

MACQUARIE POINT ARTS, ENTERTAINMENT & SPORTING PRECINCT



Introduction



JEREMY ROCKLIFF
PREMIER OF
TASMANIA

We have a once in a generation opportunity to deliver a transformational infrastructure project that will unlock economic activity and invigorate a sense of community and pride, delivering flow on benefits right across Tasmania.

Carefully reimagined over generations, the priorities of Hobart's waterfront have been redefined over many years to utilise existing assets more effectively, and encourage inclusive, healthy and productive lifestyles.

To seamlessly connect Hobart's waterfront, Macquarie Point's potential needs to be fully realised. Macquarie Point as an arts, entertainment and sporting precinct, featuring a roofed stadium would become a global destination for events based on location and experience.

It will enable Tasmania to compete for events, concerts, conferences, exhibitions and sporting fixtures, whose organisers currently don't consider Tasmania as an option, due to the lack of world class venue facilities and capacity constraints.

All of these will bring jobs, economic activity and visitors to Tasmania and allow us to build the image of our state as a clean, sustainable destination that is leading the way in Australia.

It would be a critical infrastructure project that provides an imaginative solution for Tasmania – similar to the impact

that MONA had in providing Australians and people from across the world with a reason to come here, to stay here, to spend here and to taste everything that is good about Tasmania and Australia – from our food and wine, to our wilderness and tourist attractions.

The precinct's design and construction will demonstrate to the world our state's green credentials – and why we lead the world in self-sustaining renewable electricity.

It will deliver jobs for our construction workers and allow Tasmanians to build greater expertise in the events industry, the conference industry and drive more traffic into our hotels, restaurants, bars and cafes.

It will strengthen Tasmania's economy, delivering \$2.2 billion in economic activity over 25 years providing more opportunity to invest in schools, hospitals, roads, social housing and future critical infrastructure projects.

Transport corridors will better connect communities and open further housing and development opportunities.

The precinct development will provide a stream of ongoing employment for those workers committed currently to projects such as the Bridgewater Bridge construction.

This is an infrastructure project that levels the playing field with other states and allows us to compete –

really compete – on an international level for major concerts, sporting events, conferences and cultural exhibitions that Tasmanians normally need to jump on a plane and fly out of the state to have the opportunity to experience. Or in the worst case, move interstate to experience. It will also deliver and underpin the success of a Tasmanian AFL and AFLW team – a team that unites Tasmanians, provides benefits that flow to the north, north-west and south of the state and gives Tasmanians the opportunity to represent their state in a national competition that allows us to promote the best Tasmania has to offer – to the mainland and to the world.

Critics said no when MONA was proposed. Critics said no when the Tasmanian waterfront was redeveloped last decade, which now houses internationally rated hotels, restaurants and bars that attract people from around the world. Some critics are also saying no to this new arts, entertainment and sporting precinct that will – again – deliver jobs, tourism and economic activity that helps to build Tasmania as the place to live, work, play and visit. But, these game changing projects have delivered and each have made Tasmania better in many ways.

The precinct will be developed in a way that is sympathetic to Hobart's maritime heritage, that showcases Tasmania's culture and boutique crafts, and is emblematic as the gateway to the Antarctic and Southern Ocean.

There is, we believe, something special about a maritime and Antarctic focused precinct in the heart of a city.

The precinct can host the stadium, while benefitting the science and Antarctic precinct, hospitality venues and convention facilities, with scope and aspiration also to incorporate the proposed reconciliation park in liaison with the Tasmanian Aboriginal community.

Macquarie Point, thanks to the partnership with the Federal Government, has undergone significant clean up and remediation in readiness for development.

We envisage this precinct being a global drawcard which will benefit all of Tasmania.



JEREMY ROCKLIFF
PREMIER OF TASMANIA



Construction blitz to retain jobs and boost industry confidence

Government investment in the new Arts, Entertainment and Sports Precinct will provide certainty to the Tasmanian construction sector beyond current committed infrastructure projects.

