

# MACQUARIE POINT STADIUM ECONOMIC IMPACT ASSESSMENT

Hobart City Council

## DOCUMENT CONTROL

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## GLOSSARY

**Table G.1: Glossary of Terms**

Acronym/ Term	Description
Business Output	Refers to the gross value of goods and services transacted, including the costs of goods and services used in the development and provision of the final product. Output typically overstates the economic impacts as it counts the value of goods and services at multiple points of the production cycle.
FTE Jobs	Refers to the part-time and full-time employment positions generated by the economic shock, both directly and indirectly through flow-on activity, and is expressed in terms of full time equivalent (FTE) positions. One FTE job is equivalent to one full time job for one year.
Gross Regional Product (GRP)	Refers to the value of output after deducting the cost of goods and services inputs in the production process. Gross Regional Product defines a true economic contribution to the region (in this study, Hobart Local Government Area) and is the preferred measure for assessing economic impacts.
Incomes (also referred to as salaries and wages)	Measures the level of wages and salaries paid to employees holding the FTE jobs generated.
Initial Stimulus (also referred to as direct impact)	Represents the economic activity of the industry directly experiencing the stimulus.
Flow-On Impact	Refers to the secondary effects (e.g. supply chain and induced consumption) that occur as a result of the direct impact. These impacts are disaggregated to: <ul style="list-style-type: none"> <li>• Production induced (supply chain) impacts (type I flow-on), which includes:               <ul style="list-style-type: none"> <li>○ First round production requirements</li> <li>○ Industry support impacts</li> </ul> </li> <li>• Household impacts (type II flow-on).</li> </ul>
Production induced impact	The flow-on (supply chain) impact comprising direct requirements and industry support activity.
First Round Requirements	Expenditure on goods and services to support by the industry experiencing the stimulus (direct suppliers to the industry), known as the first round or direct requirements effects.
Industry Support	The flow-on or second and subsequent round effects of increased purchases by suppliers in response to increased final demand (i.e. sales), known as the industry support effects.
Household Impact	Represent the consumption induced activity from additional household expenditure on goods and services resulting from additional wages and salaries circulating (i.e. being paid) within the economic system.
LGA	Local Government Area
Hobart LGA	Refers to the residents, patrons, labour, and businesses within the Hobart LGA.
Rest of Greater Hobart (RoGH)	Refers to the residents, patrons, labour, and businesses within the Greater Hobart region, excluding Hobart LGA.
Rest of Tasmania (RoT)	Refers to the residents, patrons, labour, and businesses within the state of Tasmania, but outside of the Rest of Greater Hobart.
Interstate	Refers to the residents, patrons, labour, and businesses outside Tasmania, based in mainland Australia.
Non-Local	Refers to the residents, patrons, labour, and businesses outside the Hobart LGA.

Source: AEC.



## EXECUTIVE SUMMARY

### BACKGROUND

The proposed Macquarie Point Stadium (the Stadium) is a pivotal element of the Macquarie Point Master Plan, a multi-stage initiative designed to transform Macquarie Point in Hobart into a dynamic, mixed-use precinct. The proposed Stadium will feature a 24,500-seat capacity for sports events and approximately 30,000 capacity for concert events, with a transparent roof that will enable the Stadium to host a variety of sports, concerts, and business events.

The Stadium is envisioned as a cultural landmark for Hobart, facilitating the establishment of a new Tasmanian Australian Football League (AFL) team, the Tasmanian Devils, providing a sense of pride and importance for local residents regarding their community and region. This is evidenced by the strong support for the team and the rapid membership uptake, with over 200,000 members just months after the launch.

The development is anticipated to revitalise currently vacant waterfront land, drive the progress of other components of the Macquarie Point Master Plan, support local economic development and job creation, and elevate the profile of Hobart and Tasmania. This, in turn, is expected to attract more tourists and businesses to the region.

AEC Group Pty Ltd (AEC) has been engaged by Hobart City Council (Council) to conduct an economic impact assessment of the proposed Macquarie Point Stadium, focusing exclusively on the impact on the City of Hobart's geography, as most previous related studies for the Stadium have focused on Tasmania as a whole.

### PURPOSE AND APPROACH

This report provides an economic analysis of the Macquarie Point Stadium for the Hobart LGA, examining both the potential construction and operation phase impacts. It incorporates previous related studies and peer reviews, along with desktop research, to inform the underlying assumptions and quantify the proposed project's economic impact on the Hobart LGA's economy using input-output modelling.

This analysis is designed to inform and demonstrate to the Council the economic impacts of the project, as well as its wider socio-economic benefits. Additionally, it offers high-level strategies that can be adopted to further activate the Hobart LGA before and after events, in order to fully leverage the benefits of the Stadium.

### KEY FINDINGS

#### ECONOMIC IMPACT ASSESSMENT

The total construction cost for the proposed Macquarie Point Stadium is estimated at \$934.8 million, with the construction period anticipated to span from 2025 to 2029. During the construction phase, it is estimated that the construction activity will generate significant economic impacts within Hobart LGA, as shown in Table ES.1.

**Table ES.1: Economic Activity Supported by Construction, Hobart LGA**

Impact	Output (\$M)	GRP (\$M)	Incomes (\$M)	Employment (FTEs)
Initial Stimulus in Local Economy	\$52.4	\$20.3	\$16.3	123
Direct Requirements (First Round Type I) Impacts	\$41.8	\$18.6	\$13.0	116
Industry Support (Subsequent Round Type I) Impacts	\$17.3	\$8.4	\$5.9	49
Household Consumption (Type II) Impacts	\$31.9	\$18.0	\$9.4	97
<b>Total Impacts in Local Economy</b>	<b>\$143.3</b>	<b>\$65.4</b>	<b>\$44.7</b>	<b>385</b>

Note: Totals may not sum due to rounding.  
Source: AEC.

Modelling of the operational phase impacts examines the average total annual economic activity supported through the operations of the Stadium, which are assumed to reach a business-as-usual stage by 2032. The Macquarie Point Stadium will generate economic activity for the Hobart LGA through the following mechanisms:

- Operating activity of the stadium itself
- Activity associated with organising and hosting events at the stadium
- Activity supported more broadly in Hobart LGA on event days outside the Stadium, before and after an event
- Induced non-event day visitation and associated visitor expenditure.

Table ES.2 highlights the annual economic impacts of the Stadium supported by business-as-usual operations. Of the post-construction impacts, the largest impact is estimated to be delivered through induced non-event day visitor expenditure, followed by local and visitor expenditure on event day (outside the venue).

**Table ES.2: Economic Activity Supported during Post-Construction, Hobart LGA**

Impact	Output (\$M)	GRP (\$M)	Incomes (\$M)	Employment (FTEs)
<b>Stadium Operations</b>				
Initial Stimulus in Local Economy	\$7.4	\$0.4	\$2.6	23
Direct Requirements (First Round Type I) Impacts	\$2.9	\$1.4	\$1.1	11
Industry Support (Subsequent Round Type I) Impacts	\$0.9	\$0.5	\$0.3	3
Household Consumption (Type II) Impacts	\$2.9	\$1.6	\$0.8	9
<b>Total Impacts in Local Economy</b>	<b>\$14.0</b>	<b>\$3.9</b>	<b>\$4.9</b>	<b>45</b>
<b>Hosting Event Activity</b>				
Initial Stimulus in Local Economy	\$4.5	\$2.2	\$1.8	31
Direct Requirements (First Round Type I) Impacts	\$1.4	\$0.7	\$0.5	4
Industry Support (Subsequent Round Type I) Impacts	\$0.4	\$0.2	\$0.1	1
Household Consumption (Type II) Impacts	\$1.6	\$0.9	\$0.5	5
<b>Total Impacts in Local Economy</b>	<b>\$7.9</b>	<b>\$4.0</b>	<b>\$2.9</b>	<b>41</b>
<b>Local and Visitor Expenditure On Event Day (Outside The Venue)</b>				
Initial Stimulus in Local Economy	\$40.0	\$19.8	\$15.2	237
Direct Requirements (First Round Type I) Impacts	\$9.0	\$4.3	\$3.0	25
Industry Support (Subsequent Round Type I) Impacts	\$2.7	\$1.3	\$0.9	7
Household Consumption (Type II) Impacts	\$15.2	\$8.6	\$4.5	46
<b>Total Impacts in Local Economy</b>	<b>\$66.9</b>	<b>\$34.0</b>	<b>\$23.6</b>	<b>315</b>
<b>Induced Non-Event Day Visitor Expenditure</b>				
Initial Stimulus in Local Economy	\$54.2	\$26.4	\$20.3	308
Direct Requirements (First Round Type I) Impacts	\$12.1	\$5.8	\$3.9	33
Industry Support (Subsequent Round Type I) Impacts	\$3.6	\$1.8	\$1.2	10
Household Consumption (Type II) Impacts	\$20.2	\$11.4	\$6.0	62
<b>Total Impacts in Local Economy</b>	<b>\$90.1</b>	<b>\$45.3</b>	<b>\$31.4</b>	<b>412</b>
<b>Total Operations Phase</b>				
Initial Stimulus in Local Economy	\$106.0	\$48.7	\$39.9	598
Direct Requirements (First Round Type I) Impacts	\$25.4	\$12.2	\$8.5	72
Industry Support (Subsequent Round Type I) Impacts	\$7.6	\$3.8	\$2.6	21
Household Consumption (Type II) Impacts	\$39.8	\$22.5	\$11.8	122
<b>Total Impacts in Local Economy</b>	<b>\$178.9</b>	<b>\$87.2</b>	<b>\$62.8</b>	<b>813</b>

Note: Totals may not sum due to rounding.  
Source: AEC.

AEC also examined a scenario where 100% (compared to only 50% under the central case) of business-type events represent net new activity for the Hobart LGA economy. Under this scenario, the impact improvement compared to the central case is relatively small (an improvement in GRP contribution of \$2.5 million and 23 more FTE jobs, including direct and flow-on impacts).

