
MACQUARIE POINT STADIUM

Tasmanian Arts, Business,
Entertainment and Sports Precinct



Tasmanian
Government

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INTRODUCTION

This document is not a proposal or a brief for Macquarie Point Stadium but rather a guide to help those tasked with promising, promoting, funding and advancing a once in a lifetime opportunity for Tasmania. It describes an ambition that illustrates how this project can and will be extraordinary or to borrow words from others, *the pursuit of the extraordinary*.

It firstly reflects on the history of stadia. For thousands of years, the importance of people gathering has been well documented. The post war era has seen the flourishing of stadia built around the world, where people come together (under one roof) to connect and experience an emotional outpouring often closely associated with loyalty to their sporting team. Many stadia were built in the centre of cities (or suburbs) and the ritual of travelling to and from the game was as important (and socially infectious and exhilarating) as watching the game itself. This depicts the traditional stadium model.

The rise in popularity of global sporting occasions (spectacles), such as the Olympics and global sporting events, spawned the growth of sporting precincts and mini-sporting-cities. These facilities often augment cities' existing sporting infrastructure (as we saw recently in Sydney and the Gold Coast) and become globally identifiable stadia icons.

This century, we have seen how social media and global broadcasting has allowed sports of all codes to be as enthusiastically followed remotely as they are in their home town or city. The global sporting spectacles reach enormous worldwide audiences and in return place cities and countries at the forefront of global organisations and individuals minds.

Contemporary sporting arenas are not just a weekend place to visit; and equally, the discerning stadium-goer wants much more than just three hours of sport – they are in search of further related experiences. The Macquarie Point Stadium, Arts, Business, Entertainment and Sports Precinct represents a 365 day per year investment with a focus on attracting diverse communities, social inclusivity and advancing the experience economy for locals and visitors alike.

This document proposes themes, images and activities to provoke thinking about what a contemporary offer might be in a Tasmanian context. Six themes with associated sub-theme activities are illustrated. Not all are needed; not all will fit; the aim is to find and form social and community links using images, descriptions and ambitions.

Research emboldens the brave when funding projects and global evidence strongly supports that an integrated precinct stadium model is yet to be realised (and that it is waiting to be done). This is illustrated by twenty-two stadia case studies, which are visually presented in this document, enabling global comparisons of functionality, which reveals a persuasive ambition for Macquarie Point Stadium to be the world's first fully integrated and activated precinct (achieving all twelve themed aspirations).

As noted, this is not a proposal or a brief, but describes the opportunity to be different and lead globally through foresight, innovation and willingness to be seen as, *extraordinary*.



STADIA OVER TIME

The concept of a 'stadium' has changed through time. For generations, the desire (and need) to assemble in a stadium (or place of assembly) to follow your team has inspired great loyalty amongst fans, created life-long advocates for sports codes and harnessed the power of good by the bringing together emotionally excited human beings to be as one.

Today's crowds demand greater sophistication and diversity for their sporting experience. Tasmania has an opportunity to envisage Australia's first fully activated, year-round, socially inclusive precinct that recognises that there is more to a stadium than just the game inside but the connectivity and parallel interests and activities that can surround the stadium.

The Traditional

SIMPLY A STADIUM

Melbourne Cricket Ground (MCG)

The MCG is primarily a world class major sports and entertainment venue. While there are hospitality venues and spaces for business activities and other events, it's a stadium that is purpose-built for professional sports (originally cricket) and is the home ground to current AFL and AFLW teams. It supports other activities including a sports museum and training facilities. This has been the traditional approach to stadium development for some decades.



The Contemporary

MORE THAN JUST A STADIUM

Adelaide Oval

Adelaide Oval is representative of a more contemporary approach to stadium development and the beginnings of developing a broader, hospitality and entertainment precinct that is strategically integrated with its city and actively targets tourism. Not only does it present world class professional sports, concerts and other forms of entertainment, Adelaide Oval also has a variety of hospitality and tourism venues, including restaurants, a hotel and contributes to the liveliness and vibrancy of the city through its interconnectedness. It also sits alongside Adelaide's arts and education precincts. This contemporary example starts to provide year-round precinct activation.

