



**12.1** **2023 GRAND PRIX POST EVENT DEBRIEF AND RECOMMENDATIONS**

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**1. PURPOSE**

- 1.1 To present Councillors with a report and recommendations following the 2023 Formula 1 Australian Grand Prix.

**2. EXECUTIVE SUMMARY**

- 2.1 The Formula 1 Australian Grand Prix (Grand Prix) is an international event held at Albert Park Lake. It is the largest overall event held in Port Phillip and is a Victorian Government event run by the Australian Grand Prix Corporation (AGPC).
- 2.2 The 2023 Grand Prix attracted 444,631 visitors and took place over Thursday 30 March – Sunday 2 April. This was the highest attendance since the event started in Melbourne in 1996.
- 2.3 Council assists the Australian Grand Prix Corporation (AGPC) in several ways including traffic and parking; event servicing (waste management and street cleaning); food surveillance and messaging to community. Council receives some financial support from the AGPC to assist in delivering these services.
- 2.4 This year, Council increased its focus on securing positive outcomes for local traders and worked closely with the AGPC and the Prosperous Port Phillip Business Advisory Group (BAG) on marketing and tourism opportunities. Overall, traders in Fitzroy Street, Acland Street, Middle Park, Albert Park and South Melbourne reported increased business as a result of the event.
- 2.5 In the lead up to the event, Council had several conversations with Yarra Trams around opportunities to retain visitors in the Municipality after attending, which has traditionally been offset by express transport options that take patrons directly into the CBD. This resulted in some changes to public transport routes that had mixed success.
- 2.6 Council advocates to minimise any negative impacts to community members/groups impacted by the event. This includes the South Melbourne Park Primary School, sporting clubs that use the Albert Park Lake facilities and local residents impacted by changes to public transport routes and traffic/parking pressures.

**3. RECOMMENDATION**

That Council:

- 3.1 Requests officers to implement recommendations as follows for the 2024 Australian Formula One Grand Prix:
- 3.1.1 Extend the temporarily restricted local parking zone for 2024 as per Figure 9 in Attachment 1.
- 3.1.2 Work to further streamline the installation of temporary signage



- 3.1.3 Work with the AGPC over a 12-month period to maximise tourism and promotional opportunities including the creation of a Port Phillip specific 'hub' on the Grand Prix website
- 3.1.4 Advocate for improved public transport opportunities and communication for community members and visitors
- 3.1.5 Continue to work with local traders and the AGPC to ensure opportunities are created for local businesses to capitalise on the increased visitation. This will include support and promotion of trader-led events in key precincts
- 3.2 Acknowledges the opportunities that the holding of the Australian Formula One Grand Prix in Albert Park presents for the City of Port Phillip's local economy and encourages Officers to work with the relevant stakeholders to capitalise on these opportunities.

#### 4. KEY POINTS/ISSUES

##### TRAFFIC AND PARKING REVIEW

- 4.1 In 2023, Council continued the parking management approach trialled during the 2022 Grand Prix (GP) and endorsed in September 2022 but consolidated the Local Parking Area further.
- 4.2 This involved replacing the previous approach of barriers around Middle Park and Albert Park with temporary parking restrictions, designed to prevent Grand Prix visitors from occupying long-term parking spaces in the local area.
- 4.3 A detailed summary of the approach, including evaluation and recommendations is provided in Appendix 1.

In summary:

- 4.4 The creation of dedicated shared scooter and bike parking zones produced several positive outcomes, including:
  - 4.4.1 Significantly lower incidence of footpath parking and related amenity issues in comparison to the 2022 event
  - 4.4.2 Improved ability to support increased arrivals & departures, creating a simpler experience for device users
- 4.5 However, issues emerged with the approach to car parking, especially relating to high parking demand in local unrestricted streets.
- 4.6 85 complaints were received – with 46 involving high parking demand in unrestricted streets, 12 relating to parking enforcement, 12 regarding signage installation and 11 'other'.
- 4.7 As a result of these issues, Officers propose that the temporarily restricted zone be extended for next year and that the installation of temporary signage be further streamlined.

##### MARKETING/TOURISM OPPORTUNITIES

- 4.8 The AGPC were supportive of Council's desire to see the Municipality promoted via its website and newsletters. This included precinct specific content as well as features on local events and businesses.



- 4.9 There is significant City of Melbourne promotional presence on the Grand Prix Website which is sourced via the Visit Melbourne website. The AGPC have committed to provide a similar level of exposure for CoPP moving forward, if we deliver the content.
- 4.10 There is an opportunity to capitalise on the large number of interstate and international visitors attending the event which will be considered as part of our tourism spend in the 23/24 period.
- 4.11 This was the first year Council lobbied the Grand Prix for greater marketing support; and this led to some confusion with local traders having taken on this role previously. Officers have asked traders via the BAG, to coordinate all communications requests via Council so that information can be provided in the most constructive way possible – with Council able to offer a coordinated, strategic approach and the provision of high-quality content.
- 4.12 The AGPC are keen to work more comprehensively with Council over a 12-month period to maximise promotional opportunities in the lead up to and during the Grand Prix.

#### **LOCAL TRADER ENGAGEMENT**

- 4.13 Council will continue to work with local traders around their expectations of an event.
- 4.14 The holding of the inaugural Coffee and Porsche Festival on Clarendon and Bank Streets was a successful initiative that demonstrated a strong strategic leveraging of the Grand Prix and Council is keen to continue to build upon this moving forward – with the potential for it to become an ‘anchor’ event for the precinct.

