City of Greater Geelong, Statutory Planning - Date Received 23/10/2026

WRITTEN PROPOSAL OVERVIEW

Pedal Boat Hire Business - Site 18, Geelong Waterfront

Proposal	Recreational pedal boat hire operation
Location	Site 18 - Geelong Waterfront
Fleet	12 manually powered pedal boats, plus one staff-operated safety/recovery vessel
Indicative trading hours	Approximately 10:00 am to 7:00 pm, seven days per week during the main operating season, subject to weather and water conditions

The proposed business is a recreational pedal boat hire operation forming part of the Geelong Waterfront Tourism & Recreation Expression of Interest process. The proposal has been accepted and a licence has been offered, together with a letter of consent for the proposed use.

The business will trade from Site 18 as identified in the licensing agreement. The revised operating area, equipment locations, pedestrian and vehicle access, surrounding uses and water operating area are shown on the separately submitted “Site Plan - Site 18 Pedal Boat Hire Operation”.

a) Activities conducted on the site

The primary activity will be the hire of manually powered pedal boats to members of the public for recreational use within the designated operating area.

The business will operate from a mobile setup rather than a permanent building or structure. A trailer and tow vehicle will access the sand at the beginning of each trading day via the existing eastern access point shown on the site plan. The trailer and 12-boat staging area will be positioned further west along the sand beside the revised launch area. The trailer will provide the main point for bookings, customer check-in, safety equipment and day-to-day business operations.

At the end of each trading day, the pedal boats, trailer and other movable equipment will be removed from the site.

The hire fleet will consist of 12 manually powered pedal boats. One small motor-powered safety/recovery vessel will also be kept available and will only be operated by authorised staff for safety, supervision or recovery purposes.

No permanent building works or permanent alterations to the site are proposed. Temporary flags or similar markers may be placed in the sand during operating hours. Subject to approval, floating buoys may identify the revised water operating area shown on the site plan and may remain for the licence or operating season.

b) Operating hours and days

The business is proposed to operate primarily during the warmer and higher-demand months. Indicative operating hours are approximately 10:00 am to 7:00 pm, seven days per week during the main operating season.

Actual daily operation will remain subject to daylight, customer demand, weather, wind and water conditions. The business may open later, close earlier or not operate where conditions are unsuitable or where safety considerations require operations to be suspended.

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c) Maximum number of staff

A maximum of approximately 3-5 staff members are proposed to be on site at any one time, depending on demand and operating conditions.

Staff duties will include bookings and customer check-in, issuing and fitting life jackets, assisting customers entering and leaving the boats, supervising the operating area, managing boat changeovers, and operating the safety/recovery vessel when required.

d) Maximum number of customers/attendees

The proposed fleet consists of 12 pedal boats. Each pedal boat may carry up to two adults and two children, subject to the manufacturer's maximum combined weight and operating requirements.

Customer numbers on the water will therefore be limited by the number and capacity of boats available. Timed hire periods will be used so that arrivals, departures and changeovers are managed progressively rather than creating a large gathering at one time. A small number of customers may wait briefly within the designated hire area while a boat is returned and prepared.

Customers waiting for their allocated hire period will remain within the designated trading area adjacent to the trailer and shaded awning area. Waiting time will be used to complete the customer check-in process, including signing the required waiver, fitting and issuing life jackets, and receiving an explanation of how the pedal boats are operated. Staff will also explain the permitted operating area, site boundaries, safety requirements and any areas that customers are not permitted to enter before the hire commences. Where there is a short delay between bookings or while a boat is being returned and prepared, customers may wait within the shaded area until their boat is ready. The waiting and briefing process will be managed within the designated trading area so that customers do not queue along the pedestrian path or obstruct general public access to the foreshore.

e) Public/customer access

Customers will access the business on foot from the existing Geelong Waterfront and Eastern Beach pedestrian areas.

Customers will report to the check-in point near the trailer in the revised western sand-side location, where staff will provide booking assistance, life jackets and safety instructions before directing customers to the adjacent launch area.

No new permanent roads, paths or vehicle accessways are proposed. Vehicle access to the sand will generally be limited to the tow vehicle and trailer for setup and pack-down, using the existing eastern entry point shown on the site plan.

f) Food and drink

No food preparation, food service or sale of food or beverages is proposed as part of the pedal boat hire business.

g) Music

No live music is proposed and the business does not intend to operate amplified entertainment or loudspeaker music as part of normal trading. Any communication or safety equipment used by staff will be incidental to the operation.

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h) Car parking

The business will not have exclusive access to dedicated off-street customer parking. Customers will use existing public parking and transport options available within the surrounding Geelong Waterfront and Eastern Beach area.

i) Signage

Signage will be limited to what is reasonably required to identify the pedal boat hire operation, display pricing and operating information, and communicate safety requirements.

Any signage will be temporary or associated with the mobile business setup unless otherwise approved. Temporary flags may also be used to help customers identify the hire area.

j) Management and mitigation of amenity impacts

The business has been designed as a low-impact recreational use of the existing beach and waterfront environment and does not require permanent development of the site.

The pedal boats are manually powered and produce very little noise. The motor-powered safety/recovery vessel will only be operated by staff when reasonably required for operational or safety purposes.

The operating area will be clearly defined using visual markers and/or floating buoys. Customers will receive safety and operating instructions before commencing a hire. Staff will supervise the operating area and may suspend operations where weather, wind, water conditions, congestion or other safety issues make continued operation unsuitable.

The business setup will be positioned and managed so that pedestrian movement, beach access and use of the promenade can continue. Equipment will be kept orderly and within the licensed area as far as practicable, and the site will be kept clean throughout the trading day.

Movable equipment will be removed or appropriately secured when the business is not operating, except for any approved water markers or buoys permitted to remain for the operating season.

k) Other relevant planning considerations

No permanent buildings, excavation or substantial physical works are proposed. The operation is temporary and seasonal in nature and is intended to complement the existing tourism, recreation and leisure uses of the Geelong Waterfront and Eastern Beach area.

The proposal was developed through the Geelong Waterfront Tourism & Recreation Expression of Interest process and the business has subsequently been offered a licence for Site 18 together with a letter of consent.

The business will operate in accordance with the conditions of the licence and all applicable planning, marine safety, public liability, environmental and operational requirements.

A separate scaled site plan is submitted with this application showing the proposed operating area, trailer and equipment location, pedestrian and vehicle access, surrounding structures and uses, and the proposed water operating area.