



12.2 PALACE FORESHORE 23/24 EVENT PROPOSAL AND 2022 EVENT REVIEW

EXECUTIVE MEMBER: BRIAN TEE, GENERAL MANAGER, CITY GROWTH AND DEVELOPMENT

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1. PURPOSE

- 1.1 To consider an application for provisional approval for an event permit from Publica Pty Ltd (co-produced with Live Nation Australasia) to hold the Palace Foreshore music festival on the St Kilda Triangle car park and Lower Esplanade, St Kilda during November 2023 and March 2024.
- 1.2 To provide a review of the Palace Foreshore music event that was held on the St Kilda Triangle site 18 November – 10 December 2022.

2. EXECUTIVE SUMMARY

- 2.1 Publica Pty Ltd are seeking provisional approval for an event permit to hold the music, food and cultural event titled *The Palace Foreshore* on the St Kilda Triangle Site (with set up extending onto Lower Esplanade), St Kilda in November 2023 and March 2024.
- 2.2 The event proposal for November 2023 has a total of 38 occupancy days on the Triangle site (starting late October) with an aim to operate 10 shows.
- 2.3 The event proposal for March 2024 has a total of approximately 44 occupancy days on the Triangle site (with bump in and out dates to be confirmed), with an aim to operate 12 shows.
- 2.4 The Palace Foreshore event was held on the Triangle car park and Lower Esplanade site in November/December 2022 with a review of this event included in this report, providing background for the recommendations for permit approvals for the 23/24 proposal.
- 2.5 The 2022 event was an outdoor concert series spanning three weeks with attendees spread out over six individual events showcasing a diverse range of artists from a broad range of genres and backgrounds.
- 2.6 The 2022 event offered significant benefit to the live music and entertainment industry and delivered outcomes in line with the Live Music Action Plan. However, it also raised concerns from local foreshore traders who felt impacted by the reduction in car parking spaces, particularly in the lead up to the December Festive season.

3. RECOMMENDATION

That Council:

- 3.1 Notes the post event review of the November 2022 Palace Foreshore event.
- 3.2 Provides provisional approval for an event permit for the Palace Foreshore event in November 2023 and March 2024, pending permit requirements being met and required documentation being provided.



4. KEY POINTS/ISSUES

2022 Post Event Review

- 4.1 The November/December 2022 Palace Foreshore event was approved by Council for provisional approval for an event permit at the 4 August 2021 Meeting of Council.
- 4.2 A proposal for the event in February/March 2022 was also given provisional approval in this meeting. However these dates were cancelled by the event organisers due to insufficient programming options caused by the impact of the COVID-19 pandemic on local, national and international touring schedules.
- 4.3 A permit issued for the 2022 November/December Palace Foreshore event to host 7 one-day music shows from 18 November to 10 December, with projected total attendance of 20,000 to 25,000 people, over a 39 day total site occupation of the St Kilda Triangle car park (spanning over 6 weekends).
- 4.4 The actual number of shows hosted on the Triangle site was 5, with one show relocated to inside The Palais due to weather and another show cancelled last minute by the programmed performers. The actual total attendance was 21,344 people.
- 4.5 The event was fully ticketed, fenced and licenced, with entry to over 18 years only.
- 4.6 Management of the event was to a high standard with multiple agencies providing approvals and with the event complying with all required legislation.
- 4.7 Noise mitigation for the event included barriers around stages, speakers and stages all facing the bay, set decibel limits and an effective complaint handling system that immediately actioned concerns from residents. The event engaged an accredited acoustic consultant to monitor the event during sound testing and throughout the event day and no noise complaints were received. A detailed noise report was submitted post event with a finding that the event was compliant with both EPA and Council requirements.
- 4.8 The site footprint originally occupied the St Kilda Triangle car park only with provision to increase parking on non-show days. With Lower Esplanade parking inaccessible to traffic due to Palais Forecourt works and with feedback from Foreshore traders around lack of available parking, the site plan was reworked to utilise Lower Esplanade and increase the amount of parking available in the Triangle car park throughout the occupancy.
- 4.9 In alignment with the Live Music Action Plan (adopted by Council in 2021), the event supported the recovery of the live music and entertainment sector impacted by Covid-19 by creating jobs and employment for arts and entertainment industry staff. The shows generated direct employment to the value of AU\$1.75 million, providing income for stakeholders, artists, agents, event management professionals and event contractors' teams.
- 4.10 The event aligned with Council expectations and goals regarding diversity and inclusion and the Events Strategy by supporting site wide accessibility for mobility impaired patrons including prioritised seating and access pathways and Auslan interpreters at two headline artist shows. The event organisers worked alongside a diverse workforce of indigenous, LGBTIQ+ and gender-neutral representatives making up 31% of the team.
- 4.11 Palace Foreshore's eight-week publicity and marketing campaign attracted a large amount of local and national media articles and mentions including 102 pieces of



media coverage, articles and photos directly shared over 10,000 times, 750k of combined social media reach and 250k+ of online engagements.

