities
Visitation	High
Availability	Seasonal. Seven days per week
Site notes	Yarra Street Pier extension, mooring licences in place.
Exclusion	Exclusion zone applies. Yarra Street Pier extension; Hygeia; Berths 20, 21 and 25. No on site vehicle parking



Yarra Street Pier, defined area of tourism offering

Site 13. Transvaal Square

Address	14A Eastern Beach Road, Geelong waterfront
No of sites	Two. Low impact recreation or tourism offering
Surface type	Open space; grass; no hard stand. Underground services includes irrigation
Power supply	Lighting infrastructure within precinct; two locked power boxes
Water	Potable water hydration station
Toilets	Transvaal Square public amenities
Visitation	High - Medium
Availability	Seasonal
Site notes	Vehicle access crossing from Brougham Street between Yarra and Bellerine Street. Public art and furniture within precinct. Heritage considerations. Special events clause. Residents and hospitality nearby. EPA regulations apply. Turf and irrigation management required; activity set-up ideally minimal
Exclusion	Long-term activation



Pixar Putt Disney 2022

Site 14. Eastern Beach 1

Address	Part of premises as 39 Ritchie Boulevard, Geelong. Also known as <u>Hilite Park</u>
No of sites	One x tourism offering
Surface type	Grass and hardstand
Power supply	Yes
Water	Yes, potable water hydration station
Toilets	Transvaal Square public amenities
Visitation	High
Availability	Seasonal. Seven days a week
Site notes	Proximity to amenities, public art, RGYC and YOT café, Victorian Sailing School. Ritchie Boulevard, Eastern Beach
Exclusion	Palm Trees. Heritage precinct



Hilite Park 1 Ritchie Boulevard

Site 15. Eastern Beach 2

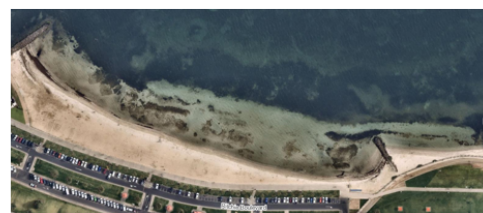
Address	Part of premises as 39 Ritchie Boulevard, Geelong
No of sites	One x mobile daily food vendor
Surface type	Grass and hardstand
Power supply	Yes
Water	Yes, potable water hydration station
Toilets	Transvaal Square public amenities
Visitation	High
Availability	Seasonal. Seven days a week
Site notes	Public art, RGYC YOT Cafe, Victorian Sailing School, Ritchie Boulevard, Eastern Beach, beach volleyball courts
Exclusion	Palm Trees. Heritage precinct



Hilite Park 1 Ritchie Boulevard

Site 16. Eastern Beach 3

Address	Part of premises at Eastern Beach located at 39 Ritchie Boulevard, Geelong
No of sites	Temporary: water-based recreation or tourism offering
Surface type	Beach, public open space. Corio Bay (on water)
Power supply	No
Water	Yes. Potable water hydration station
Toilets	Eastern Beach public amenities
Visitation	High
Availability	Seasonal. Seven days a week
Site notes	BBQ and undercover picnic facilities nearby; playspace; Promenade Swimming Pool; Bay Walk connection. Heritage overlay and special event clause. The Pavilion Kiosk / dining
Exclusion	<u>Non exclusive use</u>



Eastern Beach

Site 17. Eastern Beach 4

Address	Part of premises at Eastern Beach located at 39 Ritchie Boulevard, Geelong
No of sites	Temporary: water-based recreation or tourism offering
Surface type	Beach front, public open space. Corio Bay (on water)
Power supply	No
Water	Yes. Potable water hydration stations
Toilets	Eastern Beach public amenities
Visitation	High
Availability	Seasonal. Seven days a week
Site notes	BBQ and undercover picnic facilities nearby; playspace; Promenade Swimming Pool; Bay Walk connection. Heritage overlay and special event clause. The Pavilion Kiosk / dining
Exclusion	<u>Non exclusive</u> use