Construction of the precinct and stadium starting in 2025 would provide significant demand and continuity for the local workforce following completion of the Bridgewater Bridge major project which currently supports around 830 jobs.



**During construction
the project would
support 4,200 jobs**



**\$300 million
injected into the
Tasmanian economy**

The Tasmanian Government is committed to supporting Tasmanians find jobs. To maximise the benefits of this project, the government will develop binding requirements in the delivery and operating contracts for the new precinct for companies to:

- **Engage, train and employ a significant minimum percentage of Tasmanian and local employees, including apprentices and Aboriginal people.**
- **Preference Tasmanian suppliers for contracts, consulting engagements and materials wherever possible, including small businesses.**



Adam Gibson



Adam Gibson

Fuel Tasmania's economy, create jobs and drive growth

Once built the new stadium in Hobart is estimated to:

- **Contribute \$85 million directly and indirectly in gross state product annually.**
- **\$2.2 billion in economic activity over 25 years.**
- **Support 950 jobs each year across key industries including hospitality, transport, accommodation and services.**
- **Attract up to 420,000 attendees each year, contributing \$162 million in direct expenditure annually.**

PwC have also estimated that commercial activity from developments around the stadium in the Macquarie Point precinct could generate up to a further 6,720 jobs during operations, excluding construction.

In addition, \$120 million is forecast to be generated by Tasmania's own AFL and AFLW teams per annum, and the new stadium is estimated to contribute \$162 million in direct expenditure annually.



All weather stadium to attract new events all year-round

Macquarie Point provides the opportunity to build a roofed stadium for all seasons. It will attract a new events industry and market on a scale never before possible, including national and international sport, concerts, artists, conferences, conventions and exhibitions.

It is projected that the stadium could see on average 587,000 in attendance each year.

An annual event calendar of 44 events (28 new to Tasmania) could be achieved with an estimated additional acquisition budget of \$5.3 million. It is projected that the stadium could see on average 587,000 in attendance each year: 420,000 attendees from events that are new to Tasmania and 123,500 (104,000 from new events) interstate and overseas visitors.

Potential market opportunity to compete for an estimated 523,000 delegates, their friends and families to Tasmania, valued to generate a direct economic impact of \$1.3 billion to Tasmania. This will enable the expansion of current iconic events such as Dark MOFO and Taste of Summer.

"I think the Hobart stadium looks a very promising stadium. When you look at what its going to do for the city for itself and the community itself, it's only going to be a plus."

JIM WILKINSON, FORMER TASMANIAN FOOTBALL COMMISSIONER



A place for
Food & Drink

Adam Gibson



Ness Vanderburgh



Adam Gibson



Adam Gibson



Brand Tasmania

A new dawn for tourism, retail and hospitality

Around 70% of current interstate and overseas visitors to AFL games in Tasmania spend 2 or more nights in the state as part of their trip.

The stadium is estimated to attract up to 104,000 interstate and overseas visitors and up to 184,000 intrastate visitors annually.

The extra AFL matches and other events to be hosted by the new stadium will expand this visitor market. The stadium is estimated to attract up to 104,000 interstate and overseas visitors and up to 184,000 intrastate visitors annually, corresponding to 350,000 bed nights. This will generate significant stimulus for retail and hospitality businesses large and small throughout the state.

Expanding financial benefits to a wide range of businesses including venue suppliers, hirers and sponsors, with multiplier effects throughout the state. The Macquarie Point location on the edge of the CBD is ideal to spread the benefit of event attendees taking advantage of the restaurants, hotels and bars in the precinct and surrounds.

An opportunity to taste everything that is good about Tasmania and Australia – from our food, to our wine, to our wilderness and tourist attractions.

“The stadium is an opportunity not to be missed. Looking at the big picture, this is all about opportunity. Social opportunity, economic opportunity and architectural opportunity for Hobart. So I think everything encompasses a magnificent opportunity for success for both business and the city as a whole.”

