

# Activation Pod Guidelines

## About Placemaking

Placemaking aims to connect people to public places. It encourages communities to take ownership of places, build resilient neighbourhoods and contribute to a safe and welcoming environment for everyone. Examples include singing/dancing performances, cultural demonstrations, free community services etc.

## Activation Pods

The Activation Pods provide inclusive, safe, and environmentally sustainable spaces for local community groups, local small businesses and trader associations, Council departments, and non-profit organizations to host activities that benefit Whitehorse's local communities and retail precincts. They are available **free of charge**, subject to eligibility under the Activation Pod Booking Guidelines.

Successful applicants and all individuals associated with the activity in the Activation Pods must meet the eligibility criteria. Unauthorized use of the Activation Pods will result in the cancellation of future bookings. Whitehorse City Council reserves the right to refuse the booking of any Activation Pod without specifying a reason for the refusal.

## 1. Eligible Groups/Applicants

- a) Whitehorse-based community groups, those that provide services within the municipality to benefit the local community.
- b) Volunteer or not-for-profit organizations with membership based within the municipality.
- c) Community agencies that are responsible for providing free services within the municipality.
- d) Local precinct small businesses (up to 20 employees)/ business groups or business trader groups provided the activation provides a free service for community benefit.
- e) Government agencies responsible for distributing information suitable for the wider public.
- f) Groups offering free activities that contribute to local community inclusiveness or cultural vibrancy.

Note: Applicant(s) must include a **Current Certificate of Currency for Public Liability Insurance (PLI) cover of up to \$20 million**

## 2. Ineligible Groups/Applicants

- a) Businesses or organizations do not provide services for Whitehorse communities.

## 3. Groups/Applicants assessed on case-by-case basis

- a) Sole businesses offering free community service will be assessed on a case-by-case basis. Please allow up to 14 working days for the application approval process

## 4. Booking Conditions

### Activation Pod bookings

*\*Note: Activation Pods are designed for broad community use the guidelines aim to support the pods being available/accessible to a broad range of local groups.*

- a) Bookings are limited to one full day per activation and eight bookings per calendar year (**maximum two weekend bookings**).
- b) Applications must be submitted at least four weeks in advance and include:
  - a. A completed application form.
  - b. Current Public Liability Insurance (PLI) documentation.
  - c. Risk Management Plan.
- c) Applications will be reviewed within 14 working days. Incomplete applications may delay the process.

## 5. Occupational Health & Safety

- a) Applicant(s) must include a **Current Certificate of Currency for Public Liability Insurance (PLI) cover of up to \$20 million**. The Certificate must cover hire and use of public space for the desired purpose. If your group doesn't have PLI, and would like more information about the Community Liability insurance policy for non-incorporated groups please email: Activate Whitehorse [activate@whitehorse.vic.gov.au](mailto:activate@whitehorse.vic.gov.au)

*\*Note: Applicant(s) do not need to resubmit PLI for future Activation Pod applications, if the submitted PLI covers the applied activation date(s) for the same applicant(s).*

- b) Applicant(s) must complete the Placemaking Risk Management Plan on the Activation Pod application webform and add any other risk issues not mentioned as part of their proposed activation. For example:
  - a) Temporary infrastructure (Are there any banners, flags, or stands that may cause a traffic hazard or potentially injure pedestrians?)
  - b) Adverse or extreme weather plan

## 6. Use of Activation Pods

- a) Commercial purpose and business soft promotion are allowed, (banners that displaying the company name etc.), hard sales are prohibited.
- b) Low cost/level selling of items e.g. plants for social benefit will be approved on a case-by-case base.
- c) Fundraising activities are prohibited, except for special circumstances with the prior written approval of the Council officer.
- d) Activation Pod users may not approach any person to distribute advertising material or promotional items. These items may be made available at a secured pick-up point on a table or a stand.
- e) All activities have to operate within the 2 meters near the pods
- f) Activations must practice environmental sustainability including:
  - i. Reducing waste generation. (Any waste is to be disposed of and recycled appropriately).
  - ii. Reducing energy consumption.
  - iii. Reducing water use.
  - iv. Encourage low emissions transport related Activation Pod activities.
  - v. Bookings must comply with the Victorian Government Single-use Plastics Ban: [Reducing plastic pollution starts with us | Victorian Government \(www.vic.gov.au\)](https://www.vic.gov.au/reducing-plastic-pollution-starts-with-us)
- g) All user groups must take an inclusive approach when delivering their activation. That is, they must consider how people of all ages, genders, abilities and backgrounds can access the activities and information provided to the community.
- h) All Activation Pod Users must always be respectful. Council will not tolerate acts including, but not limited to:
  - i. Noxious, offensive or immoral behavior;
  - ii. Explicit language.
  - iii. Threatening behavior;
  - iv. Aggression.
  - v. Interference with other users or patrons.
  - vi. Being under the influence of drugs or alcohol; and
  - vii. Excessive noise

