

# STADIUM NORTHERN AUSTRALIA

NATIONAL CENTRE FOR INDIGENOUS SPORTING EXCELLENCE



**FUNDING PROPOSAL**

# SUMMARY

Townsville is seeking a funding commitment from the Federal Government to develop a major new project in Townsville's CBD.

Stadium Northern Australia will be an integrated elite sports stadium, entertainment and events facility incorporating a National Centre for Indigenous Sporting Excellence.

The project:

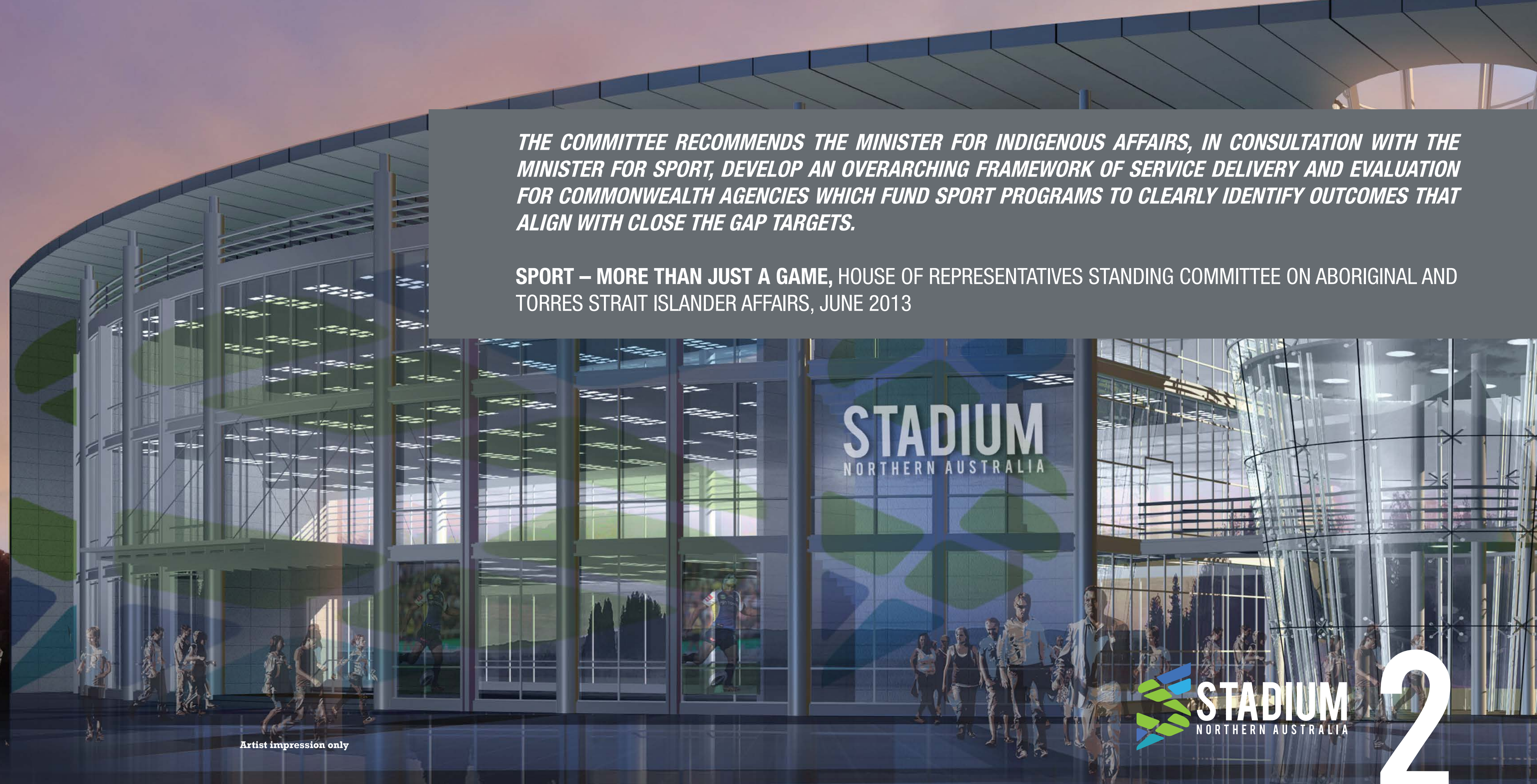
- Is **strongly supported by the Townsville Community**. 72.5% believe that the Federal Government specifically should support the development.
- Achieves a **positive business case outcome**, as determined in a major business case funded by the Queensland Government and Townsville City Council.
- Will be the first venue of its scale and quality to service **Northern Australia's one million people**.
- Will **create a massive injection of jobs** as the economy is challenged to restructure away from the resources investment boom.
- Will incorporate the **nation's first National Centre for Indigenous Sporting Excellence**, a concept that advances pathways raised in the Federal Parliament's Standing Committee on Aboriginal and Torres Strait Islander's recently released "*Sport: More Than Just a Game*" report.
- Is positioned in the **best location in Northern Australia** to generate widespread economic value.
- Through a number of innovations will be a well utilised asset **creating synergies across Townsville, North Queensland and Northern Australia**.

