

Australian Grand Prix Advocacy Asks

City of Port Phillip acknowledges the Australian Grand Prix as a significant event and a key fixture in Victoria's major events calendar, delivering substantial economic and cultural benefits to the state. However, as the level of government closest to the community, Council wished to explore how the event can improve for the local community, particularly regarding public access, environmental considerations, local economic activity, and the long-term use of Albert Park Reserve.

City of Port Phillip welcome the opportunity to collaborate with the Australian Grand Prix Corporation (AGPC) and the Victorian Government on a range of advocacy priorities. This document outlines initiatives aimed at enhancing community benefits through targeted activation associated with the Grand Prix.



Key Requests

1. Legacy infrastructure

Objective: Deliver permanent recognition and year-round infrastructure improvements and open space enhancements that benefit the broader community beyond the event period.

For AGPC consideration

For Victorian Government consideration

Grand Prix Installations

- **Installation of historical displays and signage:** Memorials at key locations (e.g. Pit Building) to commemorate the Grand Prix and encourage year-round visitation.
- **Walking trail:** Partner with AGPC to develop a F1 trail that highlights the track and surrounding precincts (St Kilda, South Melbourne), integrating local attractions into the Grand Prix narrative.

Lighting Infrastructure Enhancements

- **Installation of improved permanent lighting at key sports grounds (Ovals 17, 20, 12, 13, 14/15, 16E, 18/19)** to support both community use and Grand Prix operations. Permanent lighting infrastructure would reduce the need for the Grand Prix to install temporary infrastructure during the event, thereby saving costs, minimising turf damage and enabling faster post-event access for clubs. Lighting assets should have a light level toggle function, so that no more light than necessary is used for the seasonal activity due to the effects of bright illumination on wildlife.

Pedestrian Infrastructure Enhancements

- **Upgrade pedestrian crossings:** Simple, accessible pedestrian entry points via key known gateways and major pedestrian crossings at key access points:
 - Northern entry via Kings Way.



Albert Park



- Southern entry via Queens Slip Road and Lorne Street.
- Union Street pedestrian crossing, as per pre 2025

Pedestrian Bridge Feasibility Study

Fund a feasibility study for the installation period of the temporary pedestrian bridge over Queens Road (at Roy Street), including a pedestrian counter to assess usage. This would support access for the growing Lakeside/St Kilda Road residential community and adjacent facilities such as the Alfred Centre.

2. Local Economic Activation & Branding

Objective: *Strengthen the connection between the Grand Prix and local precincts through targeted activations, branding, and transport solutions.*

For AGPC consideration

For Victorian Government consideration

Branding and marketing

South Melbourne Precinct Activation: To strengthen the connection between the Grand Prix and South Melbourne’s retail and hospitality precinct, Council proposes targeted activations and wayfinding strategies that encourage racegoers to explore Clarendon Street and surrounding areas. Proposed activations include:

- Wayfinding signage (e.g. “500m to South Melbourne – Melbourne’s Pit Lane”).
- F1-themed business promotions and activations.
- QR code check-ins with prize incentives.

Support requested:

- \$30,000 cash funding.
- Digital promotion via Grand Prix assets.

- Placement of wayfinding signage within the event site.

Clarendon Street Gateway Experience – Grid Flags: As the key gateway route linking the CBD to Albert Park Lake, provides an unparalleled opportunity to welcome visitors into the municipality and the Australian Grand Prix. The proposed initiative includes:

- Install Formula 1 Grid Flags along Clarendon Street to create a vibrant, branded gateway linking the CBD to Albert Park Lake. This spectacular display would create a highly visible procession of branding and colour, reinforcing the excitement of the Grand Prix for both visitors and traders. This should become part of the AGPC core event branding strategy, further driving the festivity element of the Grand Prix.
- Council may be open to partner in this initiative, waiving the fees associated with using the flag poles.

Support requested:

- Funding and delivery of the Grid Flag installation.
- Integration into AGPC's core branding strategy.

Fitzroy Street Precinct Activation: Leverage Fitzroy Street's proximity to the event and appeal as a vibrant hospitality and entertainment strip to drive foot traffic and support local businesses. This activation also intends to increase egress from the event towards St Kilda and promote sustainable travel to/from the event such as walking, e-scooters and non-CBD transport options. Proposed activations include:

- Wayfinding signage from event exits (e.g. "500m to Fitzroy St – St Kilda's Sunset Strip").
- F1-themed street art, live music, and cultural activities, F1 banners along the foreshore.
- Themed experiences by local businesses (e.g. F1 cocktails, tattoos).
- Highlighting non-commercial attractions (St Kilda Pier, foreshore, sunset views).
- QR code check-ins with prize incentives.

Support requested:

- \$30,000 cash funding.
- Digital promotion via Grand Prix assets.
- Placement of wayfinding signage within the event site.

Event activations

South Melbourne Porsches & Coffee Festival: To build early momentum and encourage visitation to South Melbourne in the lead-up to the Grand Prix, Council proposes continued support and enhanced promotion of the popular Porsche & Coffee event, including coordinated driver appearances (Sunday before the Grand Prix).