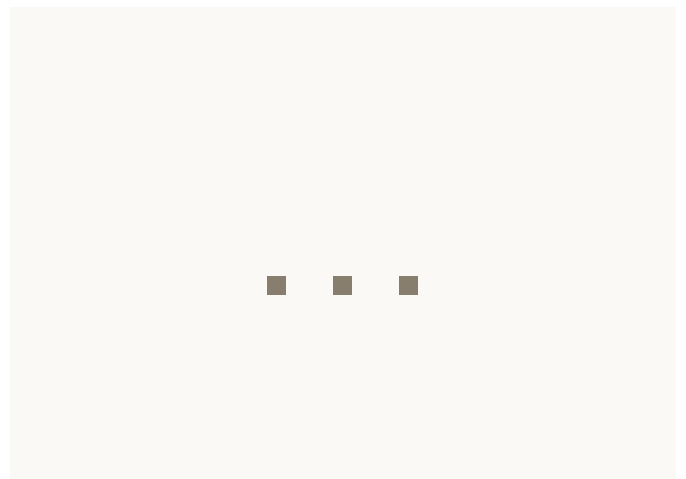


The Future

THE PURSUIT OF THE EXTRAORDINARY

Macquarie Point Stadium

Macquarie Point Stadium presents an opportunity to offer something out of the ordinary that doesn't exist anywhere else in the world. To create a stadium that caters to, and attracts, world class sporting and entertainment events and creates a diverse and integrated precinct. A precinct that is activated 365 days of the year and belongs to all Tasmanians and attracts visitors worldwide. Appealing to a broad fan base and building on the notion of the experience economy, Macquarie Point Stadium (a Stadium of the Future) aims to target multiple complimentary revenue streams realising wealth and employment opportunities to the broad community and to the State of Tasmania.



EXCITEMENT AND ENTERTAINMENT

The world-class Macquarie Point Stadium enables the presentation of major sporting, cultural and entertainment events with a planned seating capacity of 23,000 people in sports mode and up to 30,000 in entertainment mode. The stadium will host AFL, AFLW, soccer, rugby, basketball, boxing, WWE, other sports and cultural events including

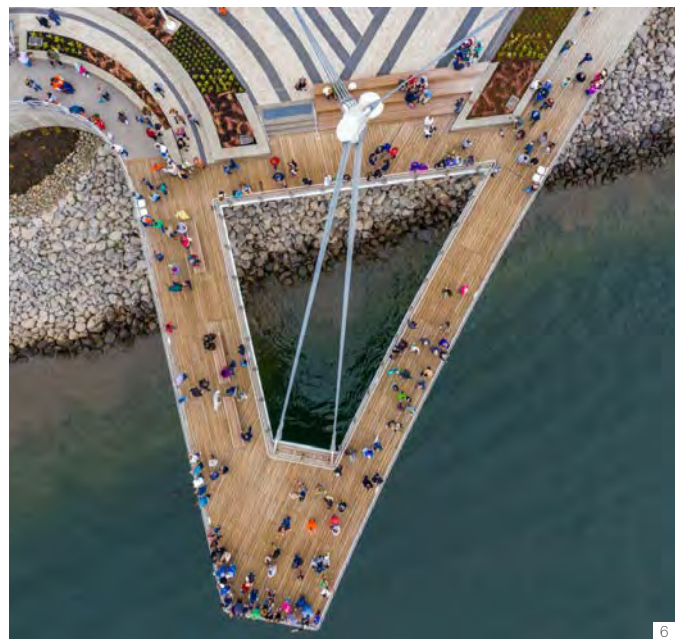
outdoor concerts, performance and ice shows. It will join other Australian stadia capable of attracting and promoting international (concert) artists and offer for the first time, long-awaited affordable access (for locals) and significant tourism opportunities, by securing and promoting such events in Tasmania.



