



Grand Prix 2022 Traffic Management Trial and Local Impact Evaluation Report

Version 2, August 2022





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The Australian Grand Prix (Grand Prix) took place in Albert Park from 7 to 10 April 2022 after a two-year absence due to COVID-19 restrictions. The Grand Prix has taken place at Albert Park since 1996, with this year's event having over 400,000 visitors in attendance. The event has been confirmed to continue to take place in Melbourne until 2035 with the next event being held from the 30th March – 2nd April 2023.

Council's role in the Grand Prix

The Grand Prix is a Victorian Government event run by the Australian Grand Prix Corporation (AGPC). The AGPC works with Council to minimise traffic and parking disruption to our community before, during and after the event, and to minimise the impact on local sports clubs from loss of access to Albert Park for a prolonged period.

Council provides services including cleaning of public roads and food safety checks on all temporary food outlets at the Grand Prix.

Council supports local businesses to benefit from the event and seeks opportunities for activations and events that promote local business to visitors and stakeholders of the Grand Prix.

Spending trends

Over the 2022 Grand Prix period spend in Port Phillip was \$17M higher than the average April weekend (including the weekend before the Grand Prix and three weekends after).

The 2022 Grand Prix attracted 29% more local spend than did the 2019 Grand Prix.

Spend in 2022 was elevated across the entire LGA with the highest proportion increases being in Albert Park (up 395%), Middle Park (up 377%) and St Kilda West (up 246%).

The increase in spend was driven predominantly by visitors to the LGA with local residents showing little alteration to their usual spend while visitor spend saw an uplift of around \$16M.

While there may be other factors influencing this increase including spending associated with the long weekend and school holidays, a large proportion of this is likely to be Grand Prix expenditure.

Trial Traffic and Parking Management Approach Evaluation

This report presents the findings from the Grand Prix Trial Traffic and Parking Management Approach Evaluation and recommendations to minimise issues observed during the trial and reduce the impact of the Grand Prix on local City of Port Phillip residents and local businesses in future years.

The report also includes other impacts and benefits for the City of Port Phillip including for businesses and local sport clubs, and across other parts of Council business. This is to ensure a holistic view of the varied impacts an event of this scale has on the City of Port Phillip and ensure all opportunities and aspects are considered in any recommendations.



City of Port Phillip Grand Prix Trial Traffic Management Approach Evaluation 2022

Background

The Council works with the AGPC to coordinate a traffic and parking management approach for the Middle Park and Albert Park areas closest to the Canterbury Road entries to the Grand Prix. Without AGPC support for traffic and parking management there would be major impacts for the local community during the Grand Prix.

In previous years management included physical barricades in residential streets around the Grand Prix access points. When the barriers were implemented most parking in the area was unrestricted and the barricades were intended to restrict event visitors accessing the local area areas during Grand Prix event times.

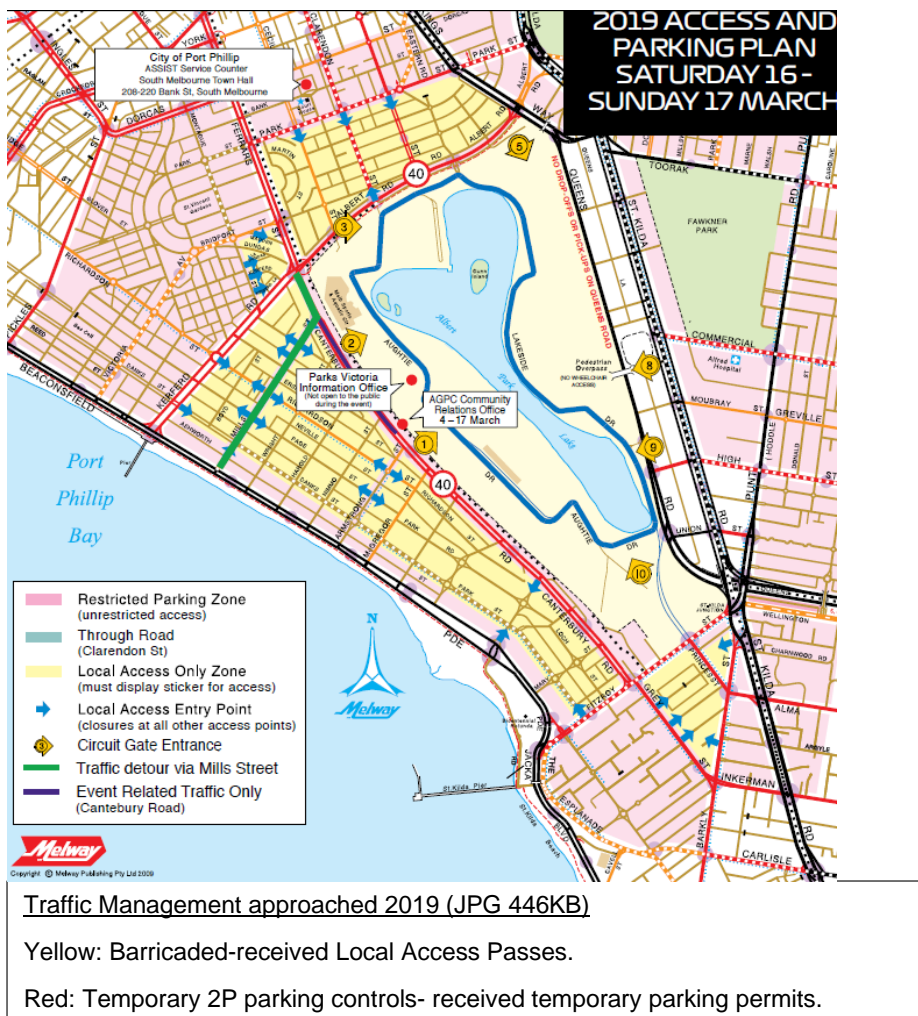


Figure 1: Traffic management approach 2019



City of Port Phillip Grand Prix Trial Traffic Management Approach Evaluation 2022



New traffic management approach 2022 (JPG 192KB)

Green: Temporary 2P parking controls, two-time temporary parking permits mailed out to each property.

Figure 2: Traffic management approach 2022

Over the years a greater proportion of the affected area has moved to permanent parking restrictions and Council has heard from the community that the barricades have created issues including:

- people moving the barricades to access the area
- visitors not being able to access residences and shops
- rideshare vehicles not being able to get into the area
- concerns around proper checking of permits for access to the affected area
- challenges with traffic movement for local residents.



In response to these issues the AGPC proposed partnering with Council to trial a new approach for 2022. This involved replacing the previous physical barricades and need for Local Access Area Passes to access Middle Park and Albert Park with temporary parking changes to discourage Grand Prix visitors from parking in residential streets.

Unrestricted parking was restricted to 2P between 8 am to 6 pm Thursday 7th to Sunday 10th April 2022 and residents, businesses and community organisations within the area were provided with temporary permits to allow them to park unrestricted in these spaces for this period. The trial aim was to ease access to residents and visitors to local businesses, schools and community centres in the area while limiting the impact of Grand Prix visitors on our local streets, as well as to support local businesses to leverage Grand Prix visitation opportunities.