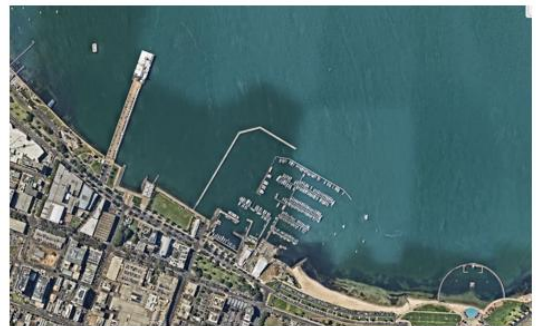


Eastern Beach



Site 18. Eastern Beach 5

Address	Part of premises at Eastern Beach located 39 Ritchie Boulevard, Geelong
No of sites	Temporary: water-based recreation or tourism offering
Surface type	Beach front, public open space. Corio Bay (on water)
Power supply	No
Water	Yes. Potable water hydration stations
Toilets	Eastern Beach public amenities
Visitation	High
Availability	Seasonal. Seven days a week
Site notes	BBQ and undercover picnic facilities nearby; playspace; Promenade Swimming Pool; Bay Walk connection. Heritage overlay and special event clause. The Pavilion Kiosk / dining, hospitality venues. Special event clause
Exclusion	<u>Non exclusive</u> use



Geelong waterfront, Eastern Beach and Corio Bay

Site 19. Eastern Beach 6

Address	39 Ritchie Boulevard, Geelong
No of sites	One x mobile daily food vendor
Surface type	Hardstand
Power supply	Yes
Water	Yes. Potable water hydration stations
Toilets	Eastern Beach public amenities
Visitation	High
Availability	Seasonal. Seven days a week
Site notes	Street Trader Food Permit sign. Public art, Eastern Beach Playspace, Children's Swimming Pool and Promenade. Heritage precinct. Special events exclusion
Exclusion	



Defined mobile food vendor precinct

Site 20. Eastern Beach 7

Address	95 Eastern Beach, Geelong (adjacent to Children's Swimming Pool)
No of sites	One x mobile daily food vendor
Surface type	Hardstand
Power supply	No
Water	Yes. Potable water hydration station
Toilets	Eastern Beach public amenities
Visitation	High
Availability	Seasonal
Site notes	Vehicle access from Ritchie Boulevard and along service road. BBQ and undercover picnic facilities nearby; playspace; Promenade and Children's Swimming Pool; Bay Walk connection. Heritage overlay and special event clause. Operator must have internal generator. The Pavilion Kiosk / dining
Exclusion	Life Saving Victoria facilities, The Pavilion



Unique food offering

2. Applications and assessment process

TIMELINE

The City will conduct an Expression of Interest (EOI) from 30 April to 31 May for Placemaking Licences along the Geelong waterfront. The licences will span either 12 or 36 months. After the 2026 release, the next EOI licence agreement period will take place in 2029.

2026

- **April - May:** EOI open on webpage
- **June:** Assessment of applications
- **July:** Preferred applicants notified
- **July - November:** Preferred applicants obtaining required permits and approvals
- **August:** Three months' notice period given if required
- **November - December:** Commencement of new licences

2028

Program review by City of guidelines and process.

2029

Next Geelong Waterfront Placemaking Licence EOI process to begin.

ELIGIBILITY

Mobile Food Trader applicant

Must provide evidence of the following to be considered during the EOI process or statement of intention.

- FoodTrader registration with the Victorian State Government Department of Health.
- Compliance with Environmental Health Requirements and Food Safety Standards and no previous justified complaints, official warnings, infringement notices, or permit cancellations.
- Public liability insurance of \$20M or as required by the City.
- Vehicle insurance, extended to include legal liability.
- No outstanding debts with the City.
- Sale or supply of alcohol is not permitted.

Tourism and Recreation Offering applicant

Must provide evidence of the following to be considered during the EOI process or statement of intention.

- Public liability insurance of \$20M or as required by the City.
- Vehicle insurance, including legal liability, if vehicles are present on site.
- No outstanding debts with the City.
- Compliance with all relevant licences, permits, and requirements for your tourism and or recreation operations.

PROBITY AND ETHICS

The City's EOI for Waterfront Placemaking Licences aligns with the Victorian Crown Land leasing policy 2023, which requires fair and competitive allocation of opportunities. The EOI process will be conducted openly and ethically, ensuring integrity and accountability. All applicants will have equal access to information and an equal opportunity to participate. The City will provide open and honest feedback to applicants, while maintaining the confidentiality of commercial-in-confidence information.