## WIDER SOCIO-ECONOMIC BENEFITS

In addition to the economic activity outlined above, the new Stadium may support a range of social and cultural benefits for the Hobart LGA, including the following:

- Support for Broader Economic Investment and Urban Renewal
- Support for Local Supply Chains and Workforce Skills Outcomes
- Amenity Benefit for Local Residents
- Population Retention and Increased Liveability in Hobart
- Raising the Profile of Hobart
- Enhanced Community Connectivity and Pride of New Stadium and New AFL Team
- Increased Participation in Sport and Support for Local Professional Sports Industry
- Volunteering Opportunities

## STRATEGIES TO ACTIVATE HOBART LGA PRE AND POST EVENT

The Macquarie Point Stadium is expected to boost patronage to nearby businesses before and after events. The following strategies can be adopted to further activate Hobart LGA and fully leverage the benefits of the Stadium:

- **Pre-Event Engagement & Wayfinding Activation:** Develop a 'Stadium Event Trail(s)' map (printed and digital) that guides attendees to local venues and highlight opening hours, offers, experiences and what to expect pre/ post-event. Activate key walking routes between the Stadium and key entertainment precincts (e.g. Salamanca, Battery Point, CBD, etc) with branded signage, temporary public art, or wayfinding projections.
- **Event/ Night Economy Infrastructure:** Establish infrastructure or designate existing areas for temporary pop-ups or food trucks along key walking routes to and from the Stadium during major events to create a pre-event "village" atmosphere. Printed and digital (e.g. scooters, shuttle loops) to link key precincts (e.g. Salamanca Place, Battery Point, CBD, and Waterfront) more effectively on event nights, particularly in cold weather.
- **Campaigns Pre and Post Stadium Events:** Local businesses can boost event day sales through targeted awareness campaigns and event day promotions. Developing marketing campaigns to promote local businesses and attractions to Stadium visitors can highlight special offers, events, and unique experiences available in the surrounding areas. A significant portion of survey respondents who attended a game at CommBank Stadium in Parramatta reported being unaware of the range and quality of cafes, restaurants, bars, and clubs in Parramatta, indicating that the lack of purchases was due to a lack of awareness rather than negative perceptions (Invest Parramatta, 2019).
- **Extend Trading Hours and Provide Incentives:** Encouraging local businesses to extend their operating hours on event days can accommodate the anticipated influx of visitors before and after events at the Stadium, especially on event day. In 2023, the number of businesses in Hobart LGA operating between 6 pm and 6 am fell on most days of the week compared to 2022 (Ingenium Research, 2024). Around 41% to 58% of core nighttime economy-related businesses (10% to 13% of all retail businesses) were open in the evening from 6 pm to 9 pm, with that share dropping sharply to 21% to 35% from 9 pm to 12 am. Extended operating hours, especially for events held at night, can promote nightlife and increase activity. To support commercial viability, the government can offer incentives such as liquor license fee rebates for venues.
- **Curated Local Offers Linked to Event:** Work with traders to provide exclusive offers for patrons who show their event tickets (e.g. discounts, fixed-price menus, priority seating). Encourage venues to offer 60-minute set menus before events with guaranteed turnaround times.

- **Support Trader Capacity Building & Scheduling Support:** Offer Council-supported training or briefings for local businesses on how to prepare for peak event days (e.g. rostering, quick service delivery, digital promotion, etc). Council could create a real-time event calendar dashboard for traders to view pending events and appropriately plan ahead.
- **Collaborative Events and Partnerships:** Encourage collaboration between the Stadium operator and local businesses to host joint events, such as pre-game and post-game activities, live music performances, and food festivals, can attract more visitors to the area. These events can create a festive atmosphere and provide additional entertainment options for visitors. Consider the development of staggered/ staged exit strategies by including a mix of post-event entertainment or 'linger zones' in Stadium and staged at various points outside of the stadium to minimise max exodus and increase dwell time.
- **Buskers and Street Performers:** Introducing buskers and street performers in key areas around the Stadium can create a lively and engaging atmosphere. This can attract more visitors and encourage them to spend more time in the area, benefiting local businesses. Businesses may wish to create family-friendly early dining or activity options/ precincts for events (e.g. craft stations, face painting, kids' menus, and themed event tie-ins).
- **Cultural and Recreational Activities:** Leveraging the Stadium's presence to promote cultural and recreational activities in the area can enhance the overall visitor experience and encourage longer stays. Performers should be coordinated pre and post event (e.g. 2 hours before and 2 hours after) Organise walking tours, historical site visits, and outdoor activities that highlight the unique aspects of Hobart.

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# 1. INTRODUCTION

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## 1.1 BACKGROUND

AEC Group Pty Ltd (AEC) has been engaged by Hobart City Council (Council) to conduct an economic impact assessment of the proposed Macquarie Point Stadium (the Stadium), located at Macquarie Point, Hobart. This assessment will focus on the impacts and benefits associated with the construction and operation of the Stadium, from the vantage point of assessing benefits exclusively for the City of Hobart's geography (Hobart local government area (LGA)).

It is important to note that most previous related studies for the Stadium have focused on Tasmania as a whole. A Project of State Significance (PoSS) application was recently submitted to the Tasmanian Planning Commission (TPC), with all technical reports included in the application prepared from the perspective of assessing benefits for the state of Tasmania.

The objective of this study is to provide a report that incorporates previous related studies and peer reviews, along with desktop research, to inform the underlying assumptions, and then quantify the proposed project's economic impact on the Hobart LGA's economy using input-output modelling. Additionally, the study aims to examine the potential social and cultural benefits of this development and offer high-level strategies to further activate businesses within the catchment area, leveraging the benefits of the Stadium.

## 1.2 PURPOSE AND APPROACH

This report provides an economic analysis of the Macquarie Point Stadium for the Hobart LGA, examining both the potential construction phase and operation phase impacts. Given the proposed stadium will be located within Hobart LGA, this analysis is designed to inform Council's decision-making processes, highlighting the potential economic, social, and cultural implications for Hobart, and offering strategies to capitalise on the benefits of the Stadium. All years presented in this report are for financial years ending June. Where years are reported (e.g. the year 2025) this refers to the financial year ending in June of the year presented (e.g. year ending 30 June 2025).

This report provides:

- **Section 2:** Project Overview - A description of the Stadium project, including key elements and the rationale for development of the Stadium.
- **Section 3:** Economic Impact Assessment - An estimation of the direct and flow-on impacts to the Hobart LGA economy via Input-Output (IO) modelling. A description of the IO methodology is provided in Appendix A.
- **Section 4:** Wider Socio-Economic Benefits - An assessment of the wider social and cultural benefits generated through the construction and operations of the Stadium, which are not fully captured in IO modelling.
- **Section 5:** Strategies to Activate Surrounding Region - An overview of the current retail and commercial offerings for locals and visitors in the catchment area, and high-level strategies that can be adopted to enhance the activation of these areas to support Hobart LGA's economy.

## 1.3 DOCUMENTS REVIEWED

Council provided key documents and materials for AEC to review and support the development of the assumptions for the economic impact assessment of Macquarie Point Stadium in Hobart, including:

- Cost Benefit Analysis Macquarie Point Multipurpose Stadium (KPMG, 2024<sup>a</sup>).
- Economic Impact Assessment Macquarie Point Multipurpose Stadium (KPMG, 2024<sup>b</sup>).
- Financial Impact Report Macquarie Point Multipurpose Stadium (KPMG, 2024<sup>c</sup>).
- Social and Cultural Analysis Macquarie Point Multipurpose Stadium (KPMG, 2024<sup>d</sup>).
- Supplementary Report Macquarie Point Multipurpose Stadium (KPMG, 2025).

- Macquarie Point Stadium Housing for Workforce (Leftfield Project Solutions, 2024).
- Independent review of the Macquarie Point Stadium (Gruen, 2025).
- The Socio-Economic Value of AFL Games in Hobart, 2015 (Institute Of Project Management, 2015).
- Macquarie Point Stadium Economic Analysis Advice (SGS Economics and Planning, 2025).

It is important to note that AEC was not provided with the underlying models, analysis, and stakeholder consultation that informed and generated the model outcomes and key findings of the above reports. Therefore, AEC cannot verify the accuracy of the model outcomes presented in these reports. However, information provided in the reports has been used for assessing impacts of the Stadium to Hobart LGA in this study if deemed reasonable and appropriate.

Almost all of the above reports focused on the project's impacts on Tasmania as a whole. This report, however, focuses on examining the impact on Hobart LGA. AEC conducted desktop research, performed benchmarking analysis and consulted with the Council, to fill data gaps and validate assumptions for use. Benchmarking included examining other stadiums such as CommBank (formerly Bankwest) Stadium in Parramatta, and AEC's previous stadium-related work which includes analysis and patrons surveying for the Queensland Country Bank Stadium, Suncorp Stadium, The Gabba, Cbus Super Stadium, People First Stadium and Optus Stadium.

## 2. PROJECT OVERVIEW

### 2.1 PROJECT DESCRIPTION

The Macquarie Point Stadium is a crucial element of the Macquarie Point Master Plan, a multi-stage initiative designed to transform Macquarie Point in Hobart into a dynamic, mixed-use precinct. This development aims to offer diverse experiences, stimulate economic activity and tourism, and attract investment to the region (MPDC, 2024).

The proposed Macquarie Point Stadium will feature the following key components (KPMG, 2024<sup>a</sup>):

- 24,500 capacity for sports events, with seating distributed as follows:
  - 19,608 General admission capacity (including of 1,500 standing spaces)
  - 692 Category 1 corporate capacity
  - 700 Category 2 corporate capacity
  - 3,500 Stadium membership capacity
- Approximately 30,000 capacity for concert events (including capacity / seating on the playing surface)
- A transparent roof supported by an internal steel and timber frame
- Food and beverage infrastructure, signage and audio visual infrastructure
- Function space for up to 1,500 people
- Practice wickets will be on-site
- Goods shed relocation and fitout
- Precinct-related works, such as site access upgrades, increased public transport infrastructure, and redesigns of surrounding streets.

The stadium is envisioned as a cultural landmark for Hobart, facilitating the establishment of a new Tasmanian Australian Football League (AFL) team, the Tasmanian Devils. It will host a variety of sports, concerts, and business events, catering to the diverse interests of Tasmanians. The development is expected to rejuvenate currently vacant waterfront land, drive the progress of other components of the Macquarie Point Master Plan, support local economic development and job creation, invigorate consumer-facing businesses in and around the stadium, and elevate the profile of Hobart and Tasmania, thereby attracting more tourists and businesses to the region.

### 2.2 EVENT SCHEDULE AND ATTENDANCE

The event schedule and associated attendance at the Stadium are crucial drivers of the economic analysis. AEC has adopted KPMG's proposed 'core' event calendar and assumed attendance figures for sports, concert, and business events, as detailed in Table 2.1 (KPMG, 2024c). These projections are deemed reasonable and align with attendance figures at comparable venues, such as Queensland Country Bank Stadium in Townsville, which had 299,384 attendees in 2024, and CommBank Stadium in Parramatta, which had 446,474 attendees in 2024 (Austadiums, 2025). For modelling purposes, AEC has assumed the following:

- **Sports and Concert Events:** 37 events per year, with a total attendance of 393,673 patrons<sup>1</sup>
- **Business Events:** 52 events per year, with a total attendance of 13,000 delegates<sup>2</sup>.

<sup>1</sup> Total includes event participants.

<sup>2</sup> AEC has assumed that only 50% of KPMG's business-type event schedule (104 events) and associated attendance (26,000 delegates) represent net new activity for the Hobart LGA Economy (see section 3.2.2.2).