Objectives

The objectives of the traffic management trial were to:

1. Minimise traffic and parking disruptions to CoPP residents and businesses
2. Support the AGPC to cater to visitors to the Grand Prix
3. Support local businesses to leverage Grand Prix visitation opportunities

An analysis of whether these objectives were met is outlined below.

Parking Management Implementation Approach

The parking management approach included a number of elements as outlined below.

Temporary Parking Permits

In the weeks preceding the Grand Prix the 4000 properties in the traffic management area (TMA) impacted by the temporary parking changes were hand delivered information regarding the changes and provided two temporary parking permits to exempt them from the temporary changes.

Customers could request additional temporary parking permits with approximately 1000 additional permits being given to eligible properties and businesses on top of the two per property delivered to letterboxes prior to the event.

Temporary Parking Signs

Temporary 2P stickers were overlaid on all parking restrictions longer than 2P in the week of the Grand Prix.

In areas that did not have sufficient signage in place to ensure parking controls were enforceable AGPC arranged for installation of temporary sleeves, poles and 2P restriction signs.

The poles and signs were removed after the event, while the sleeves were capped and left in the ground to enable temporary signage to be put back in for future events.



Permanent Signs

In some locations, poles and signs required for parking management during the Grand Prix were maintained after the event to improve community understanding of the existing parking restrictions and road rules (for example no parking within 10m of an intersection).

Traffic Management Plan

An event wide traffic management plan was prepared by Stantec, AGPC's Traffic Management consultant with input from multiple agencies including CoPP, Yarra Trams and other stakeholders. This provided public transport management, bus and rideshare drop off locations and other traffic management items as well as the parking management approach.

Implementation Issues

A number of issues were found during the implementation of the trial.

- In some locations closest to the event gates the temporary 2P stickers were repeatedly illegally removed and had to be replaced, often numerous times.
- Some stickers were installed incorrectly or in the wrong direction and had to be replaced.
- Missing or incorrect parking signage impacted the ability of parking enforcement officers to issue parking fines, as parking controls must be clearly visible for fines to be issued. This resulted in parking overstays in some of these areas, and less availability of parking for local residents.

Recommendation

- Install temporary signage that is harder to remove, especially in areas that saw a high level of illegal removal such as within 400m of Gate 1.
- Install temporary signage the week preceding the Grand Prix to enable time to check signage is correct and in place before the event commences.

Measures of Success

To evaluate the trial the following data have been collected:

- Community pre- and post- event survey evaluation report (attachment 1)
- Pre- and during- event traffic surveys
- Pre- and during- event parking occupancy surveys
- SpendMapp data
- COPP and AGPC Customer Request Management records

The data from the trial is measured against the objectives below.



1. Minimise traffic and parking disruptions

1.1 How people travelled to the Grand Prix

The 2019 Grand Prix event had 324,100 fans attending. In 2022, the total official AGPC visitor numbers had increased to 419,114 as follows;

- Thursday 7 April – 55,107
- Friday 8 April – 112,466
- Saturday 9 April – 123,247
- Sunday 10 April – 128,294

1.1.1. Public Transport

An ongoing priority of the AGPC has always been to increase the use of public transport, primarily trams to reach the Grand Prix. Changes to public transport were implemented to make journeys to and from the Grand Prix easier and more efficient. These were widely publicised to encourage people not to drive and park.

Over the period of the Grand Prix tram routes 12 and 109 ran express along Clarendon Street, South Melbourne between Southern Cross Station and City Road. Tram Route 96 had a replacement bus service between Southern Cross and Luna Park. There were also additional shuttle trams and express bus services.

Tram Route 12 ran as normal; however, Route 96 was replaced by buses stopping all stops through Port Phillip and terminating at Luna Park instead of the Acland Street tram terminal.

Public transport usage data over the four event days showed between approximately 3000-11,000 people per hour were travelling on public transport.

Recommendation

Continue to look to increase public transport options to encourage visitors to use public transport to travel to and from the Grand Prix, while not compromising the local community and access to CoPP businesses.

Council continue to advocate around public transport connecting into key high streets in the municipality to enhance the economic benefit for these areas.

1.1.2 Shared eScooters and eBikes

As emerging transport modes, eScooters and eBikes have not previously been used by many people to access the event. Data from this year indicate they could play a significant role moving people to and from the event, replacing the need for people to drive, and reducing pressure on public transport.

Over the four days of the Grand Prix there were 15,490 shared mobility trips (1,107 by eBike and 14,383 by eScooter) in the City of Port Phillip compared to 5,481 (453 eBike and 5,028 eScooter)



the Thursday to Sunday the week before. This is a 183% increase in shared mobility use over the Grand Prix event days.

Event patrollers from shared mobility operators were around Albert Park on all four days from 8am onwards and assisted police to ensure scooters were moved to other gates to reduce clusters around Gate 1 on Canterbury Road.

Throughout the weekend pop up messages were sent through eScooter apps to advise riders of designated parking around the Grand Prix and remind them not to drink and ride.

There were some reported concerns around the locations that escooters were parked when not in use.

Recommendations

- Increase promotion of eScooters and eBikes as an alternative transport option.
- Service providers continue to actively manage availability and relocation of eScooters and eBikes as needed.
- Consider additional dedicated shared mobility parking to minimise safety and amenity issues especially around Gate 1.
- Include parking solutions for eScooters and eBikes in AGPC's Traffic Management Plan.

1.1.3 Pedestrians

Foot traffic on Fitzroy Street almost doubled over the Grand Prix with a total of 9786 pedestrians at the Fitzroy Street and Loch Street counted over the four days of Grand Prix, compared to 5025 over the four days of the week prior at the same location.

This provides opportunities for local businesses to leverage the increased visitation.

The transport data counter at this site only counts movements on the northern side of Fitzroy Street.

1.2 Traffic surveys

Traffic surveys monitoring vehicle speed and volumes were undertaken at 12 locations within the Traffic Management Area (TMA).

Data was collected during the Grand Prix between Friday 8 April - Sunday 10 April 2022. For comparative purposes, baseline traffic survey data was collected between Friday 18 March to Sunday 20 March 2022 at the same 12 locations. These locations were chosen to capture vehicle movements and speeds across the TMA to provide a comprehensive overview of traffic impacts. These 12 locations are outlined in Figure 3. below.