4.12 The event permit fee was \$55,235 (a discounted fee to support live music in the precinct). Additional funding was secured from the Australian Government (RISE), Victorian State Government (Creative Victoria) as well as support from Acland Street and Fitzroy Street Trader Associations, plus some private funding sources.

4.13 Communications about the event included:

- Stakeholder meetings in the lead up to the event including meetings with the Foreshore Traders
- A letter drop notification letter, sent to a wide distribution area to notify local residents and businesses 10 days prior to the event bump in.
- Static and variable messaging signage installed prior to the event to notify residents, commuter cyclists and visitors to the area
- Advertising on Council's website and on Social Media.
- An event hotline number operated from the start of site set up and throughout the event.

Community feedback

4.13.1 No complaints were received from local community or visitors regarding the diminished parking available at the Triangle site.

4.13.2 Feedback from patrons and local traders was received via direct emails during the event and via the Culture Counts survey platform.

4.13.3 Feedback from local foreshore traders (predominantly Luna Park and Stokehouse) raised concerns on the event's set up reducing the number of car parking spaces in the area and the impact this had on their trade, particularly in the lead up to the December Festive season.

4.13.4 Luna Park told us they had received a number of complaints that buses were not able to drop and turn around through the St Kilda Triangle car park safely while it was occupied by the event. Council has no formal arrangements for buses using the Triangle car park for this purpose and advice from Council's Parking team was that Cavell Street could be used for Luna Park patron drop offs/collections by parking parallel in angled bays. Additionally, the event organisers set up and paid for bus staging and parking in the Marina carpark for Luna Park buses.

4.13.5 The trader bodies in Acland Street and Fitzroy Street noted an increase in trade that could be attributed to the event.

4.13.6 Feedback from local traders included the following (taken from the Culture Counts trader survey):

- Acland St Business Association: *For some reason this year there was a noticeable increase in visitation in the area due to these events. From my point of view my trade increased and the street was a buzz with activity which is always great. It provided a lot more exposure than usual at this time for the precinct.*
- Fitzroy Street Business Association: *I believe as many of my traders and friends who live in the area, that this event was the best thing for many years in St Kilda. Helping to freshen up the brand "St Kilda". The outdoor*



music concerts really matched the St Kilda vibe and reintroduced the area to an important demographic. It shows the potential of the Triangle to bring benefit to the area and help link the three areas of St Kilda.

- Luna Park Melbourne: Luna Park Melbourne had a significant amount of private, corporate, and educational business and events confirmed in advance of the Palace Foreshore St Kilda event planning which resulted in a negative impact on these clients/customers. Some of which resulted in cancellations due to the lack of available parking, or the cost for transportation due to the lack of available local parking far exceeded the reasonable expense to continue their booking with Luna Park Melbourne.

4.13.7 Patron surveys were conducted through the Culture Counts survey platform at 3 shows, with 95 responses collected from public attendees via intercept surveys during the shows and an online survey after the show.

4.13.8 Patron feedback included:

- 90% of patrons rated their overall experience as Good or Excellent
- 82% would be very likely or likely to attend another event
- 80% travelled to the event using a mode other than a car (public transport, walked, cycled, ride share or E scooter)
- 38% of patrons were between the ages of 15-24yrs and 48% were between the ages of 25-34 yrs.
- 30% of patrons were from CoPP and 70% were visiting from elsewhere.

Economic Impact Summary

	DIRECT IMPACT	MULTIPLIED IMPACT
Total Nights Generated	1,275	
Attendee Spending	\$921,618	\$2,670,659
Event	\$510,500	\$1,511,080
Accommodation	\$240,504	\$661,387
Trip	\$170,613	\$498,191
Organiser Expenditure	Not Provided	Not Provided
Total Impact	\$921,618	\$2,670,659

Output Multipliers

Event expenditure scaled by an output multiplier of 2.96, the national Food and Beverage multiplier.
Accommodation expenditure scaled by an output multiplier of 2.75, the national Accommodation multiplier.
Trip expenditure scaled by an output multiplier of 2.92, representing an average of national Retail and, Food and Beverage multipliers (2.88 and 2.96 respectively).



4.14 Response to trader feedback

4.14.1 To mitigate the public car parking impact, the event organisers made commitments to traders regarding the number of car parking spaces that would be left available on show days and non-show days, bus staging and parking for Luna Park coaches, allocated Uber vouchers for traders to gift to impacted patrons and opportunities to work together on communications.