The total cost of the project is estimated at \$300 million. The Federal Government is asked to demonstrate its commitment to Northern Australia and Indigenous advancement through a major contribution to its realisation.

*THE COMMITTEE RECOMMENDS THE MINISTER FOR INDIGENOUS AFFAIRS, IN CONSULTATION WITH THE MINISTER FOR SPORT, DEVELOP AN OVERARCHING FRAMEWORK OF SERVICE DELIVERY AND EVALUATION FOR COMMONWEALTH AGENCIES WHICH FUND SPORT PROGRAMS TO CLEARLY IDENTIFY OUTCOMES THAT ALIGN WITH CLOSE THE GAP TARGETS.*

**SPORT – MORE THAN JUST A GAME**, HOUSE OF REPRESENTATIVES STANDING COMMITTEE ON ABORIGINAL AND TORRES STRAIT ISLANDER AFFAIRS, JUNE 2013

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Artist impression only



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## INTRODUCTION

Stadium Northern Australia will be a national/international standard integrated elite sports stadium, entertainment and events facility located in Townsville's CBD. It will be the first sporting venue of its standard in the entire Northern half of Australia. The venue will also host a major, integrated function and events centre. Townsville, as the largest city in Northern Australia, is its logical home.

In a national first, it is proposed that a National Centre for Indigenous Sporting Excellence be established at the stadium. Northern Australia holds the majority of the nation's Indigenous population and the bulk of the nation's Indigenous disadvantage. The National Centre for Indigenous Sporting Excellence will assist aspirational young Indigenous people from across Australia. They will come to Townsville for a chance to develop into elite athletes however will leave having accessed all levels of education, training and career development opportunities in the region.

The Queensland Government and Townsville City Council have commissioned leading consulting firm KPMG to undertake a comprehensive business case for the facility. Stadium Northern Australia is being value engineered from this early stage to ensure that costs are minimised and ongoing benefits are maximised.

Major sports stadiums, entertainment and events venues are not developed for financial gain. They are funded because they deliver widespread community and economic development benefits. This facility is being developed with the community in mind and leveraged to provide ongoing benefits - through immediate employment and investment stimulus and the creation of Northern Australia economic opportunities - that will benefit all Australians.

Stadium Northern Australia is unique in that it simultaneously meets major regional, state and national development objectives. The World's best practice integration of its uses will be a national first, establishing a benchmark for community development infrastructure, much as Townsville's Strand development did 15 years ago. The positioning is optimal to create asset uplift across the Townsville CBD as well as realise on-going economic and social benefits. Offsetting the price of developing Stadium Northern Australia will be a variety of unique savings and offsets.

Townsville is proposing a major piece of infrastructure that can deliver benefits for the City and across Northern Australian. The support of both the Federal and Queensland Government is sought to develop this key investment.

**86.4% OF TOWNSVILLE RESIDENTS ARE AWARE OF THE PROPOSAL FOR A NEW STADIUM, CONVENTION AND ENTERTAINMENT CENTRE IN TOWNSVILLE'S CBD. 72.5% BELIEVE THAT THE **FEDERAL GOVERNMENT SHOULD SUPPORT THE DEVELOPMENT** OF THIS NEW CBD FACILITY.**

# TOWNSVILLE EVENTS AND SPORTS

Townsville is the largest city in Northern Australia. The City is famous for its diverse and resilient economy, proactive attitude and strong sporting and events culture. Regular events such as North Queensland Cowboys home games, Townsville 400 V8 Super Car events, Troy Dunn Invitational as well as conferences and special international and national matches held in Townsville regularly attract large crowds.

National level sporting facilities in Townsville are generally very poor. The City's most prominent major sporting facility, **1300SMILES Stadium**, has been haphazardly developed over the years from its original use as a horse racing track. The Stadium is on the outskirts of the City, a locational handicap that has been demonstrated in Brisbane, Melbourne and Sydney to fatally impair attendance levels. Public transport and vehicular access to the site is poor, there is a lack of surrounding amenities and the venue requires further costly works simply to maintain minimum standards. The venue inhibits attendances to games by the major tenant of the Stadium, the North Queensland Cowboys National Rugby League team. It is only due to the remarkable popularity of the team and sports generally in Townsville that attendances are not poorer.

Built more than 20 years ago, the Townsville's Entertainment & Convention Centre is located on the Townsville Breakwater. The current location is highly constrained in terms of access and parking, with long traffic jams forming even after relatively minor events. The venue itself has exceeded its economic useful life and is in an overall very poor condition. It is ill designed for many of the uses it should perform, which results in many events being lost to the region. Issues with this venue are a significant contributing factor in the Townsville Crocodiles National Basketball League team recent woes and need to restructure.

By contrast, Townsville's relatively new **V8 track** is demonstrating the potential of quality national standard sporting facilities. Since its inaugural event in 2009 the event has attracted over 150,000 attendances each year, one of the best performing races in the series. Logistically, the location of the race causes minimal issues with minimal congestion compared to the above mentioned venues. To compare, the most successful race in the V8 championships is Adelaide, which attracts around 250,000 attendances from a population over six times larger than Townsville.