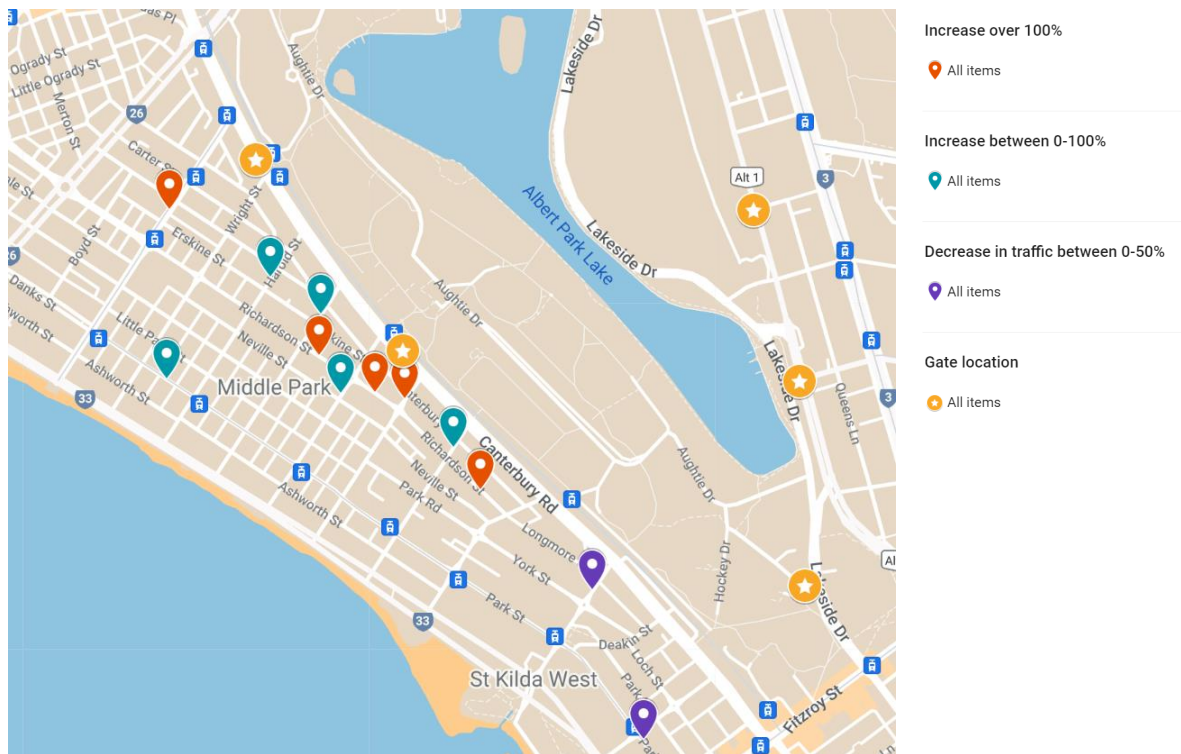


Figure 3: Average Increase in daily vehicle volumes % comparison 20th March and 10th April 2022.

1.2.1 Traffic Volume

Most locations experienced an increase in average daily vehicle volumes during the Grand Prix. Local roads typically carry between 500-3,000 vehicles per day, and three locations experienced traffic volumes over 3000.

- The most notable increases in traffic volume occurred on Richardson Street, between McGregor Street and Nimmo Street, with an increase from 1600 – 2300 average vehicles per day to between 4800-6200 average vehicles per day.
- Temporary right-turn bans were installed on Canterbury Road at Harold Street and Nimmo Street as part of the event traffic management plan. Traffic travelling within or through the area may have re-routed onto Richardson Street.
- Connecting streets, Wright Street, Nimmo Street, McGregor Street and Langridge Street also experienced significant increases in traffic volumes. Given the turn bans from Canterbury Road at Harold Street and Nimmo Street, this may have been local traffic movement from Richardson Street, or there may have been illegal use of these turns.
- This increase in traffic volume can largely be attributed to the proximity of this section of Richardson Street to event Gate 1 and Gate 2.



- Right-turn bans were installed on Canterbury Road from at Harold Street and Nimmo Street as part of the event traffic management plan. Traffic travelling within or through the area may have re-routed onto Richardson Street.

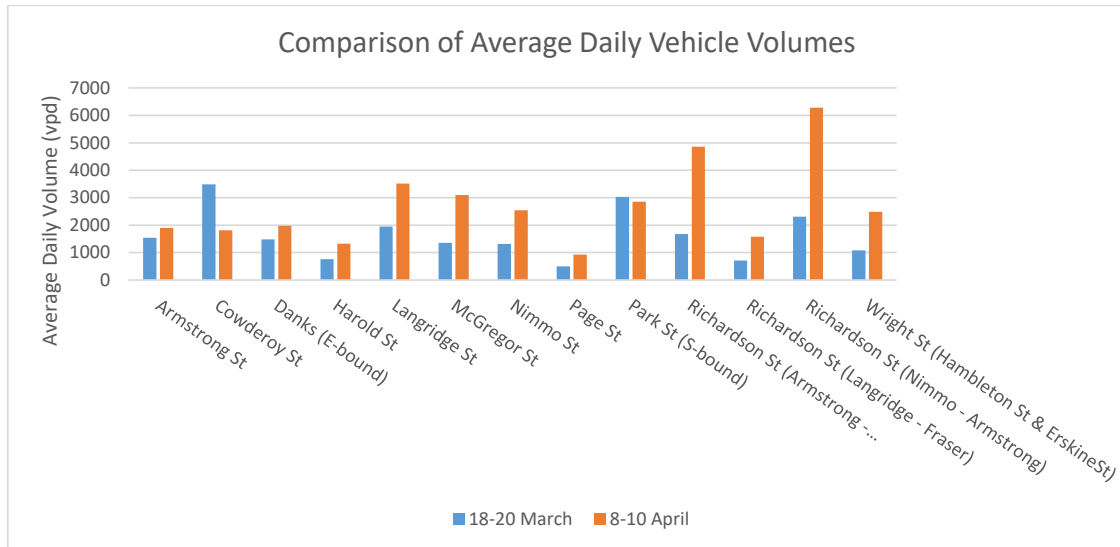


Figure 4: Comparison of Average Daily Vehicle Volumes.

No crashes or near misses were reported to council during the event.



1.2.2 Speed

Vehicle speeds at each survey location are captured by the 85th percentile speed, averaged across the three days of data collection. The 85th percentile speed is the speed at which 85% of vehicles travelled at or below.

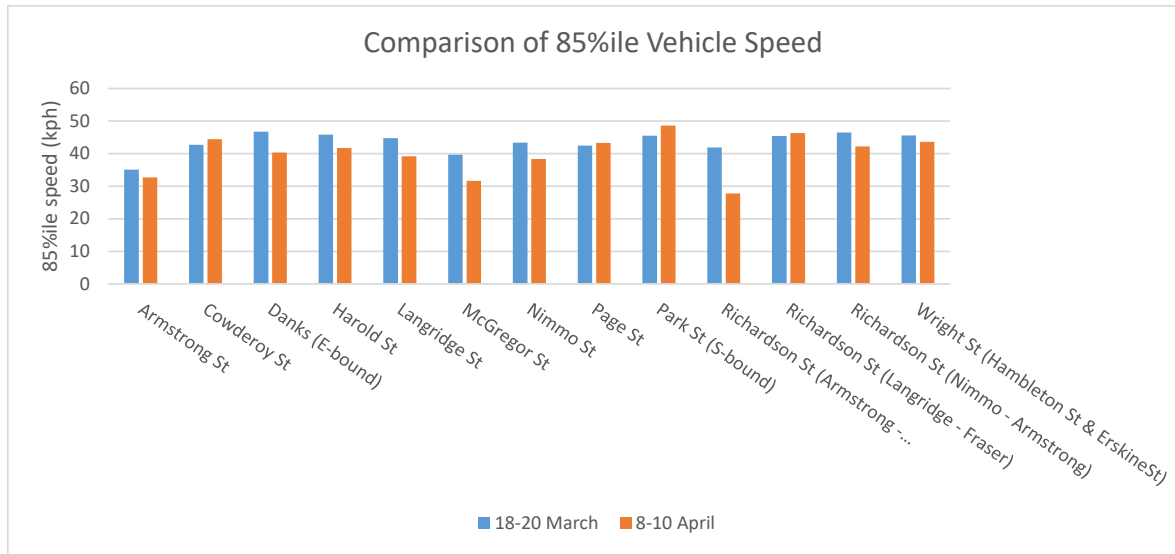


Figure 5: Comparison of 85%ile vehicle speed

Generally, speeds did not change significantly during the Grand Prix event and were within an acceptable range.

