

# PRAHRAN TOWN HALL



## Expression of interest to license



*Closing 5pm, Friday 28 June 2024*

[stonnington.vic.gov.au](http://stonnington.vic.gov.au)

# The opportunity

The City of Stonnington invites you to lodge your expression of interest to license via the VendorPanel portal by **5pm Friday, 28 June 2024**.

Please refer to the Stonnington website for instructions on how to register for VendorPanel: [stonnington.vic.gov.au/ptheoi](https://stonnington.vic.gov.au/ptheoi)



**If you're a provider of experiential, immersive or entertainment attractions who would like to deliver a creative concept in a highly visible, centrally located heritage building, an exciting opportunity within the iconic Prahraan Town Hall may well be what you've been looking for.**

The City of Stonnington is seeking Expressions of Interest from providers within the experience economy, willing to invest in the development and operation of an attraction in the main hall of Prahraan Town Hall.

Prahraan Town Hall is a highly valued heritage building in the heart of the busy Chapel Street precinct, one of Australia's most iconic shopping and entertainment districts.

Centrally located on the corner of the lively Chapel and Greville streets and only a short stroll from the famous Prahraan Market, Prahraan Town Hall is within easy walking distance of trains, trams and buses. Its proximity to multiple public car parks and on-street parking also make it an attractive and accessible destination for visitors arriving by car.

The vision is for Prahraan Town Hall to deliver multiple creative and cultural activations throughout various parts of the site. The cumulative effect will be to produce a high level of activity and traffic in and around the facility. The initial offer is for a license agreement for up to maximum of five years. The licensed area takes in a large portion of Prahraan Town Hall offered in its existing undeveloped condition, providing a blank canvas from which you can develop a truly unique visitor attraction.

This is an opportunity for a proponent/licensee to have significant input into creating a unique commercial activation attraction and destination.

It is noted the successful applicant will be required to obtain planning and building permits for their proposed use and will need to consider the heritage significance of the building.

The temporary fit out from the pop-up library within the available area may be removed or altered subject to Council approval.

Common areas include the toilets in the foyer area and kitchenette.

A plan of the licenced area, the Licensing Conditions and response requirements is detailed in the accompanying License Expressions of Interest document.

Other areas within Prahraan Town Hall will be activated for the five-years duration as opportunities present and includes a pop-up library on Greville Street and a venue for hire on Chapel Street.

The EOI is seeking to identify a viable and economically sustainable use for the town hall. We are open to alternate proposals and remuneration options.

# EOI process

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The EOI is a two stage process.

## **STAGE ONE -**

**7 May - 28 June 2024**

Open for submissions of expressions of interest, which includes concept proposition, alignment with Council's vision and strategies, experience and reputation, proposed business model and evidence of financial capacity.

All proposals will be reviewed by a City of Stonnington panel and shortlisted in July 2024. All proponents will be notified of the decision.