**81.9% OF TOWNSVILLE RESIDENTS SOMEWHAT OR STRONGLY AGREE THAT THE NEW FACILITY MAY BRING BETTER QUALITY EVENTS TO TOWNSVILLE.**



## A Venue for Northern Australia

The extraordinary economic contribution and potential future development of wealth from Northern Australia is well recognised. Over the past 30 years, Northern Australia's population has grown 22.5% faster than that of Southern Australia. Australia's population living north of the Tropic of Capricorn is now well in excess of one million.

To enable Northern Australia to realise its long-term potential the nation must invest to:

- Create Northern economic infrastructure;
- Equalise Northern lifestyle infrastructure with the south; and
- Improve pathways for disadvantaged Northern Australian's to engage in the full social and economic potential of the nation.

Northern Australians face barriers that few Southerners can understand. For example – it is further from Cairns to Brisbane than it is from Brisbane to Melbourne. Over 700,000 North Queenslanders live further from Brisbane than any New South Welshman live from Sydney. Northern Australia is large enough, remote enough and contributes enough to the nation's wealth to deserve its own infrastructure and the ability to access national class facilities and events without traveling thousands of kilometres to do so.

## Recent Australian Stadium Developments

### Northern Australia:

- Nil.

### New South Wales:

- Redevelopment of Wollongong Stadium (WIN Stadium) (2002 and 2012).
- Redevelopment of Newcastle Stadium (Hunter Stadium) (2003 and 2011).
- Redevelopment of the Sydney Showground (Skoda Stadium) (2012).
- Redevelopment of the Sydney Cricket Ground (to be completed by 2014/2015).

### ACT:

- Redevelopment of Canberra Stadium in design and feasibility stage.

### Victoria:

- Development of Melbourne Rectangular Stadium (AAMI Park) (2010).
- Redevelopment of Kardinia Park (Simonds Stadium) (to be completed in 2013).

### South Australia

- Redevelopment of Adelaide Oval (to be completed in 2014).

### Western Australia

- Redevelopment of Perth Oval (NIB Stadium) (to be completed in 2013).
- Development of a new Perth major stadium (to be completed by 2018).
- Redevelopment of WACA in planning.

### Queensland

- Redevelopment of Lang Park (Suncorp Stadium) (2003).
- Redevelopment of the Brisbane Cricket Ground (2006).
- Development of Robina Stadium (Skilled Park) (2008).
- Redevelopment of Carrara Stadium (Metricon Stadium) (2011).
- Upgrades of Robina and Carrara Stadiums in planning.

**77.1% TOWNSVILLE RESIDENTS EXPECT THEIR ATTENDANCES TO BE SIMILAR (26.6%) OR HIGHER (50.5%) FOR A CBD STADIUM.**

**84.3% OF TOWNSVILLE RESIDENTS SOMEWHAT OR STRONGLY AGREE THAT THE NEW FACILITY WILL ATTRACT MORE OUT-OF-TOWN VISITORS TO TOWNSVILLE. ONLY 7.9% DISAGREE.**

# STADIUM NORTHERN AUSTRALIA

Stadium Northern Australia is a multi-use facility proposed for Townsville's CBD. Its design and operation is currently being refined and optimised through a feasibility study commissioned by the Queensland Government and the Townsville City Council. This study is based on a facility providing:

- Up to 30,000 seat capacity stadium and outdoor event and function area.
- 6,000 seat combined indoor entertainment arena, conventions, functions and exhibitions facility fully integrated with the stadium.
- Major functions rooms and breakout suites.
- 100 open air corporate boxes.
- 25 enclosed corporate boxes.
- Modern media and press facilities.
- Modern player facilities.
- Full digital integration for interactive game day experience.
- Integrated CBD parking to support activities at the Stadium Northern Australia plus provide capacity to Townsville's CBD.
- Modern public transport interchange providing linkages to existing public transport, accommodation and attractions.
- Integrated hotel, restaurant and local retail facilities.

The position of the venue in Townsville's CBD dovetails with adopted long-term planning outcomes as reflected in the visionary Townsville CBD Master Plan. There are three suitable land parcels identified and under investigation for the development:

- Southbank Townsville (Leighton / Devine).
- Southern Railyards (Aurizon - formerly QR National).
- Dean Street Carpark (Townsville City Council).

These areas, each located on the southern side of Ross Creek and adjoining the Reid Park V8 Supercar facility, are ideally located to accommodate a national sports, entertainment and events facility. They are close to the CBD (within 400 metres) and a short walk from the renowned Palmer Street dining and hospitality precinct. The construction of Stadium Northern Australia will be a major catalyst for other CBD developments, and will firmly establish Townsville as the events capital of the north.

