

**RELEASED**  
**C280223/7360**

## **ITEM NUMBER: 18.3**

### **CONFIDENTIAL REPORT**

#### **SELF SERVICE BAIT VENDING MACHINE – BRIGHTON JETTY (Report No: 198/20)**

*Pursuant to Section 90(2) of the Local Government Act 1999 the Report attached to this agenda and the accompanying documentation is delivered to the Council Members upon the basis that the Council consider the Report and the documents in confidence under Part 3 of the Act, specifically on the basis that Council will receive, discuss or consider:*

- b. Information the disclosure of which could reasonably be expected to confer a commercial advantage on a person with whom the council is conducting, or proposing to conduct, business, or to prejudice the commercial position of the council; and would, on balance, be contrary to the public interest.**

**Recommendation – Exclusion of the Public – Section 90(3)(b) Order**

- 1** That pursuant to Section 90(2) of the *Local Government Act 1999* Council hereby orders that the public be excluded from attendance at this meeting with the exception of the Chief Executive Officer and Staff in attendance at the meeting in order to consider Report No: 198/20 Self Service Bait Vending Machine – Brighton Jetty in confidence.
  
  - 2.** That in accordance with Section 90(3) of the *Local Government Act 1999* Council is satisfied that it is necessary that the public be excluded to consider the information contained in Report No: 198/20 Self Service Bait Vending Machine – Brighton Jetty on the following grounds:
    - b.** pursuant to Section 90(3)(b) of the Act, the information to be received, discussed or considered in relation to this Agenda Item is information the disclosure of which could reasonably be expected to confer a commercial advantage on a person with whom the Council is conducting business and would prejudice the commercial position of the Council.  
  
In addition, the disclosure of this information would, on balance, be contrary to the public interest. The public interest in public access to the meeting has been balanced against the public interest in the continued non-disclosure of the information. The benefit to the public at large resulting from withholding the information outweighs the benefit to it of disclosure of the information.
  
  - 3.** The Council is satisfied, the principle that the meeting be conducted in a place open to the public, has been outweighed by the need to keep the information or discussion confidential.
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Item No: **18.2**

Subject: **SELF SERVICE BAIT VENDING MACHINE – BRIGHTON JETTY**

Date: 11 August 2020

Written By: Commercial and Leasing Team Leader

General Manager: City Assets and Services, Mr H Lacy

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## **SUMMARY**

On 12 November 2019, Council endorsed the operation of a self-service bait machine (**bait machine**) on the Esplanade at Brighton adjacent to the Brighton Jetty for a trial period of one (1) year expiring on 31 August 2020 (C121119/1678) with a review of the trial, including community engagement to take place prior to August 2020.

As indicated in the resolution, Administration has undertaken consultation to ascertain the community's views on the bait machine and whether there is support, or not, for a continuation of the permit to operate near the Brighton Jetty. The consultation was undertaken from 24 May to 3 June 2020 and of the 193 submission, 70% indicate support for the bait machine. The feedback received from the operator has also been positive.

This report discusses the information collected during the community engagement and from the operator and explores options to retain or remove the bait machine.

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## **RECOMMENDATION**

### **That Council:**

- 1. Grant the operator 'How's Your Tackle' Pty Ltd (HYT) a permit for operation of its' self-service bait vending machine adjacent to Brighton Jetty, for a further period of one (1) year commencing on 1 September 2020 and expiring on 31 August 2021 at a revised fee of \$2,000 pa (plus GST) plus \$700 pa (plus GST) for electricity as per Option 2 of this report.**
- 2. Provide ongoing business support to the local Brighton Bait & Tackle business located on Brighton Road.**
- 3. Consent to Administration approving further one (1) year permit extensions on an annual basis, for a three year period, thereafter subject to:**

- a) no issues arising with the operation of the site;
- b) annual permit fees being determined based on \$2,000 or 7% of estimated annual turnover (plus GST), whichever is higher, plus \$700 pa indexed by CPI (plus GST) for electricity;
- c) arrangements being generally in accordance with Council's Commercial Activation of Community Land Policy; and
- d) no further community engagement.

**RETAIN IN CONFIDENCE - Section 91(7) Order**

4. Having considered Agenda Item 18.3 Self Service Bait Vending Machine – Brighton Jetty (Report No 198/20) in confidence under section 90(2) and (3)(b) of the *Local Government Act 1999*, the Council, pursuant to section 91(7) of that Act orders that the discussion, report and attachments be retained in confidence for a period of 24 months with the Chief Executive Officer authorised to release the documents following completion of the permit period or the expiry of the 24 month confidentiality period.

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**COMMUNITY PLAN**

Community: Building a healthy, active and resilient community  
Community: Providing welcoming and accessible facilities  
Economy: Making it easier to do business  
Economy: Harnessing emerging technology  
Economy: Boosting our visitor economy  
Economy: Supporting and growing local business

**COUNCIL POLICY**

Community Consultation and Engagement Policy  
Commercial Activation of Community Land Policy

**STATUTORY PROVISIONS**

*Local Government Act 1999* - s200 - Permit to use Community Land for Business purposes  
Australian Consumer Law – unfair leases

**BACKGROUND**

**Previous Reports**

- Motion on Notice No. 357/19, Item No. 11.1: "Motion on Notice – Bait Vending Machine – Councillor Fleming", 24 September 2019

- Confidential Council Report No. 410/19, Item No. 18.1: “Bait Vending Machine Trial – Brighton Jetty”, 12 November 2019 (Resolution No. C121119/1678)

On 12 November 2019, Council endorsed the installation and operation of a self-service bait machine (**bait machine**) on the Esplanade at Brighton adjacent to the Brighton Jetty for a trial period of one (1) year expiring on 31 August 2020 (C121119/1678). The resolution also required a review of the trial, including community consultation, to take place prior to August 2020.

The installation of the bait machine was aimed at facilitating convenient 24 hour access to bait for the local fishing community, promoting entrepreneurial activity, and attracting visitors to the area. As such, and given the success of similar machines in other South Australian locations and interstate, it seemed an appropriate activity to trial at the Brighton Jetty.

