



Item 7.2 Petition - City of Port Phillip to reverse their decision in relation to the Skyline Ferris Wheel Permit

A Petition containing 124 signatures, was received via petitions.net.

The Petition states the following:

For the City of Port Phillip to reverse their decision in relation to The Skyline Ferris Wheel decision made at the City of Port Phillip Council Meeting on Wednesday 21 July 2021.

OFFICER COMMENT

The Skyline Ferris Wheel has been permitted to operate on South Beach Reserve on two previous occasions: March to May 2019 and March to May in 2020 (closed early in this instance due to COVID-19 restrictions).

On both occasions the Ferris Wheel was located on the bayside front centre of the reserve. The activation was well received and there were no noise or amenity complaints received for either operation.

The Skyline Ferris Wheel would be a high-profile addition to the St Kilda foreshore. With the potential to increase dwell time for those visiting St Kilda, the Ferris Wheel 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.

Council's events team would work with Skyline 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.

The Ferris Wheel operators are committed to promotional partnerships with local business and will undertake a marketing campaign to promote the wheel in St Kilda that will include destination marketing.

Other Local Government Areas have recorded significant increases to local economic benefit from the Skyline Ferris Wheel activation. Economic impact from the Skyline Ferris Wheel to Holdfast Bay Council in Glenelg is estimated to be \$2.6 million each summer. Sunshine Coast Council reported the economic impact on the Caloundra region from the Skyline Ferris Wheel was over \$1million in 2020. Darwin Waterfront Corporation are reporting a 15% increase in foot traffic to Stokes Hill Wharf over the three weeks the Skyline Ferris Wheel was open.

South Beach Reserve has a total area of 7200 m². The Skyline Ferris Wheel has a total footprint of 374 m² which equates to only 5% of the total reserve area. The location recommended is the North West end of South Beach Reserve which is generally a less utilised section of the reserve.

Officers have extensively investigated alternate locations and no other appropriate sites have been identified. All public spaces in central St Kilda were assessed and deemed unviable for reasons including safety, accessibility, previous commitments such as other events or works, being located too far away to benefit traders, or unable to meet operational requirements. It is also counter

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productive to the intent of the Wheel to locate it away from the foreshore where it will create the greatest visual impact.

DELWP have given in-principal support to this proposal on South Beach Reserve for this Summer.

In September 2020, Council declared the significant impact of the COVID-19 pandemic on local jobs and business activity should be treated as an economic emergency. Traditionally Melbourne's 'Seaside Playground' and a key cultural and creative industries centre, our bayside municipality has been significantly impacted by the loss of intrastate, interstate and international visitors and the money they would have spent.

In conjunction with the proposed Palace Foreshore series and other events being currently investigated, the Skyline Ferris Wheel has the potential to attract local and metro visitation to local trader hubs, provide a fun, COVID-safe activity for a diverse demographic, foster social connection and help our community to recover and rebuild. It also provides a family friendly alternative to the more adult-focussed Palace Foreshore.

The St Kilda traders have reinstated their strong desire to use the Skyline Ferris Wheel as part of their recovery efforts this Summer and ask for Council's support in accommodating this.

OFFICER RECOMMENDATION

That Council:

1. Thanks the community for their petition and acknowledges the economic shock associated with responding to the health challenge of COVID-19 and the subsequent needs of local traders.
2. Notes that the Skyline Ferris Wheel activation is likely to bring significant local economic benefit to traders.
3. Notes that the Ferris Wheel is a family friendly way to increase visitation to local trader areas, attracting locals as well as inner metro visitors at a time when international and national visitation is impacted by health order restrictions to travel.
4. Notes that other options for a viable location have not been identified.
5. Supports the provisional approval for an event permit for the Skyline Ferris Wheel to operate from South Beach Reserve from October 2021 to March 2022 pending consent from DELWP, DJPR and other stakeholders such as Victoria Police.
6. Supports a 1+1 year extension pending a post event review being brought to Council, which will evaluate local economic and social benefits delivered from the event.

ATTACHMENTS

1. Skyline Ferris Wheel basic site plan