## **STAGE TWO -**

**August 2024 (one month)**

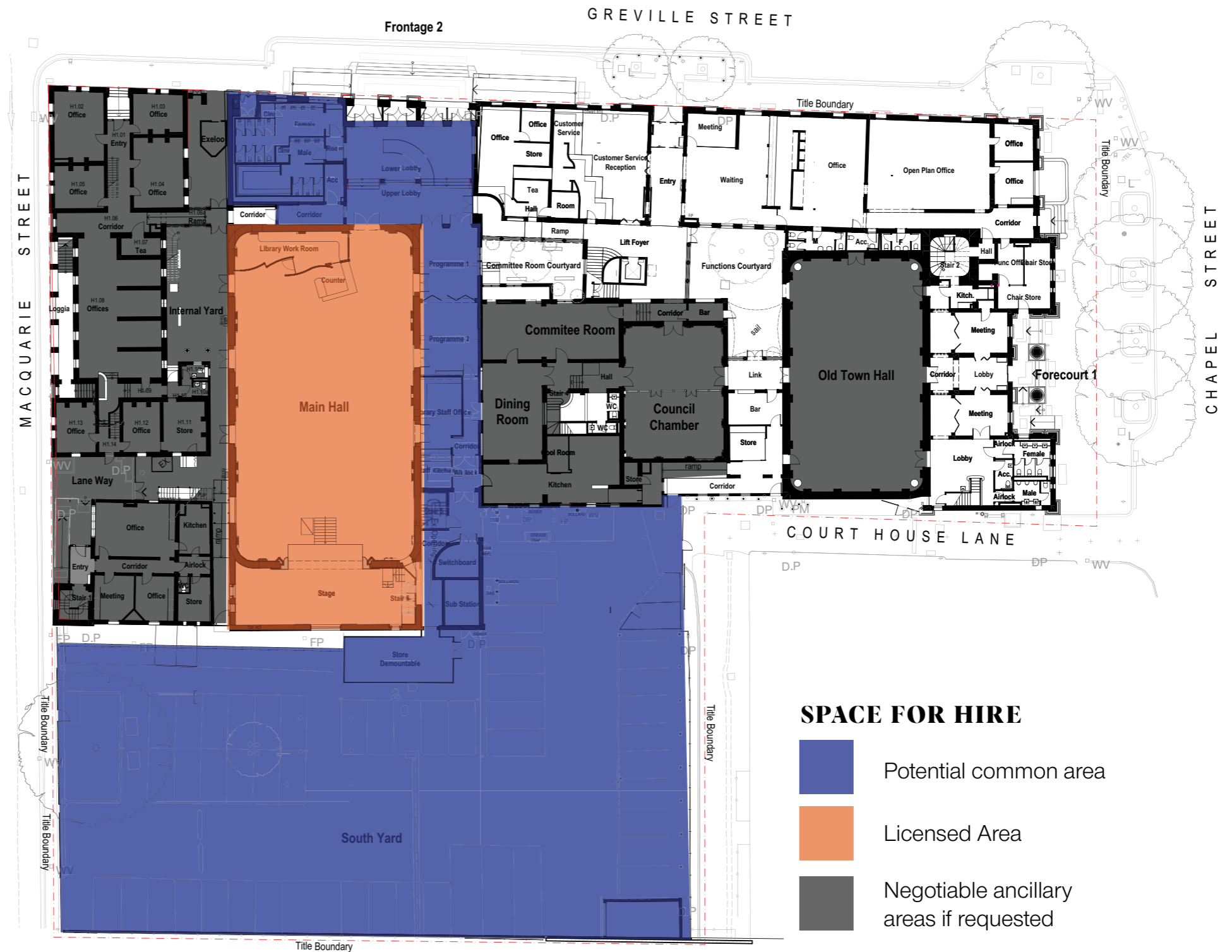
Shortlisted proponents will be asked for more detailed business and financial plans for consideration.

# Licence plan



The Main Hall is approximately 585 square metres plus program rooms, a car park and external outdoor paved area are available. The Main Hall is a 500-capacity venue.

The licensed area is being offered in an unrenovated state and interested parties will be responsible for all components of the proposed operation and will be required to work within the limitations and current condition of the site.



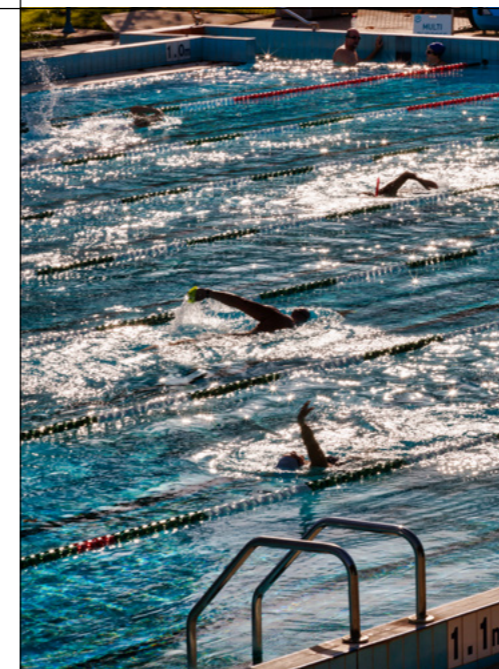
# Prahran Town Hall

Built in the late 1800s, Prahran Town Hall was, until recently, the seat of local government and continues to be one of the most prominent and historically significant buildings within the Prahran commercial precinct. Architecturally striking, the iconic town hall features multiple halls, office spaces, the former City of Prahran Council chambers and is the subject of significant heritage controls.

