

Business Activations



Shire of Northam
Heritage, Commerce and Lifestyle

Guidelines and Criteria

Holding a Business Activation

What You Need to Know

A Business Activation is a very low impact event held by a local business on its premises to promote products, services, or to encourage community engagement. These activations are designed to be simple, very low-impact, and easy to organise without the need for a full event application.

Examples include demonstrations, product launches, short workshops, or small targeted activities.

To qualify as a Business Activation, it must meet a set of **listed criteria** that ensure minimal disruption to surrounding properties and public spaces.

If you'd like to self-assess your activation, you can use our **Event Impact Assessment Framework**, designed to help you understand where your event sits on the spectrum of what is considered a *very low impact* and a *high impact* event.

If your activation falls outside of the listed criteria, simply contact our friendly Engagement Team to discuss what options you have to make it possible. Please note that events cannot be held within your business premises. If your idea is more suited to an event, please refer to our **Event Application process** to understand what is required for higher-impact activities.



Best Practices for Business Activations

Step-by-Step Guide

Step 1 - Planning

This is your opportunity to plan when you want to host your promotional activity, who you want to invite, what activities you want available on the day for attendees and how you're going to market your products or services.

Step 2 - Notification

Notify us of your activation by completing the short notification form online.

- Access the form at: www.northam.wa.gov.au/activationnotification.

If your plans change after you submit the form, simply resubmit it.

Step 3 - Acknowledgement

Once you submit your business activation details, you will be sent an automated response. If your activation does not meet the Shire's Business Activation Guidelines you will be contacted by a member of the Engagement and Communications Team who will assist you with your submission.

Step 4 - Communications & Marketing

If you'd like some help spreading the word about your Business Activation, you can **register your event on our website** so it appears on the Shire's events calendar. This is a great way to reach people across the community who are looking for things to do around town.

You can also boost your reach by sharing your event on social media, putting up posters or flyers, and letting your existing customers know; sometimes word of mouth is the best promotion!

The Shire of Northam will not promote activations that reference alcohol in any media. If you would like us to share your activation, you can email promotional material to communications@northam.wa.gov.au.

Step 5 - Activation

Go ahead as planned. Good luck with your business activation!

Listed Criteria

Key Requirements for a Business Activation

Number of People

- Attendance should not exceed 50 people at any time.

Noise

- Noise levels must not negatively affect neighbouring properties.

Temporary Infrastructure

- No rides or amusements permitted.
- Marquees must not exceed 9m².
- Stands, stages, or platforms must not be higher than 1m.

Vehicles

- Must not impact traffic flow, road safety, or restrict parking access for the public.

Food & Alcohol

- Alcohol sales are not permitted.
- Alcohol consumption that does not exceed the **Liquor Control Act 1988 complimentary supply by business** is permitted.
 - Examples of businesses making use of this exemption would include a hair salon offering a complimentary glass of wine or champagne to a client, or a real estate agent offering a complimentary bottle of champagne to a home buyer.
- Normal **food permit/approval processes apply.**

Duty Of Care

- Business activation organisers hold a duty of care to ensure the safety and wellbeing of all participants, staff, and visitors.
- Organisers must also take reasonable measures to identify and mitigate foreseeable risks.



Listed Criteria

Business Activation - Framework

Business Activation Listed Criteria	Approval Documents and Timeframe
<ul style="list-style-type: none">• Up to 50 attendees• Noise levels must not negatively affect neighbouring properties.• No mechanical or amusement-style rides• Must not disrupt normal road use or traffic• No marquees larger than 9m², and no stages or spectator stands more than 1m above ground level• Alcohol sales are not permitted.• Complimentary alcohol service within the <u>Liquor Control Act 1988 exemptions</u> is permitted.	<div data-bbox="858 421 1544 539" style="background-color: #4CAF50; color: white; border-radius: 15px; padding: 10px; text-align: center;"><h1 style="margin: 0;">10 BUSINESS DAYS</h1></div> <ul style="list-style-type: none">• An event application is not required.• If trading or food vendors are part of the activity, <u>a trader's permit and/or food business approval</u> must be submitted, by the vendor, at least 10 business days before trading.

Submit your Plans

- Access the form at www.northam.wa.gov.au/activationnotification to let us know what you have planned. This is required so that we can be sure that no additional permits are needed, and that we can track how much business activation is happening in the Shire of Northam.

What Next?

- If your activation falls within this category and is not classed as a public event, nothing further will be needed. Simply submit your activation details and hold your activation as planned.



Get in Touch

To book an appointment, or to ask any questions, with the Engagement and Communications Team please contact us on:

Shire of Northam

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