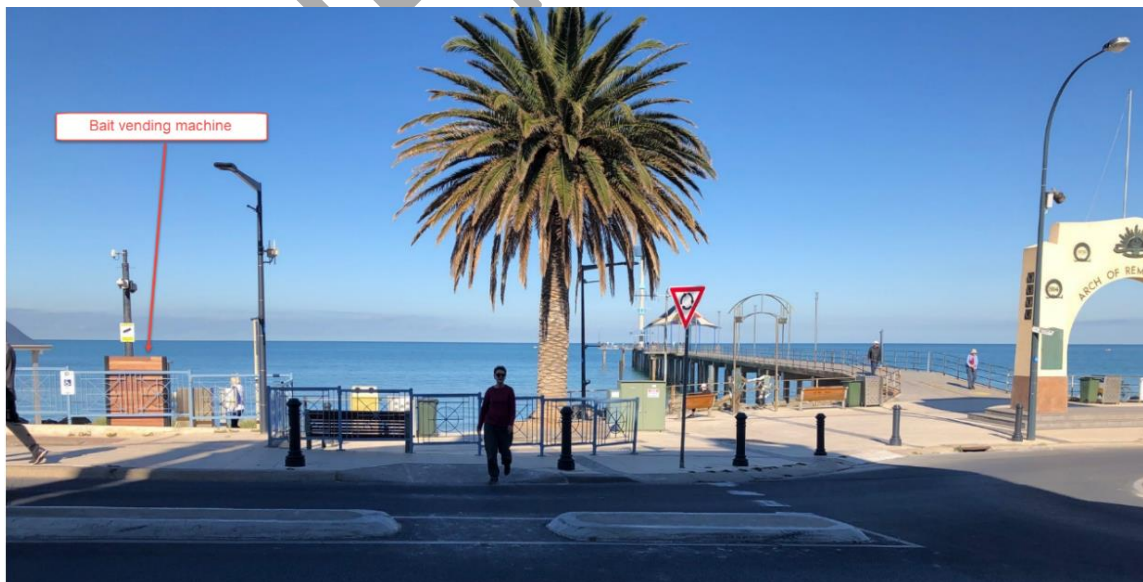
The expiration of the one (1) year trial period is fast approaching and Council has sought feedback from the community to assess whether there is general support for the bait machine placement to continue or not. The information collected during the community engagement process is presented in Attachment 2 and discussed herein.

*Refer Attachment 1*

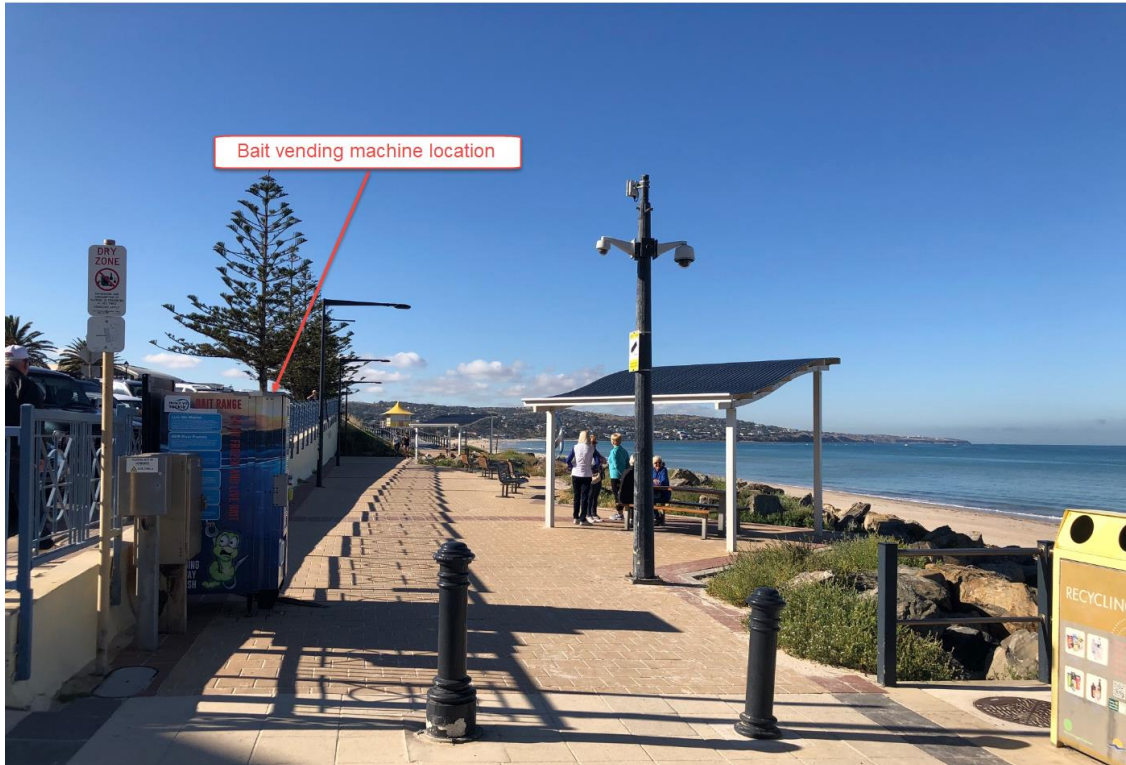
### **Bait Machine Location**

The bait machine is located about 20m south of the entrance to the Brighton Jetty against a small retaining wall. The machine is located at a wide point in the footpath so as not to reduce trafficable space and has been fitted with a decorative screen on its rear which faces the Esplanade to improve its appearance. Picture 1 and 2 show the location in relation to the Jetty.

### **Picture 1 – Location approx. 20m south of Brighton Jetty.**



**Photo 2: Bait Vending Machine on lower Esplanade footpath**



## REPORT

### Community Engagement

Community engagement took place after the bait machine had been operating for 8 months and ran for a period of 21 days from 14 May 2020 to 3 June 2020.

Full details of the community engagement are contained in the Community Engagement Summary Report presented in Attachment 1.

*Refer Attachment 1*

In summary, the community engagement took the form of a short survey posing questions and inviting comments as follows.

1. *Please indicate to what degree do you agree the bait machine is relevant and/or is of benefit to the following:*
  - *Local community*
  - *Fishing community*
  - *Visitors*
  - *Tourists*
  - *Local traders*
2. *To what degree do you support the bait machine at Brighton Jetty?*

- *Support*
  - *Support with changes*
  - *Do not support*
  - *Neither support or do not support*
3. *Please tick the box which best describes you*
- *Local resident*
  - *Local trader*
  - *Fishing community member*
  - *Visitor to the area*
  - *Other (please specify)*
4. *Comments for not supporting and supporting the bait machine*
5. *Additional Comments*

The community engagement process was promoted through:

- emails sent to registered user database (1,500 registered emails);
- posts via Council's Twitter account every week over the duration of the engagement;
- the newsfeed on Council's corporate and engagement websites; and
- onsite corflute signs located at the jetty and in Jetty Road Brighton.