- Twelve of the thirteen locations measured during the Grand Prix event were either below or within 15% of the posted speed limit. Compared to baseline data,
- Nine of the thirteen locations experienced a reduction in vehicle speeds.
- Park Street (Southbound, between Mary Street & West Beach Road) recorded the greatest increase in 85th percentile speed by 3.1kph, with speeds remaining below the speed limit.

Overall, the data shows a slight decrease in vehicle speeds over the GP weekend, this is likely to be a result of the increase in traffic volumes.

1.3 Parking Occupancy Surveys

Parking occupancy surveys capturing the percentage occupancy of parking supply were undertaken across 23 streets. Surveys were undertaken on Friday 8 April and Sunday 10 April during the Grand Prix Event and, for comparative purposes, baseline parking occupancy surveys were also completed on Friday 18 March and Sunday 20 March 2022. The survey areas are outlined in Figure 4 and 5 below.

As the area was closed for public access, parking occupancy surveys were not undertaken before or during previous Grand Prix events.

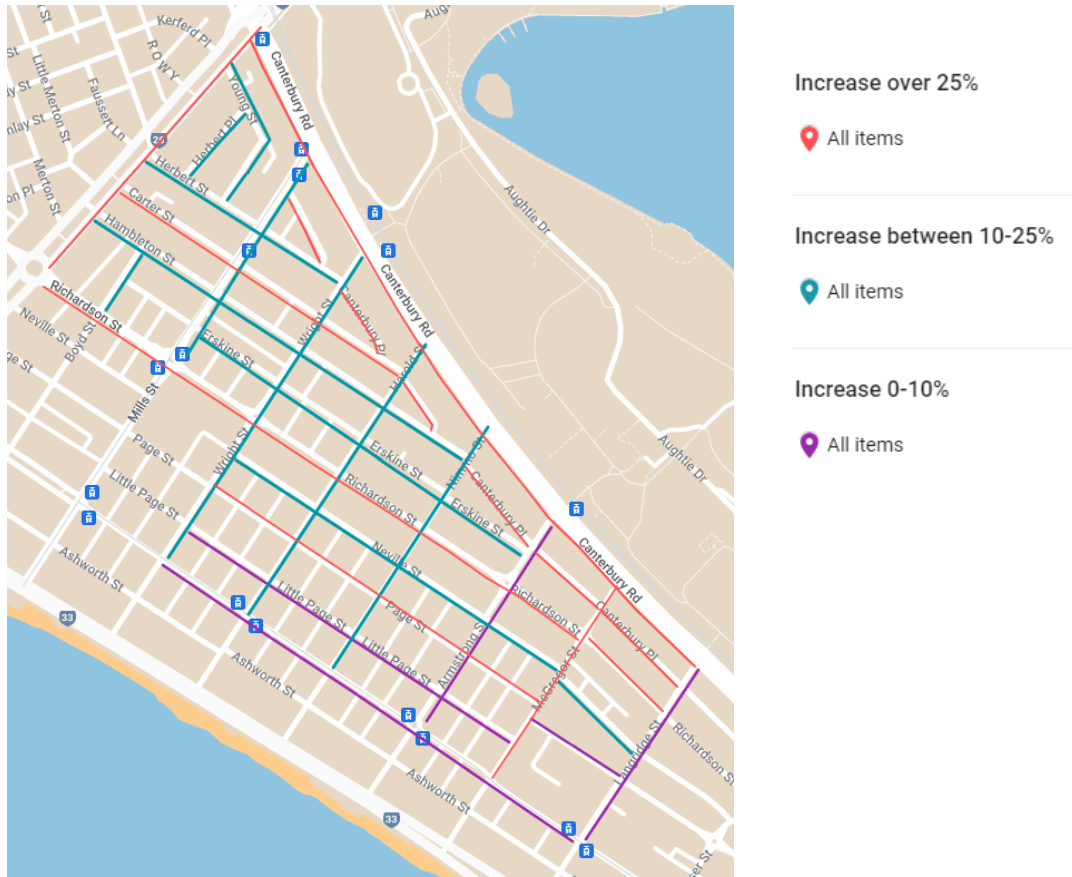


Figure 6: Average % difference in parking occupancy 20th March and 10th April 2022

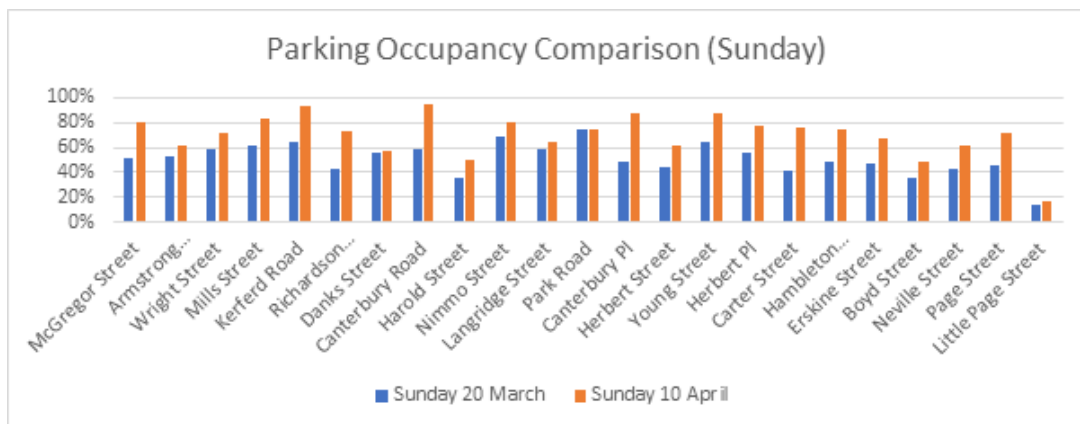


Figure 7: Average parking occupancy comparison for 20th March and 10th April 2022



Parking demand was highest on Sunday 10 April, coinciding with the largest attendee numbers. There was an average of 60% - 81% occupancy rate across the survey area, as shown in Figure 7. For comparison, a parking survey undertaken on Sunday 20 March recorded an average 40% - 53% occupancy over the same area.