As KPMG's Cost Benefit Analysis and Economic Impact Assessment were conducted from a Tasmanian perspective (KPMG, 2024<sup>a</sup>; 2024<sup>b</sup>), events already held at other Tasmanian venues, such as UTAS Stadium in Launceston and Ninja Stadium in Bellerive, were excluded from their analysis. Since these stadiums are outside the Hobart LGA boundaries, any events transferred to Macquarie Point Stadium will represent additional activities and economic benefits for the Hobart LGA and thereby have been included in this study.

**Table 2.1: Event Calendar and Attendance**

Event-type	Event	Annual Event Days	Average Event Day Attendance
Commercial	AFL (TFC)	7	20,825
	AFLW (TFC)	3	4,900
	AFL pre-season	1	6,125
	AFLW pre-season	1	2,450
	BBL	4	10,413
	WBBL	4	2,450
	NRL Club Match	1	17,763
One-off	Test Match	4 (1 event)	14,088
	Men's ODI / T20	1	15,313
	Women's ODI / T20	1	4,900
	Socceroos (Tier 2 friendly)	1 in every 4 years	22,050
	Matildas (Tier 2 Friendly)	1 in every 4 years	22,050
	Youth International	1	2,450
	Ad hoc sport/ entertainment	1 in every 2 years	12,000
Entertainment	Concerts (Full)	3	30,000
	Arena mode concerts	2	10,000
Community	Local Football GF	1	4,900
	VFL Tasmania Devils / VFLW Tasmania Devils (Double Header)	2	2,450
	Coates Talent League (Double Header)	1	613
	Existing Mass Participation Events	1	1,500
	Existing Local Events	1	1,500
<b>Sports and Concert Events</b>	<b>Total Sports &amp; Concert Events</b>	<b>37</b>	<b>393,673*</b>
<b>Business Events</b>	<b>Total Business Events</b>	<b>52</b>	<b>13,000</b>
<b>Total Events</b>	<b>Total Events At Stadium</b>	<b>89</b>	<b>406,673</b>

\* Total includes event participants.  
 Source: KPMG (2024<sup>c</sup>); AEC.

### 3. ECONOMIC IMPACT ASSESSMENT

#### 3.1 APPROACH

Economic modelling estimates the economic activity supported by the construction and post-construction activity associated with the project. Input-Output (IO) modelling is used to examine the direct and flow-on<sup>3</sup> activity expected to be supported within the Hobart LGA economy. Modelling drivers used in the assessment are described in Section 3.2. A description of the Input-Output modelling framework is provided in Appendix A. All prices are expressed in 2024 dollar terms.

Input-Output modelling describes economic activity by examining four types of impacts:

- **Output:** Refers to the gross value of goods and services transacted, including the costs of goods and services used in the development and provision of the final product. Output typically overstates the economic impacts as it counts all goods and services used in one stage of production as an input to later stages of production, hence counting their contribution more than once.
- **Gross product:** Refers to the value of output after deducting the cost of goods and services inputs in the production process. Gross product (e.g., Gross Regional Product (GTP)) defines a true net economic contribution and is subsequently the preferred measure for assessing economic impacts.
- **Income:** Measures the level of wages and salaries paid to employees of the industry under consideration and to other industries benefiting from the project.
- **Employment:** Refers to the part-time and full-time employment positions generated by the economic stimulus, both directly and indirectly through flow-on activity, expressed in FTE positions/ FTE job years<sup>4</sup>.

#### 3.2 MODELLING DRIVERS AND ASSUMPTIONS

The following sections describe the key assumptions applied to model the economic impacts of the Stadium on the Hobart LGA economy during its construction and operational phases.

##### 3.2.1 CONSTRUCTION PHASE

Modelling of the construction phase has been undertaken to assess the potential impacts associated with the overall construction period, which is anticipated to span from 2025 to 2029 (including site preparation) (KPMG, 2024<sup>a</sup>).

The total construction cost for the proposed Macquarie Point Stadium is estimated at \$934.8 million, comprising the following capital expenditures:

- \$715.5 million for core stadium-related costs (KPMG, 2024<sup>a</sup>).
- \$68.2 million for other stadium-related costs (Gruen, 2025)
- \$151.1 million for precinct-related costs (Gruen, 2025).

AEC has included additional costs not accounted for in KPMG's analysis, which are deemed necessary to fully realise the benefits of the Stadium. For example, the \$151.1 million allocated for precinct-related costs covers essential infrastructure work within the Stadium Precinct. This is necessary to manage the increased flow of patrons safely and efficiently, and the inclusion of such costs aligns with Infrastructure Australia Guidelines (Infrastructure Australia, 2021).

<sup>3</sup> Both production-induced (Type I) and consumption-induced (Type II) flow-on impacts have been presented in this report. Refer to Appendix A for a description of each type of flow-on impact.

<sup>4</sup> One FTE job year is equivalent to one person working full time for a period of one year.



For IO modelling purposes, construction costs were allocated to their respective IO industries. This allocation was based on AEC's research into the most appropriate industries for each activity, using trade description information provided. The table below (Table 3.1) provides a summary of construction expenditure by industry estimated for the assessment.

**Table 3.1: Construction Costs by Input-Output Sector**

Input-Output Sector	Share (%)	Cost (\$M)	Location (%)	Source (%)
Non-residential building construction	23.5%	\$219.3	100%	6%
Heavy and civil engineering construction	16.4%	\$152.9	100%	6%
Construction services	15.9%	\$148.5	100%	6%
Professional, scientific and technical services	9.7%	\$90.4	25%	25%
Furniture manufacturing	1.2%	\$10.9	-%	-%
Specialised and other machinery and equipment manufacturing	1.3%	\$12.5	-%	-%
Structural metal product manufacturing	8.6%	\$80.1	-%	-%
Other agriculture	0.1%	\$1.4	5%	5%
Other wood product manufacturing	11.8%	\$110.0	-%	-%
Plaster and concrete product manufacturing	7.6%	\$70.7	-%	-%
Electrical Equipment Manufacturing	3.7%	\$34.6	-%	-%
Professional, Scientific, Computer and Electronic Equipment Manufacturing	0.4%	\$3.5	5%	5%
<b>Total Construction Cost</b>	<b>100.0%</b>	<b>\$934.8</b>	<b>58%</b>	<b>6%</b>

Note: Totals may not equal the sum of individual items due to rounding.  
Source: AEC.

Of the above capital outlay, not all activity will be undertaken within the Hobart LGA economy. The estimated proportion of activity attributed to the Hobart LGA is based on workforce data from current major projects (such as the \$786 million New Bridgewater Bridge project), review of Hobart LGA's economic structure against the scale of activity to understand relative capacity to deliver such works locally, as well as consultations with Council.

The following assumptions regarding location and source of activity were used for each IO sector:

- While 100% of construction activity (i.e., non-residential construction, heavy and civil engineering, and construction services) is expected to occur locally on site, approximately 6% is anticipated to be sourced from businesses and labour within the Hobart LGA. The remaining 94% of construction activity will be imported from outside the LGA. The local sourcing share was based on the proportion of construction workers from nearby LGAs for the New Bridgewater Bridge project (~45%) (Leftfield Project Solutions, 2024), with ABS Census of Population and Housing data indicating that around 13% of construction workers from nearby LGAs to the Stadium are from the Hobart LGA (ABS, 2022), leading to the 6% estimate ( $45\% \times 13\% = 6\%$ ).
  - Approximately 7.5% of purchases on goods and services (supply chain related activity) would be spent within the local economy (i.e., 7.5% of the Type I flow on activity associated with non-local construction companies is assumed to represent additional local activity in the Hobart LGA region).
  - Approximately 5% of wages and salaries paid to construction-related workers sourced from outside the region would be spent on local goods and services, such as food and beverages (i.e., 5% of the Type II flow on activity associated with non-local workers is assumed to represent additional local activity in the Hobart LGA region).
- 25% of professional, scientific and technical services will be both sourced from and occur locally (i.e., 75% of this activity will be sourced from businesses and labour outside the region).
- 5% of professional, scientific, computer and electronic equipment manufacturing, and other agriculture activity will be both sourced from and occur locally.

- The location and source of activity for the remaining IO sectors are expected to occur and be sourced from businesses and labour outside the region. This reflects the Hobart LGA's size of the relevant industry and its very low likelihood of delivering such works. For instance, while timber roof materials are expected to be sourced from Tasmania, they will likely be sourced from outside the Hobart LGA.

### 3.2.2 OPERATIONAL PHASE

Modelling of the operational phase impacts examines the average total annual economic activity supported through the operations of the Stadium. The Stadium is assumed to be operational from 2029, and similar to KPMG's analysis, the following assessment focuses on expected activity in 2032, representing a business-as-usual year of operation (KPMG, 2024<sup>b</sup>).

The Macquarie Point Stadium will generate economic activity for the Hobart LGA through the following mechanisms:

- **Operating activity of the stadium itself:** This includes general operational expenditure and maintenance of the stadium, as well as revenue generated through Stadium hire, etc.
- **Activity associated with organising and hosting events at the stadium:** This reflects the activity of event organisers in organising and hosting events, and includes ticket revenue generated from event attendance, revenue of vendors at the stadium from patron spend on food, beverages and merchandise, and operating costs for hosting events (excluding Stadium costs as these are outlined above).
- **Activity supported more broadly in Hobart LGA on event days outside the Stadium, before and after an event:** This refers to the expenditure and activation in areas surrounding the Stadium on event days through expenditure of event patrons either before or after attending an event.
- **Induced non-event day visitation and associated visitor expenditure:** This refers to spending in the Hobart LGA region by visitors attracted to Hobart as a result of events held at the Stadium (e.g., expenditure on accommodation and travel), excluding expenditure either at the event itself or on the event day (as this is covered above). Unlike previous studies that examined the impact from the perspective of Tasmania as a whole, this impact focuses on the Hobart LGA level and includes intrastate visitation expenditure.

#### 3.2.2.1 STADIUM OPERATING ACTIVITY

To estimate the operating activity for Macquarie Point Stadium, information from KPMG's Financial Impact Report Macquarie Point Multipurpose Stadium (KPMG, 2024<sup>c</sup>) was utilised to project revenue and operating costs based on the adopted event schedule (see Section 2.2). Table 3.2 below highlights the estimated operating activity for Macquarie Point Stadium in an average year. The relative ratios among the key revenue and expenditure line items align with industry benchmarks and AEC's previous stadium-related studies.