- 157 car parks in the St Kilda Triangle Site were available on non-show days during the event and 136 on show days.
- 3 bus parking allocations were used out of the 35 parking allocations committed.
- 73 x \$10 Uber vouchers were used by trader patrons out of the 750 vouchers committed.

4.15 2023/24 Event Proposal

4.15.1 Publica Pty Ltd (co-produced with Live Nation Australasia) have applied via the annual Major Events Expression of Interest process to hold the Palace Foreshore music festival on the St Kilda Triangle car park and Lower Esplanade on the following dates:

4.15.2 November 2023 (38 days site occupancy which includes 5 weekends)

- 10 shows between November 1st and November 26th.
- Bump in between October 25th and November 1st (7 days)
- Bump out between November 26th and December 1st (5 days)
- The site would be occupied over the Melbourne Cup public holiday being Tuesday 7 November 2023.

4.15.3 March 2024 (approx. 44 days site occupancy which includes 6 weekends)

- 12 shows between March 1st and April 1st
- Bump in and bump out are to be confirmed. (Bump in dependent on St Kilda Festival dates)
- The proposed site occupation dates occur during the Easter school holiday period of 29 March – 14 April 2024 with the Easter public holidays from Friday 29 March to Monday 1 April. Other public holidays include Labour Day on Monday 11 March 2024.

4.15.4 Exact dates would be finalised through the permitting process with dates of occupation to align with the final number of shows. (ie If number of shows are reduced, then site occupancy dates should also reduce).

4.15.5 The 2023/24 events would utilise the same footprint as the 2022 event on the St Kilda Triangle car park and extending onto Lower Esplanade – Refer proposed site map Attachment 1.

4.15.6 The proposed fee for this event would be calculated as per 23/24 FY budget approved event fees with the event eligible to apply for a fee subsidy as per Events Fee Subsidy Guidelines.



5. CONSULTATION AND STAKEHOLDERS

- 5.1 Council has made available to all CoPP traders a forum for providing feedback on any events that they wish to comment on via a specific survey set up in consultation with traders to collate feedback about events permitted by Council. This uses the Culture Counts survey platform.
- 5.2 Feedback received from traders about the 2022 Palace Foreshore event has been considered in providing the recommendation for the 2023 event. The Palace Foreshore event provider was advised to amend their original application which included December dates (with advice given that December dates would not be recommended due to the negative impact on traders in the lead up to the December Festive season).
- 5.3 Officers would establish early engagement between the event provider and local traders to support collaborations and ways of working together to increase benefits and reduce impacts.
- 5.4 Officers would work with the event providers to consider provisionally approved 2023/24 major events calendar and approved event bookings, to consider other music events nearby or scheduled road closures to minimise the impact on local amenity.

6. LEGAL AND RISK IMPLICATIONS

- 6.1 None identified

7. FINANCIAL IMPACT

- 7.1 The proposal would be charged event permit site fees to Council and may be required to pay a site/asset bond and/or a noise management bond. The fees received would mitigate expected losses to parking revenue over the same periods.

8. ENVIRONMENTAL IMPACT

- 8.1 A noise management plan and noise bond would be in place to protect and manage amenity disturbances.
- 8.2 A waste management plan would be required to show sustainable waste management practises

9. COMMUNITY IMPACT

- 9.1 The proposal delivers outcomes that support the live music industry whilst also delivering local economic benefit for traders including increased spend and visitation to the area and opportunities for commercial partnerships.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 10.1 This proposal aligns to Council's Events Strategy, Live Music Action Plan and the Council Plan strategic direction of Vibrant Port Phillip - a flourishing economy, where our community and local business thrive, and we maintain and enhance our reputation as one of Melbourne's cultural and creative hubs.

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

- 11.1.1 If the proposal is supported, officers will issue provisional approval for an event permit and request relevant documentation to assess and consultant with stakeholders and consider approvals under the relevant legislation.

MEETING OF THE PORT PHILLIP CITY COUNCIL

15 MARCH 2023



11.2 COMMUNICATION

11.2.1 Once provisional approval for an event permit is issued, Council will list the event on its website and other social media and notify the community.

11.2.2 The event will be promoted by Publica Pty Ltd (co-produced with Live Nation Australasia) in partnerships with independent Australian promoters, producers and artists.

12. OFFICER DIRECT OR INDIRECT INTEREST

12.1 Chris Carroll, Chief Executive Officer, has declared a general conflict of interest in this matter under s127 of the Local Government Act 2020 and chapter 5 (6.3.3) of Council's Governance Rules.

ATTACHMENTS 1. **Palace Foreshore Event - Proposed Site Plan** [↓](#)