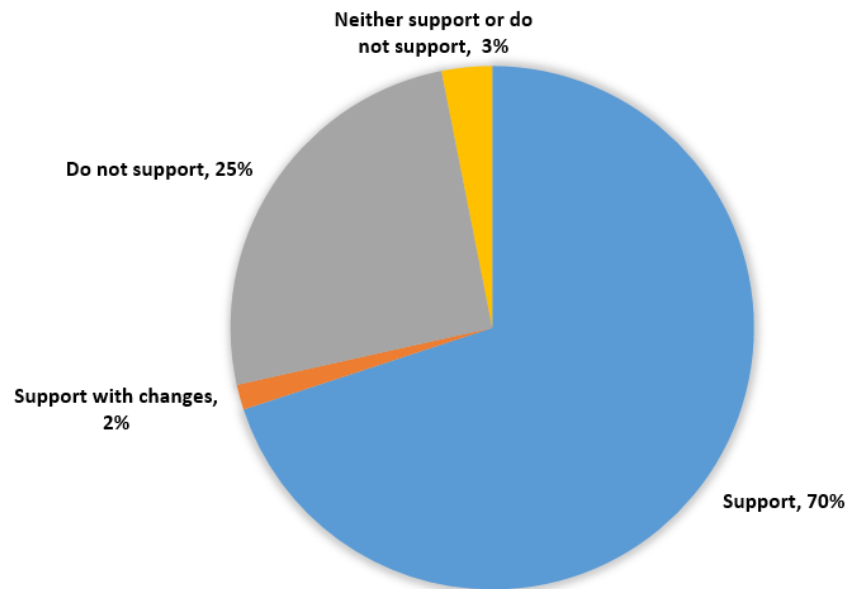
Responses to the consultation were collected via Council's website which provided the opportunity to complete an online survey or email submissions. The survey could also be completed via a phone call or written submission.

### **Summary of Community Responses**

A total of 193 submissions were received from 180 contributors during the engagement period. Of those responses, 70% were supportive of the bait machine and agreed that the bait machine is relevant and benefits the local community, the fishing community, visitors, tourists and local traders.

A total of 25% did not support the bait machine or continuation of the installation permit.

Details are summarised in Graph 1 below.

**Graph 1: Summary of consultation responses**

Analysis of the responses indicates that:

- majority of local residents (101) are in favour of the bait machine (65%);
- majority of the fishing community (46) support the bait machine (69%);
- majority of visitors (38) support the bait machine (92%); and
- 4 identified as local traders – 3 of which do not support the machine; 1 who supports it.

An additional 95 comments were made, of those 71.6% of the sentiments were positive with praise for the installation of the machine, citing it as *great*.

The collective themes for those that supported the machine (70%) were:

- Innovative;
- Convenient; and
- great initiative by council to support local economy.

For the 25% who did not support the bait machine, the collective concerns were:

- takes away from local trade (19 comments);
- environment and waste management (6 comments);
- animal cruelty (5 comments); and
- machine is not aesthetically pleasing (13 comments).

Full comments are presented in Attachment 1.

*Refer Attachment 1*



Overall, the response received from the community engagement has been far more positive than the feedback received from the community during the first week of the bait machine's installation and discussed in Council Report No. 410/19.

### Feedback from Operator

From its discussions on the ground at the jetty and via phone calls from members of the public, the operator 'How's Your Tackle' (HYT) reports that all feedback received has been fully supportive and that customers are pleased with the service and promptness delivered by its team.

The bait machine has also been a financial success for the operator, outselling all other South Australian locations two times over. The sales figures provided by the operator for the first 10 months of operation, from September 2019, indicate that the machine had a gross revenue of \$24,761 for 3,212 transactions in total. Extrapolated over 12 months, the revenue for the first year of activity is anticipated to be approximately \$29,713.

The operator has confirmed that every item sold in the Brighton Jetty bait machine is sourced from businesses located in South Australia as follows:

<u>Item</u>	<u>Source</u>	<u>Item</u>	<u>Source</u>
• Prawns	Spencer Gulf	• Gents	Normanville
• Cockles	Goolwa Beach	• Sinkers	Port Adelaide
• Tommies	Port Pirie	• Rigs	Woodcroft
• Mullet	Coorong	• Squid Jags	Highview
• Squid	Spencer Gulf	• Soft Plastics	Seaton
• Pilchards	Port Lincoln		

The bait is produced by 7 small SA businesses while the tackle products are produced by 5 local suppliers, meaning that 12 different South Australian businesses supply the bait machine. It is Administration's understanding that this is distinct from most bait machines which only use bait and products sourced from overseas as a way to save costs.

### OPTIONS

In light of the positive feedback received from both the community and the operator, Administration presents three (3) options for Council's consideration.

#### Option 1 – Remove the machine at the expiration of the existing permit (31 August 2020)

This option would require the operator to remove the bait machine following the expiration of one (1) year trial period permit on 31 August 2020. Council has no legal obligation to grant the operator a new permit and the removal of the bait machine is at the cost of the operator.

However, in light of the strong positive feedback received from the community and the operator, the removal of the bait machine will:

- potentially result in negative reactions from members of the public;
- be detrimental to the operator's business and potentially impact 12 small South Australian businesses who supply the bait machine;
- remove a viable income stream from Council; and
- be supported by the local bait and tackle shop on Brighton Road.

If Council elects to remove the bait machine, then a communication plan will need to be established to manage messaging and potential adverse reactions from sectors of the public.

### **Option 2 – Grant a permit to the operator for a further one (1) year period**

This option sees Council granting a permit to the operator for a further one (1) year period with ongoing business support provided to the local Brighton Bait & Tackle business on Brighton Road via advice and grant opportunities.

This is the recommended option given the positive feedback received from the community engagement and the benefit which the bait machine provides for City of Holdfast Bay residents and the wider community through:

- providing convenient 24 hour access to bait for local fishing community and visitors;
- potentially attracting additional visitors to the area;
- attracts general visitors to the area; and
- supporting a number of small SA businesses.

Furthermore, the turnover figures provided by the operator indicate that the bait machine can provide a viable revenue/income stream to Council.

The original one (1) year permit was charged to the operator at a trial cost of \$700 (plus GST) plus electricity costs of \$700 (plus GST). The permit cost was based on the permit fee charged by the City of Onkaparinga in 2017 in respect of bait machines installed within its council area and reflected the start-up nature of the site at Brighton Jetty.