STEPHEN BOURKE, OWNER, TELEGRAPH HOTEL





Moon Cheese Studio

Unlock new, sustainable transport nodes

The new precinct at Macquarie Point on Hobart's waterfront is much better placed for access from the heart of the city in the south, west, east and north. Its location will encourage more sustainable transport options.



Walking



Cycling



Park and ride



Public transport



Ferry

The hospitality offerings in and around the stadium will encourage people to arrive early and stay later at events, spreading the load on the transport network. The new precinct will help unlock transport corridors and with it the associated development opportunities. This includes the proposed Northern Suburbs Transit Corridor link and the ferry network – both of which are much needed and important Hobart City Deal initiatives.

The new precinct at Macquarie Point, at the southern end of the corridor, will present a once in a lifetime opportunity to support urban activation and renewal, contributing to a critical mass of investment in realising the corridor vision. The location can also be served by the current ferry network and supports increased ferry services.



A place for Natural Inspiration



Natalie Mendham



Emilie Ristevski





A place for Art & Culture

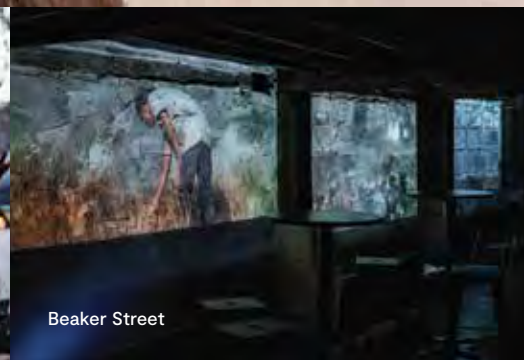
Tasmanian Museum and Art Gallery



Beaker Street



Ness Vanderburgh



Beaker Street



Beaker Street

A cultural drawcard, that complements Tasmania's Antarctic strategy

The design process will seek out and consider diverse views from members of the Aboriginal and the broader Tasmanian community.

Detailed design of the precinct will consider and recognise the strong, spiritual connection that Aboriginal people have to country while embracing artistic and cultural expression.

The incorporation of world class studios and pre and post-production facilities in the precinct design, to support and service our growing film and digital entertainment sectors. Along with the creation of venues within the precinct to accommodate spaces for performing arts rehearsals, and events such as Dark Mofo and general art installations, will also be considered.

The proposed Antarctic and Science Precinct will add value to Tasmania's Antarctic Strategy through shared access to co-located conferencing and events spaces, with close connection to the Hobart port and Nuyina berth. The proposed Antarctic and Science Precinct would also benefit from improved road access as a result of transport points required for the arts, entertainment and sports precinct.

"Imagine what could be done in Hobart, a state capital with a round, roofed stadium – so much more. Hobart and Tasmania needs to think big and back itself on these state building projects."

CRAIG WARHUST, EDITOR, MERCURY NEWSPAPER



Pride, unity and health outcomes

The precinct presents an unparalleled opportunity for large-scale urban renewal and placemaking on the doorstep of Australia's second-oldest capital city. The new stadium will be developed as the catalyst for the entire precinct at Macquarie Point.

The Tasmanian Government is committed to investing in transformative infrastructure that will help the economy thrive into the future, providing jobs and opportunities for Tasmanians. Investments like this ensure that the economy is in a strong position in order to pay for essential services like health, education and housing.

In addition to the economic and job benefits already outlined, the project will deliver further benefits including:

- Encouraging greater sports attendance and participation, with improvements in physical and mental health.
- Enhancing the experience of sports and entertainment fans in Tasmania.
- Enhancing the brand of Tasmania and Hobart, contributing to the continued transformation of the state and creating a symbol of pride for the local community and entire state.
- Growing into a key attractor for interstate and international visitors to Tasmania the whole year round – even becoming the next MONA.



