

Media Release

Steve Dimopoulos MP
Minister for Environment
Minister for Tourism, Sport and Major Events
Minister for Outdoor Recreation



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ST KILDA PIER WELCOMES MORE THAN ONE MILLION VISITORS

Over a million people have visited the new St Kilda Pier, to soak up the sweeping views over the bay as well as the iconic Penguin experience thanks to the Allan Labor Government.

Minister for Environment Steve Dimopoulos today celebrated the key milestone at St Kilda Pier with more than 1.2 million locals and tourists visiting the pier since it opened in December 2024.

An average of 95,000 people visited the pier every month since opening, with March 2025 the busiest month.

At 450-metres-long and one of the largest pier upgrades in Victoria's history, and the pier features a curved walkway and tiered seating with sweeping views of the city skyline and the bay and has quickly become one of Melbourne's top waterfront attractions.

Upgrades to St Kilda Pier included a new community space near the iconic, heritage-listed St Kilda Pier Kiosk and a new low landing at the foreshore to ensure the continued operation of ferry and tour operators.

A purpose-built viewing platform is allowing visitors to enjoy a free and up-close experience with Melbourne's iconic little penguins and has already seen more than 16,000 visitors so far since opening in October 2025.

Free for all to enjoy, visitors can view the penguin colony from a 150-metre elevated platform with accessible entry, seating and prime views of the surrounds.

The experience is free but online bookings are essential to avoid missing out during busy seasons.

The Labor Government has invested more than \$150 million in piers and jetties across the state.

This follows further investments for rebuilding and critical works to piers and jetties at Dromana, Mornington, Flinders and St Leonards.

Victoria's local ports and piers contribute more than \$900 million a year to local economies through tourism, marine activities and critical industries such as commercial fishing – supporting local jobs, businesses and families.

Quote attributable to Minister for Environment Steve Dimopoulos

"It is great to get families up close to see the penguins in their habitat and draw in thousands of visitors to this iconic part of our city each year."

Quote attributable to Minister for Ports and Freight Melissa Horne

"We've delivered one of the biggest pier redevelopments in Victoria's history at St Kilda. It's attracted locals and tourists to this beautiful part of the city through its unique architectural design, and gorgeous city views."

Quote attributable to Member for Albert Park Nina Taylor

"It's no surprise St Kilda pier has reached this milestone – cementing it as one of Melbourne's most treasured landmarks."

"The pier has made St Kilda an even more attractive destination for visitors from across the state, nation and overseas. It's also brought about so much more for our local businesses."

Media contact: Liam Miles 0492 504 682 | liam.miles@minstaff.vic.gov.au