Now that the viability of the bait machine has been established Council needs to establish a fair and appropriate valuation on which to base the permit fee going forward. Administration contacted the City of Onkaparinga who has advised that they still charge a permit fee of \$700 + annual CPI increase in respect of each of the 3 bait machines installed within their local area.

In terms of general industry context, as per the Australian Bureau of Agricultural and Resource Economics and Sciences (ABARES) Fisheries and Aquaculture Statistics of 2018, Campbell and Murphy (2005) estimated that recreational fishers spent \$223 million on fishing gear, tackle and bait in the 12 months to May 2000 (including second-hand purchases). In contrast, Dominion Consulting (2005) estimated that the value of retail sales in the tackle and bait industry in 2003–04 was \$665 million.

As the bait machine is a commercial operation located on high profile land, it is recommended that Council adopt a percentage of turnover approach. The Australian Taxation Office benchmark for sports, camping and fishing retailing with an annual turnover range of \$65,000 to \$250,000 sets the rent at 7% to 12% of the annual turnover.

The annual turnover of the machine is far smaller than this scale. The sales data provided by the operator for the first 10 months of operations since commencement in September 2019 indicate that the machine had a gross revenue of \$24,761 for 3,212 transactions in total. Extrapolated over 12 months, the revenue for the first year of activity is anticipated to be approximately \$29,713.

Using the Australian Tax Office figures as a guide, and recognizing the high profile location of the bait machine, it may be appropriate for Council to set the fee at 7% of the operator's estimated annual turnover.

On this basis, a permit fee of 7% of estimated turnover of \$29,713 would result in a permit fee of \$2,080 (say \$2,000) plus GST. Costs for electricity will be charged at a fixed estimate of \$700pa as a separate and additional amount, as it is currently. It must be noted however, that this approach would almost triple the current permit fee.

On this basis, it is proposed that the permit fee be increased from \$700 to \$2,000 plus GST for the permit year commencing 1 September 2020.

It is further recommended that Council authorize Administration to negotiate further permit extensions of 1 year from 1 September 2021, in accordance with the Commercial Activation of Community Land Policy, for a 3 year period without the need for further community engagement. After that period a market review will be undertaken. On this basis the permit fee of \$2,000 pa or 7% of turnover (plus GST), whichever is higher, plus electricity at \$700 pa indexed by CPI (plus GST) will be applied.

At this stage, discussions about fee increases have not commenced with the operator. However if the negotiations are not successful, and the operator does not accept the proposed permit fee at \$2,000 pa and 7% of turnover thereafter, it is recommended that the machine be removed and a communication plan is implemented to manage the community's potential reaction.

### **Option 3 – Offer the bait machine through a competitive process**

Given the success of the bait machine as installed by the current operator and the locally sourced products used in the machine, it is not proposed to offer the existing site to other operators through a competitive process at this time. Importantly, the owner of the bait and tackle shop on Brighton road has said he would not be interested in operating a machine in this location.

### **BUDGET**

- A 'flat' permit fee of \$2,000 plus GST be payable by the operator for a 1 year permit commencing 1 September 2020;

- An additional \$700 plus GST to be paid by the operator to cover electricity costs;
- No costs incurred by Council, other than negotiating and drafting the permit; and
- All costs associated with the installation, maintenance and removal of the bait machine to be covered by the operator.

CONFIDENTIAL

# ECONOMY

ENGAGEMENT SUMMARY REPORT

## SELF SERVICE BAIT MACHINE AT JETTY ROAD, BRIGHTON - PROPOSAL TO EXTEND THE LEASE 14 MAY – 3 JUNE 2020

Report Completed for the Team Leader Commercial & Leasing,  
Written by the Digital Engagement Partner.  
June 2020

## INTRODUCTION

In August 2019, City of Holdfast Bay granted a permit for a self-service bait and tackle vending machine to be operated on the Esplanade at Brighton, for a trial period of 12 months.

We sought feedback from the local community to assess whether the community is generally supportive of this.

The community were invited to provide your views by completing a short survey. This report provides the engagement methodology and engagement outcomes.

All submissions have been collated and are available in the appendix of this report.

## BRIEF DESCRIPTION OF ENGAGEMENT METHODOLOGY

This community engagement ran from 14 May to 3 June 2020, a total of 21 days.

The views of the community were collected via:

- Council's website - The Council website provided the opportunity to complete an online survey.
- Email submissions, phone calls and letters.

And promoted through:

- A registered user update - via email to a 1,500 database.
- CoHB Twitter account every week for the duration of the engagement.
- Newsfeed on the City of Holdfast Bay corporate and engagement sites.
- Onsite corflutes (Jetty Rd Brighton).

## ENGAGEMENT FORMAT

Formal feedback forms on line, emails and hardcopies.

**1.** Please indicate to what degree do you agree the bait machine is relevant and/or is of benefit to the following

Local community

Fishing community

Visitors

Tourists

Local traders

**2.** To what degree do you support the bait machine at Brighton Jetty? Support/ Support with changes/ Do not support /Neither support or do not support