*\*Note: Offenders may be asked to move on and the matter may be referred to the Police.*

*Council Officers should be immediately notified of any anti-social behavior.*

i) As Activation Pods are free of charge for the eligible groups to use, all activities are to be self-sufficient, Activation Pods users/groups are responsible for the following:

- i. Set up and pack before and after the activity(s)
- ii. Transporting all necessary equipment and materials to the activation site(s).
- iii. Publicizing the activity(s) to personal (group) networks.
- iv. Making sure the Activation Pod(s) is tidy after use and no rubbish is left behind.

Safe and prompt return of any keys, equipment borrowed from the Council.

## 7. Permits and compliance

a) Applicants are responsible for checking what permits are required for their activation. To check information on permits for your activation, go to: [Event Permits | Whitehorse City Council](#) Event permits may be required for certain activities, please list all permits the user group applied for in the application. For more information about event permits please email: [arts@whitehorse.vic.gov.au](mailto:arts@whitehorse.vic.gov.au)

*\*Note: The Activation Pod booking process is different to the event permit process and approval of the use of activation pods does not automatically approval event permits*

b) Activations offering food must meet food health and safety requirements under the Food Act. To apply for a Temporary Food Permit, go to: [www.streatrader.health.vic.gov.au](http://www.streatrader.health.vic.gov.au) or call Council's Environmental Health team on (03) 9262 6197 for further information.

c) Activations involving children must meet requirements under the Commission for Children and Young People. Go to [Child Safe Standards](#) for more information.

d) Activation Pods users can apply Creativity Grant or Placemaking Grant to support their activations, yet the approval of Activation Booster Grant does not mean the permit is granted. More information about Activation Booster Grant: [Fact Sheets - Activation Booster.pdf \(whitehorse.vic.gov.au\)](#)

e) There is no cost associated with the booking of Activation Pods at the time of producing the guidelines.

## **8. Activities that don't require a permit**

If you are planning an activation, demonstration, rally, protest or other form of activities of a political, religious or other nature, you don't need permission from the Council including a booking, however we would like to hear about it to help us manage safety and operations in the Activation Pods.

If you'd like to find out the dates when there are no activities scheduled in the Activation Pods, please reach out to Activate Whitehorse: [activate@whitehorse.vic.gov.au](mailto:activate@whitehorse.vic.gov.au)

### **a) Condition of Use**

This public assembly is not being treated as a formal "activation" and your group are visiting the site at your own risk.

You undertake not to:

- interfere with or disrupt other activities and events onsite
- display content or engage in activity which is graphic or inappropriate for a public space, including language and imagery
- attach banners, flags, posters and other infrastructure to our poles, trees or building facilities
- bring any plant equipment (eg. generators, motorised), helium balloons, candles, furniture or vehicles onto the site other than handheld items such as cameras
- connect into Activation Pod power
- contract services eg AV, cleaning, security
- distribute flyers and giveaways including food and drink
- engage in any selling, donations or collecting money
- The site is returned to its original condition on your departure
- Whitehorse City Council must approve any promotion of your event that mentions Whitehorse City Council, or uses a Whitehorse City Council logo or photograph

While megaphones are not permitted onsite, should you wish to make speeches, etc, a small, battery-operated PA/speaker with microphone is acceptable, however, this must be kept to short, infrequent intervals. We ask that members keep noise levels to a respectful level, out of respect for others' rights to enjoy this public space.

### **b) Important Information About Participants At Your Public Assembly**

Please note that participants in the public assembly must not:

- move the public assembly outside the designated zone
- block or impede pedestrian traffic
- use hard banners or placards
- directly approach members of the public not participating in the public assembly for the purpose of advancing their cause or beliefs

- harass members of the public
- interfere with the conduct of businesses in or adjoining the designated place for the Public Assembly

### **Reference**

Project for Public Spaces, “*What Is Placemaking?*”, 2007

<https://www.pps.org/article/what-is-placemaking>

Victorian Government. (2010). *Equal Opportunity Act 2010 (Vic)*. Retrieved from [Victorian Equal Opportunity and Human Rights Commission](#).

Victorian Government. (2006). *Charter of Human Rights and Responsibilities Act 2006 (Vic)*. Retrieved from [Victorian Equal Opportunity and Human Rights Commission](#).

City of Melbourne *Public Assemblies at Fed Square* [Public Assemblies at Fed Square - Fed Square, Melbourne Australia](#)