CONFLICTS OF INTEREST

Applicants must declare any actual or perceived conflicts of interest with the City when submitting their EOI. City staff evaluating EOIs must also disclose any conflicts in line with relevant legislation and City guidelines.

PRE-SUBMISSIONS

The City recommends contacting the Business Concierge service before finalising your Expression of Interest submission. This service provided by the City offers essential support and guidance on the permits and registrations required to start, set up, or expand your business. [New Business Enquiry](#).

SUBMISSIONS

Applicants must complete the Submission Form and submit it, along with any supporting documentation, to the City's Property, Leasing & Licencing Expression of Interest (EOI) Page by the closing date.

EVALUATION PROCESS

Applicants can apply for one or multiple sites in this EOI. Each site will be evaluated based on its criteria. The City will use an evaluation methodology to ensure consistency.

The evaluation panel may choose not to fully evaluate an EOI application if, in the opinion of the evaluation panel, it does not adequately meet the criteria. Applicants should include sufficient information in their EOI to allow proper evaluation according to the stated criteria.

EVALUATION PANEL

Applications will be evaluated internally by a cross-organisational group of City Officers and may include:

- x 5 Senior City officers
- x 2 Non-voting City officers
- x 1 Property and Leasing City officer (facilitator)

EOI AWARD

The City will award Placemaking Licences based on the best quality and value for the greater Geelong community. To decide this, the City will consider the EOI evaluation panel's report and any other relevant factors. The panel will evaluate EOIs according to the evaluation criteria. The City may exclude any non-conforming EOI at any stage of the process. The evaluation panel may decide not to fill all proposed sites if doing so better serves the community's interests. Preferred applicants from the initial assessment may be shortlisted. The City may shortlist more than one applicant at any time. Any shortlist will be based on the evaluation criteria and used when reviewing all EOIs offers no added benefit.

NOTIFICATION OF SUBMISSION OUTCOME

The City will inform the preferred applicants, and all applicants will be notified in writing of the outcome of their application, with no less than 3 months' notice period for existing operators if required.

REQUIRED DOCUMENTATION

The City will send a written request to preferred applicants to provide all required documentation before a licence agreement is issued. The specific documentation required will vary based on the site's planning land use.

PLANNING LAND USE

All the EOI Waterfront Placemaking Licence sites are on Crown Land. This is land owned by the Victorian State Government and managed by the City.

The Greater Geelong Planning Scheme sets policies and provisions for land use and development. The EOI Waterfront Placemaking Licence sites fall under two land

use categories. Please refer to **Section 1, Site Location**, on page 5 for clarity and a site map.

Sites in the Activity Centre Zones (ACZ) support mixed uses and intensive development. As business hubs, these sites will likely have a shorter timeframe for document submission. For details on permit requirements, refer to the Business Concierge in **section 5, Further Information** on page 23.

Sites in the Public Park Recreation Zone (PPRZ) are designated for public recreation and open space. Due to additional considerations, these sites may require a longer timeframe for documentation. For more information on permit requirements and timeframes, refer to the Business Concierge in **section 5, Further Information** on page 23.

FORM OF AGREEMENT

Successful applicants will receive a Licence Agreement. Licence Holders must comply with the General Conditions and any Special Conditions or Covenants specified in the Agreement throughout the licence term.

NEW AND PROPOSED EOI SITES

Business operators and community members may propose new sites at any time. The City will assess each site's feasibility before deciding on inclusion to ensure suitability. These sites may follow a different timeline than those in the EOI.



Stallholder at Geelong City Market

EVALUATION CRITERIA

The City will review Mobile Food Traders and Tourism and Recreation Offerings separately, and there will be two separate evaluation criteria

Mobile Food Trader Assessment Criteria

Assessment Criteria	Description	Weight
Operational readiness & capability	The operator can start and sustain trade through experience, readiness, staffing, supply chain, consistency, and risk management.	30%
Activation value	Assesses if the proposal enhances waterfront vibrancy, aligns trading hours with demand, complements surroundings, and supports active site activation.	20%
Strategic alignment	Evaluates alignment with Waterfront Masterplan and Council Plan, ensuring the proposal complements, not competes with, existing waterfront businesses.	20%
Local economic benefit	Focus on local ownership, supply chains, and employment. Local businesses support local jobs and reinvest in the economy.	15%
Environmental impact, inclusion & equity	Focus on waste minimisation, sustainability, accessibility, affordability, healthy, dietary options, and inclusivity aligned with City commitments.	15%