- NATIONAL CENTRE FOR INDIGENOUS SPORTING EXCELLENCE
- A FIRST FOR NORTHERN AUSTRALIA'S ONE MILLION PEOPLE
- BEST CBD STADIUM LOCATION IN AUSTRALIA
- STRONG COMMUNITY SUPPORT
- MASSIVE INJECTION OF JOBS
- DETAILED VALUE PLANNING
- CREATES ECONOMIC VALUE
- ACHIEVES SAVINGS

59.5% OF TOWNSVILLE RESIDENTS EXPECT TO INCREASE THEIR PRE AND POST EVENT OR GAME ACTIVITIES FOR A CBD STADIUM (18.9% EXPECT NO CHANGE). THIS WILL RESULT IN MORE FLOW-ON BENEFITS FROM GAMES AND EVENTS.



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**STADIUM**  
NORTHERN AUSTRALIA

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**STADIUM**  
NORTHERN AUSTRALIA

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## REAL VALUE

Stadium Northern Australia is being value-engineered from the ground up to meet a number of specific objectives and to maximise synergies and benefits from the ongoing operation of the venue.

Value streams from the project can be summarised under five themes –

Location  
Synergy  
Saving  
Utilisation  
and  
Innovation.

**76.5%** OF TOWNSVILLE RESIDENTS BELIEVE THAT TOWNSVILLE SHOULD HAVE A NEW STADIUM, CONVENTION AND ENTERTAINMENT FACILITY IN THE CBD.

PROPOSED STADIUM SITE

TOWNSVILLE CBD

# LOCATION

Similarly located and constrained facilities to Townsville's current Stadium and Entertainment venues operating anywhere else in Australia would have failed long ago. Sydney's Olympic Stadium struggles to attract regular crowds due to its relatively isolated position. Even Melbourne's famously attentive crowds could not save Melbourne's Waverley Park Stadium due to its out-of-town location (despite being serviced by a major freeway). When matches were returned to an upgraded MCG, the crowds rolled back in.

The CBD location of Stadium Northern Australia is a key feature of this project. The location is more central than any other major stadium or entertainment venue in Australia. Evidence from other venues is that the new location will be key to the success of the venue, the teams and clients using it and be a major catalyst for new investment and development within surrounding areas.

- Convenience and amenity of the CBD location will **increase attendance of matches and events by locals**.
- Convenience and amenity of the CBD location will **increase attendance of matches and events by visitors** to North Queensland.
- The CBD location will **increase pre and post match expenditure and activity** on dining, drinks and activities.
- Use of **public transport to attend matches and events will be far simpler** and use will be increased.
- CBD location will deliver a **much improved image of Townsville** on TV and other media.
- CBD location is **10 minutes to the airport and walking distance to most hotels** to improve visitor experience.
- CBD location will suffer **minimal road congestion around events** as it has far superior connectivity.
- Proposed location will be a **major catalyst for CBD development** and revitalisation.
- CBD location will **facilitate new and alternative** uses of the venue.

**SOUTH EAST QUEENSLAND =  
1 MAJOR STADIUM PER 274,000 PEOPLE**

**NORTH QUEENSLAND (FROM LATITUDE 22 NORTH) =  
1 MAJOR STADIUM PER 710,000 PEOPLE**

**NORTHERN AUSTRALIA (FROM LATITUDE 22 NORTH) =  
1 MAJOR STADIUM PER 504,000 PEOPLE**

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# SYNERGY

1+1=3

Projects such as Stadium Northern Australia are not valued purely by simple accounting measures of revenues and expenses. Rather, they are developed where they are able to deliver ongoing benefits throughout the greater community and economy.

Synergy means that the end value is greater than the sum of the parts. This is where the real value is created. Synergies will be achieved at Stadium Northern Australia through co-location efficiencies, neighbouring uses and existing infrastructure. Because Townsville's CBD and North Queensland are primed to accommodate this venue and its impacts, synergies will flow rapidly.

- The National Centre for Indigenous Sporting Excellence will **provide Indigenous athletes with direct pathways to first class training and sports progression opportunities**, as well as easy access to traditional education and training opportunities at schools, vocational colleges and James Cook University.
- The Stadium and Entertainment and Convention Centre will **support existing events and activities throughout the CBD**.
  - Integrated development will provide a **genuine 7 day a week facility providing economies and increased activation** of Townsville CBD.
  - **Parking efficiency in the CBD will be enhanced** by Stadium Northern Australia being a non-peak use of the existing mass of public parking throughout the CBD, whilst adding to the peak capacity of parking through on-site provisions.
  - Existing **public transport patterns in Townsville already maximise connectivity** to the CBD hub, and therefore Stadium Northern Australia.
  - North Queensland **largest cluster of accommodation, shops, dining, venues and attractions are already in the CBD** and all within short walking distance.
  - Land surrounding Stadium Northern Australia is densely occupied, already some of the most valuable in Northern Queensland and laden with development opportunities. The uplift in land values and activity associated with the project will be **delivered in the most valuable position possible**.
  - The value and activity boost to the CBD will bring forward and **stimulate new private sector projects at a time when construction is desperately required** to offset the tapering of investment in the resources sector.
  - The Entertainment and Convention Centre will provide a **significant contribution to Queensland's events infrastructure**, enabling Queensland to shuffle more events to Townsville and free up headline destinations such as Brisbane, Gold Coast and Cairns to focus on higher value national / international functions and events.

