



Mildura Rural City Council

Mildura Riverfront Commercial Trading Policy

Policy – CP102

Prepared	Reviewed	Approved	Date	Council Minute No.
General Manager Community	ELT	Council	28 February 2018	2018/0027
Trim File: 18/02/01		To be reviewed: February 2020		
Document Owner: General Manager Community		Review Frequency: Every two years		

1. The purpose of this policy is

To establish guidelines and conditions for the approval of commercial trading at the Mildura Riverfront.

2. Policy Statement

Commercial trading at the Mildura Riverfront must comply with the specific guidelines associated with each precinct and type of trader and must ensure that the natural aesthetic and amenity of the Mildura Riverfront, and view of the river itself, are not comprised in any way.

3. Principles

- All commercial trading at the Mildura Riverfront must be approved by the Riverfront Control Group.
- Primary consideration in approval of any commercial trading will be ensuring the natural aesthetic and amenity of the Mildura Riverfront, and view of the river itself, are not compromised. This includes minimising the building footprint relating to commercial trading.
- The Mildura Riverfront Commercial Trading guidelines will establish the number and type of commercial trading operations to be approved at the Mildura Riverfront.
- This Policy compliments, and does not supersede, other Local Laws, or Council Policy and Guidelines documents.
- This Policy does not override any restrictions upon land within the Murray River Public Purposes Reserve.
- All commercial entities undertaking commercial trading at the Mildura Riverfront must hold a valid commercial agreement with Council where applicable. This will include a commercial lease, licence or Service Agreement with rates set in accordance with Council policy.

4. Implementation

Riverfront Control Group

5. Definitions

Commercial Entity	An entity whose primary purpose is to sell goods and/or services to make a profit
Commercial Trading	Any activity by a commercial entity involving selling goods and/or services undertaken with the main purpose to seek a profit
Mildura Riverfront	The Mildura Riverfront is the area commencing at the east end of Pioneer Way (Nowingi Place / car park) through until the west end of Hugh King Drive (Jaycee Park) See attached map.
Murray River Public Purposes Reserve	An area of land adjacent to the Murray River which has been permanently reserved for public purposes by the Victorian Government.
East Precinct	The area of the Mildura Riverfront that commences at Nowingi Place through until the Mildura Wharf (see attached map). The East Precinct includes the Nowingi Place Carpark, Nowingi Place Soundshell, East Promenade Fitness Trail, Water Play, Houseboat Moorings and Mildura Skate Park.
Wharf Precinct	The area of the Mildura Riverfront which includes the Wharf itself, Wharf Carpark and lawned area between the Wharf Carpark and the Rowing Club building (see attached map).
West Precinct	The area of the Mildura Riverfront which commences at the Mildura Rowing Club building through until the end of the east promenade (see attached map). The West Precinct includes the Mildura Rowing Club building, Rowing Club Lawns, The Bill Hyder Gardens, The Langtree Connection (Terrace), the Powerhouse and the Powerhouse Art Studio.
Riverfront Control Group	A group established by Mildura Rural City Council to provide oversight in relation to the Mildura Riverfront. The functions undertaken by this Group are established in its Terms of Reference.

6. Legislation and other references

6.1 Legislation

For further information related to this policy see:

- Nil

6.2 Documents

This Policy is implemented in conjunction with the following documents:

- Riverfront Commercial Trading guidelines
- Riverfront Signage Policy (CP064) and associated guidelines
- Leasing of Facilities on Council Property Policy (CP056)
- Alfresco Dining Policy (CP008) and associated guidelines
- Street Trader Policy (CP009)
- Recreation Facilities Pricing Principles Policy (CP076)

6.3 Risk Assessment Reference

Please tick the corporate governance risk(s) that this policy is addressing.

Risk Category	✓	Risk Category	✓
Asset Management	✓	Financial Sustainability	
Committees		Human Resource Management	
Compliance – Legal & Regulatory	✓	Leadership & Organisational Culture	
Contract Management		Occupational Health & Safety	
Contract Tendering & Procurement		Organisational Risk Management	
Corporate Governance		Project Management	
Environmental Sustainability		Public Image and Reputation	✓

