



12.2 SKYLINE FERRIS WHEEL APPLICATION

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1. PURPOSE

- 1.1 To advise Council that a request has been received from the Skyline Ferris Wheel Operators (the operators) for consideration of provisional approval for an event permit for the Skyline Ferris Wheel to operate in Catani Gardens from October 21 to March 22 for 1-year only at this stage. If Council was to provide this provisional approval, this would be dependent upon the operators receiving consent from Heritage Victoria, DELWP, DJPR and other stakeholders such as Victoria Police

2. EXECUTIVE SUMMARY

- 2.1 The Skyline Ferris Wheel (Ferris Wheel) is Australia's tallest portable Ferris Wheel.
- 2.2 The Ferris Wheel has previously operated at South Beach Reserve from March to May 2019 and March to May 2020 (closed early due to restrictions relating to COVID-19). Photographs from the 2020 St Kilda activation with the Ferris Wheel are shown in **Attachment One**.
- 2.3 The operators have previously submitted an application to Council for the Ferris Wheel to be located at South Beach Reserve at October – March 21/22 with a potential further 2 years (22/23 and 23/24) which was considered and declined by Council. A petition from community members asking Council to reconsider this decision was noted by Council.
- 2.4 The operators are seeking approval for the Ferris Wheel to operate between October 21 and March 22 in an area of Catani Gardens as shown in **Attachment Two**. They wish to see the success or otherwise of the location before making an application involving future years.
- 2.5 Catani Gardens is listed on the Victorian Heritage Register and therefore attracts additional requirements for its use by events. All events on the site must have consent for permit exemption from Heritage Victoria.
- 2.6 As with all permits granted, if Council was to grant the provisional permit, Council officers would work with the operators and stakeholders to mitigate the impact and limitations of the proposed site.

3. RECOMMENDATION

That Council:

- 3.1 Notes that a new application has been received from the Skyline Ferris Wheel operators seeking an event permit from October 21 to March 22 in Catani Gardens St Kilda and the associated economic benefits they believe it will bring to the surrounding area.



3.2 Notes that an earlier application received from the Skyline Ferris Wheel operators to activate the South Beach Reserve between October 21 and March 22 (plus 22/23 and 23/24 pending assessment of the first year) was declined by Council.

3.3 Resolves to *[insert option A or B]*:

A. provide provisional approval for an event permit for the Skyline Ferris Wheel to operate from Catani Gardens from October 21 to March 22 pending consent from Heritage Victoria, DELWP, DJPR and other stakeholders such as Victoria Police

OR

B. not provide approval for an event permit for the Skyline Ferris Wheel to operate from Catani Gardens from October 21 to March 22.

4. KEY POINTS/ISSUES

- 4.1 An application to allow the Ferris Wheel to operate at South Beach Reserve between 2021 – 2022 (and 22/23 and 23/24 pending assessment of the first year) was considered by Council on 21 July 2021. Whilst there was some support, it was unsuccessful primarily due to concerns regarding South Beach being a highly utilised area for community and visitors during the peak summer period – and the Ferris Wheel potentially contributing to over-crowding in the area.
- 4.2 Councillors asked Officers if alternate locations were available at this meeting; however, at this time, no alternate location was agreeable to the applicant.
- 4.3 A community petition was received two weeks after this decision asking Councillors to revisit this decision and considered on 18 August 2021. Councillors noted the petition and highlighted concerns around the appropriateness of South Beach Reserve, due to heavy utilisation over Summer.

Proposed Location

- 4.4 The operators have recently submitted a further application for Council's consideration in Catani Gardens.
- 4.5 The benefit of this proposed location is its proximity to Fitzroy Street traders and the Esplanade Market. It is also a prime foreshore location that will create the 'wow' factor for motorists, cyclists and pedestrians passing by.
- 4.6 The challenges of this proposed location, which would require some compromises and adjustments, include:
- 4.6.1 Construction works starting in January on the St Kilda Pier redevelopment will include large scale construction with compound sites and altered traffic and pedestrian management that will impact public space in the area.
- 4.6.2 Construction works in the area will have changed pedestrian access to the site from the South East (coming from the Sea Baths complex) with pedestrian paths re-routed and cyclists diverted around work zones. Patron access can be managed with communications, signage and cross promotional stakeholder engagement.



- 4.6.3 Car parking in the area will be compromised by closures to Pier Rd from the construction works. Skyline will encourage visiting patrons to walk to the site or use nearby public transport options.
- 4.6.4 If Council gives provisional approval for the event, an exemption to hold the event will need to be sought from Heritage Victoria to ensure impact on the gardens and overall setting is managed and appropriate. Council has information for event providers on the conditions of use for Catani Gardens that outlines how to protect the heritage gardens and features.
- 4.6.5 The proposed location is directly in front of the St Kilda War memorial.