**Table 3.2: Estimated Operating Activity for Macquarie Point Stadium**

Revenue & Expenditure	Estimates (\$M)
<b>Revenue</b>	
Venue hire fees	\$1.2
Ticketing related revenue	\$0.8
Membership and other revenue	\$5.3
<b>Total Revenue</b>	<b>\$7.4</b>
<b>Expenditure</b>	
Event day costs not passed through	\$0.2
Salaries and wages	\$2.6
Turf maintenance	\$0.4
Administration / overhead costs	\$1.7
Maintenance	\$4.7
<b>Total Expenditure</b>	<b>\$9.5</b>

Source: KPMG (2024<sup>c</sup>), AEC.

For the purposes of modelling, operating activity was allocated to the 'Sports and recreation' industry in the Input-Output model. Direct estimates of output, contribution to Gross Regional Product, employment and employee incomes were developed based on the information outlined in Table 3.2, with all of this activity occurring in Hobart LGA. It is worth noting that the FTE estimates are based on the place of work, meaning these employees may reside outside of the Hobart LGA. However, to best reflect the flow-on economic activity supported by the Stadium, the modelling used the estimated expenditure on goods and services plus maintenance (\$7.0 million) and the standard Input-Output industry structure for Hobart LGA to identify the typical level of flow-on activity associated with this quantum of expenditure on goods and services in the 'Sports and recreation' industry locally.

### 3.2.2.2 ACTIVITY ASSOCIATED WITH ORGANISING AND HOSTING EVENTS

Activity associated with organising and hosting events includes measures of ticket revenue as well as other expenditures by patrons at events, such as food, beverages, and merchandise. There are three key revenue streams associated with hosting event activity, each examined below.

#### SPORTS & CONCERT EVENTS

Total ticket revenue for sports and concert-related events at Macquarie Point Stadium is derived from KPMG's estimate of the stadium's ticketing-related revenue (see Table 3.2), which represents the share of booking fees/charges attributable to the venue, and Gruen's assumption that the stadium's share of total ticket revenue is 5% (Gruen, 2025). This equates to \$16.7 million of total ticketing revenue per annum, or \$42.5 per patron, approximately in line with AEC's previous stadium-related studies.

Given that the Stadium will take a proportion of event revenue for hire of the Stadium/ commission for events held at the stadium to help cover operating costs, this cost (\$0.8 million) was removed from the event host's ticket revenue (net ticketing revenue of \$15.8 million) to avoid double counting (as this is effectively captured through modelling of the Stadium's operations). The associated host's event expenditure to organise such events is estimated to be \$3.2 million, or 20% of event revenue. This share was based on industry benchmarks and AEC's previous stadium-related work.

In modelling flow-on activity associated with these annual operating costs, the level of output associated with expenditure of \$3.2 million through the 'Sports and recreation' sector for Hobart LGA was modelled. Ticket revenue related to sports and concert events will occur in Hobart LGA as this is where the Stadium is located. However, it is assumed that only 20% of this activity will be sourced from Hobart LGA, reflecting that the majority of events promoted at the Stadium are by organisers with businesses domiciled outside the Hobart LGA, especially by interstate businesses (KPMG, 2024<sup>b</sup>).

#### BUSINESS EVENTS

The event organisers of business-type events at the Stadium's function spaces will also benefit through the revenues they receive. Under the central scenario, AEC has assumed that only 50% of these business-type events represent net new activity for the Hobart LGA economy. While capacity issues have been noted (KPMG, 2024<sup>a</sup>), it is difficult to ascertain what constitutes new activity versus events transferred from other venues within the Hobart LGA. Anecdotal evidence indicates that when larger-sized business events are held, this can result in some capacity constraints in terms of accommodation availability in Hobart LGA, and thereby place some constraints on the number of events that can be held locally at any one time. AEC also examined a scenario where 100% of business-type events represent net new activity for the Hobart LGA economy (see Appendix B).

The host's event expenditure to organise such events is estimated to be \$1.6 million per annum, based on total additional attendance of 13,000 delegates (KPMG, 2024<sup>a</sup>), and average organiser expenditure (excluding venue hire and food & beverage-related costs) of \$125 per delegate per day, based on information outlined in the BECA 2015 report and presented in 2024 dollars.

In modelling flow-on activity associated with these annual operating costs, the level of output associated with expenditure of \$1.6 million through the 'Employment, travel agency, and other administrative services' sector for Hobart LGA was modelled. Activity related to business events will occur in Hobart LGA as this is where the Stadium is located. However, it is assumed that only 20% of this activity will be sourced from Hobart LGA, similar to the assumption adopted for sports and concert events.

### ANCILLARY IN-STADIUM EXPENDITURE

Stadia also generate additional revenue for vendors through patron expenditure on food, beverages, and merchandise on event days. The average spend per patron at events at the Stadium, based on insights from AEC's survey of patron expenditure at stadiums as part of AEC's previous stadium-related studies, is estimated at:

- Food and Beverage: \$30
- Merchandise: \$5

The total in-stadium spend (tickets, food & beverage, and merchandise) for sports and concert events is estimated to be \$77.5 per person per event, roughly in line with KPMG's estimate of \$68 (which does not include merchandise expenditure).

The above spend per person on food, beverages, and merchandise has been applied to the estimated number of patrons per annum at Macquarie Point Stadium, based on average attendance and number of events per annum outlined in section 2.2. The projected annual revenue from food and beverages is approximately \$11.8 million, while merchandise sales are expected to generate around \$2.0 million.

For modelling purposes, food & beverage-related expenditure has been allocated to the Input-Output sector of 'Food & beverages', while merchandise expenditure has been allocated to 'Retail trade'. While 100% of food & beverage and retail trade activity is expected to occur locally, 25% is anticipated to be sourced from businesses and labour (vendors) within the Hobart LGA region (i.e., 75% of this activity will be sourced from vendors domiciled outside Hobart LGA). This is roughly in line with Hobart LGA's share of workers from the relevant industries compared to surrounding LGAs (ABS, 2022).

#### 3.2.2.3 ACTIVITY SUPPORTED ON EVENT DAYS OUTSIDE THE STADIUM

Events held at the Stadium will not only deliver in-Stadium activity, but also generate considerable activity outside the Stadium in Hobart LGA on event days from event goers, both local and non-local, undertaking activity pre- and post-event.

The Stadium will host a range of events, from sporting to business type events, attracting teams, officials, media, spectators, and delegates to the Stadium and the Hobart region. It is expected to draw significant spectators from not only within Hobart LGA, but also outside the Hobart LGA, including Greater Hobart, regional Tasmania, and interstate visitors. The following patron profile assumptions have been made:

- **Sports & Concert Events:** A total of 392,743 spectators are expected to attend events at the Stadium. A deeper breakdown of the patron profile by event type is provided:
  - **Commercial Events:** These events are projected to attract 20% of total attendance from interstate visitors. AEC has assumed a lower share compared to KPMG's assumptions (25%), which were based on two interstate teams traveling to Tasmania (KPMG, 2024<sup>a</sup>). This adjustment follows feedback from the Tasmanian Planning Commission on KPMG's analysis, suggesting a more conservative assumption of 20% (KPMG, 2025).  
  
The remaining 80% is split by 8% Hobart LGA residents, 27% from the rest of Greater Hobart (RoGH), and 46% from the rest of Tasmania (RoT). This is based on the latest Tasmanian Devils membership figures by region from urban Hobart (Pulse Tasmania, 2024), with the proportion then determined by the Hobart LGA's share of the resident population within the region (ABS, 2024<sup>d</sup>).
  - **One-off & Entertainment Events:** These events are expected to attract 20% interstate visitors, based on KPMG's analysis. The remaining 80% is split by 16% Hobart LGA residents, 24% RoGH, and 40% RoT, based on Hobart LGA's share of the resident population of Tasmania, and a premium considering factors such as location and convenience that increase the likelihood of attendance compared to other Tasmanian regions.
  - **Community Events:** These events are expected to attract only Tasmanian residents due to their local nature, with 20% Hobart LGA visitors, 30% RoGH and 50% RoT, based on Hobart LGA's share of the resident population of Tasmania, and a premium considering factors such as location and convenience that increase the likelihood of attendance.

- **Business Events:** These events are expected to attract 13,000 new visitors, with 20% assumed to come from interstate (KPMG, 2024<sup>a</sup>). The remaining 80% is split by 16% Hobart LGA residents, 24% RoGH, and 40% RoT, based on Hobart LGA's share of the resident population of Tasmania, and a premium considering factors such as the relative concentration of business activity in the city and the relative income share of its residents compared to the rest of the state, which increases the likelihood of attending business events compared to other Tasmanian residents.
- **Non-Local Event Participants<sup>5</sup>:** This group, comprising traveling teams and staff, has been separated from sports and concert events due to the visitors' different characteristics. Adopting KPMG's assumptions, it is assumed that non-community events will attract one interstate team per event, with each bringing 30 people into the region. This is considered conservative as some events will attract two interstate teams, such as the NRL fixture. According to the event schedule, 31 non-community events are expected to be held per annum, attracting 930 visitors per annum, comprising 630 visitors for commercial event purposes and 300 visitors for one-off and entertainment events.

Overall, a summary of the visitor profile for each type of event is provided in Table 3.3.

**Table 3.3: Visitor Profile Assumptions**

Visitor Type	Proportion of Total		
	Sports & Concert	Business	Event Participants
Hobart LGA	10.9%	15.6%	-%
Rest of Greater Hobart	25.9%	24.0%	-%
Rest of Tasmania	43.9%	40.4%	-%
Interstate	19.3%	20.0%	100.0%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Note: Totals may not sum due to rounding.  
Source: AEC.

In assessing the impacts of event day activities outside the Stadium, both before and after events, within the catchment area, this assessment:

- Included the estimated expenditure of Hobart LGA residents on event days (outside the venue) due to events at the new Stadium to better capture the true extent of spending on businesses in the surrounding area. Some of this expenditure will also represent Hobart LGA's capture of retained visitation, as some locals would no longer need to visit other regions in Tasmania or travel to the mainland to watch an AFL game or other major events.
- Considered 100% of visitors from the rest of Greater Hobart as day trips (returning home within the day) due to the short travel distance, while 50% of visitors from the rest of Tasmania were considered day trips and 50% were expected to stay overnight in Hobart LGA.
- Assumed that 80% of interstate visitors would stay overnight in the Hobart LGA, with the remaining 20% representing day trips. This assumption is based on a PwC study of Hawthorn Football Club games held at UTAS Stadium in Launceston in 2017, which found that approximately 77% of interstate and international visitors stayed at least one night in Tasmania (Hawthorn FC, 2018). This assumption depends on event start times, which may prevent visitors from traveling home after games, as well as the mode of transport and distance required to return home.
- Considered that 100% of event day participants would stay overnight in Hobart LGA.
- Estimated that 100% of day trip visitors, RoGH, RoT and interstate, were attracted to the region for the purpose of attending a game/ event at the Stadium.

