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Balancing Support for All Retailers

Barunga West Council is committed to engaging with local food retailers and tourist operators to provide advice and connections with small business support services to enhance their capacity to meet high demand during the peak Christmas-New Year holiday period.

Policy on Food Trucks since December 2022

Since December 2022, Council has implemented a policy allowing food trucks and drink vans to operate in the popular tourist area of the Port Broughton foreshore, but only during organised events. This approach is designed to complement, not compete with, local bricks-and-mortar businesses.

Successful Integration of Mobile Vendors

Our recent New Year's Eve Community Event highlights the successful integration of food trucks, with four vendors offering a variety of options from ice cream to burgers, from 5pm to 10pm. The feedback from both the operators and community has been overwhelmingly positive, underscoring the potential for such collaborations.

Addressing Community Concerns

A recent media report, based on individual opinions, suggest a need to reassess Council's food truck policy, citing concerns about local businesses' capacity to handle summer tourism. Council wishes to clarify that our focus is on empowering these local businesses to effectively serve the community during the busy holiday season, between Christmas and New Year's, ensuring they are not overstretched.

Statement from CEO Maree Wauchope

"Our goal," says Barunga West Council CEO Maree Wauchope, "is to assist our local bricks-and-mortar businesses in accommodating the tourist influx during the peak season, while maintaining their viability throughout the year. We aim to strike a delicate balance: satisfying immediate tourist needs without burdening local businesses during quieter times."

Media Release



A Global Challenge with Local Solutions

This challenge of balancing the interests of bricks-and-mortar businesses with mobile vendors is not unique to Port Broughton but is a global phenomenon. Council will explore various strategies, learning from experiences in other jurisdictions.

Future Engagement and Action

Moving forward, Council staff will continue to engage with all stakeholders — including local businesses, food truck operators, and the community — to gather comprehensive feedback over the coming months and look to assist where possible.

“We are dedicated to fostering a vibrant community where both traditional businesses and mobile vendors can thrive,” Ms Wauchope said.

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Media: Michael Owen | 0400 042 214 | michael@owenmediarelations.com.au