**3.** Comments for not supporting and supporting the bait machine

Name

Suburb

Type of community member

Additional comments

## DATA ANALYSIS

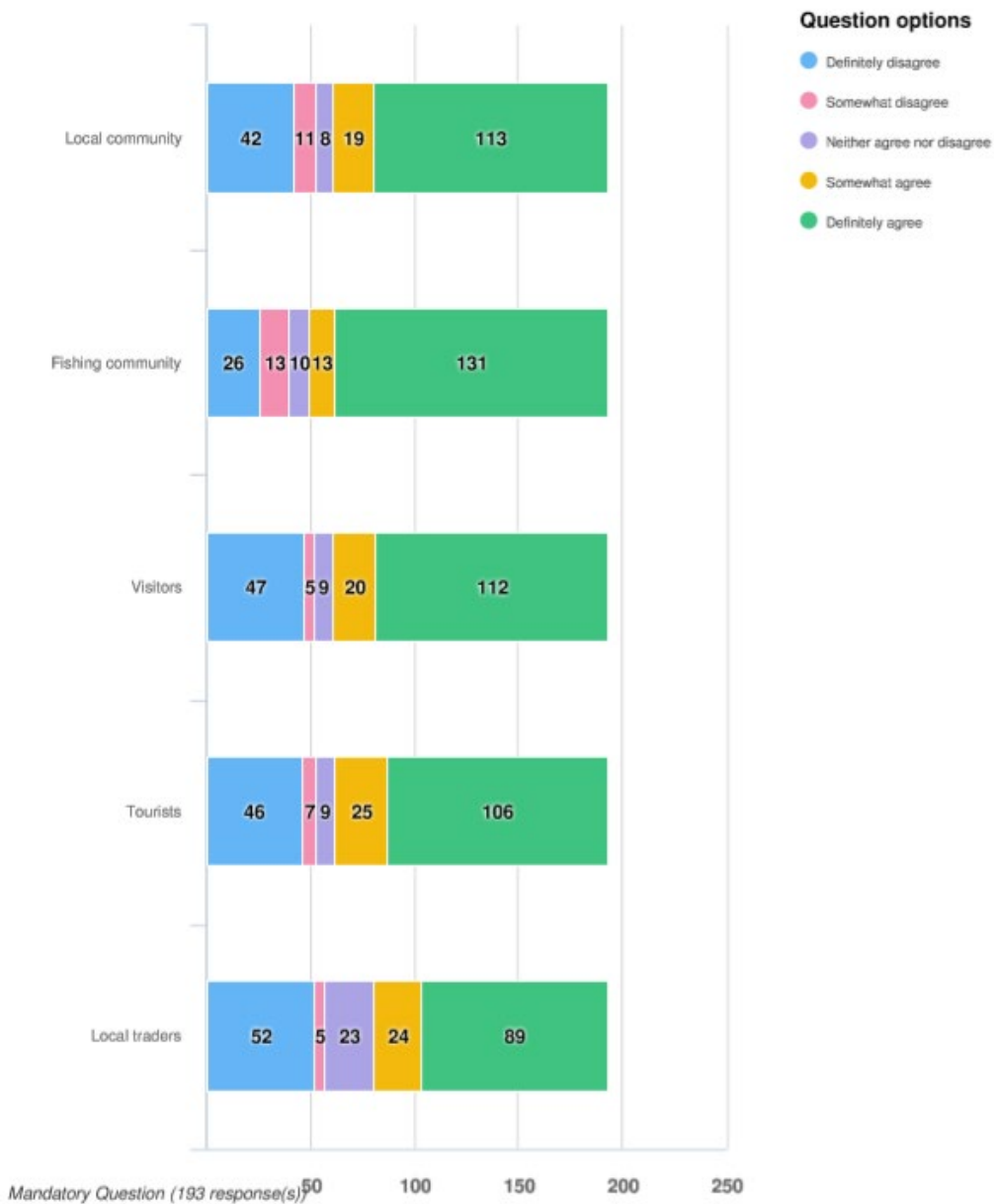
All data has been independently reviewed by the Digital Engagement Partner.

## OUTCOMES

One hundred and ninety-three (193) submissions were received from 180 contributors during the engagement period and one email.

**1. Please indicate to what degree do you agree the bait machine is relevant and/or is of benefit to the following:**

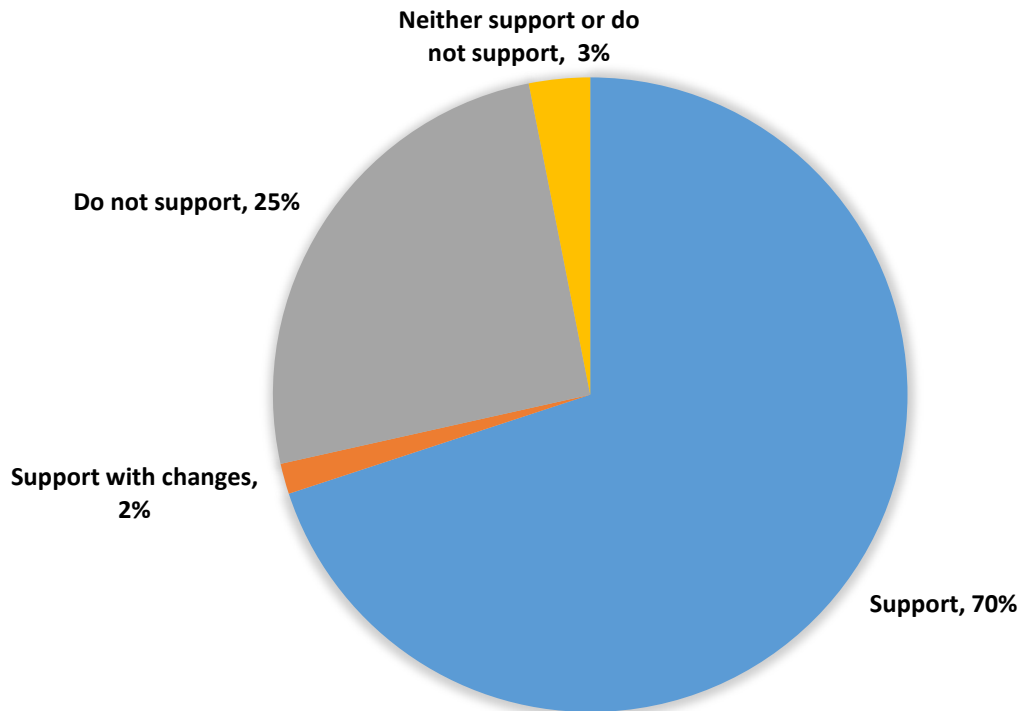
Chart 1.



The majority of participants agreed the fishing bait machine was relevant and benefited all areas (green and yellow): the local community, the fishing community, visitors, tourists and local traders.

## 2. To what degree do you support the bait machine?

chart 2.

