

# Leaflet Distribution, Promotions & Community Outreach

Guidelines



**CITY OF  
PARRAMATTA**



The distribution of informative printed materials and the presence of short term promotions and community outreach services are activities which can add to the rich and diverse experience of the public domain.

## OVERVIEW



City of Parramatta seeks to promote a vibrant and activated street culture.

Many organisations and businesses wish to distribute printed material to advance their cause or promote their product. Council recognises that there is a high demand for leaflet distribution, promotional activities and community outreach in the public domain. At times the public can find such demand becoming intrusive. Any activity held in the public domain must comply with Council's guiding principles to ensure it is consistent with the City's vision.

Council will endeavor to create certainty for both those wishing to use the public domain, and the wider community. Permission to undertake a promotional activity, leaflet distribution or other community outreach activity will depend on the specific details of the product or service to be promoted, and the duration, frequency, and the location proposed.

### PURPOSE OF THIS GUIDE

This Guide has been created to encourage and manage high quality street activity including promotions and outreach services that can complement existing community, retail and commercial activities, and balance the needs of local residents and the public.

It also seeks to maintain and enhance the character, heritage, ambience and safety of the public domain, enriching both the community and visitor experience.

### OBJECTIVES

- Manage the interests of community and commercial organisations wishing to promote themselves to the residents, visitors and workers of Parramatta.
- Ensure leaflet distribution, promotions and community outreach are high quality and well managed in terms of frequency, duration and regularity and any nuisance impact on the community is minimised.
- Encourage leaflet distribution, promotions and community outreach that are safe and contribute to the public amenity through appropriate management practices including effective waste management plans.

### WHERE DOES THIS GUIDE APPLY?

This Guide applies to any public space across the Parramatta Local Government Area, including but not limited to public streets, footpaths, laneways, malls, squares, plazas and car parks.

This Guide does not apply to parks or reserves located across the Local Government Area.

## GUIDELINES



### BANNERS

City of Parramatta regularly designs and produces street banners to be mounted on selected street light poles within Parramatta and selected areas across the Parramatta LGA to celebrate significant Parramatta events. At present street banners are restricted for use by Council, and not available for hire by third parties for events or other promotions.

### DEFINITIONS

'Printed materials' are materials for either community benefit or commercial promotion which are distributed at no charge to the recipient. These include but are not limited to flyers, business cards, postcards, brochures, newspapers, magazines, documents, leaflets, pamphlets, stickers or other literature.

'Distribute' means to give out to, offer or make it available to, members of the public. It includes only items that are distributed by hand but does not include putting it inside a building or letterbox.

'Promotions' include any concept that aims to promote a commercial or community product or service which does not include selling the product, service or any associated merchandise. It precludes soliciting promises in return for that product. Promotions include but are not limited to product sampling, giveaways, public displays, exhibitions, free health-related tests and screenings, temporary consulting and interview spaces.

'Community outreach' is the practice of conducting local public awareness activities through targeted community interaction.

### HOW TO APPLY

- Visit [cityofparramatta.nsw.gov.au/street-activity](https://www.cityofparramatta.nsw.gov.au/street-activity) and see the User Guides, Application Forms, Terms and Conditions and other important information for an application form, a list of terms and conditions and other important information.
- Complete the leaflet distribution, promotions and community outreach application form and all required supporting documentation.
- The application form and supporting documentation must be received at least three weeks prior to the proposed date.
- Allow two weeks for an assessment of application.
- Approvals and other correspondence will be issued via email. In the event of an unsuccessful application Council may, at its discretion, provide feedback to assist future submissions.

### PERMIT AND FEES

Any leaflet distribution permit issued will allow for one continuous four hour period in the specific nominated location within the public domain.

Any promotional or community outreach permit issued will allow for a maximum continuous six hour period in the nominated location within the public domain, unless approved otherwise under special consideration.

Current fees for Leaflet Distribution can be found at [cityofparramatta.nsw.gov.au/street-activity](https://www.cityofparramatta.nsw.gov.au/street-activity) and follow the link to Fees and Charges.



Please note that these fees may be adjusted according to Council's Schedule of Fees and Charges.

City of Parramatta reserves the right to reduce or waive the leaflet distribution fee for third party events and programs that are free, and seen to be of benefit to the community of Parramatta.

## INSURANCE

All leaflet distribution and promotion applications should provide evidence of current public liability insurance with a minimum cover of \$10,000,000.

City of Parramatta Council must be named as an additional third party insured under the policy for its respective rights and interests.

## PRINCIPLES

Council's decision to approve a permit for this activity will be based on the following five guiding principles. Council will refer to these principles in the decision-making process to ensure each application conforms to the

Policy and is assessed fairly, consistently and appropriately.

### Appropriate location

- Council seeks leaflet distribution, promotions and community outreach in an appropriate location in order to promote economic growth, cultural benefits and social integration while still appreciating the needs of local businesses, adjoining properties and other users of the public domain.
- The location should contribute positively to an area's sense of place and character.
- Leaflet distribution, promotions and community outreach can be an extension of the area's current activities and services or may align with community events, cultural and sporting celebrations, and forthcoming plans for the area.

## PRINCIPLES CONTINUED

### Engaging and high quality

- Council supports original and creative leaflet distribution, promotions and community outreach that encourages community participation, is innovative or distinct, adds to the life of the public domain and offers a connection to our rich cultural surroundings.
- The activity should aim to engage with the surrounding public domain and people.

### Safety and accessibility

- Leaflet distribution, promotions and community outreach should be delivered without compromising the safety of people or places.
- Leaflet distribution, promotions and community outreach should ensure that responsible and appropriate measures are in place to minimise risk and danger.
- Leaflet distribution, promotions and community outreach should use the public domain in a way that does not compromise existing users, or furniture, buildings, entrances, exits, disabled access and pedestrian safety.

### Public amenity

- Leaflet distribution, promotions and community outreach should be designed to create a safe atmosphere for the community and never compromise public amenity.
- Leaflet distribution, promotions and community outreach should add to, rather than disrupt the community's use and engagement with the public domain, and ensure unimpeded pedestrian access.
- Leaflet distribution, promotional activities and outreach services must not engage in public preaching or declamation of views, or any acts of religious observance or worship.

### Management and operations

- Council will approve leaflet distribution, promotions and community outreach that can demonstrate good management practices such as timeliness, reliability and professionalism.
- Any proposed activity should consider operational matters such as but not limited to, public safety, traffic impacts, noise, litter and waste and any access before, during and after the activity.

## TERMS & CONDITIONS



As a permit holder, your understanding of your responsibilities and the community's expectation is important.

Please ensure you have read and understood the terms and conditions. Please visit [cityofparramatta.nsw.gov.au/street-activity](https://cityofparramatta.nsw.gov.au/street-activity) and download the relevant Application Form for your activity, with the Terms and Conditions attached.

The Local Government Act gives Council the power to assign special terms and conditions to any permit issued for an activity in the public domain. These conditions will be specified in any written approval or permit granted by Council.

### MORE INFORMATION

For more information about Leaflet Distribution in the Parramatta LGA please visit [cityofparramatta.nsw.gov.au](https://cityofparramatta.nsw.gov.au) or call 9806 5050.

CITY OF PARRAMATTA  
STREET ACTIVITY POLICY

[cityofparramatta.nsw.gov.au](http://cityofparramatta.nsw.gov.au)