Owner and custodian of the town hall, the City of Stonnington is a culturally vibrant city filled with opportunities to create, experience and learn about art in its many forms. The City of Stonnington's arts and culture strategy, Creative Stonnington, delivers a pathway for a creative future and sets a clear direction for our arts and cultural infrastructure, programs and partnerships.

A key focus is our vision for the Prahran Town Hall to become a creative and cultural hub and reestablish Prahran as the creative and cultural centre it once was.

Delivering a commercial creative immersive or experiential entertainment attraction will support the precinct's reinvention as one of Melbourne's key creative hubs and a visitor drawcard.



Our vision is for Prahran Town Hall to become a premium creative, cultural and community focused hub in the heart of the Prahran creative precinct.



Prahran Town Hall is a unique heritage listed building situated at the prime location of the corner of Greville and Chapel streets within the Prahran commercial precinct.

# Prahran profile

## KEY ECONOMIC INDICATORS

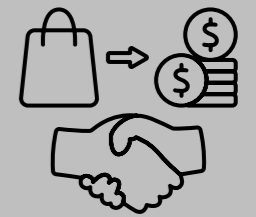
A mecca of culture and creativity, Prahran delivers experiences like no other. Its streets and public places offer endless entertainment, arts and cultural activities shaped by its diverse and creative community. The beating heart of Chapel Street, Prahran is a resilient and progressive precinct, supported by a thriving 24-hour experience economy.

The City of Stonnington has endorsed the delivery of a dedicated Prahran Action Plan 2023 – 2027, to highlight Prahran's economic and cultural importance and the vision to cement Prahran as one of Victoria's premier cultural, creative and visitor destinations.



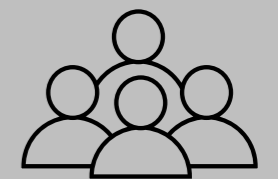
12,982 people live in this precinct. The population is expected to grow by 1.2 per cent by 2036.

1820 businesses in Prahran generated \$527 million in economic activity in 2021.



The median weekly household income is \$1850.

34 per cent of people are aged 25 to 34, and 26 per cent are aged 35 to 44.



Prahran residents spent \$131.9 million locally in 2021, with visitors spending \$333.1 million.

# City of Stonnington

The City of Stonnington is located in Melbourne's inner south-east and covers an area extending from three to thirteen kilometres south-east of the Melbourne CBD.

Within the City of Stonnington boundaries are the suburbs of Armadale, Glen Iris, Kooyong, Malvern, Malvern East, Prahran, South Yarra, Toorak and Windsor.

The City of Stonnington's estimated resident population in 2023 was 111,335 with a population density of 4343 persons per square kilometre.

The City of Stonnington Community Profile provides demographic data for the city taken from the Australian Bureau of Statistics' Censuses of Population and Housing.

## POPULATION DENSITY

**4343**

persons per square km

## POPULATION

**111,335**

ABS ERP 2023

## LAND AREA

**25.63**

square km





# Economic profile

The City of Stonnington's Gross Regional Product is estimated at \$10.13 billion, which represents 2.03 per cent of the state's GSP (Gross State Product).



