MOBILE BUSINESS

Pilot Program Guidelines

2026 - 2027



Concept drawing only



ACKNOWLEDGEMENT OF COUNTRY

Bass Coast Shire Council acknowledges the Bunurong as the Traditional Owners and Custodians of the lands and waters, and pays respect to their Elders past, present and emerging, for they hold the memories, the traditions, the culture and Lore.

Council celebrates the opportunity to embrace and empower Aboriginal and/or Torres Strait Islander Communities in their diversity.

Council will create opportunities for future recognition and respectful partnerships that honour Traditional Owners and Custodians, and Aboriginal and/or Torres Strait Islander Peoples.

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1 • PROGRAM OVERVIEW

CREATING NEW OPPORTUNITIES FOR MOBILE BUSINESSES

The Mobile Business Pilot Program enables eligible mobile businesses to operate at selected Council managed sites. Six sites have been identified across Phillip Island, Anderson and Inverloch, with no more than one licence at each site at any one time.

The pilot is fixed at 12 months. It creates no ongoing entitlement to use Council-managed land and no expectation of renewal or extension. Council will evaluate the pilot before deciding whether to continue, change or discontinue the program.

Program objectives

1. Provide a fair and transparent pathway for mobile businesses seeking to use Council managed land.
2. Activate suitable Council-managed spaces while protecting access, safety, amenity and the environment.
3. Support offerings that meet community or visitor demand and complement nearby fixed address businesses.
4. Apply consistent site, licence, fee and compliance requirements.
5. Collect evidence to inform Council's decision about any future program.

THE PILOT AT A GLANCE

12 MONTHS

Fixed pilot term with formal evaluation

6 SITES

Across Bass Coast (including locations on Phillip Island, Anderson and Inverloch)

1 LICENCE

No more than one mobile business at each site

$6K & $9K

Annual site fee (depending on site location), exclusive of GST

KEY DATES

1. EOI OPENS
   FRIDAY, 30 OCTOBER 2026
2. EOI CLOSES
   FRIDAY, 27 NOVEMBER 2026
3. APPLICANTS NOTIFIED
   FRIDAY, 4 DECEMBER 2026
4. LICENCE COMMENCEMENT
   DECEMBER Date confirmed in licence agreement

DEFINITIONS

Mobile business

A movable, self-contained business operating from a vehicle, trailer, caravan, cart, or stall.

Applicant

The legal entity that submits an EOI.

Operator

The successful applicant named in the licence agreement.

Approved site

The site documented in the licence agreement.

Pilot

The 12 month Mobile Business Pilot Program.

Council

Bass Coast Shire Council.

Crown land

State-owned land, including land Council manages for the State, subject to legislation and land manager requirements.

EOI

The Expression of Interest process used to select operators.

FoodTrader

The Victorian system used by eligible food and beverage businesses for registrations, notifications and Statements of Trade.

Licence

The fixed term, non-transferable agreement authorising use of an approved site.

Public land

Council managed or other publicly managed land, including roads, reserves and foreshore areas.

WHO CAN APPLY

An applicant must meet every mandatory eligibility requirement to proceed to scored assessment.

Eligible applicant

1. A registered business or legal entity with an active Australian Business Number (ABN) and/or Australian Company Number (ACN).
2. A food and beverage, wellness, retail or service business suited to the nominated site.
3. A movable (on wheels), self-contained setup that can be removed from the site if and when required.
4. An operator able to maintain all required registrations, permits, qualifications, insurance and approvals.
5. An operator with a satisfactory compliance and fee payment history.

What qualifies as mobile

- A vehicle, trailer, caravan, cart, stall or temporary structure.
- Registered and roadworthy vehicle, or stall capable of being fully packed up within two hours.
- No permanent water, sewer or power connection. Council power only where expressly licensed.
- No fixed works, permanent signage or exclusive possession of the site.
- Safe setup and removal without damage or obstruction.

Joint or consortium applications must nominate one legal entity to enter the licence and accept responsibility for the operation.

ACTIVITIES OUTSIDE THE PILOT

- Kiosks, buildings, shipping containers, site sheds and other fixed or semi-permanent installations.
- Permanent premises, leases or activities requiring ongoing planning approval for use of the land.
- Businesses operating solely from private land.
- Trading outside the approved site or an authorised event, market or other Council program.
- Any activity Council considers unsafe, unlawful, unsuitable for the site or inconsistent with public access and amenity.