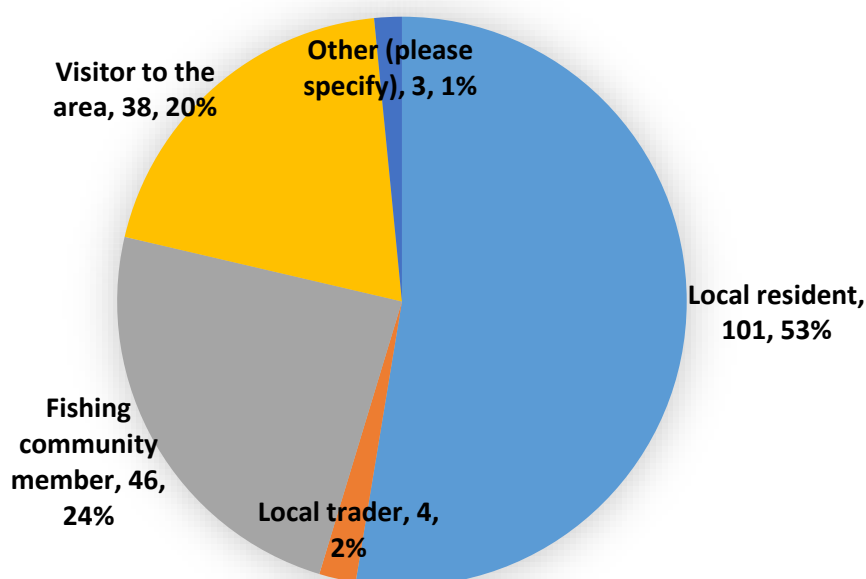


- 70% (135) of contributions support the bait machine.
- 25% (49) of contributions did not support the bait machine.  
[See appendix 1 for list of full comments not supporting the machine](#)
- 3% (6) neither supported or did not support.
- 2% (3) supported with changes :
  - *The aesthetics need to be more in keeping with the beauty of the seafront. Currently it looks more like an amusement arcade machine.*
  - *It freezes up and you don't get your bait*
  - *It is a very ugly vending machine on a beautiful beach. The Jetty area is gorgeous and a tourism photography dream. Many local galleries and shops sell photos and art work of the Jetty and the Arch. I was unable to get the photos I recently wanted without that ugly machine in the background. Perhaps it can be placed in a local petrol station or on site at Brighton Caravan Park or preferably removed completely.*

101 participants identified themselves as local residents - 66 in favour, 32 not in favour, 3 neither support/do not support.



### 3. Please tick the box which best describes you



- 101 participants identified as being a local resident.
- 46 participants identified as being a member of the fishing community.
- 38 participants identified as being a visitor to the area.
- 4 identified as being local traders.
- 3 identified as other (lifesaving club member and marriage celebrant, occasional visitor to Brighton)

#### Of this:

- The majority of local residents (101) were in favour of the bait machine (65%)
- The majority of the fishing community (46) support the bait machine (69%)
- The majority of visitors (38) support the bait machine (92%)
- 4 identified as local traders and 3 did not support the machine, 1 supported it.

## SUMMARY OF COMMENTS

There was a high level of participation for this engagement. There were 95 additional comments made, of those 71.6% of the sentiments were positive with praise for the installation of the machine, citing it as *great*.

The collective themes for those that supported the machine (70% see chart 2) are:

- Innovative
- Convenient and
- A great initiative by council to support local economy.

For the 25% who did not support the bait machine, the collective concerns are:

- It takes away from local trade (19 comments)
- Environment and waste management (6 comments)
- Animal cruelty (5 comments) and ;
- The machine is not aesthetically pleasing. (13 comments)

[See appendix 2 for list of full comments](#)

## HOW THE FEEDBACK WAS RECEIVED

- two email submissions
- 193 submissions were received by 180 via your holdfast online survey.
  - The project page was visited 393 times by 279 visitors.
  - The majority of the traffic came directly to the site and also via the engagement newsletter, google, the CHB site and [Twitter](#).

Appendix 1 - I do not support the proposal *(all comments are written verbatim)*

It will put Fishing stores out of business.	Fishing community member
It will effect local businesses who rely on regular sales of bait as their main form of income.	Fishing community member
It looks horrible, plenty of places to get bait within walking distance.	Fishing community member
I support tackle shops that create more jobs in our state. Particularly at such a testing time!	Fishing community member
I support local businesses who employ skilled and knowledgable staff And I am concerned they will lose jobs	Fishing community member
The impact on local tackle stores takes buiissines away from local stores. Brighton has no place for that ugly machine, the tackle store can take care of the fisherman's need's, it gets people out socialising and not dealing with a machine.	Fishing community member
Local tackle shops deserve the business from locals & visitors. Bait vending machines rob local tackle shops of this. cruel	Fishing community member
This would severely impact our local tackle store, which already has to compete with bigger chains like bcf.... I support and use local tackle stores as a fisherman because they give great service and advice. I would be extremely disappointed if their business would be jeopardised. Local businesses are already doing it tough enough.	Fishing community member
It is an unfair restriction of trade by local tackle & bait stores. Can purchase bait elsewhere	Fishing community member
Taking trade away from local bait retailers and it is a major eyesore in an otherwise beautiful area of Brighton.	Fishing community member
leave selling fishing goods to local traders. taking away business from established sellers	Local resident
I see no reason why we should be funding something for a minority group. If they wish to fish, they can go to a local bait shop. There are many better ways to spend ratepayers money for the greater good. Just not a bunch of recreational fishermen who starve our oceans of fish.	Local resident
Commercialising a public space with an ugly machine.	Local resident
Unsightly	Local resident
Local bait shop open on Brighton Road. Will take trade away from this. No need for vending machine. Local bait shop available with fresh bait.	Local resident
eyesore	Local resident
Fishing is Disgusting, bait stinks, fisherman leave stinking rubbish behind. Fish need to be free to reproduce and grow in the shallows and around the jetty.	Local resident
Better supporting the local tackle shop	Local resident
Never needed one in the area and do not want it there, it looks awful I only support the local tackle shops for bait & tackle.	Local resident
cruel I could also seeing it attracting the wrong crowd.	Local resident
Cruelty in a vending machine, promoting cruelty on the jetty	Local resident
I have never seen it used. It is an eyesore and positioned where many people congregate.	Local resident

The increase in fishing activity, lack of cleaning on the jetty and rubbish amounting into the ocean. I walk here daily and pick up hooks, wire and cable ties from the jetty whilst dodging the blood and guts. The money would've been better spent on solar self compacting rubbish bins. The jetty is left filthy from fishing, not to mention the rubbish going in to the ocean from tackle and line just thrown over the edge. Which continue to kill marine life.	Local resident
Animal cruelty in and sold in a public machine.	Local resident
It is ugly and stuck in the most prominent place. If it has to stay it should at least be made to look Community will be less likely to support the local fishing shop at Brighton with the machine there aesthetically pleasing and in keeping with our beautiful town.	Local resident
There is a local fishing shop at Brighton that we should be supporting. I only want certain baits & I want fresh. Also the local tackle store is up to date on a daily basis as what fishing is on & I get the bait suited to what is on when I fish.	Local resident
Eyesore Animal cruelty Bait wastage Machines are good in areas that do not have services. Brighton has services for this so it is not needed	Local resident
Visitors especially should spend money in shops personally It is ugly and makes the area look cheap!	Local resident
We don't want it on our foreshore	Local resident
It looks terrible starting to rust already and there is plenty of shops in the area that sell bait already	Local resident
Who the hell comes here to go fishing.....without any bait? OMG, wake up HCC. it's an eyesore	Local resident
if yet to see anyone use it There is a bait shop already in the locality. The machine also smells especially on a hot day. It is also live bait, I do not think it's appropriate in a machine.	Local resident
There is a bait shop already in the locality. The machine also smells especially on a hot day. It is also live bait, I do not think it's appropriate in a machine.	Local resident
I think it diminishes the ambience of the site, vendor machines should not be in public walkways. What about a drink machine, snack machine, a coffee machine I am a fisherman for 70 years and i have never gone fishing without bait, EVER Awful that your having live animals trapped in a vending machine to be then fed as bait to another living animals, just so we humans can have a bit of "fun"	Local resident
Awful idea, Horrible ethically Not needed	Local resident
Litter loss of business for local tackle shops and unknown sources of bait	Local resident
The bay is already overfished. Do not encourage more fishing Machines are good in areas that do not have services. Brighton has services for this so it is not needed because we need to protect our marine environment	Local resident
This machine is an eyesore, takes up space, and there is always an unpleasant smell from and around the machine Eyesore. Okanapringa council has allowed & they don't suit the area.	Local resident
It is an eyesore.	Local resident
Where will it stop? What's next? Cole and Pepsi machines. Video DVD machines? If you open it to one, you cannot prejudice against others wanting to do the same.	Local resident