Our rightful place in the national AFL competition

Tasmania is regarded as a heartland for AFL football in Australia. It is a founding state of Australian Rules Football, but is the only state in Australia not to have an AFL team. There have been a number of proposals for a Tasmanian AFL team since the early 1990s, and around 32,000 Tasmanians are members of existing mainland AFL clubs and over 90,000 people have signed up to the Believe Tasmanian campaign. A Tasmanian licence would enable four elite teams (AFL & AFLW and VFL and VFLW) to represent Tasmania on the national stage – bringing content to all three regions across the state and talent pathways for local boys and girls to enable them to represent their state on the national stage.

The new team and stadium also represent an important opportunity to leverage an estimated \$250 million investment from the AFL into the new club and state (over the first 12 years).

A new stadium will underpin the new Tasmanian club's commercial revenues (membership, ticketing, corporate hospitality, etc.) ensuring its sustainability and success. The commercial model estimates that around 5,000 people will travel per game to Hobart – which is not only a critical driver of club financials but the economic impact for the state more broadly.

“A roofed stadium in the CBD – can you imagine what that’s going to do for Tasmanian Football? For the economy? For Jobs in Tasmania? For all sorts of sports and music, arts, everything like that? This stadium is going to provide so many opportunities for the Tasmanian community to continue to shine on a national and world stage.”

JACK RIEWOLDT, TASMANIAN AND RICHMOND FOOTBALL CLUB PLAYER



Alastair Bett

Precedents

Stadiums across the globe and Australia are game-changing for economies and social and community outcomes. Experience from clubs in Melbourne, Perth and Adelaide demonstrates significant uplifts (in attendance, yield, revenue) from redeveloped stadiums located in proximity to the CBD, and there are significant and growing expectations on the customer experience from AFL fans with rising standards in stadium quality and amenity across the country. The growth in metrics from Adelaide and Port Adelaide clubs moving from Football Park/ West Lakes to Adelaide Oval in South Australia was transformational. In addition to the points above:

- For the clubs — Port Adelaide/Adelaide combined net club revenue more than doubled — driven by both attendance and yield.
- For the state — visitors for events at Adelaide Oval nearly doubled, employment nearly doubled, and economic impact in the CBD was up by more than 200%.

Investment in new stock increased by nearly 9% and revenue by 30%.

The new facilities delivered an economic benefit of \$170 million, and an associated regional value of a further \$74.5 million

Key outcomes for the city and the state:

- Events at Adelaide Oval nearly doubled.
- Employment associated with the stadium nearly doubled.
- Economic impact in CBD up by more than 200% from redevelopment.
- Increased tourism is not just AFL games, but other sports, entertainment and events.

Investment in new stadium at Metricon on the Gold Coast has allowed for major events, including the Commonwealth Games, driving visitation, investment and community pride and leaving lasting infrastructure that is being used to attract new sporting, cultural events.

“The redevelopment of Adelaide Oval saved our Club from bankruptcy, invigorated the city and set SA up for a tourism boom. The outrage against the plan was so strong people marched in the street to try and stop construction, but sentiment shifted radically once the AO revamp was completed. Now everyone acknowledges it is one of the best pieces of government infrastructure in decades.”

DAVID KOCH, PORT ADELAIDE PRESIDENT

Feasibility studies

- The Department of State Growth has already commissioned a number of feasibility studies. This has included analysis of six potential stadium sites which led to Macquarie Point being selected as the preferred site based on its suitability and proximity to the CBD.
- The site selection was supported by further technical studies undertaken by design and engineering company Aurecon during 2022 to examine the site in more detail. Those investigations focused on the below-ground issues particular to the site as well as stadium alignment, topography, geotechnical, site arrangement, bulk earthworks, vehicle access, utilities (sewer, water, gas, electrical, stormwater), pitch structure, foundations, perimeter concourse, and public plaza/ meeting space.
- WT partnerships undertook detailed work to determine indicative costs to build the stadium based on the engineering analysis.
- MI Global undertook analysis of the potential to host events at the new stadium and determined that an annual event calendar of 44 events (28 new to Tasmania) could be achieved with an estimated additional acquisition budget of \$5.3 million, and also determined that an optimal seated capacity for the new stadium would be 23,000 with the ability to scale up to 30,000 for entertainment events including standing room.