The increase in parking occupancy in those streets closest to Gate 1 is not unexpected and the temporary 2P restriction is designed to ensure regular turnover where people do not have a Temporary Permit.

In areas with timed parking restrictions, parking occupancy rates between 70%-85% are typically representative of well managed parking demand. This maintains normal access to parking for short periods for local businesses and schools etc, and opportunities for residents to find longer term parking when needed.

Portions of Richardson Street, Canterbury Place, Page Street, Carter Street, Hambleton Street, Canterbury Road, Kerferd Road and Young Street experienced occupancy in excess of 90% at various points during the event. This is problematic as even with turnover, residents and local visitors may not be able to find spaces when they need them.

The illegal removal of parking signage may have contributed to increased parking occupancy during the event, however stronger parking controls may also be required in some areas.

Parking occupancy surveys included Kerferd Road, Canterbury Road and Mills Street which were not closed to public access under the previous approach.

1.3.1 Traffic and Parking Occupancy Survey Findings

One of the objectives of the trial was to minimise the traffic impact of the Grand Prix on local residents and businesses.

The findings from the traffic and parking occupancy surveys show that, generally, traffic increased significantly along some streets, speeds decreased, and there was a significant increase in parking occupancy in areas closest to the Grand Prix gates.

The increases in traffic volume and parking occupancy are considered to be acceptable, but options to further manage the impacts should be considered for Grand Prix 2023 as outlined below.

Recommendations

- Consider how to manage observed increases in traffic along Richardson Street, Wright Street, Nimmo Street, McGregor Street and Langridge Street.
- Consider how to further protect resident parking access on those streets showing times with parking occupancy over 85% occupancy, including portions of Richardson Street, Canterbury Place, Page Street, Carter Street, Hambleton Street, Canterbury Road, Kerferd Street and Young Street. This could include the adoption of temporary Permit Only parking replacing temporary 2P parking on one side of the street in areas of especially high demand.



- Ensure appropriate turnover of parking through parking enforcement and ensuring key signage is more tamper proof to ensure this enforcement can take place.
- Continue to monitor traffic and parking data in future years to refine and adjust the approach as needed.

1.4 Parking Enforcement

As with any major event in our City, Parking Enforcement officers patrolled proactively and also reactively in response to customer contact during the GP.

Issues outlined above around signage for parking restrictions impacted the ability for effective enforcement to take place, in addition unforeseen absences reduced the level of parking enforcement.

Across the municipality fewer Penalty Infringement Notices (PINS) were issued in April 2022 than in previous years. A combination of two back-to-back long weekends (including public holidays), school holidays and staff shortages meant enforcement activity was substantially down. Diverting resources to the Grand Prix reduced the ability to enforce breaches of parking restrictions along the metered foreshore / tourist precincts.

Recommendations

- Investigate opportunities to enhance parking enforcement for the 2023 event.
- Improve the parking signage to ensure enforcement can reliably occur.



1.5 Communication

All 4000 properties impacted by the temporary parking changes were hand delivered information regarding the changes and provided two temporary parking permits to exempt them from the temporary changes.

Due to a mapping error approximately 1200 properties to the south of Middle Park were incorrectly sent information and two temporary parking permits. This will be rectified for the next event to ensure only those directly impacted by the temporary parking changes for the Grand Prix are sent permits.

Broader communication about the event to our community was undertaken through multiple channels and community members submitted customer requests online, via email and by telephone through ASSIST.

1.5.1 Social media

Posts were placed on the City of Port Phillip and What's on St Kilda and Surrounds Facebook and Instagram pages in the month before the Grand Prix with an average reach per post of 3,270 people. Posts promoted the community day on the Thursday the 7th April when residents in certain postcodes could enter the Grand Prix for free.

1.5.2 Divercity

Two Divercity articles were published in February and March outlining the new parking and traffic management approach and community day which was the highest read story in the March edition.

A Grand Prix parking and traffic page on the CoPP website had over 5000 unique page views between 15th March and the 25th April 2022 with 5 minutes being the average time spent on the page. That made it the fourth most visited page on Council's website over those dates. Only the homepage (24,642), Contact us (10,114) and Pay a parking fine (9,501) had more unique views.

1.5.3 Customer Requests to Council

Over the Grand Prix event days (during business hours and after-hours) total calls to the Council main ASSIST number on all topics (not just GP) were 691 in 2022 compared to 971 in 2019. This is a decrease of 40% in calls to ASSIST.

Over 120 customer requests were received by the Partnership and Transport team between 16th February and the 20th May 2022 regarding the Grand Prix.

The majority of customer interactions related to requests for additional temporary parking permits which resulted in approximately 1000 additional permits being issued to eligible properties and businesses on top of the two per property delivered to letterboxes in the weeks prior to the event. This data is displayed in the figure below.

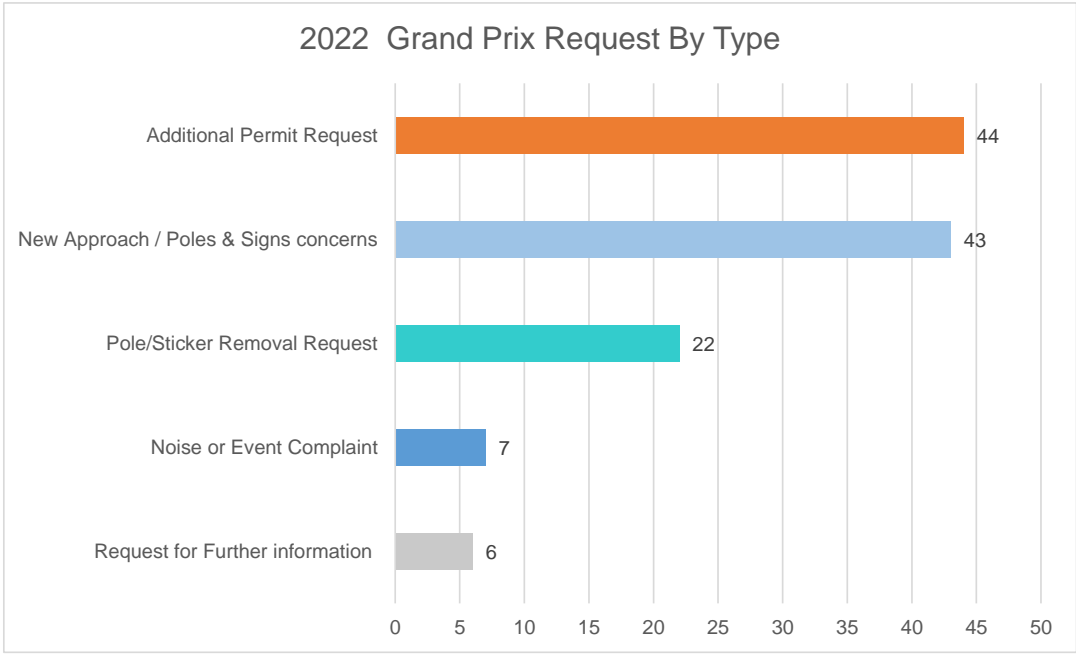


Figure 8: 2022 Grand Prix Requests by type.

