

Visitor and Summer Management Program Overview

- Local Laws - Roving patrols to match peak use during mornings, evening and weekends including Summer Amenity Officers, Local Laws Officers and Local Law Animal Management Compliance Officers dealing with camping, litter, glass and off-leash dog zones.
- Summer Waste Education Rangers – Seasonal staff running activities to increase awareness, provide educational giveaways, survey users issues and cleanliness ratings for areas, liaise with traders and backpackers to distribute information, as well as audit litter on the foreshore, shopping strips and parks.
- New Year’s Eve (NYE) Response – Coordinated Council and State agencies response to NYE and New Year’s Day (NYD) to minimise the impact and risk. The NYE Plan was put in place in 2008 after more than 100,000 people visited St Kilda on NYE 2007. This included increased Council cleaning services and installation of lighting towers, Police command centre, temporary CCTV and Traffic Management Plans with pedestrian safety and vehicle risks including VicRoads application for 40km speed limits, electronic signage for vehicles and pedestrian crossing signalling changes.
- Australia Day Weekend Response – similar to the NYE, the Australia Day program was put in place in 2013 to respond to the damage and safety concerns caused by the large numbers of alcohol fuelled harm and amenity impacts. Key focus areas were St Kilda Botanical Gardens, O’Donnell Gardens and the entire foreshore.
- Parks and Reserve Cleaning - Contracted manual litter pick-up in parks and reserves every Friday, Saturday and Sunday between 1 December and 31 April. Includes cleaning NYE/NYD, Australia Day weekend and on any other day with temperatures of 30 degrees or more. The reserve cleaning covers St Kilda foreshore park and sand (Marina Reserve to Catani Gardens, inclusive), O’Donnell Gardens, Sandridge parklands and Point Ormond parklands, plus Botanic Gardens on Australia Day weekend.
- Beach cleaning – All crews commence cleaning by 4am or earlier weekday and weekends. Services include mechanical and manual beach cleaning, street sweeping, pressure cleaning, and seaweed removal.
- Waste Management - Additional bins and roadside bin servicing during afternoons to maximise bin capacity prior to the evenings. Additional evening bins collections Saturday and Sunday nights in Catani Gardens along with Acland, Jacka and Fitzroy streets. Two bin empties per day on shopping strips. Due to large crowds and serious injury risks to staff and the public, including children and cyclists, it is not safe for crews to drive garbage trucks through the mass gatherings along the foreshore paths to empty bins. Instead the bin capacity has been increased with the ongoing capital investment to replace all foreshore 120 litre bins with 240 litre bins, install additional 240 litre bins, rollout additional loose bins the length of the foreshore during peak use and trial of solar powered compacting bins.

- Public toilet cleaning – All foreshore, Catani, Slopes and O’Donnell Gardens toilets cleaned six times per day between 5am and 10pm and open all night during heat waves. Eight cleans on NYE.
- BBQ cleaning – twice per day between 1 November and 31 March 7-10am and 2.30 to 5.30pm.
- Parking Enforcement - Increased during peak periods to respond to larger parking numbers and resident requests.
- Communications and Media Plan – targeted communications, distribution and marketing of the ‘Don’t WASTE your summer’ campaign in 2017/18. This includes development of signage, banners, posters, fliers, postcards, newspaper advertisements, media releases, website content, letters to traders, staff and contractor briefings, event launch, and ongoing geo-targeted social media posts to visitors.