<sup>5</sup> **Note:** Local teams and staff have not been included as there was insufficient information available to understand the level of activity they may undertake in Hobart LGA on an event day pre- and post-event.



- Estimated that a significant proportion (72%) of overnight visitors, both RoT and interstate, were attracted to the region for the purpose of attending a game/event at the Stadium. This estimate is based on KPMG and Events Tasmania estimations (KPMG<sup>a</sup>). For the remaining 28% of RoT and interstate visitors, it is considered they would have travelled to Hobart regardless of the events (i.e., the events were not the primary purpose for their visit). For these visitors, only expenditure on event day (outside the venue) in Hobart LGA is captured.
- Estimated that 100% of event day participants were attracted to the region for the purpose of attending a game/event at the Stadium.
- Similar to KPMG, the impact from expenditure by international visitors was excluded, as previous studies have estimated that these visitors represent a relatively small and negligible share (less than 1%) of total patronage (Institute Of Project Management, 2015).

Based on the modelling assumptions listed in Table 3.3, the visitor profile is listed in Table 3.4 below.

**Table 3.4: Visitor Breakdown for Macquarie Point Stadium**

Visitor Type	Type of Trip	Visitor Trip Purpose	Annual Visitation
Hobart LGA	Day Trip - 100%	Attend event - 100%	44,828
		Other Reason - 0%	-
Rest of Greater Hobart	Day Trip - 100%	Attend event - 100%	104,716
		Other Reason - 0%	-
Rest of Tasmania	Day Trip - 50%	Attend event - 100%	88,884
		Other Reason -0%	-
	Overnight Trip - 50%	Attend event - 72%	63,996
		Other Reason -28%	24,888
Interstate	Day Trip - 20%	Attend event - 100%	15,686
		Other Reason - 0%	-
	Overnight Trip - 80%	Attend event - 72%	46,106
		Other Reason - 28%	17,569
<b>Total</b>	-	-	<b>406,673</b>

Note: Totals may not sum due to rounding.

Source: AEC.

AEC's previous stadium-related work experience (unpublished), both surveys and studies, and data from Tourism Research Australia (TRA), were used to estimate the expenditure of different types of visitors on event days, either before or after attending an event. The following assumptions were made:

- **Hobart LGA and RoGH Patrons:** It is estimated that the average event day spend outside the venue (Stadium) by a Hobart LGA and RoGH patron is \$27.5 per person (AEC, unpublished). This estimate has been applied to both visitors of sports and concert events and business-type events on event day.
- **RoT Visitors:** For these visitors, it is assumed that:
  - **Sports & Concert Events:** Will follow the 'holiday' visitor profile of Tasmanian residents visiting the 'Hobart and the South' region (TRA, 2024):
    - \$97 per person (excluding in-stadium spend) for day trip visitors<sup>6</sup>
    - \$275 per person (excluding in-stadium spend) for overnight visitors on event day.
  - **Business Events:** Will follow the 'business' visitor profile of Tasmanian residents visiting the 'Hobart and the South' region (TRA, 2024):

<sup>6</sup> While this figure is considerably higher than for day trip visitors to Hobart overall (e.g., as outlined for interstate visitors below), this figure has remained relatively stable over the past few years.

- \$40 per person<sup>7</sup> for day trip visitors
- \$241 per person for overnight visitors on event day.
- **Interstate Visitors:** For these visitors it is assumed that:
  - **Sport & Concert Events:** Will follow the 'holiday' visitor profile of domestic residents visiting the 'Hobart and the South' region (TRA, 2024):
    - \$31 per person (excluding in-stadium spend) for day trip visitors
    - \$246 per person (excluding in-stadium spend) for overnight visitors on event day.
  - **Business Events:** Will follow the 'business' visitor profile of domestic residents visiting the 'Hobart and the South' region (TRA, 2024):
    - \$139 per person for day trip visitors
    - \$339 per person for overnight visitors on event day.
- **Event Participants:** For these visitors, it is assumed that they will follow the 'holiday' overnight visitor profile of domestic residents visiting the 'Hobart and the South' region (TRA, 2024).

For each visitor type and event type, expenditure items were allocated to their most relevant industry in the Input-Output modelling. Some items were excluded or adjusted for the following reasons:

- Not all TRA visitor expenditure items would be expected to be spent in the Hobart LGA. Some expenditure including flights and other items unlikely to be captured within the region or to be associated with induced visitation to the events were excluded from the local expenditure estimates.
- Some of the expenditure by patrons will be spent at Macquarie Point Stadium. To include this expenditure would double count these impacts with those captured for the event activity.

A breakdown of visitor spend by industry is presented below.

**Table 3.5: Percent Split of Expenditure Per Patron by Industry and By Event**

IO Industry	Hobart LGA	RoGH	RoT- Day Trip	RoT - Overnight Trip	Interstate - Day Trip	Interstate - Overnight Trip
<b>Sports and Concert Events</b>						
Retail trade	7.5%	7.5%	46.9%	26.5%	51.7%	17.3%
Accommodation	-%	-%	-%	30.4%	-%	36.9%
Food and beverage services	50.0%	50.0%	50.3%	26.9%	40.6%	24.4%
Road transport	15.0%	15.0%	-%	1.0%	0.3%	7.0%
Water, pipeline and other transport	-%	-%	-%	2.1%	0.0%	3.2%
Air and space transport	-%	-%	-%	-%	-%	-%
Postal and courier pick-up and delivery service	-%	-%	-%	3.4%	0.2%	0.7%
Motion picture and sound recording	-%	-%	0.3%	0.4%	0.7%	0.5%
Rental and hiring services (except real estate)	-%	-%	-%	0.4%	-%	2.6%
Arts, sports, adult and other education services (including community education)	-%	-%	-%	-%	-%	-%
Heritage, creative and performing arts	1.3%	1.3%	1.3%	2.0%	3.2%	2.4%

<sup>7</sup> For visitors attending business events, it is assumed that their ticket prices are covered by their respective businesses and, therefore, are not included in the TRA data.

IO Industry	Hobart LGA	RoGH	RoT- Day Trip	RoT - Overnight Trip	Interstate - Day Trip	Interstate - Overnight Trip
Sports and recreation	1.3%	1.3%	1.3%	2.0%	3.2%	2.4%
Gambling	25.0%	25.0%	-%	1.6%	-%	1.9%
Personal services	-%	-%	-%	3.4%	0.2%	0.7%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>
<b>Business Events</b>						
Retail trade	7.5%	7.5%	50.3%	46.3%	36.2%	17.2%
Accommodation	-%	-%	-%	22.6%	-%	46.1%
Food and beverage services	50.0%	50.0%	49.7%	28.9%	22.4%	26.2%
Road transport	15.0%	15.0%	-%	-%	0.9%	2.1%
Water, pipeline and other transport	-%	-%	-%	0.0%	-%	1.3%
Air and space transport	-%	-%	-%	-%	27.3%	-%
Postal and courier pick-up and delivery service	-%	-%	-%	-%	0.8%	0.1%
Motion picture and sound recording	-%	-%	-%	0.0%	-%	0.2%
Rental and hiring services (except real estate)	-%	-%	-%	-%	-%	0.8%
Arts, sports, adult and other education services	-%	-%	-%	1.0%	-%	1.4%
Heritage, creative and performing arts	1.3%	1.3%	-%	1.1%	11.7%	2.5%
Sports and recreation	1.3%	1.3%	-%	0.0%	-%	1.1%
Gambling	25.0%	25.0%	-%	0.0%	-%	0.9%
Personal services	-%	-%	-%	-%	0.8%	0.1%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Note: Totals may not sum due to rounding.

Source: AEC.

The local and visitor spend by industry on event day (outside the venue) in Hobart LGA as a result of events held at Macquarie Point Stadium is presented in Table 3.6.

**Table 3.6: Macquarie Point Stadium Local and Visitor Expenditure On Event Day Outside the Venue**

IO Industry	Hobart LGA (\$M)	RoGH (\$M)	RoT (\$M)	Interstate (\$M)	Event Participants (\$M)	Total
<b>Sports and Concert Events</b>						
Retail trade	\$0.1	\$0.2	\$10.2	\$2.8	\$0.1	<b>\$13.4</b>
Accommodation	\$0.0	\$0.0	\$7.2	\$5.5	\$0.1	<b>\$12.8</b>
Food and beverage services	\$0.6	\$1.4	\$10.6	\$3.8	\$0.1	<b>\$16.5</b>
Road transport	\$0.2	\$0.4	\$0.2	\$1.0	\$0.0	<b>\$1.9</b>
Water, pipeline and other transport	\$0.0	\$0.0	\$0.5	\$0.5	\$0.0	<b>\$1.0</b>
Air and space transport	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	<b>\$0.0</b>
Postal and courier pick-up and delivery service	\$0.0	\$0.0	\$0.8	\$0.1	\$0.0	<b>\$0.9</b>
Motion picture and sound recording	\$0.0	\$0.0	\$0.1	\$0.1	\$0.0	<b>\$0.2</b>
Rental and hiring services (except real estate)	\$0.0	\$0.0	\$0.1	\$0.4	\$0.0	<b>\$0.5</b>
Arts, sports, adult and other education services	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	<b>\$0.0</b>
Heritage, creative and performing arts	\$0.0	\$0.0	\$0.6	\$0.4	\$0.0	<b>\$1.0</b>
Sports and recreation	\$0.0	\$0.0	\$0.6	\$0.4	\$0.0	<b>\$1.0</b>
Gambling	\$0.3	\$0.7	\$0.4	\$0.3	\$0.0	<b>\$1.7</b>

IO Industry	Hobart LGA (\$M)	RoGH (\$M)	RoT (\$M)	Interstate (\$M)	Event Participants (\$M)	Total
Personal services	\$0.0	\$0.0	\$0.8	\$0.1	\$0.0	<b>\$0.9</b>
<b>Total</b>	<b>\$1.2</b>	<b>\$2.8</b>	<b>\$32.1</b>	<b>\$15.4</b>	<b>\$0.3</b>	<b>\$51.7</b>
<b>Business Events</b>						
Retail trade	\$0.0	\$0.0	\$0.3	\$0.1	\$0.0	<b>\$0.5</b>
Accommodation	\$0.0	\$0.0	\$0.1	\$0.3	\$0.0	<b>\$0.5</b>
Food and beverage services	\$0.0	\$0.0	\$0.2	\$0.2	\$0.0	<b>\$0.5</b>
Road transport	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	<b>\$0.0</b>
Water, pipeline and other transport	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	<b>\$0.0</b>
Air and space transport	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	<b>\$0.0</b>
Postal and courier pick-up and delivery service	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	<b>\$0.0</b>
Motion picture and sound recording	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	<b>\$0.0</b>
Rental and hiring services (except real estate)	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	<b>\$0.0</b>
Arts, sports, adult and other education services	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	<b>\$0.0</b>
Heritage, creative and performing arts	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	<b>\$0.0</b>
Sports and recreation	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	<b>\$0.0</b>
Gambling	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	<b>\$0.0</b>
Personal services	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	<b>\$0.0</b>
<b>Total</b>	<b>\$0.1</b>	<b>\$0.1</b>	<b>\$0.7</b>	<b>\$0.8</b>	<b>\$0.0</b>	<b>\$1.7</b>
<b>All Events</b>						
<b>Total</b>	<b>\$1.2</b>	<b>\$2.9</b>	<b>\$32.8</b>	<b>\$16.2</b>	<b>\$0.3</b>	<b>\$53.4</b>

Note: Totals may not sum due to rounding. RoT = Rest of Tasmania.  
Source: AEC.

