



12.2 SKYLINE FERRIS WHEEL APPLICATION

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1. PURPOSE

- 1.1 To consider provision of a multi-year permit for the Skyline Ferris Wheel to operate on South Beach Reserve from October to March in 21/22 with a 1+1 year extension pending post event review and consent from DELWP and other stakeholders.

2. EXECUTIVE SUMMARY

- 2.1 Council has received a request to permit the Skyline Ferris Wheel in South Beach Reserve for a three-year period.
- 2.2 The Skyline Ferris Wheel is Australia's tallest portable Ferris Wheel.
- 2.3 Under the request, the Ferris Wheel would operate between October and March in each year of the permit.
- 2.4 The Skyline Ferris Wheel has previously operated at South Beach from March to May 2020, but were forced to close due to restrictions relating to COVID-19.
- 2.5 The Ferris Wheel was previously located towards the Centre of South Beach Reserve, but to minimise impact to the general public, this proposal places the Wheel to the side, occupying only 5% of the total public space.

3. RECOMMENDATION

That Council:

- 3.1 Notes this request.
- 3.2 Agrees to issuing a permit for the Skyline Ferris Wheel to operate from South Beach Reserve from October 2021 to March 2022 with the possibility of a 1+1 year extension pending a post event review (which will include evaluation of the local economic and social benefits delivered from the event, feedback from local traders, other event stakeholders and the community) as well as consent from DELWP

4. KEY POINTS/ISSUES

- 4.1 The Skyline Ferris Wheel would be a high-profile addition to the St Kilda foreshore and has the support of local businesses including the St Kilda Sea Baths, The Stokehouse and Luna Park.
- 4.2 Officers have spoken to the major event organisers who have already been given provisional approval to operate on South Beach Reserve throughout March to October 21/22. All these stakeholders were satisfied that they could work with or around the Ferris Wheel as a site share. This includes the annual volleyball competition and Open-Air Cinema.



- 4.3 The Ferris Wheel's installation would have the potential to increase dwell time for those visiting St Kilda and is likely to result in flow on economic benefit to traders in the precinct and act as an attractor for a diverse range of age groups.
- 4.4 Council's events team would work with Skyline to deliver specific economic benefit to local traders via agreed initiatives such as Ride and Dine deals and economic data collection, plus local social benefits such as discounts for local residents and free tickets for local specified community organisations or charities.
- 4.5 The requested event site of South Beach Reserve has a total area of 7200 m². The Skyline Ferris Wheel has a total footprint of 374 m² which equates to 5% of the total reserve area. The location proposed is the North West end of the reserve which is generally a less utilised section of the reserve as it is on an incline. Skyline are able to build the construction up without having to level the incline which will lessen the impact on the turf. Officers believe this is a far less intrusive location than the centre West location that was permitted on South Beach in the past. **Refer Attachment One**
- 4.6 Available public space on South Beach reserve is highly sought after over Summer. Skyline will provide additional seating within their footprint in the form of a dedicated space for St Kilda branded deck chairs and bench seats built into the fence line. This equates to 44 seats for dedicated, free public use.
- 4.7 Applying Council's standard small event rate, the activation would incur a likely permit site fee of \$55,800 annually, as well as be required to pay a bond of \$30,000 for turf reinstatement and any other site damage.
- 4.8 The above fee is calculated through multiplying the daily rate of \$310 for a small event expected to hold less than 200 people per day, by the approximately 180 days it would be permitted to be in place. The small event fee is being charged in order to support local COVID recovery in recognising the contribution the installation is likely to make to economic development and visitor attraction for the local area during this time.
- 4.9 A final fee will be negotiated with the event operator as part of the permitting process once site layout, dates and operations are approved, and in order to ensure all benefits and requirements are met.
- 4.10 Any future permitting of the event in subsequent years would be contingent upon a post event review and the proven delivery of agreed economic and social benefits for local traders and community, and assessment of community impacts from year one.
- 4.11 The applicant would be required to pay the full bond.
- 4.12 If Council agrees to issue a permit at any time of year, further approval will still need to be sought from DELWP.
- 4.13 The Ferris Wheel has a committed sponsor of KIIS 101.1 who will provide \$200,000 sponsorship support on radio and social media, promoting not only the Ferris Wheel but also the broader St Kilda area.
- 4.14 The Ferris Wheel operators are committed to promotional partnerships with local business and will undertake a marketing campaign to promote the wheel in St Kilda that will include destination marketing.
- 4.15 Local spend benefits and increase in tourism from the Ferris Wheel activation will help to alleviate local trader stress during the construction of the St Kilda Pier construction works.



4.16 Photographs from the 2020 St Kilda activation with the Ferris Wheel are shown in Attachment Two.

5. CONSULTATION AND STAKEHOLDERS

5.1 No formal consultation has taken place regarding this proposal however foreshore traders have indicated their support.

5.2 Officers consulted with the VicBeach volleyball that operates on St Kilda beach over Summer. They welcome the Ferris Wheel and have no issues with the set up or location.

5.3 If a permit is approved by Council, Skyline will still need to seek approval from DEWLP before it can proceed (Council's permit would be provisional subject to DEWLP advice).

6. LEGAL AND RISK IMPLICATIONS

6.1 None identified

7. FINANCIAL IMPACT

7.1 The activation would make a financial contribution to Council and would be required to pay a bond of \$30,000 in case of site damage.

8. ENVIRONMENTAL IMPACT

8.1 The bond would be held in case of damage to the surrounding environment, most likely being turf damage on South Beach Reserve itself.

9. COMMUNITY IMPACT

9.1 Activation of public space on the foreshore, such as a Ferris Wheel, has the potential to deliver significant economic benefit to traders in the precinct and thus be a tool to aid in the recovery of the local community from the impact of public health restrictions.

9.2 The economic benefit can come from the Ferris Wheel increasing dwell time within St Kilda or being an attractor in itself for visitors. The operator will be required to deliver details data on economic benefit at the conclusion of the year one period, with Council to set out requirements.

9.3 Community impact will be considered in an evaluation of year one activity, before any permit for subsequent years would be granted.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

10.1 This proposal aligns to Council's Events Strategy and to the Live Love Local social, creative and economic recovery program and the Council Plan strategic direction of Vibrant Port Phillip.

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

11.1.1 If the recommendation is adopted then further approval will be sought from DEWLP immediately through the applicant.

11.1.2 If approved by DEWLP and Council issues the permit, the Ferris Wheel would be in place on South Beach Reserve from October 2021.



12. COMMUNICATION

- 12.1 Council would highlight the Ferris Wheel via its website where the community can access further information regarding events.
- 12.2 Skyline would implement its own marketing campaign, including partnerships with local traders and marketing of St Kilda as a destination.

13. OFFICER DIRECT OR INDIRECT INTEREST

- 13.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.

ATTACHMENTS

- 1. Skyline Ferris Wheel Basic Site Plan
- 2. Skyline Ferris Wheel Photos from 2020