Nearby existing businesses

A similar nearby business does not automatically make a proposal ineligible. Council will consider the nature of the offering, distance, operating hours, likely demand and whether the proposal fills a market gap or complements fixed address businesses.

A proposal that would unreasonably compete with a nearby fixed address business may be assessed as unsuitable.

SIX PILOT LOCATIONS



Premium sites

$9,000 per year

Rotary Centenary Park carpark, Inverloch
South Gippsland Yacht Club carpark, Inverloch
Jetty Triangle, Cowes

Standard sites

$6,000 per year

Anderson roundabout carpark, Anderson
Ventnor Beach carpark, Ventnor
Red Rocks carpark, Cowes

Fees are exclusive of GST. Seasonal licences are calculated pro rata, with a minimum three consecutive months.
The Jetty Triangle site will be available from late February 2027 and fees will be calculated pro rata.



SITE 01

ROTARY CENTENARY PARK CARPARK, INVERLOCH

01

PREMIUM SITE

$9,000 EXCL. GST

SETTING	Foreshore park with strong visibility and regular community activity including Parkrun on Saturdays.
FACILITIES	Public toilets are located nearby.



SITE 02

SOUTH GIPPSLAND YACHT CLUB CARPARK, INVERLOCH

02

PREMIUM SITE

$9,000 EXCL. GST

SETTING	Ocean outlook and strong summer activity near the yacht club and foreshore.
FACILITIES	Public toilets are located nearby.



SITE 03

ANDERSON ROUNDABOUT CARPARK, ANDERSON

03

STANDARD SITE

$6,000 EXCL. GST

SETTING	High passing traffic near Bass Highway, Phillip Island Road, bus waiting areas and the rail trail.
FACILITIES	Public toilets are located nearby.



SITE 04

VENTNOR BEACH CARPARK, VENTNOR

04

STANDARD SITE

$6,000 EXCL. GST

SETTING	Beach and dog walking destination with water access via steps and ramp.
FACILITIES	Public toilets are located nearby.



SITE 05

RED ROCKS CARPARK, COWES

05

STANDARD SITE

$6,000 EXCL. GST

SETTING	Seasonal beach destination with a foreshore path, picnic and barbecue activity.
FACILITIES	Public toilets are located nearby.



SITE 06

JETTY TRIANGLE, COWES

06

PREMIUM SITE

$9,000 EXCL. GST (PRO RATA)

This site will be available from late February 2027, with its trading period aligning with the remaining pilot program sites through to December 2027.

SETTING	High foot traffic, water views and foreshore access near central Cowes.
FACILITIES	Public toilets are located nearby.

Please note that works at the Jetty Goods Shed are expected to commence in 2027. The successful operator will be notified ahead of the works commencing and will be required to relocate to an alternative site adjacent to the Pavilion, on the bluestone area at the top of the hill, as indicated on the map above.

LICENCE OPTIONS AND PAYMENT

Annual licence

12 months

Up to 12 months within the pilot period

Council may prefer a suitable annual application where annual and seasonal applicants seek the same site, because it provides more consistent activation and reduces vacancies.

Seasonal licence

3+ months

At least 3 consecutive months

The same eligibility, assessment, operating and compliance requirements apply. Fees are calculated pro rata from the annual site fee.

Licence conditions

- Issued to the named operator and cannot be sold, assigned, sublicensed or transferred.
- Allows the approved activity in the approved area but does not grant a lease or exclusive possession.
- Does not guarantee customers, revenue, parking, uninterrupted access or utilities.
- Ends on the stated expiry date, with no automatic renewal rights.

OPERATE SAFELY AND RESPONSIBLY

Trading hours and attendance

- Trading is generally limited to sunrise to sunset unless Council approves different hours in writing.
- Trade only on approved days and hours, with the business actively attended.
- Council may direct the operator to stop trading or leave for safety, emergency response, maintenance, events or works.

Setup and removal

- Operate only within the approved area.
- Some sites may require the operator to pack up each night, depending on the set-up. If required, this will be discussed after the EOI has been submitted.
- No fixed works or ground anchoring without written approval.
- No signage unless agreed by Council.
- Leave the site clean, safe and ready for public use each day.