Total local and visitor expenditure on event days outside the Stadium is estimated at \$53.4 million per annum, with the majority coming from RoT visitors, contributing \$32.9 million per annum. Hobart LGA patrons are estimated to have a relatively marginal impact, as they constitute a smaller share of total patrons and have one of the lowest average spends on event days.

Businesses in Hobart LGA across all relevant IO industries benefiting from local and visitor expenditure on event days are assumed to capture 75% of the above activity, or \$40.0 million (i.e., 25% of this activity is assumed to take place outside the region). This assumption considers where patrons are likely to visit and spend before and after an event at the Stadium, focusing on convenience and the supply of retail and hospitality offerings such as restaurants, bars, cafes, and attractions in the immediate surrounding areas of the Stadium. This is considered a conservative assumption, as the survey from the 'The Socio-Economic Value of AFL Games in Hobart, 2015' report (Institute Of Project Management, 2015) found that around 90% of non-Tasmanians spent their money within Hobart. More detailed information about patrons' potential visiting and spending within Hobart LGA before and after an event at the Stadium is provided in section 5.

### 3.2.2.4 INDUCED NON-EVENT DAY VISITATION AND ASSOCIATED VISITOR EXPENDITURE

Many of the patrons and delegates visiting Hobart for events held at the Stadium are anticipated to stay several nights in the Hobart LGA (see Table 3.4).<sup>8</sup> This represents induced demand, as these visitors would not have come to Hobart if not for the events at the new Stadium. Therefore, their expenditure is considered additional economic activity for the Hobart LGA economy. Conversely, Hobart LGA patron expenditure on non-event days is excluded, as these attendees live and spend within the Hobart LGA on non-event days regardless of the events.

<sup>8</sup> AEC has assumed the adopted attendance figures also reflect the number of unique visitors, given that the vast majority of events are single-day events.

In assessing the impacts from induced visitor spending activity on non-event days due to events at the Stadium in the catchment area, this assessment:

- Followed the same visitor profile as seen in Table 3.3, excluding Hobart LGA patrons in the analysis as discussed above.
- Considered the impact of RoT and interstate overnight visitors whose purpose was to attend an event. From Table 3.4, this comprised 63,996 RoT visitors and 46,106 interstate visitors.

Tourism Research Australia (TRA) data and assumptions were utilised to estimate the expenditure of each type of visitor at each event and the number of nights stayed by overnight visitors (nights expressed below are equal to total nights reduced by one night to remove the event day). The following assumptions were made:

- **RoT Visitors:**
  - **Sports & Concert Events:** Follow the 'holiday' overnight visitor profile of Tasmanian residents visiting the 'Hobart and the South' region (TRA, 2024), with an expenditure of \$352 per night per person for an extra 1.2 nights.
  - **Business Events:** Follow the 'business' overnight visitor profile of Tasmanian residents visiting the 'Hobart and the South' region (TRA, 2024), with an expenditure of \$241 per night per person for an extra 1.5 nights.
- **Interstate Visitors:**
  - **Sports & Concert Events:** Follow the 'holiday' overnight visitor profile of domestic residents visiting the 'Hobart and the South' region (TRA, 2024), with an expenditure of \$324 per night per person for an extra 3.1 nights.
  - **Business Events:** Follow the 'business' overnight visitor profile of domestic residents visiting the 'Hobart and the South' region (TRA, 2024), with an expenditure of \$339 per night per person for an extra 1.9 nights.
- **Event Participants:** Follow the 'holiday' visitor profile of domestic residents visiting the 'Hobart and the South' region (TRA, 2024), with one-off and entertainment event participants staying an extra night.<sup>9</sup>

For each visitor type and event type, expenditure items were allocated to their most relevant industry in the IO modelling (see Table 3.5). The induced visitor spend on non-event days by industry in Hobart LGA, as a result of events held at Macquarie Point Stadium, adjusted for expenditure outside of the region, is presented in Table 3.7.

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<sup>9</sup> Event participants for commercial events are assumed to stay one night, with their impact captured in section 3.2.2.3.



**Table 3.7: Macquarie Point Stadium, Induced Visitor Expenditure Per Annum**

IO Industry	RoT (\$M)	Interstate (\$M)	Event Participants (\$M)	Total (\$M)
<b>Sports and Concert Events</b>				
Retail trade	\$7.1	\$7.5	\$0.0	<b>\$14.7</b>
Accommodation	\$8.2	\$16.1	\$0.0	<b>\$24.3</b>
Food and beverage services	\$7.2	\$10.6	\$0.0	<b>\$17.9</b>
Road transport	\$0.3	\$3.0	\$0.0	<b>\$3.3</b>
Water, pipeline and other transport	\$0.6	\$1.4	\$0.0	<b>\$2.0</b>
Air and space transport	\$0.0	\$0.0	\$0.0	<b>\$0.0</b>
Postal and courier pick-up and delivery service	\$0.9	\$0.3	\$0.0	<b>\$1.2</b>
Motion picture and sound recording	\$0.1	\$0.2	\$0.0	<b>\$0.3</b>
Rental and hiring services (except real estate)	\$0.1	\$1.1	\$0.0	<b>\$1.2</b>
Arts, sports, adult and other education services	\$0.0	\$0.0	\$0.0	<b>\$0.0</b>
Heritage, creative and performing arts	\$0.5	\$1.1	\$0.0	<b>\$1.6</b>
Sports and recreation	\$0.5	\$1.1	\$0.0	<b>\$1.6</b>
Gambling	\$0.4	\$0.8	\$0.0	<b>\$1.3</b>
Personal services	\$0.9	\$0.3	\$0.0	<b>\$1.2</b>
<b>Total</b>	<b>\$26.8</b>	<b>\$43.6</b>	<b>\$0.1</b>	<b>\$70.6</b>
<b>Business Events</b>				
Retail trade	\$0.3	\$0.2	\$0.0	<b>\$0.5</b>
Accommodation	\$0.2	\$0.5	\$0.0	<b>\$0.6</b>
Food and beverage services	\$0.2	\$0.3	\$0.0	<b>\$0.5</b>
Road transport	\$0.0	\$0.0	\$0.0	<b>\$0.0</b>
Water, pipeline and other transport	\$0.0	\$0.0	\$0.0	<b>\$0.0</b>
Air and space transport	\$0.0	\$0.0	\$0.0	<b>\$0.0</b>
Postal and courier pick-up and delivery service	\$0.0	\$0.0	\$0.0	<b>\$0.0</b>
Motion picture and sound recording	\$0.0	\$0.0	\$0.0	<b>\$0.0</b>
Rental and hiring services (except real estate)	\$0.0	\$0.0	\$0.0	<b>\$0.0</b>
Arts, sports, adult and other education services	\$0.0	\$0.0	\$0.0	<b>\$0.0</b>
Heritage, creative and performing arts	\$0.0	\$0.0	\$0.0	<b>\$0.0</b>
Sports and recreation	\$0.0	\$0.0	\$0.0	<b>\$0.0</b>
Gambling	\$0.0	\$0.0	\$0.0	<b>\$0.0</b>
Personal services	\$0.0	\$0.0	\$0.0	<b>\$0.0</b>
<b>Total</b>	<b>\$0.7</b>	<b>\$1.0</b>	<b>\$0.0</b>	<b>\$1.7</b>
<b>All Events</b>				
<b>Total</b>	<b>\$27.5</b>	<b>\$44.6</b>	<b>\$0.1</b>	<b>\$72.3</b>

Note: Totals may not sum due to rounding. RoT = Rest of Tasmania.  
Source: AEC.

Total induced visitor expenditure due to events at the new Stadium on non-event days is estimated at \$72.3 million per annum, with the majority coming from interstate visitors contributing \$44.6 million, largely due to these visitors anticipated to stay longer than RoT residents.

Businesses in Hobart LGA across all relevant IO industries that benefit from induced visitor expenditure followed the same profile as in Section 3.2.2.4, with 75% of activity assumed to be captured locally, or \$54.2 million (i.e., 25% of this activity will take place at businesses outside the region).

### 3.3 MODEL RESULTS

#### 3.3.1 CONSTRUCTION PHASE

Construction is estimated to contribute an initial investment of \$52.4 million in industry output to locally sourced businesses within the Hobart LGA economy. A further \$90.9 million in industry output is estimated to be supported in the economy through flow-on activity, including \$59.1 million in production induced (i.e., supply chain) activity and \$31.9 million through household consumption induced activity (i.e., expenditure of households within the local economy as a result of a lift in household incomes).

This level of industry activity is estimated to support the following economic benefits:

- \$65.4 million contribution to Gross Regional Product (GRP) (including \$20.3 million through initial activity).
- 385 Full Time Equivalent (FTE) jobs in the region (including 123 FTE jobs through initial activity), paying a total of \$44.7 million in wages and salaries (including \$16.3 million through initial activity).