“The stadium would not only host elite sporting events but would become a major arts and entertainment precinct, allowing the state to host major international acts often left to the rest of Australia.”

JOHN XINTAVELONIS, ENTERTAINER & PROMOTER



Google



Cost benefits analysis

- The evidence gathered to date demonstrates that Tasmania's new Arts, Entertainment and Sports Precinct would be much more than a football oval or a venue to play AFL matches. It would be a multi-purpose entertainment venue which would provide significant economic, health, social and community benefits not just for Hobart but for the whole state. The new precinct will deliver benefits through construction and operation, as well as wider socio-economic benefits for generations to come.
- MI Global Partners has analysed the costs and benefits of the stadium component of the project and calculated the benefit cost ratio (BCR) in the range 0.35 to 0.73, with a central estimate of 0.50. The range of outcomes is based on sensitivity and scenario testing of project costs, benefits, and discount rate.
- Social infrastructure such as stadiums rarely return a BCR above 1.0 and usually the economic costs will outweigh the economic benefits. For example, the recently completed Allianz Stadium in Sydney had a BCR of 0.5 and the Townsville Stadium, a BCR of 0.21.
- Importantly, based on an annual life cycle and estimated operational costs of \$16 million, and the estimated incremental revenue of \$16.24 million calculated in the MI cost-benefit analysis, the Hobart stadium could operate at break-even or generate a small profit annually based on 44 events and other assumptions around associated venue hire, ticketing, food and beverage, naming rights, pouring, supply and signage rights taken into account in the analysis.

“The proposed precinct would encourage investors to purchase other economic drivers like hotels, as well as retail, office, and recreational spaces. It gives Tasmania the opportunity to become a world-class destination for investment, migration, and also liveability.”

REBECCA ELLSTON, EXECUTIVE DIRECTOR, PROPERTY COUNCIL OF TASMANIA

Conclusion/recommendation

- The proposed new \$715 million Macquarie Point stadium to sit as part of a bustling 365 days per year arts, entertainment and sports precinct on the doorstep of the Hobart CBD, is necessary to secure a 19th AFL licence for a Tasmanian AFL and AFLW team and also presents far broader opportunities for our state, including:
 - **Fuelling Tasmania's economy and driving a construction blitz to retain jobs, industry confidence and growth.**
 - **Unlocking new, sustainable transport nodes.**
 - **Providing an all-weather stadium that will be capable of hosting sporting, cultural, entertainment, business and international events year-round.**
 - **Leveraging the significant investment by value-adding to Tasmania's Antarctic strategy.**
 - **Providing a cultural drawcard for the Hobart CBD and supporting a new dawn for tourism, retail and hospitality.**
 - **Supporting a club that all Tasmanians can get behind in taking our rightful place in the national AFL competition.**
- The proposed arts, entertainment and sports precinct will be an iconic urban renewal project, further reconnecting Hobart with its historic waterfront and the stadium and precinct will improve community and visitor access to the waterfront.
- The Tasmanian Government has committed \$375 million to this once in a generational opportunity to deliver a transformational change that will unlock economic activity and invigorate a sense of community and pride, with flow on benefits right across Tasmania.
- Following a period of design, consultation and approvals, the proposed timeline for the project will see construction commence in mid-2025 and conclude in late 2028.
- All that remains is for the Australian Government to contribute \$240 million to make the project a reality with funding backended between 2026-27 and 2028-29.

“Right across Australia, we have seen these types of stadium infrastructure investments transform cities by igniting a whole new wave of economic activity that creates jobs and stimulates investment. It’s about Tasmania being on the map for sport, entertainment and conference events we have never had a shot at bringing to the state before.”

LUKE MARTIN, CEO, TOURISM INDUSTRY COUNCIL OF TASMANIA



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