Support requested:

- Promotion via Grand Prix digital assets.
- Destination incentive campaign:
 - Display of F1 demonstration vehicle.
 - QR code check-ins with prize incentives (e.g. GP tickets, pit lane walks).

Acland St Activation: Leverage Acland Street's strategic location as a gateway to the St Kilda foreshore, tram network, and vibrant retail and hospitality precinct to drive foot traffic and enhance



South Melbourne's Porsche & Coffee Festival

community engagement during the Grand Prix period. This activation aims to increase egress from the event site towards Acland Street, promote sustainable travel options, and showcase the area's cultural and recreational appeal.

- F1 FanZone in Acland Plaza or O'Donnell Gardens, with live site programming such as music, entertainment, and community activities.
- Wayfinding signage from event exits and tram stops (e.g. "Acland Street – Gateway to the Foreshore"), highlighting nearby attractions, including Luna Park, St Kilda Beach, and the foreshore trail.

For Victorian Government consideration

Transport to precincts

Improved public and active transport options to Port Phillip's key economic precincts before and after the event, including:

- 12 and 96 trams to stop all stops throughout Clarendon St.
- Service the 96 tram from both directions (i.e. from Acland Plaza to Canterbury Rd/Armstrong St) in and out from the GP. Currently the 96 tram ends at Middle Park.
- Inclusive access to ANZAC station and the Victorian Government's Yani Barripbarripuyt (Shrine to the Sea) initiative.

For AGPC consideration

For Victorian Government consideration

Year-round Promotion

- **Holiday Packages & Local Business Partnerships:** Co-develop tourism packages with local accommodation, hospitality, and experience providers that position St Kilda and South Melbourne as must-visit destinations for motorsport fans. Packages could include:
 - F1-themed stays and dining experiences.

- Guided walking tours of the Grand Prix circuit and surrounding attractions.
- Exclusive offers tied to Grand Prix memorabilia or content.
- **Track-Based Tourism Campaigns:** Joint creation and promotion of an F1 Australian Grand Prix walking trail, highlighting the circuit and nearby landmarks such as Luna Park, St Kilda Pier, South Melbourne Market, and Clarendon Street.
 - Inclusion of Port Phillip highlights in AGPC-led year-round activations, such as bus tours or digital itineraries.
 - Permanent signage at pit buildings and throughout Albert Park Reserve directing visitors to nearby attractions.
- **Content Partnerships:**
 - Coordinated driver appearances at iconic Port Phillip locations (e.g. South Melbourne Market, Luna Park, foreshore) with rights to use content for ongoing tourism promotion.
 - If appearances are not feasible, access to branded content that supports local business marketing and visitor engagement.

Support Requested:

- Partnership in developing and promoting tourism packages.
- Inclusion of Port Phillip destinations in AGPC's year-round marketing.
- Access to Grand Prix content and branding assets for local tourism use.
- Collaboration on signage and wayfinding to reinforce the municipality's connection to the Grand Prix.



3. Environmental Resilience and Park Maintenance

Objective: Increasing funding for Parks Victoria to strengthen environmental resilience and improve pre- and post-event restoration of park facilities.

For Victorian Government consideration

- **Council representation on the Albert Park Advisory Committee:** Council seeks to have a representative on the proposed Albert Park Advisory Committee, understood to be led by Parks Victoria. As the tier of government closest to the community, Council is uniquely positioned to advocate for and represent the interests of those most directly impacted by the Grand Prix.
- **Environmental Health and Resilience:** Increase funding to Parks Victoria to enhance the ecological health of Albert Park Reserve and support long-term sustainability, including the lake and animals.
 - Lake works should be incorporated into Park Victoria's imminent Lake Management Plan project. Protection and expansion of the indigenous vegetation zones across the park
 - Commitment to removal of event infrastructure-related pollution (including thousands of zip ties left on the ground).
 - Funding a lake dredging to remove accumulated silt which is contributing to avian botulism. This dredging is beyond the scale of cyclical maintenance and likely needed every 30 years or so.
- **Ground Re-establishment and Upgrades:** Improve restoration processes and funding to ensure sports grounds and shared park areas including ovals and paths are promptly and properly repaired after events, maintaining safe and high-quality access for all users. Current damage from event-related compaction often renders grounds unfit for use during the sporting season and impacts other assets.
- **Increased tree canopy cover: Increasing tree canopy in Albert Park in line with Port Phillip's Urban Forest Strategy.** City of Port Phillip undertook a canopy mapping project in 2022 and found that the canopy cover in Albert Park is at 16%. This is lower than Port Phillip's average canopy cover of 17.17%. CoPP's Urban Forest Strategy aims to achieve 40% canopy cover on public spaces by 2038 (not including sports fields). Pockets of higher canopy cover provide significant benefits for urban heat island mitigation, community wellbeing and biodiversity.
- **Ongoing funding commitment from the Victorian Government for Parks Victoria's Sports Management Plan:** To ensure systematic and coordinated improvements over the next three decades.