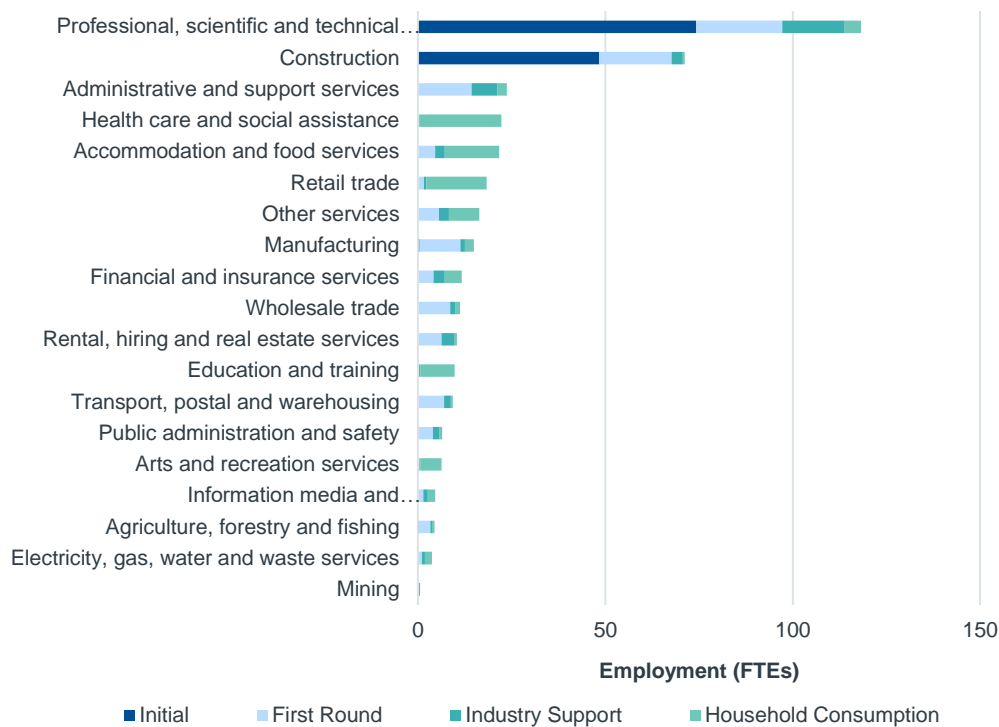
Note that the employment reflected in these results is based on where the businesses are based, not where the work will occur. As such, this does not capture all on-site construction workers. IO modelling indicates an initial impact of approximately 925 FTE jobs will be located within Hobart LGA, of which 850 FTE jobs will be on-site construction workers (the remaining 75 FTE jobs primarily reflect professional services employees). However, only around 50 of these on-site FTE construction workers are estimated to be sourced from Hobart LGA.

**Table 3.8: Economic Activity Supported by Construction, Hobart LGA**

Impact	Output (\$M)	GRP (\$M)	Incomes (\$M)	Employment (FTEs)
Initial Stimulus in Local Economy	\$52.4	\$20.3	\$16.3	123
Direct Requirements (First Round Type I) Impacts	\$41.8	\$18.6	\$13.0	116
Industry Support (Subsequent Round Type I) Impacts	\$17.3	\$8.4	\$5.9	49
Household Consumption (Type II) Impacts	\$31.9	\$18.0	\$9.4	97
<b>Total Impacts in Local Economy</b>	<b>\$143.3</b>	<b>\$65.4</b>	<b>\$44.7</b>	<b>385</b>

Note: Totals may not sum due to rounding.  
Source: AEC.

A breakdown of FTE employment supported by industry in the Hobart LGA economy from construction activities associated with the project is outlined below. The local professional, scientific and technical services industry is estimated to receive the largest share of FTE employment impacts, at 118 FTE jobs.

**Figure 3.1: Employment supported by Industry from Construction, Hobart LGA**

Source: AEC.

### 3.3.2 POST-CONSTRUCTION ACTIVITY

The project is estimated to contribute \$106.0 million annually in industry output to locally sourced businesses within the Hobart LGA regional economy through initial activity. A further \$72.8 million per annum in industry output is estimated to be supported in the economy through flow-on activity, including \$33.0 million in production induced (i.e., supply chain) activity and \$39.8 million through household consumption induced activity (i.e., expenditure of households within the local economy as a result of a lift in household incomes).

This level of industry activity is estimated to support the following economic benefits each year:

- \$87.2 million contribution to Gross Regional Product (GRP) (including \$48.7 million through initial activity).
- 813 Full Time Equivalent (FTE) jobs in the region (including 598 FTE jobs through initial activity), paying a total of \$62.8 million in wages and salaries (including \$39.9 million through initial activity).

Of the post-construction impacts, the largest impact is estimated to be delivered through induced non-event day visitor expenditure, followed by local and visitor expenditure on event day (outside the venue).

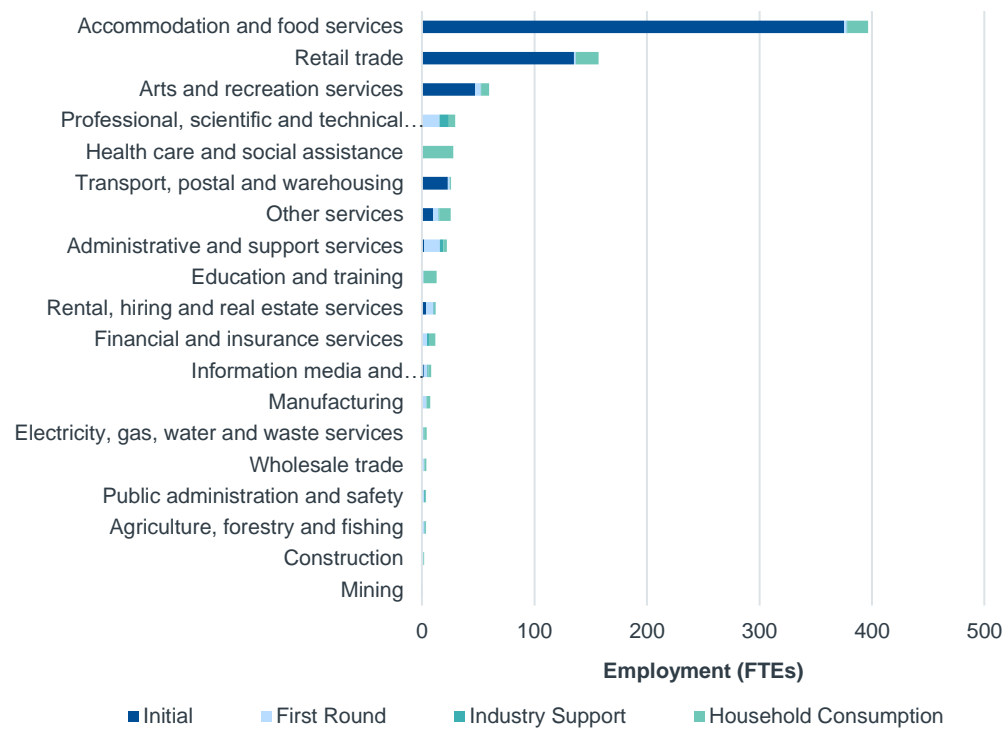
**Table 3.9: Economic Activity Supported during Post-Construction, Hobart LGA**

Impact	Output (\$M)	GRP (\$M)	Incomes (\$M)	Employment (FTEs)
<b>Stadium Operations</b>				
Initial Stimulus in Local Economy	\$7.4	\$0.4	\$2.6	23
Direct Requirements (First Round Type I) Impacts	\$2.9	\$1.4	\$1.1	11
Industry Support (Subsequent Round Type I) Impacts	\$0.9	\$0.5	\$0.3	3
Household Consumption (Type II) Impacts	\$2.9	\$1.6	\$0.8	9
<b>Total Impacts in Local Economy</b>	<b>\$14.0</b>	<b>\$3.9</b>	<b>\$4.9</b>	<b>45</b>
<b>Hosting Event Activity</b>				
Initial Stimulus in Local Economy	\$4.5	\$2.2	\$1.8	31
Direct Requirements (First Round Type I) Impacts	\$1.4	\$0.7	\$0.5	4
Industry Support (Subsequent Round Type I) Impacts	\$0.4	\$0.2	\$0.1	1
Household Consumption (Type II) Impacts	\$1.6	\$0.9	\$0.5	5
<b>Total Impacts in Local Economy</b>	<b>\$7.9</b>	<b>\$4.0</b>	<b>\$2.9</b>	<b>41</b>
<b>Local and Visitor Expenditure On Event Day (Outside The Venue)</b>				
Initial Stimulus in Local Economy	\$40.0	\$19.8	\$15.2	237
Direct Requirements (First Round Type I) Impacts	\$9.0	\$4.3	\$3.0	25
Industry Support (Subsequent Round Type I) Impacts	\$2.7	\$1.3	\$0.9	7
Household Consumption (Type II) Impacts	\$15.2	\$8.6	\$4.5	46
<b>Total Impacts in Local Economy</b>	<b>\$66.9</b>	<b>\$34.0</b>	<b>\$23.6</b>	<b>315</b>
<b>Induced Non-Event Day Visitor Expenditure</b>				
Initial Stimulus in Local Economy	\$54.2	\$26.4	\$20.3	308
Direct Requirements (First Round Type I) Impacts	\$12.1	\$5.8	\$3.9	33
Industry Support (Subsequent Round Type I) Impacts	\$3.6	\$1.8	\$1.2	10
Household Consumption (Type II) Impacts	\$20.2	\$11.4	\$6.0	62
<b>Total Impacts in Local Economy</b>	<b>\$90.1</b>	<b>\$45.3</b>	<b>\$31.4</b>	<b>412</b>
<b>Total Operations Phase</b>				
Initial Stimulus in Local Economy	\$106.0	\$48.7	\$39.9	598
Direct Requirements (First Round Type I) Impacts	\$25.4	\$12.2	\$8.5	72
Industry Support (Subsequent Round Type I) Impacts	\$7.6	\$3.8	\$2.6	21
Household Consumption (Type II) Impacts	\$39.8	\$22.5	\$11.8	122
<b>Total Impacts in Local Economy</b>	<b>\$178.9</b>	<b>\$87.2</b>	<b>\$62.8</b>	<b>813</b>

Note: Totals may not sum due to rounding.  
Source: AEC.

A breakdown of average annual ongoing FTE employment supported by industry in the Hobart LGA economy associated with the project post construction is outlined below. The local accommodation and food services industry is estimated to receive the largest share of FTE employment impacts, at 397 FTE jobs per annum.

**Figure 3.2: Employment supported by Industry during Post-Construction, Hobart LGA**



Source: AEC.

AEC also examined a scenario where 100% of business-type events represent net new activity for the Hobart LGA economy (see Appendix B).



## 4. WIDER SOCIO-ECONOMIC BENEFITS

The modelling in Section 3 outlines the direct and flow-on economic impacts of the project during construction and post-construction in terms of industry output, GRP, employment, and incomes. However, not all benefits and costs can be appropriately examined using Input-Output modelling. This section examines the wider socio-economic benefits anticipated as a result of the new Stadium.

### 4.1 SUPPORT FOR BROADER ECONOMIC INVESTMENT AND URBAN RENEWAL

The Macquarie Point Stadium is a high-quality infrastructure development that will enhance local amenities and unlock a range of untapped benefits for Hobart and the state as a whole. Situated within walking distance of the city's entertainment and dining areas, the Stadium is likely to boost confidence in the CBD and encourage additional investment in entertainment and tourism infrastructure nearby. The Stadium is a key component of the Macquarie Point Master Plan, a multi-stage development aimed at transforming Macquarie Point, Hobart into a vibrant mixed-use precinct offering diverse experiences, promoting economic activity and tourism, and attracting investment to the region (MPDC, 2024).