The number of requests is similar to previous years, and it is expected requests for further information and concerns will reduce in future years as the process is streamlined and the community gets used to this new approach. The customer requests between 2017-20221 can be seen in the graph below.

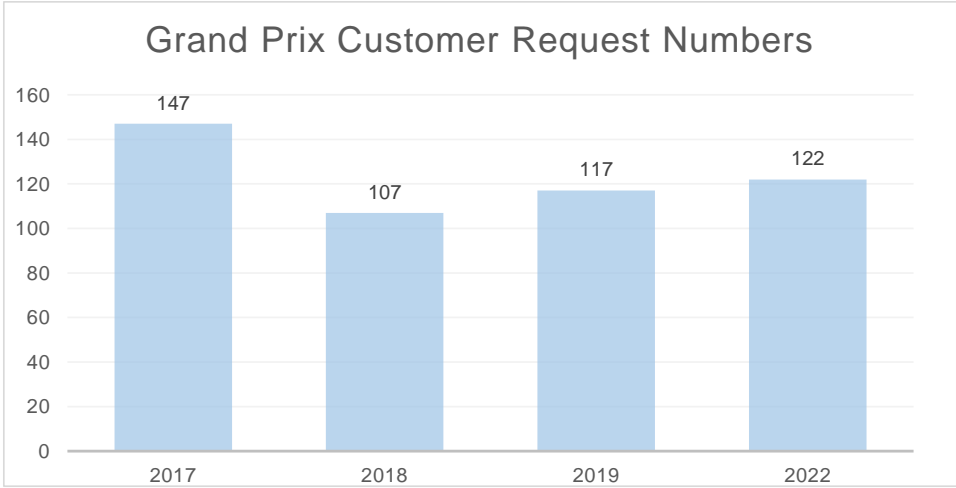


Figure 9: GP CRM Numbers 2017-20221.5.4 Customer Requests for AGPC



AGPC also fielded a range of calls relating to community issues including around the Local Access Zone (LAZ), now the traffic management area (TMA).

In 2019 12% of received calls and emails related to the LAZ while in 2022 only 7% of correspondence received related to the TMA.

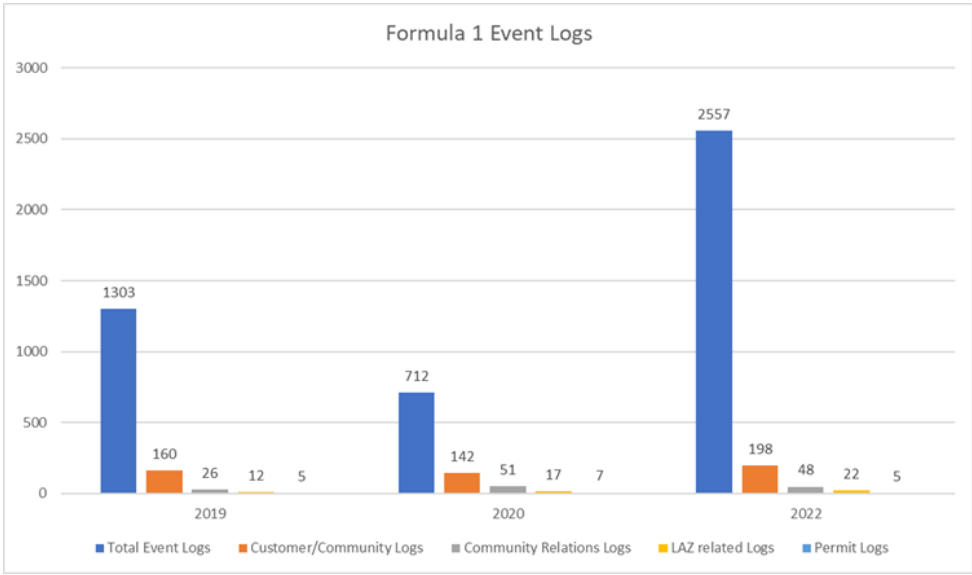


Figure 10: AGPC Call logs 2019, 2020 and 2022

Recommendation

Improve contact avenues for residents calling CoPP phone lines. This could include providing a Grand Prix option in the numbered menu at the beginning of phone calls to CoPP. This would better direct customer inquiries and provide more accurate information about the number of calls specifically regarding the Grand Prix.

1.6 Community Survey

4,000 properties were delivered information on the parking and traffic management approach and feedback was sought from residents both prior to the Grand Prix event, and upon its completion; this resulted in 61 completed pre-event surveys, and 70 completed post-event surveys for a total of 131 responses.

The response rate was relatively low and so findings are only indicative of the community's views rather than representative. A representative sample of the suburbs of Middle Park and Albert Park based on 2016 population census data would have been 350 respondents.



Of the respondents, two thirds lived within the parking and traffic management area and all were residents of the City of Port Phillip. A small number also worked or owned a business within the area. Nearly one third of respondents were aged between 35 and 49 years of age, half identified as women and two thirds of respondents had previously attended the Melbourne Grand Prix.

The full community survey report can be found in Attachment 2.

1.6.1 Key findings from the Community Survey

- Dissatisfaction levels for almost all criteria were more than double that of satisfaction levels, this included for: 'quality of information received', 'success of 2P restrictions', comparisons of 2022 and 2019 TMA, 'satisfaction with ability to park', and assessments of traffic flow, amount and speed of traffic, and public transport.
- The traffic management measures were deemed unsuccessful by most survey respondents who reported frustration at both blatant parking infractions and at being unable to readily access their own homes during the Grand Prix event.
- The 2P restrictions were deemed ineffective mainly due to lack of ability to enforce. Respondents particularly noted the lack of patrolling enforcement officers, and to a lesser degree, argued that potential fines are too small to deter Grand Prix attendees from parking all day within 2P restriction zones.
- Respondents reported witnessing lawless behaviour from people they assumed were Grand Prix attendees, including: removal of temporary 2P stickers from signage, reserving multiple car parking spaces by parking across multiple parking bays all-day parking in 2P areas, verge parking, and the theft of temporary resident parking permits from letterboxes.
- Many respondents acknowledged the difficulty for Council in managing poor parking behaviour and wanted to see greater efforts by Council. This included suggestions of better enforcement, greater fines, towing offending vehicles, or the establishment of a 'hotline' for reporting offending vehicles.
- The barrier approach used during the 2019 Grand Prix was thought to be more effective on the basis that residents felt there were fewer non-resident cars present in the TMA. However, many acknowledged the difficulty in policing poor behaviour whichever traffic management approach is followed. Again, enforcement was thought to be the key.

Issues raised by the community in the survey align with findings from direct customer interactions and requests.

Recommendations

- Install harder to remove temporary signage especially within 400m of the Gate 1 on Canterbury Road.
- Install temporary signage the week preceding the Grand Prix to enable time to check all signage is correct and in place before the event commences.
- Consider how to manage observed increases in traffic along Richardson Street, Wright Street, Nimmo Street, McGregor Street and Langridge Street.