#### **EVENT SERVICING**

- 4.15 Council again recouped waste management and street cleaning costs from the AGPC and these were included in the letter of agreement.
- 4.16 Council committed to work with all contractors to ensure the best possible presentation of the Grand Prix and neighbouring precincts before and during the event, including weeding and graffiti removal.
- 4.17 Council’s Environmental Health Officers fulfil a significant public health role at the Grand Prix that exceeds what is provided for under standard Council services. The cost of providing food surveillance on the Sunday event day was listed as an absorbed contribution for 2023.

#### **COMMUNITY COMMUNICATIONS**

- 4.18 Council’s ASSIST service received increased calls from the community during the Grand Prix related to parking permits and requesting Council to manage event impacts.
- 4.19 Officers proactively prepared for this with detailed scripts for staff, relevant hold messaging and strong communications with the internal working group.
- 4.20 Letters to impacted community members were letter boxed in the lead up to the event. There are opportunities to enhance communications with information regarding special events and transport routes as well as direct parking and traffic impacts.

#### **PUBLIC TRANSPORT ADVOCACY**

- 4.21 An ongoing concern from traders involves public transport options around the Grand Prix being heavily focussed on transporting crowds into the CBD via express services. This is a disincentive for visitors to remain in the Municipality post event particularly



impacting South Melbourne and Acland Street (with tram routes previously terminating in Fitzroy St).

- 4.22 This year, several positive meetings were held with Yarra Trams regarding whether the express tram route to Southern Cross Station could stop along Clarendon Street and whether services could be extended to Acland Street. Requests were also made to both Yarra Trams and the Grand Prix to better communicate transport options.
- 4.23 In a positive step, Yarra Trams agreed for their express bus services between the track and Melbourne Casino to stop along Clarendon Street by demand and also increased tram services between Acland and Fitzroy Streets.
- 4.24 Less positive was the communications effort with complicated and confusing signage. Some residents were unable to access their homes via public transport due to not understanding which routes were running and which had been cancelled.
- 4.25 Officers will work with Yarra Trams and the Grand Prix to better communicate and promote options for 2024 including requesting that local residents are letterboxed with a pamphlet detailing the changes to their services and how to navigate this – and that clear signage spelling out ‘how to visit local’ v ‘how to access the CBD’ is erected.

## **5. CONSULTATION AND STAKEHOLDERS**

- 5.1 All properties impacted by the temporary parking changes were hand delivered information regarding the changes.
- 5.2 Broader communication about the event to our community was undertaken through multiple channels and community members were able to submit customer requests online, via email and by telephone through ASSIST.
- 5.3 The BAG was heavily involved in efforts to increase economic impact opportunities for traders.

## **6. LEGAL AND RISK IMPLICATIONS**

- 6.1 None have been identified

## **7. FINANCIAL IMPACT**

- 7.1 Council services totalling \$72,399.93 will be refunded by AGPC including waste management, street cleaning, signage installation and half the cost of 3 parking surveys
- 7.2 Costs incurred by Council include \$5,400 for half the cost of 3 parking surveys, additional weekend hours for food inspectors to conduct event surveillance and absorbed communications and customer service support.

## **8. ENVIRONMENTAL IMPACT**

- 8.1 As a State Government event, Council is unable to influence the environmental impact of the Grand Prix, however best endeavours are made to re-use poles, signs and sleeves as well as advocacy for improved public transport options.
- 8.2 The AGPC has a formal strategic commitment to sustainability via the development and implementation of its Green Prix Strategy. As part of the strategy, 1.8 tonnes of food were donated to community groups after the 2022 event.



- 8.3 The AGPC also recorded a 27% reduction in single use water bottles used by staff and accredited personnel, thanks to increased refill stations, messaging and the supply of reusable bottles.
- 8.4 The F1® Broadcast area was built with Emesh, a 100% recyclable material which has a 90% reduction in CO2 emissions compared to steel mesh.
- 8.5 A carbon compensation program was introduced for ticket purchases last year and funds raised will be used to support accredited climate action projects with quantified economic and social impacts and alignment with the UN Sustainable Development Goals.
- 8.6 The AGPC was the winner of the 2022 Sports Environment Alliance SEA Changer Award in March 2022.
- 8.7 Formula 1® has made a commitment to be Net-Zero Carbon by 2030 with a 100% sustainable fuel, which will be used in next generation hybrid engine F1® cars from 2026.

## 9. COMMUNITY IMPACT

- 9.1 Whilst having a high-profile international event held in Albert Park restricts public access to sporting clubs and the general public for a number of weeks during the event set up and pack down, it also enables residents and visitors to visit the Municipality and enjoy its many hotels, restaurants, cafes, bars and retail outlets.
- 9.2 Having a high-profile international event in Port Phillip provides an opportunity to highlight local attractions and businesses which potentially provides ongoing tourism benefits.

## 10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 10.1 The Grand Prix aligns with the Vibrant Port Phillip strategic direction

## 11. IMPLEMENTATION STRATEGY

### 11.1 TIMELINE

- 11.1.1 Recommendations from this report will be implemented following their endorsement by Council.

### 11.2 COMMUNICATION

- 11.2.1 Where appropriate, decisions within this report will be communicated to impacted stakeholders upon endorsement.

## 12. OFFICER DIRECT OR INDIRECT INTEREST

- 12.1 No officers involved in the preparation of this report have any material or general interest in the matter.

## ATTACHMENTS

- 1. [2023 Grand Prix Traffic and Parking Approach Review](#)