

MEDIA RELEASE



Subject: **Draft Mobile Food Vendor Policy & Management Guidelines Endorsed Following Strong Community Support**

Contact: **Thuyen Vi-Alternetti | General Manager Infrastructure and Environment**
media@murraybridge.sa.gov.au

Date: **22 July 2026**

Mobile Food Vendors will have the opportunity to operate in more areas, more often thanks to the Rural City of Murray Bridge's new and improved *Mobile Food vendor Policy and Management Guidelines*.

This follows a four-month trial, whereby vendors successfully operated across a range of locations including Johnstone Park, Long Island Reserve, Sturt Reserve, the Murray Bridge Railway Station car park, Avoca Dell Reserve, Woodlane Reserve in Mypolonga and Monarto Hall.

Not only was there overwhelmingly positive feedback from the vendors themselves throughout the trial, but the data reflects that Council saw a 40% increase (year-on-year) in permits during this time, with a huge 75% increase during January.

The endorsed changes introduce a more flexible approach to mobile food vending across the Council area. Key improvements include the removal of the former fixed list of approved sites, clear assessment criteria relating to safety, amenity and business impacts, a defined 200 metre separation requirement from fixed food businesses offering the same product and seasonal operating hours with a maximum stay of 24 hours at a single location.

During the trial period, mobile food vendors operated under the proposed framework, allowing Council to gather 'real-time' feedback from operators, businesses and residents.

Mayor Wayne Thorley said the positive feedback and subsequent endorsement, reflect the community's enthusiasm and clear benefits demonstrated during the trial.

"Our mobile food vendors are most often small businesses, providing a great service that ultimately help make our community unique. They bring people together, add life to our public spaces and provide more options for locals and visitors," Mayor Thorley said.

"Throughout the whole trial period, our community was supportive of this initiative and the updated guidelines helped make sure mobile food vendors could continue to thrive while keeping our public spaces welcoming and accessible for everyone.

"The new system provides a balanced approach that supports mobile vendors, while recognising the important role and value of our established local businesses," Mayor Thorley said.

The new Mobile Food Vendor Policy and Management Guidelines were officially endorsed on 9 June 2026.

MEDIA RELEASE



This marks the conclusion of an extensive review process that began in December 2024, when Council resolved to rescind the former Mobile Food Vendor Location Policy and develop a new approach that provided greater flexibility for operators while continuing to support public safety, local businesses and community amenity.

Council will now move into implementation, supporting vendors through the updated permit process and encouraging opportunities to activate public spaces across the region.

The endorsed Mobile Food Vendor Policy and Management Guidelines are available on Council's website: <https://www.murraybridge.sa.gov.au/councilpolicy>.