



TOWN OF  
VICTORIA PARK

## **Review of Policy 406 – Temporary Food Businesses and Itinerant Food Vendors**

## Purpose

- To seek feedback from the Business Advisory Group (BAG) on allowing temporary food businesses such as a food truck to operate at McCallum Park Active Area (Figure 1 below).



**Figure 1: McCallum Park Active Area**

## Background

- The McCallum Park Active Area is part of the broader Taylor Reserve and McCallum Park Masterplan, a long-term vision to revitalise the foreshore. The most recent upgrades are now complete and have delivered a modern, high-quality recreation precinct designed to attract diverse users and increase activity along the Swan River foreshore.
- With the completion of the Boorloo Bridge and McCallum Park Active Area the precinct is experiencing increased visitation. This provides an opportunity to locate temporary food businesses at the site on an on-going basis to further activate the area.
- The delivery of the McCallum Active Area included the addition of new power, water and sewage which temporary food vendors could utilise to help activate the area.
- Activating the site through a temporary food business could:
  - Enhance sense of place;
  - Improve safety and crime prevention;

- Increase local spending and boost visitation to nearby activity centres through flow-on visitation.
- Temporary food businesses can not currently operate in public places within Town of Victoria Park on an on-going basis. Under Policy 406 – Temporary food businesses and itinerant food vendors temporary food businesses can only trade in public places under the management of the Town on a **temporary basis in association with Town approved events**.
- The purpose of this policy was to balance competing needs and interests of customers, residents and businesses. This included providing activated public places while promoting the success and vibrancy of the Town's established food destinations and commercial strips.
- The policy was developed and adopted by Council in 2019 due to feedback from the local business community that temporary food vendors were negatively impacting local brick and mortar hospitality businesses.

## Current Situation

- Policy 406 is due for review in 2026. This review will provide internal and external stakeholders, such as the BAG, an opportunity to provide feedback that will inform updates to the policy.
- The Town is exploring policy changes that would allow a temporary food business to operate in designated spaces in McCallum Park.
- Since the policies last review, the Town's Local Planning Scheme No.2 (LPS2, 2024) has been adopted inclusive of the following objective for Public Open Space reserves that contemplates complimentary commercial land uses to activate the reserve:

*"To provide for ancillary and complementary commercial and/or community land uses that have the potential to support, enhances or activate the recreational use and amenity of the reserve."*
- The Town will be reviewing the McCallum Park and Taylor Reserve Master Plan in 2026-27. In this review, locations suitable for hosting temporary food vendors (and potentially other commercial activations) could be considered, however this would be done in consultation with the local community, elected members, and Department of Biodiversity, Conservation and Attractions.

## Next Steps

- Consider feedback and learnings from these respective sources to inform the future approach of the above policy, and opportunities for activation within McCallum Park.