**GRP**  
**\$10.13 billion**  
 NIEIR 2022

**LOCAL BUSINESSES**  
**19,055**  
 ABS 2022

**LOCAL JOBS**  
**66,530**  
 NIEIR 2022

**LARGEST INDUSTRY (BY EMPLOYMENT)**  
**Health care and social assistance**  
 NIEIR 2022

**EMPLOYED RESIDENTS**  
**66,316**  
 NIEIR 2022

# Tourism profile

## VISITOR NIGHTS – NUMBERS

Year	City of Stonnington			Victoria		
	International visitor nights	Domestic visitor nights	Domestic daytrips	International visitor nights	Domestic visitor nights	Domestic daytrips
2021/22	–	596,467	617,910	–	80,666,214	59,974,552
2021/22	–	385,536	–	–	60,877,535	41,829,060
2020/21	–	359,255	565,555	–	53,398,546	36,904,267
2019/20	–	740,965	539,096	–	67,361,526	55,101,309
2018/19	2,061,370	876,486	500,667	72,632,094	80,140,859	60,831,961
2017/18	2,138,453	991,851	615,229	68,378,554	72,918,479	54,776,107
2016/17	2,457,698	948,282	402,582	66,585,534	66,235,410	49,162,949
2015/16	1,881,997	826,867	447,108	58,119,620	62,249,913	47,028,547
2014/15	1,005,617	815,296	347,527	54,115,043	59,116,174	43,765,053
2013/14	1,505,321	542,355	426,153	47,325,554	57,371,882	42,843,991
2012/13	1,559,025	566,751	–	46,500,147	55,976,291	43,813,364
2011/12	1,390,862	439,377	385,188	43,167,941	53,903,036	44,054,401
2010/11	1,945,263	646,987	617,075	40,711,980	52,023,533	40,520,112

Source: Tourism Research Australia, Unpublished data from the National Visitor Survey and International Visitor Survey 2021/22.

Note: “–” represents unavailable data or data that has been suppressed due to a sample size of 40 or less.

Please note that International visitor figures are still suppressed as TRA stopped collecting the data from March 2020 to December 2022 due to the COVID-19 outbreak.

The international visitor numbers will resume in 2023/24 data.

PRAHRAN MARKET  
GRATTAN GARDENS

PRAHRAN STATION  
GREVILLE ST

CHAPEL ST  
TRAMS

# Melbourne as a cultural destination

## Tourism is an important industry for Victoria.

Victoria is the fastest growing state in Australia with the population projected to reach 10.3 million by 2051\*.

In the year ending March 2023, Victoria received approximately 88.6 million domestic (overnight and day trip) and international overnight visitors combined, who spent an estimated \$35 billion.

Tourism spend in Victoria has fully recovered above the pre-pandemic performance, with visitors almost back to the year ending March 2019 level (98 per cent), reflecting strong demand for Victorian tourism experiences.

In 2022, 14.2 million Australians (68 per cent of the population aged 15 years and over) attended arts events for festivals.

\* [planning.vic.gov.au/guides-and-resources/data-and-insights/victoria-in-future](https://planning.vic.gov.au/guides-and-resources/data-and-insights/victoria-in-future)

## VALUE FOR TOURISM

In 2021/22, tourism was estimated to be worth \$16 billion to Victoria (in direct and indirect Gross State Product), representing 3.1 per cent of Victoria's economy.

### Gross State Product (GSP)

GSP	% of economy
<b>\$16 billion</b>	<b>3.1%</b>
▲ +58% y/y	▲ +1% pts

## TOURISM FILLED JOBS

Tourism generated approximately 171,100 filled jobs (direct and indirect filled jobs) or 4.7 per cent of Victoria's filled jobs.

### Filled jobs

Filled jobs	% of economy
<b>171,100</b>	<b>4.7%</b>
▲ +56% y/y	▲ +1.6% pts



## DOMESTIC OVERNIGHT SPEND

Domestic overnight expenditure in Victoria in the year ending March 2023 was estimated to be \$22.3 billion, up 109 per cent on 2022. Overnight spend was 143 per cent of the pre-COVID year ending March 2019 result. Visitors spent an average of \$271 per night and \$808 per visitor in the year ending March 2023.

### Domestic overnight

Spend	Visitors
<b>\$22.3B</b>	<b>27.5M</b>
▲ +109% y/y	▲ +52% y/y
143% of YE March 2019	99% of YE March 2019

## DOMESTIC DAYTRIP SPEND

Daytrip visitors spent an estimated \$8.6 billion in the year ending March 2023, 145 per cent of the pre-COVID year ending March 2019 result. Year-on-year, daytrip spend was up 81 per cent on 2022.



### Domestic daytrip

Spend	Visitors
<b>\$8.6B</b>	<b>59.6M</b>
▲ +81% y/y	▲ +52% y/y
145% of YE March 2019	100% of YE March 2019

## INTERNATIONAL OVERNIGHT SPEND

International overnight expenditure in Victoria was estimated to be \$4.2 billion in the year ending March 2023, 49 per cent of the pre-COVID year ending March 2019.