- Consider how to further protect resident parking access on those streets with parking occupancy over 85% occupancy.
- Investigate opportunities to enhance parking enforcement for the 2023 event.
- Provide improved Council access and direction for customer inquiries and better quantify the number of calls specifically regarding the Grand Prix.
- AGPC to reinforce the message to staff and contractors that Parking Permits are only available for residents and the local community, and that illegal parking behaviour is unacceptable and will be penalised.

Some options are out of Council control:

- Parking infringement costs are set by state government and Council cannot issue infringements for more than these amounts.
- Council cannot tow vehicles that park longer than the marked parking restriction unless they are creating a safety hazard or blocking access.

2. Support the AGPC to cater to visitors

City of Port Phillip worked with the AGPC to ensure visitors to the Grand Prix are kept safe and that the amenity of local streets is maintained.

2.1 Waste Management and Street Cleaning

Council's Street and Beach Cleaning Department completed waste removal across the four days of the event including overnight shifts to ensure all public bins were emptied and that streets were clean and tidy. All outstanding items were completed by the Monday after the event.

2.2 Local Laws

Local Laws officers patrol the City and ensure that the local amenity and safety of residents, traders and visitors is looked after. We have a Local Law which guides what can and can't be done. Local law officers patrolled the Albert Park area to respond to any safety and amenity concerns. Officers assisted with moving escooters to ensure safe access to footpaths and responded to concerns around illegal advertising in public spaces outside Albert Park. No major issues were reported.

3. Support local businesses to leverage visitation

There is an opportunity to attract the large number of visitors to the Grand Prix to visit local businesses. There is also a risk that changes to public transport, and a perception that the city will be hard to get to or too busy deters people from coming to the city over the Grand Prix period.

The AGPC presented to the Business Advisory Group in January 2022 outlining the event and suggesting opportunities for promotion of local businesses.



Middle Park Hotel held their annual event at the end of the Grand Prix and a road closure took place on Armstrong Street to assist with the event. Other businesses could take up the opportunity to run events and other activities to attract Grand Prix visitors after the events finish at Albert Park.

3.1 SpendMapp data

Overall, the 2022 Grand Prix appears to have been successful in driving spend through the City of Port Phillip.

Analysis of EFTPOS and credit/debit data shows spend in Port Phillip during the Grand Prix was \$17M higher than the average April weekend (including the weekend before the Grand Prix and three weekends after - Figure 11).

While this is across a range of categories, and other factors such as the Easter long weekend (15th – 18th April) ANZAC Day long weekend (23-25th April) and school holidays (9th – 26th April) may have influenced this increase, a large proportion is likely to be Grand Prix expenditure.

Spend was elevated across the entire LGA with the highest proportion increases being in Albert Park (up 395%), Middle Park (up 377%) and St Kilda West (up 246%).

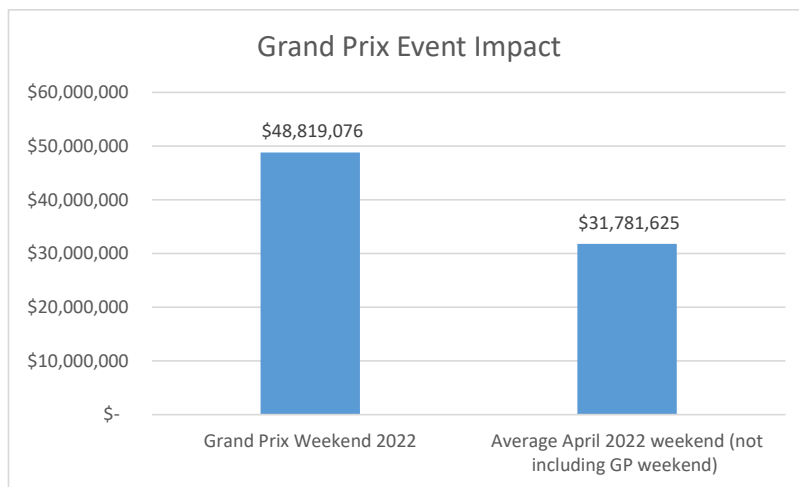


Figure 11: Expenditure in CoPP before, during and after the Grand Prix - Spendmapp by Geografia

The increase in spend was driven predominantly by visitors to the LGA with local residents showing little alteration to their usual spend while visitor spend saw an uplift of around \$16M. The expenditure type can be seen in Figure 12 below.

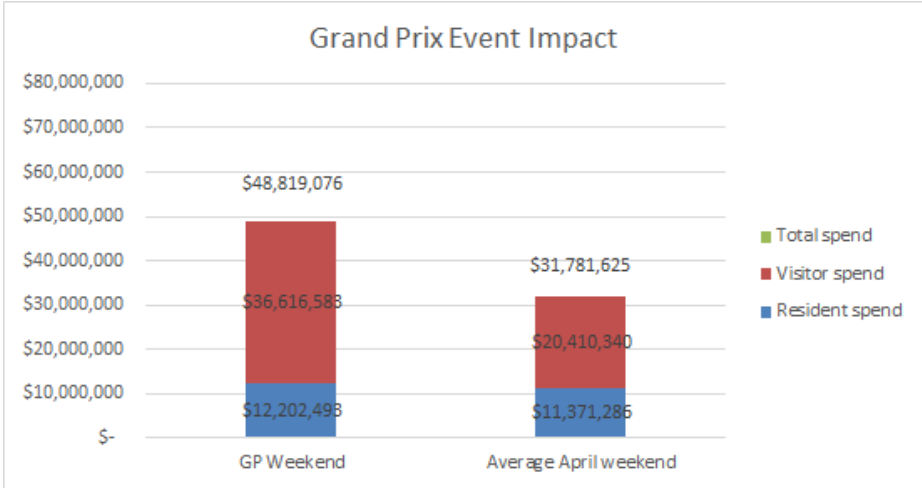


Figure 12: Spend type in CoPP before, during and after the Grand Prix - Spendmapp by Geografia

Spend was elevated across all areas of the municipality over the Grand Prix weekend in contrast to the April 2022 average weekend spend with the highest proportion increases being in Albert Park (up 395%), Middle Park (up 377%) and St Kilda West (up 246%), although off of a small base. St Kilda and South Melbourne both attracted more than \$1M more over the Grand Prix weekend than on the average April 2022 weekend.