Public access and site protection

- Keep paths, ramps, beach access, facilities, parking, sightlines and emergency access clear.
- Maintain an accessible path of travel and manage queues, seating and equipment safely.
- Protect vegetation, irrigation, paving, turf, furniture, signs and utilities.
- Report damage immediately. Cleaning or repair costs may be recovered from the operator.

RUN RESPONSIBLY

Waste and wastewater

Remove business waste daily. Do not use public bins for business waste. Collect and lawfully dispose of wastewater, grease and oils.

Utilities and equipment

Supply your own water and power unless the licence permits Council infrastructure. Keep electrical, gas, fire and food equipment safe, maintained and certified.

Signage

Any signage will need to be approved by Council prior to setup. Freestanding signs (e.g. A-frame signage) require a permit from Council's Local Laws team. No banners or flags are permitted.

Alcohol

Alcohol may not be sold, supplied or consumed unless Council has provided written approval and all liquor licensing requirements have been met.

Insurance, incidents and conduct

Maintain at least $20 million public liability insurance. Report serious incidents immediately and in writing within 48 hours. Treat the public, nearby businesses and Council staff respectfully.

REGISTRATIONS, APPROVALS AND EVIDENCE

Council's acceptance of an EOI or offer of a licence does not replace another statutory approval.

APPLIES TO	EVIDENCE REQUIRED
All applicants	$20m public liability, ABN and entity details, setup photographs and dimensions, risk and waste information.
Vehicles + trailers	Registration, roadworthiness and any required towing, gas, electrical or vehicle safety evidence.
Food + beverage	Food Act registration, FoodTrader notification or Statement of Trade, food safety evidence and PrimeSafe where applicable.
Wellness + services	Qualifications, registrations, professional insurance, hygiene controls and relevant health or industry approvals.
Signage + outdoor furniture	Any required Local Laws, or planning permits.

Council may request updated or additional evidence at any stage. Failure to provide it may result in exclusion or withdrawal of a conditional offer.

HOW TO APPLY

1. **Read**
   The Program Guidelines and site information
2. **Inspect**
   Preferred site and safe operating area
3. **Complete**
   Every field and ranked site preferences
4. **Attach**
   Supporting documents, evidence and concept images
5. **Submit**
   Through Council's Engage Page before 27 November, 2026

Application Link

engage.basscoast.vic.gov.au/mobile-business-pilot-program

Information to include

- **Applicant + ownership**
- **Requested site + licence period**
- **Goods or services + pricing**
- **Setup dimensions + images**
- **Utilities + waste**
- **Customer access + queues**
- **Registrations + insurance**
- **Capability + experience**
- **Community + economic benefit**

APPLICATION CONDITIONS

Application conditions

1. Applications must be complete and received by the closing date. Late or incomplete applications will not be assessed.
2. Council may seek clarification or verification, but does not have to allow changes after closing.
3. Applicants meet their own costs of preparing an EOI, inspecting sites and obtaining advice or preliminary approvals.
4. Submitting an EOI does not create a contract, guarantee a licence or require Council to allocate a site.
5. Council may amend, suspend or cancel the EOI, or decide not to award a licence.
6. False, misleading or materially incomplete information may lead to exclusion, withdrawal or cancellation.

Fair and transparent process

Council will administer the EOI openly, fairly, consistently and transparently. All applicants will receive the same published information. Applicants and Council officers must declare and manage actual, potential or perceived conflicts of interest.

A TWO-STAGE ASSESSMENT

Applications must pass eligibility and compliance before they are scored on merit.

1

STAGE 1 • MUST PASS

Eligibility + compliance

- Mobile setup
- Insurance
- Registrations
- Approvals
- Compliance history
- Fee history
- Agreement to conditions

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STAGE 2 • SCORED ON MERIT

Scored assessment

- Goods + services
- Community benefit + sustainability
- Presentation + customer experience
- Capability + viability
- Site suitability

A cross-departmental panel may undertake reference, compliance, financial and business checks, site inspections and other reasonable due diligence.

ASSESSMENT CRITERIA



30%

Goods + services

Suitability, quality, demand, market gap and fit with nearby businesses

20%

Community benefit

Local sourcing, employment, tourism, environment and accessibility

15%

Presentation

Professionalism, maintenance, service, queues and public-setting fit

20%

Capability + viability

Experience, finance and risk management

15%

Site suitability

Footprint, safety, utilities, amenity, hours and site conditions

Where several suitable applications seek the same site, Council may consider the diversity and complementary mix of offerings across the pilot.