### International overnight

Spend	Visitors
<b>\$42B</b>	<b>1.4M</b>
▲ +81% y/y	▲ +743% y/y
303% of YE March 2019	46% of YE March 2019



## TOP VISITOR EXPERIENCES



Cultural experiences ranked second for tourism activity, behind the top ranked experience of visiting friends and relatives.

5.9 million visitors participated in event experiences, of which 3.1 million were domestic daytrip visitors, 2.3 million domestic overnight visitors and 591,200 international visitors.



11.9 million visitors participated in cultural experiences, of which 5.3 million were domestic daytrip visitors, 4.8 million domestic overnight visitors and 1.9 million international visitors.



5.4 million visitors participated in food and wine experiences, of which 2.4 million were domestic daytrip visitors, 2.3 million domestic overnight visitors and 670,600 international visitors.



On average, cultural experience tourists stay longer and spend more during a visit.

Event experiences ranked third for tourism activity.

Food and Wine experiences ranked fourth for tourism activity.



The 2018 report, Melbourne as a Global Cultural Destination, found that as a cultural destination Melbourne was ranked:

**#1**  
in Australia

**#3**  
in the Asia Pacific

**#12**  
worldwide

Melbourne is home to leading cultural attractions such as the NGV – Australia’s most visited art gallery with 2,461,376 visitors in 2023. Worldwide it is in the top 25 most visited museums and art galleries (boasting more visitors than the Tate Britain in London and the Van Gogh Museum in Amsterdam).

The September 2023 National Arts Participation Survey confirmed there is strong demand from Australians for arts and cultural experiences.

SOURCES

International tourism results | Tourism Research Australia  
[business.vic.gov.au/\\_\\_data/assets/pdf\\_file/0004/1865164/Visitor-Experiences-in-Victoria-year-ending-December-2019.pdf](https://business.vic.gov.au/__data/assets/pdf_file/0004/1865164/Visitor-Experiences-in-Victoria-year-ending-December-2019.pdf)  
[ngv.vic.gov.au/wp-content/uploads/2023/11/NGV\\_ANNUAL\\_REPORT\\_22\\_23.pdf](https://ngv.vic.gov.au/wp-content/uploads/2023/11/NGV_ANNUAL_REPORT_22_23.pdf)  
[infrastructurevictoria.com.au/report/3-4-plan-for-growth-areas/](https://infrastructurevictoria.com.au/report/3-4-plan-for-growth-areas/)



# Executive summary

<p><b>BUILDING</b></p> <p>Main Hall, program rooms, part of outdoor paved car park and access to common area toilets and kitchenette.</p>	<p><b>ZONING</b></p> <p>Public Use Zone</p> <p>A planning application may be required by the successful proponent.</p>	<p><b>COUNCIL OBJECTIVES</b></p> <p>Council is seeking an operator with a strong track record to enter into a licence for part of Prahran Town Hall for a commercial activation.</p>	<p><b>EXPRESSIONS OF INTEREST</b></p> <p>Closing 5pm, Friday 28 June 2024</p>
<p><b>SERVICES</b></p> <p>The site currently has connection to water and electricity. The property is not separately metered.</p>	<p><b>LICENCE FEE</b></p> <p>The licence fee will be determined by the expressions of interest process. The proposed licence fee should be inclusive of all outgoings and utility costs.</p>	<p><b>COUNCIL CONDITIONS</b></p> <p>The licensee will be responsible to complete the fit out of the Licensed Area at its cost including obtaining any planning, building and heritage approvals.</p> <p>All fit out and improvements must be temporary and removed at end of licence.</p>	<p><b>SITE INSPECTIONS</b></p> <p>To book a site inspection, please email <a href="mailto:creative@stonnington.vic.gov.au">creative@stonnington.vic.gov.au</a> indicating your preferred date and time.</p>
<p><b>PERMITTED USE</b></p> <p>The permitted use of the licence will be operation of immersive/experiential attractions.</p>	<p><b>LIQUOR LICENCE</b></p> <p>The Licensee may seek council approval to obtain a liquor licence.</p>		
<p><b>LICENCE TERM</b></p> <p>Council is requesting initial and further term offers of up to five (5) years.</p>			