A PLACE FOR ALL

More than just a stadium, Macquarie Point Stadium forms part of a precinct for all; a place where the community feel they belong. A place to experience and be inspired, engaging fans and adding to the fan-journey (way beyond the pre-match and the final siren). It will be both a major events precinct as well as a community precinct where locals, visitors and Tasmanians dwell, mingle and share their experiences to the world via social

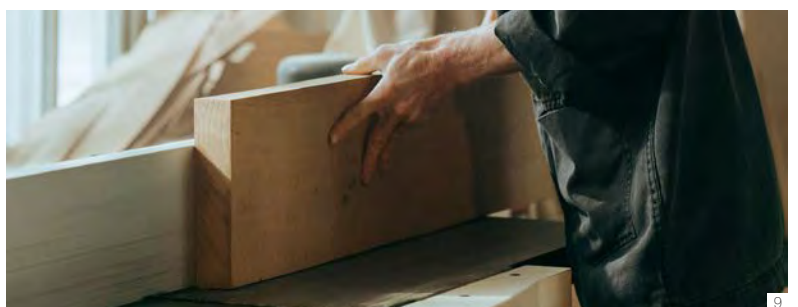
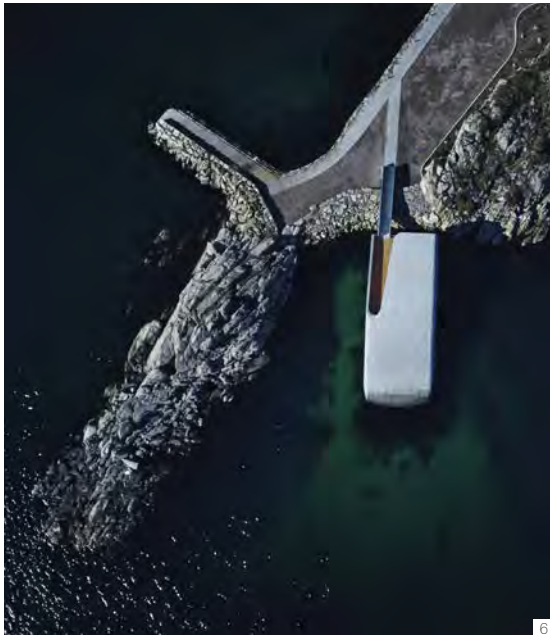
media. It will provide the infrastructure to support a diversity of activities including festivals, community sports, Monster Jams; art galleries, theatre, while integrating parklands, playgrounds, walkways and cycleways with connections to timtumili minanya the River Derwent, the Cenotaph and the Queens Domain precincts.



TASMANIAN ASPIRATION

Macquarie Point Stadium will exude Tasmanian placemaking and present a destination that celebrates and advances all things Tasmanian. A place to expand our aspirations and future opportunities, elevate Tasmania's brand and invite transformative experiences. Incorporating next generation businesses and virtual workplaces (state-of-the art work

environments, meeting spaces with advanced digital capabilities), sustainability and carbon neutrality (battery for the city, water collection and geothermal functions), celebrating local materials and supporting local industry, showcasing Tasmania's gastronomy sector and providing pathways for our youth to dream big and excel in their sporting endeavours.



GATHERING

Macquarie Point Stadium presents a destination to gather and connect throughout 365 days of the year through local produce markets, cafés, restaurants and destination dining, bars, street food pop-ups, external activated spaces, retail, playgrounds

and water experiences. A place for Tasmanians and our visitors to come together. A place that is in the top 10 most Instagrammed locations in Australia.