Proposed Value to St Kilda

- 4.7 The operators have a committed sponsor of KIIS 101.1 who will provide \$200,000 sponsorship support on radio and social media, promoting not only the Ferris Wheel but also the broader St Kilda area.
- 4.8 The operators are committed to promotional partnerships with local business and will undertake a marketing campaign to promote the Ferris Wheel in St Kilda that will include destination marketing.
- 4.9 Council officers could work with the operators to deliver specific economic benefit to local traders via agreed initiatives such as Ride and Dine deals and economic data collection, plus local social benefits such as discounts for local residents and free tickets for local specified community organisations or charities.
- 4.10 Local spend benefits and increase in tourism from the Ferris Wheel activation may help to alleviate impact on traders during the St Kilda Pier construction works.

Stakeholder Feedback

- 4.11 The local foreshore traders consider that the Skyline Ferris Wheel would be a high-profile addition to the St Kilda foreshore and the proposal has the support of traders such as the St Kilda Sea Baths, The Stokehouse and Luna Park. They consider that it has the ability to be a drawcard, potentially increase dwell time for those visiting St Kilda and is likely to result in flow on economic benefit to traders in the precinct and act as an attractor for a diverse range of age groups.
- 4.12 The Royal Melbourne Yacht Squadron is also supportive of the proposal.

Permit Fees

- 4.13 Applying Council's standard small event rate, an activation of this nature would incur a likely permit site fee of \$55,800 and would also be required to pay a bond of \$30,000 for turf reinstatement and any other site damage.
- 4.14 The above fee is calculated through multiplying the daily rate of \$310 for a small event expected to hold less than 200 people per day, by the approximately 180 days it would be permitted to be in place. The small event fee is recommended to support local COVID recovery and in recognition of the contribution the installation is likely to make to economic development and visitor attraction for the local area during this time.
- 4.15 If Council were to approve the proposal, a final fee would be negotiated with the event operator as part of the permitting process once site layout, and dates of operation are approved, and in order to ensure all benefits and requirements are met.
- 4.16 The applicant would be required to pay the full bond.



Required Approvals

- 4.17 Council consideration and provisional approval is required for the activation to proceed.
- 4.18 Provisional approval for an event permit is also contingent upon Coastal Consent approval from DELWP and an approved COVID Safe plan from DJPR (as well as Heritage Victoria consent). The operators would be required to apply for these consents themselves, supported by officers.

5. CONSULTATION AND STAKEHOLDERS

- 5.1 No formal consultation has taken place regarding this proposal however foreshore traders have indicated their support.
- 5.2 If a permit is approved by Council, the operators will still need to seek approval from Heritage Victoria, DEWLP and DJPR before it can proceed (Council's permit would be provisional subject to these approvals). Heritage Victoria will not give provisional approval before a full application is submitted.

6. LEGAL AND RISK IMPLICATIONS

- 6.1 None identified

7. FINANCIAL IMPACT

- 7.1 The activation would make a financial contribution to Council and would be required to pay a bond of \$30,000 in case of site damage.

8. ENVIRONMENTAL IMPACT

- 8.1 The bond would be held in case of damage to the surrounding environment, most likely being turf damage in Catani Gardens itself which would be rectified post activation.

9. COMMUNITY IMPACT

- 9.1 Activation of public space on the foreshore, such as a Ferris Wheel, has the potential to deliver economic benefit to traders in the precinct and thus be a tool to aid in the recovery of the local community from the impact of public health restrictions.
- 9.2 The economic benefit can come from the Ferris Wheel increasing dwell time within St Kilda or being an attractor in itself for visitors. The operator will be required to deliver detailed data on economic benefit at the conclusion of the 6 month period, with Council to set out requirements.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 10.1 This proposal aligns to Council's Events Strategy and to the Live Love Local social, creative and economic recovery program and the Council Plan strategic direction of Vibrant Port Phillip.

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

- 11.1.1 If provisional approval is granted then further approval will be sought from Heritage Victoria, DEWLP and DJPR immediately through the applicant.
- 11.1.2 If approved by Heritage Victoria, DEWLP and DJPR and once Council issues the permit, the Ferris Wheel would be in place in Catani Gardens from October 2021.

MEETING OF THE PORT PHILLIP CITY COUNCIL 15 SEPTEMBER 2021



12. COMMUNICATION

- 12.1 Council would highlight the Ferris Wheel via its website where the community can access further information regarding events.
- 12.2 The operators would implement its own marketing campaign, including partnerships with local traders and marketing of St Kilda as a destination.

13. OFFICER DIRECT OR INDIRECT INTEREST

- 13.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.

ATTACHMENTS

- 1. Skyline ferris wheel photos**
- 2. Proposed location - Catani Gardens**