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# \$SAVINGS

Stadium Northern Australia is a major investment in nation building infrastructure. However the cost will be offset by a number of savings and returns unique to this proposal. Other stadiums and convention centres actually cost the total headline figure.

- The current 1300SMILES Stadium and Breakwater Entertainment and Convention Centre are poorly designed, decrepit, costly and risky to maintain and operate. Both facilities require significant investments in the near future simply to remain operational. 1300SMILES Stadium faces years of disruptions and millions in costs simply to undergo works to maintain minimum standards. **All of these costs will be avoided by developing Stadium Northern Australia.**
- Both local and visiting attendees of matches and events waste significant time and money simply getting to and from events and functions at the existing venues. **Saved time and money will flow to higher value activities in the local economy.**
- Stadium Northern Australia is a truly integrated facility providing significant construction and operational savings. This means **efficient use of public funds and savings for the operators and tenants alike.**
- The Townsville CBD sites are prime real estate available at competitive rates. Development for Stadium Northern Australia **will save costly remediation works otherwise required** for alternative viable uses.
- Stadium Northern Australia will **only require minimal dedicated new parking**, as the full existing capacity of the CBD can be utilised. A similar example is Westpac Stadium in Wellington, New Zealand.
- The existing 1300SMILES Stadium and Breakwater Entertainment and Convention Centre **can be sold or put to alternative uses**. They are both prime sites for alternative uses.



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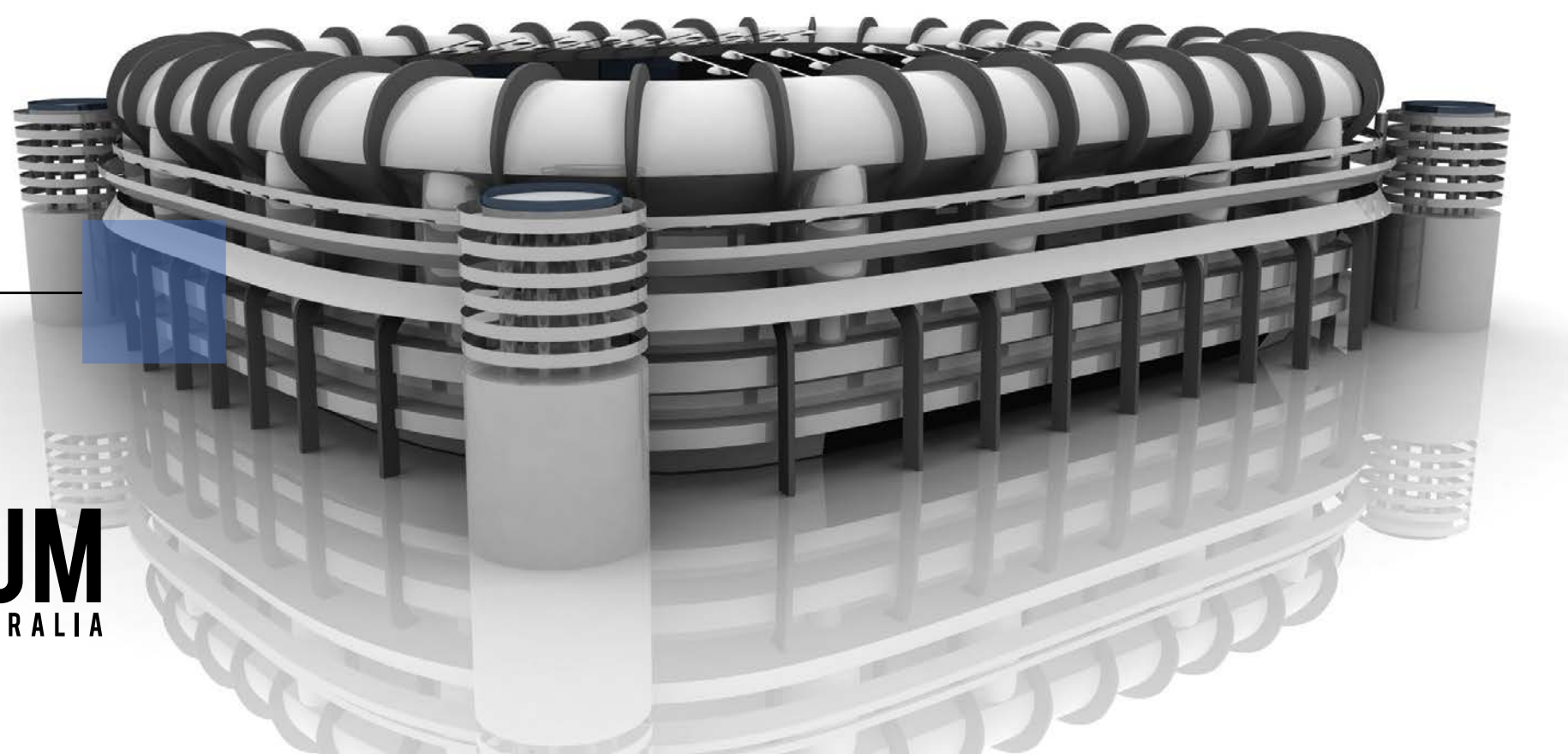
# UTILISATION



Projects such as Stadium Northern Australia are not valued purely by simple accounting measures of revenues and expenses. Rather, they are developed where they are able to deliver ongoing benefits throughout the greater community and economy.