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RECOGNITION AND REFLECTION

Creating an equitable and inclusive precinct invites opportunity for recognition, wellness, self-health, contemplation and reflection through cultural values and activities. Acknowledging the footprints of our past brings us to a shared aspiration of the

future.
Museums (for sports, ANZAC heritage and inclusive acknowledgement of the breadth of wars, truth-telling,



GLOBAL CONNECTIVITY

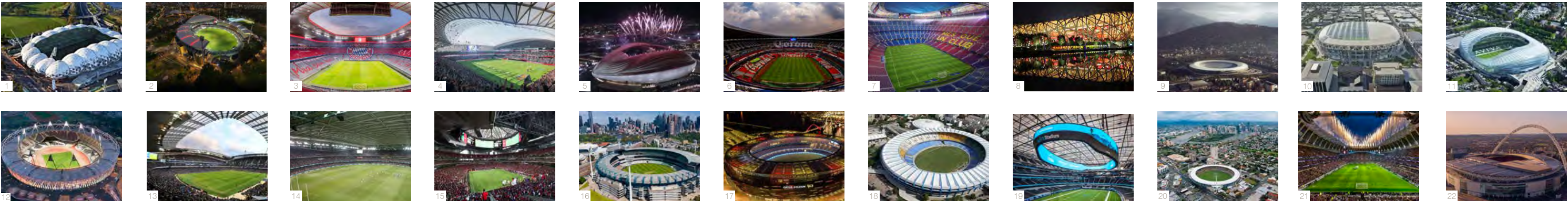
The precinct is a portal that links Tasmania with the rest of the world and brings the world to Tasmania. It advances Tasmania's global visibility through digital interconnectivity, expo's, world leading research, business and retail launches, the gateway to the Antarctic and the rest of the world. A strong education and research institution presence (including primary, secondary,

tertiary, the Antarctic Division, CSIRO, the Menzies Institute for Medical Research) will help push extraordinary Tasmanian talent into the global spotlight. Further global connectivity via Network TV, Global TV Partners, concert streaming and filming, next gen accommodation and hotels will create the platform for these activities.



CASE STUDIES

GLOBAL STADIA EXEMPLARS	SPORT	ALL WEATHER VENUE	CULTURAL + ENTERTAINMENT	RETAIL	HOSPITALITY	EDUCATION + RESEARCH	BUSINESS	RECOGNITION + REFLECTION	SUSTAINABILITY	HEALTH	BROADCAST	HOTEL + CONFERENCE
1. AAMI Park, Melbourne	●		●				●			●	●	
2. Adelaide Oval	●		●		●	●	●	●		●	●	●
3. Allianz Arena, Munich	●				●		●	●			●	
4. Allianz Stadium, Sydney	●		●		●				●	●	●	
5. Al Wakrah Stadium, Qatar	●		●		●		●		●	●	●	
6. Azteca Mexico Stadium	●		●				●				●	
7. Camp Nou Stadium, Barcelona	●		●			●	●	●			●	
8. Beijing National Stadium	●		●	●	●		●		●		●	
9. Brescia Sport and Culture Precinct	●	●	●	●	●	●	●	●	●	●	●	●
10. Christchurch Stadium	●	●	●								●	
11. Aviva Stadium, Dublin	●		●		●		●		●		●	
12. London Olympic Stadium	●		●		●		●		●		●	
13. Manchester City Stadium	●		●			●	●		●	●	●	
14. Marvel Stadium, Melbourne	●	●	●		●				●		●	
● Macquarie Point Stadium	●	●	●	●	●	●	●	●	●	●	●	●
15. Mercedes Benz Atlanta	●	●	●		●		●	●	●	●	●	●
16. Melbourne Cricket Ground	●		●		●		●		●		●	
17. Optus Stadium, Perth	●		●		●	●	●				●	
18. Rio Stadium	●		●				●		●		●	
19. SoFi Stadium, California	●	●	●		●		●		●		●	●
20. The Gabba, Brisbane	●		●				●				●	
21. Tottenham Hotspur Stadium, London	●		●		●		●		●		●	
22. Wembley Stadium, London	●		●	●			●		●	●		●



THE PURSUIT OF THE EXTRAORDINARY



APPENDIX

APPENDIX

Image Credits

COVER PAGE

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INTRODUCTION

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