Location Spend	Grand Prix Weekend	Average April spend	Increase in spending over GP weekend as a percentage of the average April spend	
			\$	%
Albert Park	\$ 13,279,101.00	\$ 2,680,040.50	\$ 10,599,060.50	395%
Middle Park	\$ 2,549,331.00	\$ 534,413.00	\$ 2,014,918.00	377%
St Kilda West	\$ 537,601.00	\$ 155,433.00	\$ 382,168.00	246%
St Kilda East	\$ 568,350.00	\$ 421,536.50	\$ 146,813.50	35%
Ripponlea	\$ 645,181.00	\$ 518,637.25	\$ 126,543.75	24%
Elwood	\$ 2,551,081.00	\$ 2,110,192.50	\$ 440,888.50	21%
St Kilda	\$ 9,063,385.00	\$ 7,861,017.50	\$ 1,202,367.50	15%
Balaclava	\$ 2,460,996.00	\$ 2,153,680.00	\$ 307,316.00	14%
South Melb	\$ 11,136,312.00	\$ 9,947,052.50	\$ 1,189,259.50	12%
Port Melb	\$ 5,144,725.00	\$ 4,700,613.75	\$ 444,111.25	9%

Table 133: Spend location in CoPP during and after the Grand Prix - Spendmapp by Geografia



The 2022 Grand Prix attracted 29% more spend than did the 2019 Grand Prix (with total spend of \$48,819,076 vs. \$37,588,165 in 2019 – Figure 14).

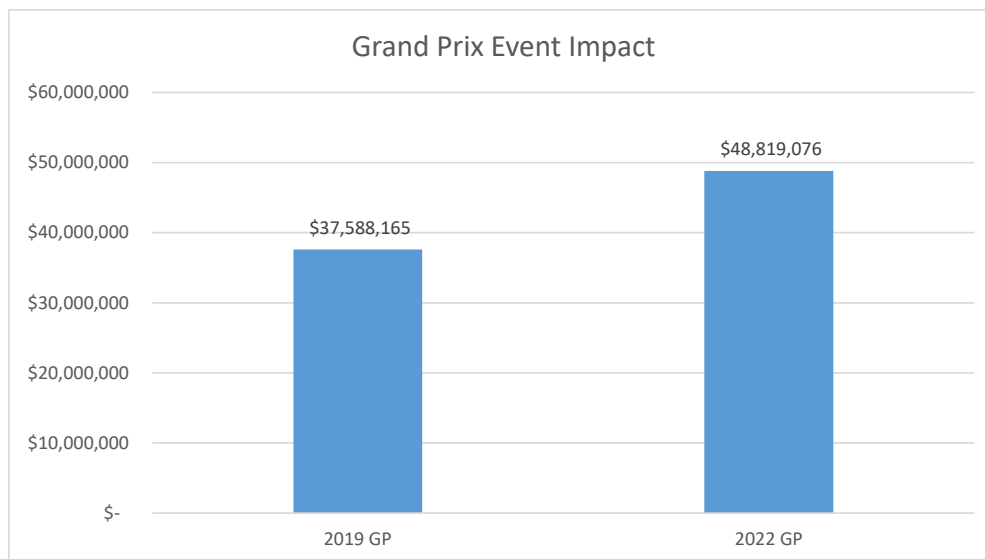


Figure 144: Grand Prix Spend Impact 2019 vs 2022 - Spendmapp by Geografia

Recommendations

The large increase in visitors to Albert Park over the Grand Prix could be leveraged in future years through Grand Prix related community events and business activities.



4. Other impacts to City of Port Phillip

4.1 Sports clubs in Albert Park

The 2022 Grand Prix event ran over a month later than the previous event in 2019 which meant sport clubs that utilise facilities in Albert Park in winter were impacted for the first time. These clubs are primarily supported by Parks Victoria with some support from Council.

Council accommodated some displaced Albert Park sports clubs during the Grand Prix at Council managed sport grounds, including in the lead up to the event, during the event and during the turf rectification period after the event. These all occurred roughly six weeks before the start of the winter sports club's season. Approximately 200 people (estimated team numbers) were impacted by these displacements.

The displaced clubs required over 18 hours per week at four different sports grounds in CoPP for training and games. This required considerable coordination between Council officers, the AGPC, Parks Victoria, Albert Park clubs and other existing clubs.

Displaced club usage of sport grounds:

- Peanut Farm – Ajax Football – 1 night per week – 2 hours/night
- Lagoon – South Melbourne District Sports Club (AFL) – 3 nights per week – 2 hours/night
- Alma Park – Middle Park FC – 1 day per week – 4 hours per week
- Community Pitch 3 - Middle Park FC – 1 day per week – 4 hours per week

South Melbourne Districts FC (Juniors) were incorporated into Port Colts JFC bookings at JL Murphy Reserve as they were part of the alliance teams (but we still accommodated the extra use).

4.2 Health Services

Council's Environmental Health Officers have a significant public health role at the Grand Prix. The activity, broadly described within the state *Food Act 1984* and the *Public Health & Wellbeing Act 2008*, includes:

- Assessing the registration and compliance history of mobile food vehicles prior to the event
- Performing inspections of mobile food vehicles during the event and issuing orders and directions where necessary
- Reviewing the catering operations prior to the event and inspecting the set-up and operation of all catering sites during the event
- Reviewing the implementation of the food safety program of caterers
- Investigating public complaints made in relation to food safety or infectious disease; e.g. gastroenteritis.

This year there were three major caterers utilising 111 public outlets which required approximately 200 hours of Council staff time.

No reports of food safety breaches or infectious disease outbreaks were raised for following GP22.



5. Summary of recommendations

As demonstrated, the data collected to measure the success of the trial was comprehensive, and thoroughly gathered and analysed.

- While the parking data demonstrates a decrease in availability, on peak days, there is still approximately 15% of parking spots available across the precinct.
- While the traffic data suggests that there was more traffic in the local street, the average speed was lower than non-event days.
- While the Community survey skews to a negative view from the local community, it is fair to expect that most people will complete the survey as an avenue to raise concerns. Additionally, the sample number is not representative of the local population.
- Similarly, CRM data gathered is only a small portion of the locals impacted, and largely relate to requests for more parking permits.

The trial of the temporary parking changes instead of the barricades around the Grand Prix area in 2022 had a number of significant issues. However, the recommendations within this report are expected to resolve the majority of these. With the following recommended changes, the event is likely to have far less impact on the local community:

1. Install temporary signage that is harder to remove, especially in areas that saw a high level of illegal removal such as within 400m of the Gate 1 on Canterbury Road
2. Install temporary signage the week preceding the Grand Prix to enable time to check all signage is correct and in place before the event commences.
3. Investigate opportunities to enhance parking enforcement for the 2023 event.
4. Consider how to manage observed increases in traffic along Richardson Street, Wright Street, Nimmo Street, McGregor Street and Langridge Street, and continue to monitor traffic impacts.
5. Consider how to further protect resident parking access on those streets with parking occupancy over 85% occupancy and continue to monitor parking impacts.
6. Provide improved Council access and direction for customer inquiries and better quantify the number of calls specifically regarding the Grand Prix.
7. Additional dedicated space is set aside for shared mobility parking to minimise safety and amenity issues especially around Gate 1.
8. Continue to support visitors to use public transport to travel to and from the GP, while also looking to support easy access to CoPP local businesses.
9. Leverage increased visitation to the area and support a range of Grand Prix related community events and business activities.

Successful traffic and parking management for the Grand Prix, and implementation of these recommendations is dependent on the continuation of the existing partnership between City of Port Phillip Council and the Australian Grand Prix Corporation.