<p>Hello Holdfast. Firstly there was Zero consultation to the local community. There is already a 24hr Petrol station that sells bait, as well as an established Tackle store with local staff to support the community. The intrusion of a machine in that vicinity is not necessary and is an insult to the area.</p> <p>A valid reason is if the machine sales are between 5pm and 9am, when bushiness are closed it states, is untrue. The petrol station is 24hr and the tackle store trades 7am to 7pm most of the year, so effectively takes 4hrs a day of trade from them.</p>	Local trader
I support local business not someone from interstate	Local trader
Local tackle stores business suffers	Visitor to the area
Will open opportunities for other vending machines coming in & taking business away from local traders. It is an eyesore on our beautiful esplanade . It is an eyesore on our beautiful esplanade .	Visitor to the area

## Appendix 2. Other comments

A fantastic idea for bait out of hours	Fishing community member
I think the way the machine is set up it allows access to bait easily whenever the fish are running. The machine is clean, unobtrusive and doesn't smell and with there only being card payment it does not encourage unlawful acts and people. I love it.	Fishing community member
How's Ya Tackle vending machines are and have been a game changer to SA fishing. They revolutionised fishing and bait supply. Local stores are just annoyed they didn't think of this concept first themselves. The HYT products and quality is amazing they are locally owned and operated and every jetty and boat ramp in Australia should have these fantastic machines available. There are many occasions tackle stores have no bait or are not open. These machines are always available affordable clean and do not smell. They are amazing.	Fishing community member
Council has an obligation to their ratepayers & this vending machine is an insult to local suppliers.	Fishing community member
Most fishing is done outside hours. No bait shop poem at that time.	Fishing community member
Eyesore plus takes business away from LOCALS	Fishing community member
I think it is a great Idea for those wanting to fish after hours and no bait stores are open. Thanks	Fishing community member
Great idea and perfect for those late nights	Fishing community member
Think it's a fantastic idea! Especially considering that there are no bait or tackle shops on the esplanade in that area. Also nice to see a vending machine that doesn't sell junk food.	Fishing community member

Fantastic idea i use it everytime i go down there. I now use Brighton jetty more than henley jetty because of easy access to bait	Fishing community member
These machines are great around Port Noarlunga more would be very helpful	Fishing community member
great for when shops are shut or you forget your bait	Fishing community member
This idea is simply amazing great idea !	Fishing community member
What harm can supporting a new business do?Bait is not always readily available	Fishing community member
Pretty standard actions from the local council. Can't let anyone use there head, earn a crust without dipping your fingers in one way or another. Go find someone parking illegally or something to pay for your steak dinner	Fishing community member
Keep the good work up	Fishing community member
People have choices. These machines are very convenient as well as affordable. I use them regularly and have had sime of my best catches using their gear. Please allow us to chose where we buy from and the convenience when no-one else is open except for servos.	Fishing community member
What a waste of councils time. Seriously!!! Are there a lot of Councillors who fish???	Local resident
i have not used the machine however it is in my opinion unobtrusive and provides a service to the many people who use the jetty for recreational fishing	Local resident
Support as long a bait used is correctly/locally sourced, are healthy and suitable for local needs	Local resident
We do need a 24hr bait machine in the vicinity of brighton jetty	Local resident
Good initiative	Local resident
Fantastic easy to use and the quality of bait is really good especially based on how cheap it is.	Local resident
Good idea. I work at hold fast and I go.fishing after work all the time. I do late shiftsat work don't finish till late. Easy to.grab bait and head to.go.out fishing	Local resident
Support the bait machine fully! Based in Hampton	Local resident
What a great concept and great idea Such a great help to all fishers Should be at all jetty and fishing locations	Local resident
Fantastic	Local resident
I think the bait machine is such a great idea. Have used it on more than one occasion.	Local resident
Great idea especially with social distancing atm. Saved me and my boyfriend from having to go into the shops when we wanted to have a fish.	Local resident
Seems to be a no brainer unless you are a bait retailer. Council is desperate for something to do with a survey of this consequence	Local resident
Will machine be target for thieves?	Local resident
Great idea...and I don't even fish!	Local resident
only concern would be (unfortunately) vandalism	Local resident

It makes the area look cheap, and We do not need it there.	Local resident
cruel	Local resident
I think this is a really good idea. My daughter and I wanted to go fishing on the jetty and the convenience of having the bait machine readily available made the whole process a lot easier. It is not the prettiest machine but on the whole is relatively discreet. However, if it was going to be there long term it might be nice to try and make it blend in or go to a better location.	Local resident
Surely people come prepared to fish with their own rods etc so can bring their own bait, usually in a container that they take home and reuse.	Local resident
99% of people fishing in that area fish from the Jetty itself. How about relocating the machine at the base of the phone tower on the Jetty? (and change the graphics to look less like an amusement arcade machine)	Local resident
When it froze up on is we rang the number and they refunded our money	Local resident
Get rid of it and put money into more adequate bins. A quick walk along the beach today 18 May and the bins are overflowing onto the beach. Invest in solar self compacting bins and ditch that bait machine which facilitates and encourages animal cruelty.	Local resident
Consideration needs to go towards packaging and the disposal of. I would hate to see an increase in plastics or bait containers in our waters or on our beaches...but a great idea and convenient	Local resident
Please consider moving or taking this machine away from the Brighton coast!	Local resident
Wha the Council needs to do and is a core responsibility, is to empty the rubbish bins either side of Jetty early in the morning. Today (18-5-20), they were over flowing with rubbish blowing down onto the beach. This is an Epic fail Holdfast Council. You need to do substantially better.	Local resident
Best thing the council has released yet makes a huge difference to the fishing community	Local resident
It's great I never can get to bait store normal hours so this is a God send great work council	Local resident
It is just a great local business that just making Adelaide way look good .	Local resident
I think this is a great idea! With social distancing more important that ever I believe that this not only helps fight this pandemic but also stimulates the economy at the same time. It's a no brainer!	Local resident
Please have the machine removed	Local resident
I think having the bait machine makes it much easier for tourists and residents to have easy access to bait and enjoy their time out with their family and friends	Local resident
Very happy local innovation well received by the people on the jetty well done Brighton council	Local resident
I think it's such a great idea. super convenient.	Local resident
Great idea and so useful as my partner and I didn't want to go into shops during all this covid business. So the machines made getting bait so much easier.	Local resident
I think it's a great idea and will bring more people to the area, and very convenient for the fishos	Local resident
Bait machines are a necessity within the community	Local resident

