



Media release

For immediate release

Date: 29 October 2014

City introduces new alfresco dining and street trading permits in time for festive season

New reduced cost, short term alfresco dining and street trading licences have been introduced for businesses in the City of Subiaco.

The cheaper and more easily accessible permits are part of a strategy to stimulate more vibrancy in the city's town centre and encourage local retailers and restaurateurs to take advantage of the upcoming festive season and summer weather.

The new festive season licences will be valid from Monday 1 December 2014 to Saturday 31 January 2015 and will cost just the initial application fee of \$25.

Another licence, allowing for a trial alfresco period at a reduced cost has also been introduced, as well as lower fees for all street trading and alfresco dining permits which will come into effect on Friday 31 October.

Chief Executive Officer Stephen Tindale said: "The introduction of these permits is part of a plan to activate the Subiaco Town Centre and allow more trading flexibility for local businesses."

He added: "We are hoping the significant reductions in application and license fees, plus the more streamlined application process, will encourage more businesses to take up the option of alfresco or street trading on the footpaths outside their premises."

In addition, there has been a change in the method used to calculate the alfresco dining fees from a per chair cost, to a charge per square metre.

Complete and compliant permit applications received by 5pm on Friday 14 November are guaranteed to be processed and a licence issued to enable trading to commence on Monday 1 December 2014.

For application forms and more information visit www.subiaco.wa.gov.au or contact the city on 9237 9254.

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Photograph/interview opportunity

A photograph opportunity is available in the alfresco area outside Whisk Creamery, Rokeby Road, Subiaco.

Notes to Editor

The City of Subiaco is recognised as a local government leader in a range of areas such as environmental and social initiatives, and long-term planning for the future. It is located in the inner metropolitan area of Perth and includes the suburbs of Subiaco, Daglish and parts of Nedlands, Shenton Park, Crawley and Jolimont. A major centre for employment with a diverse and growing business sector, the city provides important services including waste collection, town planning and public recreation facilities, to more than 19 000 residents. The city aims to maintain its vibrant sense of community and enhance the lives and well-being of everyone who lives, visits and works in Subiaco. For more information about the City of Subiaco, visit **www.subiaco.wa.gov.au**