



12.1 PALACE FORESHORE EVENT PROPOSAL

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1. PURPOSE

- 1.1 To consider a proposal from Live Nation Australasia to erect a purpose-built, COVID-safe outdoor music venue on the St Kilda Triangle car park during February - March 2022 and November – December 2022.

2. EXECUTIVE SUMMARY

- 2.1 Live Nation Australasia with producers Publica Australia and Pavilion Australia are proposing a ticketed music, food and cultural event titled *The Palace Foreshore*.
Attachment 1.
- 2.2 The event will be modelled on the *April Sun* program which ran in April/May 2021. This was an outdoor concert series spanning three weeks with attendees spread out over nine individual events showcasing diverse and emerging Australian talent. No noise complaints were received and there were no police issues from this event.
- 2.3 The longer site tenure and spread of events aims to reduce community impact, allows for greater investment in the project, more meaningful collaboration with stakeholders and more extensive community engagement programs.
- 2.4 The proposal offers significant benefit to the live music and entertainment industry, local traders, local charity organisations and delivers outcomes in line with the Live Music Action Plan.
- 2.5 Diverse cultures, abilities and backgrounds would be represented in artist programming and employment strategies for under-represented cultural minorities including First Nations people and people who have a disability.
- 2.6 There is potential for cost saving collaboration and sharing of infrastructure, production and operational aspects between this proposal and the St Kilda Festival.

3. RECOMMENDATION

That Council:

- 3.1 Provides provisional approval for an event permit for February/March 2022 (pending permit requirements being met/required documentation being provided and notes if these requirements are satisfied, officers will issue a final permit in line with delegation).
- 3.2 Provides provisional approval for an event permit for November/December 2022, pending:



- 3.2.1 Council considering a report in April/May 2022 on the February/March 2022 event that would include a benefits assessment and any negative impact to traders; and
- 3.2.2 Permit requirements being met/required documentation being provided.

4. KEY POINTS/ISSUES

- 4.1 This proposal involves occupying the St Kilda Triangle car park to host 10 one-day music festivals, with projected attendance of 20,000 to 25,000 people.
- 4.2 Dates would be finalised through the permitting process but indicative dates are 7 February to 19 March 2022, allowing for a collaboration with the St Kilda Festival. The second season would begin on 18 November and conclude on 16 December 2022.
- 4.3 Dates include 7 days for site build and 5 days for site pack down.
- 4.4 To mitigate the impact to available public car parking, the event organisers will open the car park up on days and times when not in use.
- 4.5 The St Kilda Triangle carpark has 316 car park spaces.
- 4.6 In February/March, there would be 13 days where the car park will have 19 car parks available for public use and 28 days that will have 149 car parks free for public use.
- 4.7 In November/December, there would be 11 days where the carpark will have 19 car parks available for public use and 18 days that will have 149 car parks free for public use.
- 4.8 Live Nation would be required to submit a traffic management plan to outline how they will safely open and close the car park as part of the event permit assessment process and erect clear signage at the site indicating alternate parking options.
- 4.9 The event proposes a collaborative partnership with foreshore traders involving ticketing and 'value add' packages, on-site food offerings, marketing and promotional opportunities and valet style parking services. The producers hope this will mitigate concerns expressed by foreshore traders, some of whom are not supportive of the proposal.
- 4.10 Council has consulted with local traders on this proposal and the potential impact on parking. Support has been given from Sea Baths, the Fitzroy St Traders Association and the Esplanade Hotel. Acland Street Traders Association have indicated they are broadly supportive, however acknowledge reduction in carparks will be a challenge.
- 4.11 Council has received letters of concern from the Stokehouse, Donovans and Luna Park regarding potential negative impacts to their businesses from lack of parking. None are supportive of the event taking place.
- 4.12 Live Nation will continue to work with traders to seek ways to collaborate and mitigate impacts, including consideration of dates.
- 4.13 The event aims to support the recovery of the live music and entertainment sector impacted by Covid-19 by creating jobs and employment for arts and entertainment industry staff. This includes a paid internship in partnership with Reclink.
- 4.14 Outcomes for the local economy would be delivered via cross promotional and retail opportunities with local traders and key local organisations including foreshore traders and Sacred Heat Mission.



- 4.15 Live Nation – Live Academy is a proposed program which supports goals under the Live Music Action Plan by offering training, learning opportunities and rehearsal space specifically for young people, First Nations people, local bands and crew.
- 4.16 The accessibility and inclusion of the proposal is supported by Get Skilled Access, specialist consultants in disability, accessibility and inclusion. The proposal considers and supports accessibility in physical spaces, customer service, visual and auditory communication.
- 4.17 The Palace Foreshore will engage First Nations employment agencies, increasing skills base of First Nations individuals in the industry and support emerging First Nation performers.
- 4.18 Alignments and any cost saving opportunities with the St Kilda Festival would be discussed further if the proposal is progressed.
- 4.19 The proposed fee for this event if dates were as indicated would be \$67,100 for season one and \$56,100 for season two (calculated based on the number of days), which includes a 30% subsidy in consideration of the benefits provided to the local economy, the recovery initiatives for the entertainment industry and the alignments with Council strategies.
- 4.20 The estimated loss in parking revenue (if compared to 2019 figures) would be approximately \$58k for season one and \$79k for season two. This includes both infringement and parking income and may be an over-estimate considering the changed visitor profile to the area compared to pre-COVID and uncertainty as to what circumstances will exist by late 2022.
- 4.21 Additional funds will be sort from Australian Government (RISE) and Victorian State Government funding bodies (Visit Victoria, Creative Victoria and Sustainability Victoria) however, the proposal is non-contingent on government funding. The project will be scaled and budgeted according to external funding outcomes.

5. CONSULTATION AND STAKEHOLDERS

- 5.1 Council has consulted with foreshore traders on the proposed event and reduced public car parking availability. Of those who have responded, the direct neighbours Luna Park, Donovans and Stokehouse are those who have expressed concerns. Acland Street Traders Association are broadly supportive but also raise concerns around carparking.
- 5.2 The event proposal includes letters of support have been included from the Australian Festival Association, the Australian Live Music Business Council and Reclink Australia.
- 5.3 Officers would work with Live Nation Australasia in consideration of the existing major events calendar and approved event bookings, to consider other music events nearby or scheduled road closures and to ensure a balance of 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 roughly 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 from noise.
- 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 local live music industry whilst also delivering local economic benefit for traders via commercial partnerships, thus aiding local recovery from the impact of public health restrictions.

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 request the required documentation for assessment for an event permit and begin consultations with internal and external stakeholders, seeking the appropriate approvals under the relevant legislation.

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 Live Nation in partnerships with independent Australian promoters, producers and artists.

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. Palace Foreshore Proposal