ASSESSMENT OUTCOMES

Successful applicant

Will be notified by Friday, 4 December 2026. They will receive a conditional offer identifying the site, term, approved activity, fees, required documents and acceptance deadline.

BEFORE TRADING

1. Pay fees or the first instalment by the due date.
2. Provide current insurance, registrations, approvals and evidence.
3. Agree the final site plan, schedule and site conditions.
4. Attend any required pre-commencement meeting or inspection.
5. Sign the licence agreement by the stated deadline.

Waitlist

Suitable applicants may be offered a vacancy for the remaining term. Placement does not guarantee an offer.

Unsuccessful applicant

Will be notified by Friday, 4 December 2026 and may be offered a place on the waitlist.



COMPLIANCE AND LICENCE MANAGEMENT

Council responsibilities

- Make the approved area available, subject to closures, events, emergencies, works and licence conditions.
- Coordinate applicable land manager approvals.
- Maintain Council owned public assets under Council control.
- Give reasonable notice of planned works, events or closures where practical.

Monitoring and inspections

Council officers may inspect at any reasonable time. Operators must cooperate, provide evidence on request and notify Council within seven days of material changes.

Breaches

Council may direct corrective action, warn, suspend trading or cancel a licence. Serious safety, insurance, legal or repeated compliance breaches may result in immediate action.

Temporary suspension, surrender and cancellation

Council may suspend or relocate trading for events, emergencies, works, environmental conditions, safety or land manager requirements. Operators leaving the program must give required notice, remove property, settle fees and fix any damage incurred at the operators' expense.

EVALUATION, REVIEW AND PRIVACY

What Council will evaluate

- Site use, trading consistency and customer activity.
- Operator, community and stakeholder feedback.
- Compliance, complaints, safety and presentation.
- Economic and tourism outcomes, including local employment and sourcing where available.
- Waste, environmental performance and public amenity.
- Demand for sites and the suitability of fees, licences and assessment.

What the review may decide

Continue | **Modify** | **Expand** | **Discontinue**

Participation in the pilot does not give an operator priority, renewal rights or a guaranteed place in a future program.

Privacy and use of information

Council will use application information to administer the EOI, undertake due diligence, prepare licences, monitor compliance and evaluate the pilot. Information may be shared with relevant Council teams, land managers, authorities, referees and professional advisers where reasonably required or by law.

Council may publish a register of licensed operators, sites, business categories and licence periods. Applicants should identify commercially sensitive material, noting that confidentiality cannot be guaranteed where disclosure is authorised or required by law.

APPENDIX A

APPLICATION CHECKLIST

Use this checklist before submitting the EOI. The application form and site information may require additional documents.

- [ ] **Applicant details**
  legal name, trading name, ABN/ACN, ownership and contacts
- [ ] **Site request**
  preferred or ranked sites and annual or seasonal term
- [ ] **Business proposal**
  goods, services, pricing, customers and schedule
- [ ] **Setup information**
  images, dimensions, weight, footprint, furniture and signage
- [ ] **Site operation**
  access, queues, accessibility, protection and removal
- [ ] **Utilities**
  water, power, generator, gas and equipment
- [ ] **Waste and Environmental Impacts**
  litter, wastewater, grease and environmental controls
- [ ] **Risk**
  emergency arrangements and incident management
- [ ] **Insurance**
  $20 million public liability evidence
- [ ] **Registrations and approvals**
  current evidence and plan for outstanding items
- [ ] **Capability and benefits**
  experience, staffing, finance, local value and sustainability
- [ ] **Declarations**
  history, conflicts, accuracy and agreement to conditions

APPENDIX B

BEFORE TRADING BEGINS

- [ ] Signed licence agreement returned by the deadline
- [ ] Fees or first instalment paid
- [ ] Insurance, registrations, permits and approvals accepted
- [ ] Final site plan, setup, offering and schedule approved
- [ ] Pre-commencement inspection or meeting completed
- [ ] Council licence identifier ready to display
- [ ] Emergency, waste, wastewater and site protection arrangements in place

Further information

EOI form: engage.basscoast.vic.gov.au/mobile-business-pilot-program

Contact email: business.support@basscoast.vic.gov.au

Contact number: (03) 5671 2211

Food and beverage operators can refer to FoodTrader at foodtrader.vic.gov.au for eligible registrations, notifications and Statements of Trade.