Tourism and Recreation Offering Assessment Criteria

Assessment Criteria	Description	Weight
Operational readiness & capability	The operator can start and sustain trade through experience, readiness, staffing, consistency, and risk management.	30%
Concept quality & visitor experience	Presents clear value for locals/visitors, high-quality experience design, and appropriate scale, duration, and frequency for the waterfront.	20%
Strategic alignment	Evaluates alignment with Waterfront Masterplan and Council Plan, ensuring the proposal complements, not competes with, existing waterfront businesses.	20%
Activation & seasonal contribution	Boosts year-round activity, attracts visitors beyond peak times, increases dwell time, and integrates with local precinct.	15%
Local economy, social & community benefit	Local ownership, jobs, reinvestment. Waste minimisation, sustainability, accessibility, affordability, healthy options, and inclusivity per City	15%

3. Licence conditions

GENERAL CONDITIONS

Licence holders must comply with the general conditions listed. These conditions are not limited to this list, and site-specific individual licence agreements will be made between the City and each Licence Holder.

- Licence holder must comply with all relevant legislation and regulations such as the Food Act 1984, Neighbourhood Amenity Local Law 2024, Road Safety Rules 2017, the Food Standards Code (under the Legislation Act 2003), and for Scenic Helicopter Licence all CASA and required safety standards and controls at all times.
- Licence period: 12-month period (2026 - 2027), exact dates are to be arranged.
- Licence period: 36-month period (2026 - 2029), exact dates are to be arranged.
- Licence holders must operate only within the specified site, size and space, as per the licence agreement.
- Licence holders must provide a waste management plan with their EOI application.
- Any advertising materials or furniture must be strictly within the specified site as per the individual licence agreement.
- Licence holders must operate only during the days and times of operation as per the licence agreement.
- Licence agreements are non-transferable to any other party.
- Licence holders must ensure the site and surrounding area are kept free of litter at all times.
- Licence holders must ensure surrounding site vegetation and turf are not harmed or damaged. They must notify the City if an incident occurs.
- The sale or supply of alcohol is not permitted.

CITY'S CONDITIONS

Any licence offered through this Expression of Interest (EOI) process is subject to all required approvals being obtained.

This includes any permits or consents required by Department of Energy, Environment and Climate Action (DEECA) under the Marine and Coastal Act 2018.

Approval is not guaranteed. The City will work with applicants to identify and obtain all necessary permits and consents for their proposed use.

The City can only grant a licence once all required approvals are in place.

REVOKING LICENCE AGREEMENTS

The City has the right to revoke any operator licence if any conditions in their individual licence agreement are breached. Each agreement will include specific site conditions that must be complied with.



Mobile Food Trader Geelong Waterfront

4. Licence fees

SITE LICENCE FEES

Annual site licence fees for Mobile Food Trader sites and Tourism and Recreation Offering are set differently. Both fees apply for the Licence agreement duration and are reviewed before each EOI round.

Mobile Food Trader Fees

Annual fees for a Mobile Food Trader site are determined by anticipated visitation rates and onsite availability of power, water, visitation levels, and public amenities. Fees are based on location and shared site opportunities. The aim is to increase commercial activity in public open spaces along the waterfront and provide opportunities for new and emerging operators to trial and activate new sites. Refer to the **Section 1, Site Location List Table** on pages 6 and 7 to understand site types.

Site Types	FY 26/27	FY 27/28	FY 28/29
A – Premium Site Fees High-profile promenade or foreshore locations	\$9,800 pa +GST	\$11,900 pa +GST	\$14,000 pa +GST
B – Standard Sites High visitation but less central locations	\$7,350 pa +GST	\$8,925 pa +GST	\$10,500 pa +GST
C – Emerging Sites Lower visitation and less central locations	\$4,550 pa +GST	\$5,525 pa +GST	\$6,500 pa +GST

Tourism and Recreation Offering Fees

Tourism and Recreation Experiences fees vary and there is no one-size-fits-all solution. The City will consider the most appropriate fee structure based on submissions benchmarked against industry standard fees and leases. Site valuations will be conducted once preferred businesses are selected. Fees will consider anticipated visitation rates and onsite availability of power, water, visitation levels, and public amenities.