Stadium Northern Australia will be utilised for much more than just transferring existing activity from the 1300SMILES Stadium and Breakwater Entertainment and Convention Centre. Through all stages of planning the focus is to develop a flexible multi-use venue designed to host a large variety of events in Northern Australia. The ambition of Stadium Northern Australia is to regularly host events and functions that currently only occur in the Southern capitals.

- **Stable anchor tenants** North Queensland Cowboys and Townsville Crocodiles and Townsville Fire.
- Existing **special events, conferences and performances** from 1300SMILES Stadium and Breakwater Entertainment and Convention Centre.
- **New special events, conferences and performances** currently turned away from Townsville due to a lack of suitable facilities.
- New events, conferences and performances that currently do not consider North Queensland as a viable venue will be actively targeted by Townsville Enterprise's Convention Bureau.
- Hosting of a **variety of national and international teams, sporting stars and coaches** to contribute to the National Centre for Indigenous Sporting Excellence program.
- Focus by **Tourism and Events Queensland to utilise Stadium Northern Australia to better spread function and event flows across Queensland** and optimise the use of each individual venue to its maximum potential.
- All weather seating in the stadium will **improve utilisation outside of the winter peak-season, creating additional activity for North Queensland's tourism industry** when it is most required.

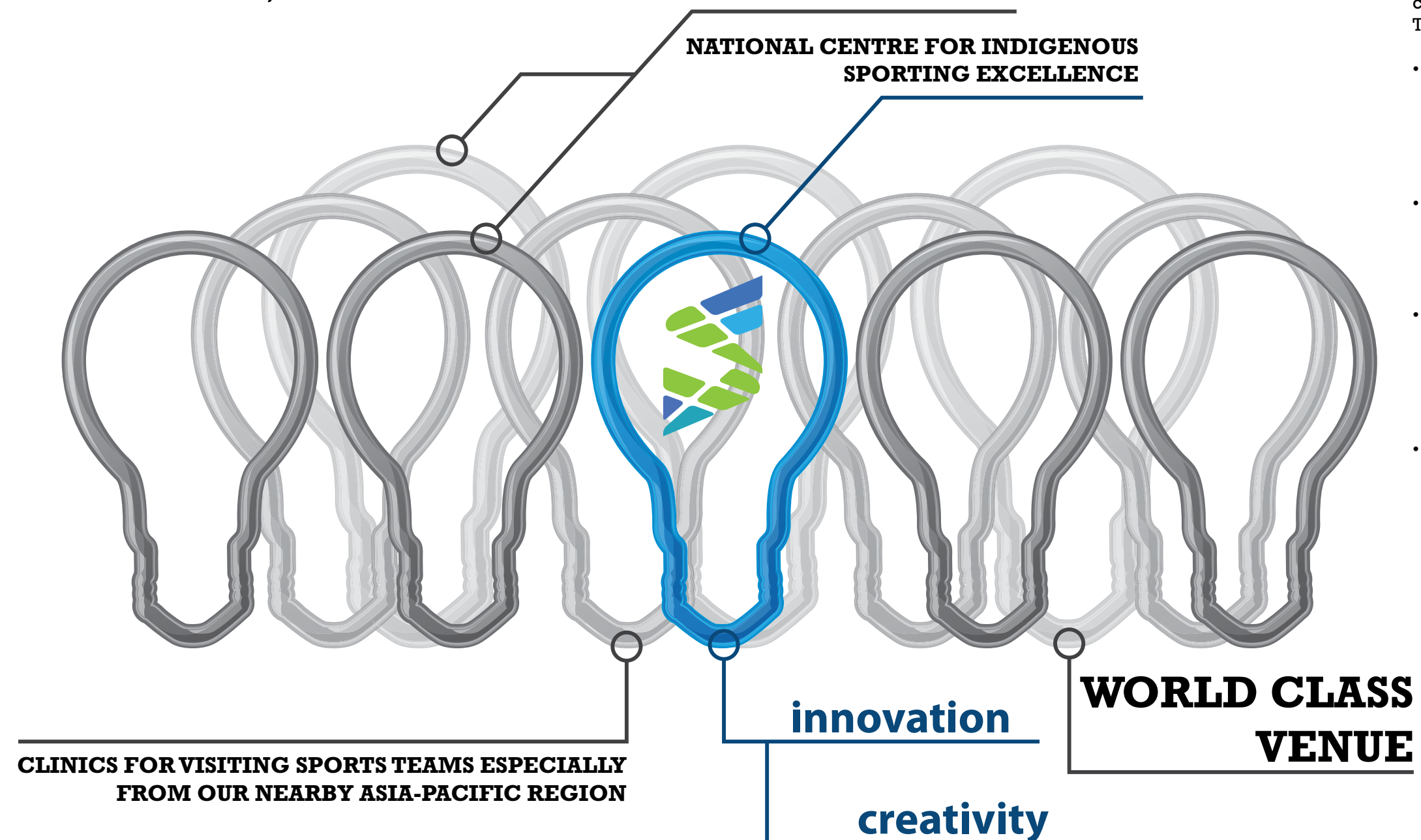


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# INNOVATION

## STADIUM, CONVENTION AND ARENA FACILITIES UNDER THE ONE ROOF



The precinct will also be a major further catalyst to the ongoing revitalisation of Townsville's CBD.