I think it should be determined how much it is used before it is removed.	Local resident
Great idea for family's fishing down there with readily available baits. Well done	Local resident
awesome convenience	Local resident
It has been great when fishing on the weekend and not having to go to the bait shop or servo and just walk to the jetty and have it there.	Local resident
This machine literally saved a father, grandfather and grandchildrens day out. I just wish there was more of these.	Local resident
This bait machine is fantastic! I've used it multiple times to fish on the jetty when the bait shop was closed! It's alot safer for me not going into a crowded store during covid 19. I can grab my bait, social distance myself and fish. It's been really helpful during this time 😊	Local resident
Myself and my son find it really convenient when we wanna go fishing in the late afternoon and everything is shut, we can just walk to the jetty and use the machine rather than driving around trying to find a shop thats open.	Local resident
I have 3 boys, after 5 when we are all home from work and school my husband picks up bait from this vending machine and takes the boys fishing. It's a great idea, but can we please get another one added down by the seacliff sailing club too.	Local resident
Great idea :)	Local resident
No comment	Local resident
It's a great option too have as sometimes I don't have the right bait or tackle and it's 3am and no shops open. Plus its convenient at just at the end of the jetty	Local resident
Note to Holdfast Bay Council: STOP ruining our esplanade and surrounding areas with bait machines, e-scooters, bike hire, basketball courts, children's playgrounds, norfolk pine trees, and everything else your very obviously bored underworked and overpaid staff cook up to justify their time at the expense of the long-suffering ratepayers.	Local resident
It is a fabulous idea and a very welcomed one. Thank you	Local resident
I have noticed the machine but it is not relevant to me ( I am not a fisher). I suppose it could be helpful but I am concerned about OVER fishing and therefore think it is not a good idea to encourage more recreational fishing than already occurs. There is definitely less natural sea life in this areas than there used to be; so I suppose I do not support it.	Local resident
The bait machine is so useful and allows you to fish at any time of the day, with the machines operating 24/7.	Local resident
Get rid of it .	Local resident
I am concerned as a member of the community that Brighton will loose its uncluttered coastline and become a retail vending Mecca.	Local resident
Fantastic and professional service	Local resident
Great Idea	Local resident
It needs to be advertised. I saw it other day. If people would know it then more beneficial for them.	Local trader
Although I am no fisher lady I work across the road I think this is a great idea from the council promoting easy fishing at all hours of the day ,while having reusable bags it has had great reviews from locals coming in.	Local trader



there was no community consultation when it was approved. there was no need or market for it in the first place.	Local trader
I am not interested in fishing therefore I don't have sufficient knowledge to make any decision on the issue	Occasional visitor to Brighton
I think it would be very convenient and welcome	Visitor to the area
Its blended in nicely in the area.	Visitor to the area
These machines allow people to enjoy themselves and fish together, be outdoors and enjoy the little things especially with everything going on in the world st the moment. They are doing no harm and the machines stock great quality bait. It's because of this machine that I was able to teach my nephew everything he knows about fishing. I would be extremely disappointed if the machines were taken away.	Visitor to the area
The machines have always seemed regularly stocked, kept clean and has helped with last minute supplies!!	Visitor to the area
Definitely agree it is relevant to local fishing community and should stay.	Visitor to the area
I find it a great asset as I find that it supports the local business is easy for anglers to get bait easily and when they need it. Not only is bait bought the anglers and visitor support the local businesses, the increased foot traffic must help local businesses as well. It is an easy place to park and drop of people, get bait and fish.	Visitor to the area
I believe its very beneficial to have the bait machine in order to facilitate the relaxation and improve mental health of people, by encouraging them to spend time outdoor (fishing and relaxation). Fishing is great way of improving well-being as it helps people relax and having the bait machines facilitates people to practice this sport.	Visitor to the area
Amazing! Was able to grab the bait to fish with our visitors from Newcastle! They thought it was a great idea and so convenient! Please keep this vending machine in Brighton!	Visitor to the area
Is a one stop shop and fish	Visitor to the area
It's a great way to keep people in the area when fishing	Visitor to the area
It's great to be able to purchase bait in the area we wish to fish. The machines are easy to use and always stocked up well with what we need either it be bait or tackle	Visitor to the area
Great to get our bait very convenient	Visitor to the area
Good area to relax and fish bait machines makes it easier don't have to run around to purchase bait etc it's all there	Visitor to the area
Is this really what you want to see in your area? Ugly vending machines. We are Australian, not Japan or China. Sho ultimately will benefit in the long term?	Visitor to the area
I think they are great & bring more people outdoors & buy lunch/dinners, drinks at local shops	Visitor to the area
A fantastic, convenient set up! I wish we had these over here in Tassie!	Visitor to the area
The bait machine is a fantastic for when I take my family to go fishing.	Visitor to the area
Great to have it there!	Visitor to the area

### Appendix 3 – emails *(all comments are written verbatim)*

- Good afternoon,

In regard to bait vending machine mentioned above i walk past this machine several times a week and believe it is an eyesore and it is not necessary to be there.

I am a part time fisherman but do not use this machine.

As a resident of this council i like to support our local tackle shop on Brighton Road that contributes to the local council by way of council rates etc.

- To whom it may concern,

- My submission regarding the Bait vending machine at the Brighton jetty.

I believe it is an eye sore and not required to be on the esplanade.

I believe it under mines local businesses also that need support from you in the current market.

So my answer is "remove this machine"

Regards

Tony