FEE INCLUSIONS

Where a site location provides services such as power and water, these are supplied to the licence holder at no cost as per the licence agreement. Site fees include

power and water utility costs, but unpowered sites receive a discount determined by the City.

INCREMENTAL FEE STRUCTURE

Annual site licence fees for Mobile Food Trader and Tourism and Recreation Offering sites will be incremental to ensure business continuity and support emerging commercial operators.

	FY 26/27	FY 27/28	FY 28/29
Fee %	70%	85%	100%

PAYMENT TERMS

Licence holders will be issued an annual invoice, and all fees must be paid in advance. Quarterly payments can be arranged if required.

SITE SHARING

Site sharing for Mobile Food Traders sites allows multiple businesses to use the same location at different times, subject to City approval. Annual site fees will reflect the site-sharing arrangement. Operators may request to use a site for part of the day.

- Morning sessions run from 6:00 am to 12:00 pm
- Afternoon/evening sessions run from 1:00 pm until late (end times negotiable with the City)

COMMUNITY USE CATEGORY

If you're a community organisation, there are different methods for calculating licence fees. Please contact a Property Leasing Officer, propertyandleasing@geelongcity.vic.gov.au for assistance with community fee rates.

5. Further information

DEFINITIONS

- **“Activity Centre Zones (ACZ)”** is a term for an area in the Greater Geelong Planning Scheme that encourage a mixture of uses and intensive development of the activity centre: As a focus for business.
- **“City”** means City of Greater Geelong and is the Local Government of Geelong.
- **“DEECA”** means Department of Energy, Environment and Climate Action.
- **“EOI”** means Expression of Interest
- **“Food Trader”** means the Victorian government Department of Health’s Food Trader Registration process. Mobile commercial operators are only required to register with FoodTrader with one Local Government and are then permitted to trade across Victoria.
- **“Greater Geelong Planning Scheme”** contains policies and provisions that control land use and development. It consists of maps and ordinance for Greater Geelong.
- **“Leasing Policy for Victorian Crown Land”** Department Energy, Environment and Climate Action, 2023
- **“Licence holder”** means the business entity to whom the licence is issued.
- **“Mobile Food Trader”** is a mobile food premises and can include, but is not limited to, vans, buses, trailers, carts, and boats capable of moving from place to place for selling food or beverages.
- **“Marine and coastal Crown Land or Crown Land”** is land owned by the Victorian State Government or Commonwealth Government, usually set aside for a specific public purpose.
- **“Marine and Coastal Act Consent or MACA Consent”** means all use, development and works on marine and coastal Crown land, including by committees of management and local government, require consent under the Marine and Coastal Act 2018 from the Department of Energy, Environment and Climate Action.
- **“Public Park Recreation Zone (PPRZ)”** is a term in the Greater Geelong Planning Scheme for areas for public recreation and open space.
- **“Public Open Space”** is land for recreation and nature conservation, including parks, gardens, reserves, waterways, and includes public car parks.

- **“Tourism or Recreation Offering”** is a business operator that delivers and operates experiences, tours, rides and activities for entertainment and recreation.

ASSISTANCE WITH APPLICATION

The City’s Property and Leasing team will support applicants during the Expression of Interest process. Please contact a Property Leasing Officer, propertyandleasing@geelongcity.vic.gov.au for assistance with the EOI process. The Place Activation team will host information sessions held online. Check the EOI webpage for details.

ASSISTANCE WITH REGISTERING A MOBILE FOOD OR TOURISM BUSINESS

The City recommends contacting the Business Concierge service before finalising your Expression of Interest submission. This service provided by the City offers essential support and guidance on the permits and registrations required to start, set up, or expand your business. [New Business Enquiry](#).

To register with the Victorian State Government Department of Health, visit FoodTrader foodtrader.vic.gov.au

GUIDELINE REVIEW

The City will review this application guideline during the next Expression of Interest round.



Stallholder at Geelong City Market

CITY OF GREATER GEELONG

WADAWURRUNG COUNTRY

PO Box 104, Geelong VIC 3220

P: 5272 5272

E: contactus@geelongcity.vic.gov.au

www.geelongaustralia.com.au

CUSTOMER SERVICE CENTRE

Wurriki Nyal

137-149 Mercer Street, Geelong

8.00am – 5.00pm

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