- Stadium Northern Australia will **uniquely house fully integrated stadium, convention and arena facilities under the one roof**. New formats for events and functions not possible elsewhere will be possible.
- **Aspiration of Indigenous athletes will be supported** by the potential to be trained at an elite, first-class venue with full supporting amenity, extra-curricular opportunities and support from current elite athletes.
- Clinics for **visiting sports teams especially from our nearby Asia-Pacific region** will be conducted through the infrastructure and support structures developed for the National Centre for Indigenous Sporting Excellence.
- State-of-the-art digital technology and multi-media hub utilising **NBN fast-broadband capacity** recently delivered within Townsville's CBD.



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# NATIONAL CENTRE FOR INDIGENOUS SPORTING EXCELLENCE

The Federal Parliament's Standing Committee on Aboriginal and Torres Strait Islander's recently released a report "Sport: More Than Just a Game". It calls on the Federal Government to develop an overarching framework for sports programs to identify results that align with the Close the Gap targets.

**Put simply, we know that sport is a most powerful tool to reduce disadvantage amongst Australia's Indigenous.**

The report calls for currently fragmented and often inadequate approaches to Indigenous Sporting development be brought together under an overarching strategic framework to align with Closing the Gap targets.

Stadium Northern Australia proposes to establish and host the National Centre for Indigenous Sporting Excellence, a centre for elite sporting aspiration across a variety of sports. This would be the first such centre in Australia and would directly target a proven motivator of young Indigenous people from across Australia.

**The aim of the National Centre for Indigenous Sporting Excellence is to use elite sports as a motivator and pathway to establish lifestyle and educational achievement for future Indigenous role models from across Australia.**

Indigenous disadvantage is entrenched across Australia and particularly in the North. Aspiration to elite sporting status offers a proven pathway to better lifestyles for Indigenous Australians. The most highly paid and visible Indigenous role models in Australia today are sporting stars. The National Centre for Indigenous Sporting Excellence would leverage the appeal of local Indigenous stars such as Johnathan Thurston and Matthew Bowen as well as partnering with athletes and sporting organisations from across Australia.

Whilst most Indigenous aspirants will never reach professional athlete status, the requirements for discipline, healthy lifestyles and teamwork inherent with sports development will establish patterns for lifelong achievement by participating Indigenous youth.



## Learn Earn Legend!

The National Rugby League is already a significant partner to The Australian Government's Learn Earn Legend! Program though its Indigenous All Stars team, NRL Learn Earn Legend! Ambassadors and Former Origin Greats program. Each year on the anniversary of the Rudd Government's Apology to the Stolen Generations, the Indigenous All Stars team plays the NRL All Stars. The match celebrates Aboriginal and Torres Strait Islander culture in Australia and features the best talent from across the code.

**Learn  
Earn  
Legend!**

*Stay at School  
Get that Job  
Be a Legend*

Supported by the Australian Government

The National Centre for Indigenous Sporting Excellence intends to develop an educational-first model such is proven by the Australian Indigenous Education Foundation with a collaborative elite performance institute in the model of the Aboriginal Centre for Performing Arts.

The Clontarf Foundation is one such organisation that has demonstrated the potential, at least with Australian Rules Football. The National Centre for Indigenous Sporting Excellence will add an elite layer to this type of model and extend to males and females, and a variety of sports and athletic pursuits.

It is envisaged that the National Centre for Indigenous Sporting Excellence would be supported by professional and amateur sporting teams in North Queensland and across Australia, James Cook University's Institute of Sport & Exercise Science, the Australian and Queensland Institutes of Sport, partnerships with established Indigenous development organisations and dedicated staff.

## Outcomes

There are broad social benefits resulting from the programs, with statistical and anecdotal evidence of improved educational attendance and outcomes.

In particular, students involved in our programs achieve the following outcomes

- Attendance at school greater than 80%
- Re-enter education after prolonged absences
- Year on year retention at school – not less than 90% (well above state averages)
- Enhanced self-esteem and self awareness
- Knowledge and experience gained to make healthy lifestyle decisions
- Set goals and persevere to achieve them
- Reduced cases of criminal re-offending
- Improved academic results (basic literacy and numeracy through to high school graduation)
- A greater understanding of, and access to, the employment opportunities available to them
- More than 75% of Clontarf graduates engaged in employment or training within 6 months of completing school

The Clontarf Foundation ([www.clontarf.org.au](http://www.clontarf.org.au))

# PROJECT STAKEHOLDERS AND PARTNERS

Stadium Northern Australia is strongly supported by institutions, businesses and the general community in North Queensland. Key stakeholders are outlined below.

