



what history
will you witness?

Adelaide Oval

a world class stadium

in the city



Across the River Torrens from North Terrace and set deep within Colonel Light's commanding vision for the city and its encircling parks and gardens is the Adelaide Oval.

It has hosted both cricket and football at the highest level since Colonial times and its iconic, historic and cultural presence remains today. Now, cricket and football are working to bring the two sports together at a newly developed Adelaide Oval - delivering an internationally renowned, world-class venue for the 21st Century.

It will place Adelaide on the global map for a range of international and national entertainment and sporting events. It will encourage interstate and international tourism and so create a recreational dynamic that will allow the people of Adelaide and their visitors to enjoy - in their thousands - the River Bank Precinct at a point where North Terrace, the River and the Oval come together. It will be unique, mixing the very best of new world wide designs and stadium operations with the famous heritage of Adelaide Oval.

Putting all these existing and new elements together, and carefully integrating the highly valued surrounding parklands into the composition, the Adelaide Oval will acquire a new found memorial identity - one that further enhances the way Adelaide is viewed without destroying the essential imagery of the city within the park.

About the Stadium Management Authority

The Stadium Management Authority (SMA) is a joint venture between the South Australian Cricket Association (SACA) and the South Australian National Football League (SANFL).

The SMA aims to bring football and cricket together at a newly developed Adelaide Oval, creating a world-class stadium in the heart of Adelaide.

An important message for members

If you're an existing member of the SACA, the SANFL, the Adelaide Football Club or the Port Adelaide Football Club, there are some important things to know about the proposed membership structure at a redeveloped Adelaide Oval.

The first is that the four organisations involved have strongly affirmed that existing members will enjoy comparable benefits to those they already have. No one will be worse off under a new membership structure.

That means that any benefits you currently enjoy - such as guaranteed access to quality reserved seating - will remain. If you're an existing member and are happy to stay at the same level, then that's fine. However, new membership products are also being developed which will deliver more benefits that can be enjoyed at a redeveloped Adelaide Oval. Better facilities and more centrally located undercover seating are just two benefits that will provide an even greater experience for members. While prices are still to be finalised, the membership options will reflect great value for money at a world-class stadium.

Whatever your sport, Adelaide Oval will deliver a unique spectator experience.

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be a part of
history in the making



Ease of access

When looking at stadia across the world, Adelaide Oval is unique in many ways – but one of its best attributes is proximity to the city. Located 400m across from the Festival Plaza and the River Torrens, Adelaide Oval is twice as close to the city as the MCG is to Melbourne.

This part of Adelaide has the best transport service in the city with connections by rail, tram, bus and taxi. What's more, hotels, restaurants, shopping areas and cinemas are all within walking distance, ensuring the entire precinct will offer a range of entertainment options for spectators of all ages.

Public transport

Getting to and from the Adelaide Oval will be a crucial part of the overall experience – whether it be by car, bus, train, tram or foot. As such, the SMA is putting together a comprehensive, detailed transport strategy that includes car parking, public transport and park and ride options. Studies indicate a much greater use will be made of public transport on match days and the SMA is also looking to replicate the 'Footy Express' service that currently operates to AAMI Stadium.

Car parking

Car parking is a crucial part of the SMA's considerations. There are thousands of existing city-centre car parks and car park areas within the immediate parkland precinct, which are traditionally available on event days. These will be ideal for fans who enjoy 'tailgate' BBQs.

Investigations are underway regarding an underground car park adjacent to the stadium. If viable, this may be commercially funded. In addition, the SMA is investigating supplementary park and ride opportunities from other venues such as the Entertainment Centre and other existing car parking facilities from which shuttle buses would operate.

The SMA has undertaken an extensive traffic investigation of the precinct using engineering modelling software. With some alterations to intersections and sequencing of lights, the traffic can be managed to provide acceptable through traffic movements and exit times from the car parks.

A better return for all

All four organisations involved in this process have been clear from the beginning that a redeveloped Adelaide Oval must deliver significant financial benefits for all concerned. In particular, the SANFL has determined that football must obtain a minimum annual uplift of \$8 million as a result of playing AFL at Adelaide Oval. This approach will not only underpin the future prosperity of both football and cricket but will also ensure the next generation of South Australians can enjoy an iconic inner-city, world-class sporting and entertainment complex.

A home ground advantage

Not only will a redeveloped Adelaide Oval remain the home of cricket in South Australia, it will truly be a sanctuary for the home team, whoever they are – the Power, the Crows, the Redbacks or the Scorpions.

Home team match day signage both outside and inside the Oval will create an all-encompassing aura for home team fans and an imposing atmosphere for the opposition.

The SMA has also made a commitment that the famous Adelaide Oval name, which has been part of the Australian sporting landscape since 1873, won't change. That means naming rights for Adelaide Oval are simply not for sale.

Fan facilities & new indoor cricket centre

A new international standard indoor cricket centre will be located within the stadium complex. This new indoor cricket training centre will be the home of cricket in South Australia, providing an increased floor area to the existing facility, indoor cricket nets, a high performance gym and associated player facilities. It will enhance Adelaide Oval's position as a centre of excellence for cricket, supporting players at elite level as well as the development of cricket as a whole for future generations.

This facility will double as a football fan facility capable of holding approximately 3,000 patrons. It will be branded according to the home team of the day and will accommodate a state-of-the-art indoor training and warm-up facility, offering spectators the chance to get up close and personal with their heroes. Adelaide Oval will be a haven for fans – before, during and after the game.

Corporate facilities

There will be more than 2,000 dining spaces as well as hospitality suites, open boxes, open bars, BBQ terraces and food courts.

Uniquely Adelaide Oval

Spending time in the grounds, socialising with friends and experiencing the historic setting of the Adelaide Oval has long been just as important as watching an event or game of cricket. The proposed design has been developed to complement Adelaide Oval's existing and unique attributes, including the Moreton Bay Fig trees, heritage scoreboard and views of the Cathedral and northern mound. The proposed stands will be developed as individual pavilions with significant importance placed on maintaining these views.

The Adelaide Oval redevelopment will have a number of features which are unique in stadium design. These include BBQ decks, outdoor hospitality facilities on the Village Green and standing room on the grassed northern mounds. There will also be unique views from the dining rooms into the stadium and out to the parklands, the Cathedral and the city.



Timeline

All parties are working toward Test cricket being played at the venue in the summer of 2013/14 with the hope that AFL games will be played at Adelaide Oval in the 2014 season. SACA's intention is that cricket will be played at Adelaide Oval throughout this time.

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Representatives:

South Australian Cricket Association

The Hon Ian McLachlan AO
President



South Australian National Football League

Leigh Whicker
Executive Commissioner



Adelaide Football Club

Steven Trigg
Chief Executive Officer



Port Adelaide Football Club

Mark Haysman
Chief Executive Officer