Stadium Northern Australia is strongly supported by institutions, businesses and the general community in North Queensland. Key current partners in the development of Stadium Northern Australia and active participants in the current business case development are outlined below. The Federal Government is invited as an additional partner.

## Townsville City Council

Townsville City Council has placed the revitalisation of Townsville's CBD as a major priority for the administration. Significant progress has already been achieved with major new projects recently developed, under construction or being planned. A CBD stadium and convention facility was included in the recently developed Townsville CBD Masterplan (January 2013). Townsville City Council is a joint owner of the Breakwater Entertainment and Convention Centre and is supporting the development of the business case.

## Queensland Government

The Queensland Government has committed to partnering in the development of Stadium Northern Australia. It is currently working with Townsville City Council and Stadiums Queensland in undertaking the Feasibility Study and is exploring innovative proposals to help fund the facility.

## Stadiums Queensland

Stadiums Queensland is the owner and operator of the current 1300SMILES Stadium at Thuringowa. It also manages major sports facilities that are declared under Queensland Government regulation as being venues having the capacity to stage national or international sports events, recreational or entertainment experiences.

## Other Key Stakeholders

A number of key stakeholders to the future of Stadium Northern Australia are acknowledged below.

## North Queensland Cowboys

The North Queensland Cowboys are a community owned professional rugby league football club competing in the National Rugby League competition. Based in Townsville, the North Queensland Cowboys derive their supporters and feeder clubs from across Northern Australia and even into Papua New Guinea.

The Cowboys have developed a loyal fan base and achieve consistently strong match attendances and TV viewership. They have also become one of the most active NRL clubs in their community and region:

*"Now the Cowboys are more than just a successful rugby league club. They play a crucial role in the region, fostering community spirit, bringing jobs and money to Townsville, investing in grass-roots rugby league and supporting local social welfare programs."*

Peter Jourdain, North Queensland Cowboys CEO

The North Queensland Cowboys have yet to win the premiership being runner-ups in the 2005 Grand Final.

## Townsville Crocodiles

The Townsville Crocodiles have been reborn as a community owned professional basketball team competing in the 2013 National Basketball Competition. The Townsville Crocodiles have always been popular in Townsville however have struggled with the condition of the Breakwater Entertainment and Convention Centre as their home venue.

## Townsville Fire

The Townsville Fire competes in the Australian Women's National Basketball League. They are a well-supported team however currently play in a venue that can only seat 2,000. Townsville Fire has expressed a strong desire to play the new venue, and to work closely with the Townsville Crocodiles to promote basketball in Northern Australia. They are also interested in increasing the profile of women's sports including through potential double-header events with the Townsville Crocodiles.

## Townsville Community

AECgroup conducted a survey of 250 Townsville residents in June 2013. The sample was stratified geographically and demographically to ensure an accurate representation of views.

Results from the survey indicate both a high level of awareness and high level of support for the venue to be developed in Townsville's CBD. Importantly for economic outcomes, respondents overwhelmingly expect to attend more games and matches, engage in more pre and post event activity, bring more visitors to Townsville and see new events in Townsville due to the CBD venue.

## Northern Australia Community

More than one million people now live in what would loosely be defined as Northern Australia (north of Latitude 22). Whilst there is much diversity across Northern Australia there is also a broad community of interest. Northern Australian's are united in their desire for greater opportunity and investment in the top half of Australia. Northern Australia also shares a large and disadvantaged Indigenous population whom all Australians wish to see achieve a standard of living in line with the Australian average.

# COSTS AND BENEFITS

Sporting facilities are already key components to the Townsville and North Queensland economy. For example, the North Queensland Cowboys team are estimated to support about 100 jobs through their economic impact.

With a value of \$300 million the development of the Stadium Northern Australia is expected to generate some 700 direct and indirect Full Time Equivalent construction jobs in Townsville.

As many jobs again will also be created elsewhere in Queensland, with the import of specialised expertise and components to North Queensland for the project.

Stadium Northern Australia's construction will harness Queensland's major projects design and construction expertise at a time when the industry is hurting as the resources investment boom winds down.

**59.5% OF TOWNSVILLE RESIDENTS EXPECT TO INCREASE THEIR PRE AND POST EVENT OR GAME ACTIVITIES FOR A CBD STADIUM (18.9% EXPECT NO CHANGE). THIS WILL RESULT IN MORE FLOW-ON BENEFITS FROM GAMES AND EVENTS.**



# PROJECT FUNDING AND DELIVERY

The cost of constructing Stadium Northern Australia is being finalised as part of the business case however the 'headline cost' is expected to be \$300 million.

The true net financial cost will be lower due to a number of financial savings and offsets related to the existing facilities to be made redundant.

It is proposed that the Federal Government contributes:

- \$15 million in 2014/15 (to begin detailed design).
- \$35 million in 2015/16.
- \$50 million in 2016/17.
- \$50 million in 2017/18.

For further details on this proposal, please contact:

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Chief Executive Officer | Townsville Enterprise Limited  
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**STADIUM**  
NORTHERN AUSTRALIA