The development of the Queensland Country Bank Stadium in Townsville, Queensland, saw surrounding areas upgraded with parks, walkways, and other public urban infrastructure. Additionally, a new hotel (Doubletree by Hilton) is slated to start construction within the Queensland Country Bank Stadium Precinct (AEC, 2021).

It is widely accepted that CBD renewal projects provide significant economic benefits through increased patronage and activity within their precincts. Numerous studies have estimated the increased economic activity driven by CBD renewal, highlighting additional business revenues and activity as key benefits (Ha and Grunwell, 2014; Essential Economics, 2014; New York City DoT, 2014; Yang et al., 2014). A survey conducted on patrons of CommBank (formerly Bankwest) Stadium in Parramatta revealed that, on average, spending outside the stadium was higher than spending inside the stadium (Invest Parramatta, 2019).

The anticipated uplift in urban renewal is expected to support additional economic activity in the Hobart CBD and enhance the liveability and attractiveness of the region.

### 4.2 SUPPORT FOR LOCAL SUPPLY CHAINS AND WORKFORCE SKILLS OUTCOMES

During construction, the Macquarie Point Stadium is expected to support local supply chains within the Hobart LGA, as captured in the IO modelling. However, the estimated location and source of construction-related activities may be somewhat conservative.

The Macquarie Point Development Corporation (MPDC) and Skills Tasmania are implementing strategies to maximise local employment opportunities (KPMG, 2024<sup>d</sup>). These strategies include:

- **Stadium Workforce and Training Plan:** This plan aims to support MPDC's goal of sourcing primarily local labour and enhancing training pathways for upcoming professionals.
- **Procurement Policies:** MPDC's and State procurement policies are designed to maximise local employment and skills outcomes by preferencing Tasmanian suppliers and workers. These policies, however, are aimed at Tasmania as a whole, not just the Hobart LGA.

The application of these strategies during the construction phase may encourage a greater use of local supplies and labour than initially estimated, thereby further enhancing the local benefits of the Stadium. This approach will also upskill the workforce and provide key experience, leading to long-term economic benefits for the region.

### 4.3 AMENITY BENEFIT FOR LOCAL RESIDENTS

Access to the improved infrastructure provided by Macquarie Point Stadium represents an increase in amenity, not only for those regularly using the facility but also for the broader Hobart community.

The Macquarie Point Stadium is a roofed facility, enhancing the athlete and spectator experience during games and other events, such as concerts and live performances, by improving acoustics (KPMG, 2024<sup>d</sup>). This is also

likely to support attendance numbers during inclement weather periods. Additionally, the facility will provide an amenity benefit through an increased sense of pride for the Tasmanian Devils players in representing their city.

#### **4.4 POPULATION RETENTION AND INCREASED LIVEABILITY IN HOBART**

Liveability is a crucial element in establishing the attractiveness of a region, necessary for both retaining the population and attracting potential migrants. Liveability refers to the overall quality of life a geographic region can support, considering basic human services such as housing, healthcare, security, and transport, as well as community-oriented services. Access to both sport and culture is a key contributor to liveability, and the proposed Stadium will provide this. The Stadium will also enhance greater connectivity within the inner city, providing yet another reason to visit the CBD and its dining and entertainment offerings. This is particularly important for Hobart LGA, with its population as of June 2023 (55,964 residents) still below its 2020 peak (ABS, 2024<sup>d</sup>).

#### **4.5 RAISING THE PROFILE OF HOBART**

The Macquarie Point Stadium represents a significant improvement in sporting infrastructure in Hobart and Tasmania in general. Its focus on spectator experiences and unique structure, with the roof showcasing Tasmanian timber, will help promote the Tasmania brand, reputation, and profile. For example, a survey of visitors found that 88% of respondents felt their experience inside Bankwest (Parramatta) Stadium positively influenced their perception of Parramatta (Invest Parramatta, 2019).

AFL is a highly popular sport in Australia, and the inclusion of the Tasmanian Devils in such a high-profile competition will showcase Hobart. The Stadium is expected to attract other major events, such as NRL fixtures and Socceroos and Matildas matches, capturing a new audience as televised games highlight the stadium and its location within the city. This has the potential to encourage greater tourism visitation and, potentially, resident and business attraction to Hobart. As a result, the broader perception of Hobart and Tasmania is likely to be raised by the development.

#### **4.6 ENHANCED COMMUNITY CONNECTIVITY AND PRIDE OF NEW STADIUM AND NEW AFL TEAM**

Sport is one of the best ways to build social cohesion within the community, bringing people together to support a common team. The Macquarie Point Stadium will attract numerous patrons each year, providing more opportunities for residents and the broader Hobart community to socialise and connect.

The Stadium will be home to the new AFL team, the Tasmanian Devils. The Tasmanian Devils provide a sense of pride and importance for local residents regarding their community and region. This is evidenced by the strong support for the team and the rapid membership uptake, with over 200,000 members just months after the launch, making it only the sixth sporting club globally to achieve this milestone (AFL, 2024).

High-quality infrastructure and events, such as those provided by the new Stadium, are known to enhance civic pride and community cohesion (KPMG, 2024<sup>d</sup>). The new Stadium is expected to result in an uplift in subjective wellbeing for Tasmanian residents who support the Devils. The positive link between subjective wellbeing and sporting team membership is well documented (KPMG, 2024<sup>d</sup>). Additionally, the Stadium will host concerts, festivals, and other local community and mass participation events, creating opportunities for improved community connection and social cohesion, and building a shared identity and pride in place.

#### **4.7 INCREASED PARTICIPATION IN SPORT AND SUPPORT FOR LOCAL PROFESSIONAL SPORTS INDUSTRY**

The increased profile of sporting events facilitated by the Stadium, along with the sporting role models it attracts, can positively influence the development of children within the community and increase sports participation in the same sport being inspired by the athletes they desire (Money Smart Athlete, 2023). Increased participation in sports and recreation can have positive impacts on residents' mental and physical health, thereby improving productivity and providing avenues for greater social interactions.

The establishment of the Devils will result in the AFL investing \$360 million over a 10-year period in Tasmania. The Stadium overall may support the growth of Hobart's professional sports industry. This impact could be seen in generating talent through targeted programs and increased participation in sport, growth in industries related to sports such as sports science, attraction of interstate talent to Hobart, and the retention of Tasmanian talent, all of which support the industry in Hobart and Tasmania.

#### **4.8 VOLUNTEERING OPPORTUNITIES**

Volunteers will be required at Macquarie Point Stadium for marshaling and registrations, providing Hobart residents with opportunities to increase their volunteer activities within the region. This also offers opportunities for a diverse cross-section of the population to be involved in aspects of local sport and event management.

Volunteers supporting the stadium operations can help create better mental health and social outcomes for the Hobart community. By investing time, volunteers help create opportunities for individuals and families, whether it be increased social connectedness or educational opportunities.

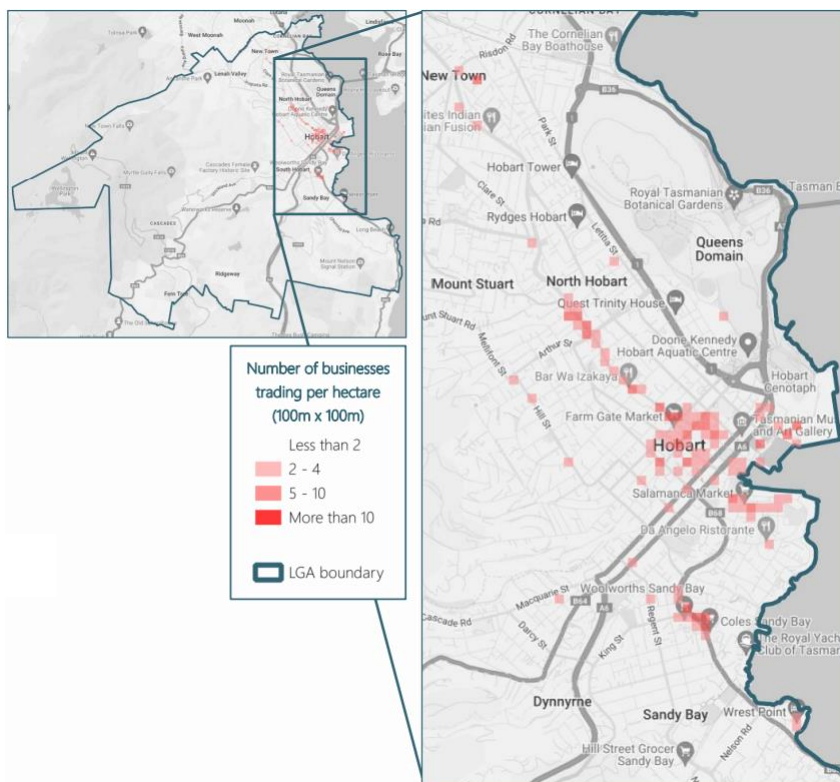
## 5. STRATEGIES TO ACTIVATE PRE & POST EVENT

The Macquarie Point Stadium is expected to boost patronage to nearby businesses before and after events. This section of the report explores current offerings for locals and visitors and outlines strategies to enhance the activation of these areas to support Hobart LGA's economy pre and post event.

### 5.1 CURRENT OFFERINGS IN HOBART LGA

In the Hobart LGA, many of the businesses that could benefit from Stadium events are within walking distance. Figure 5.1 shows a map of Hobart's core night-time economy (which includes establishments that provide services mainly between 6pm and 6am, such as pubs, restaurants, and clubs), retail, hair, and beauty business concentrations as of July 2024, all located close to the Stadium.

**Figure 5.1: Core Night-time Economy, Retail, Hair and Beauty Business Concentrations, Hobart LGA, 2024**



Source: Ingenium Research (2024).

Key hotspots for locals and visitors include:

- **Salamanca Place:** Renowned for its sandstone buildings and heritage architecture, Salamanca Place is a major tourist attraction. It features the city's vibrant nightlife with numerous restaurants, bars, and nightclubs. Located a short distance from the proposed Stadium site, it is particularly busy during the bustling Salamanca markets on Saturday mornings.
- **Hobart Waterfront:** The closest destination to the proposed Stadium site, the Hobart Waterfront is home to several bars and eateries. It is popular among tourists, with waterfront restaurants that are often busy in the evenings, especially with visitors from cruise ships.
- **Battery Point:** As Hobart's first suburb, Battery Point is a well-preserved colonial-era area. It is adjacent to Salamanca Place but slightly further from the proposed Stadium site. Popular with tourists, Hampden Road is the main strip, known for its charming cafes, art and gift shops, and bakeries.

- **In The Hanging Garden:** Situated in the centre of Hobart, this live music and cultural precinct is highly popular with both locals and tourists, particularly younger adults. It offers a dynamic atmosphere with various entertainment options.

Locals and visitors to the Stadium are expected to spend most of their time in these hotspots before and after events due to their close proximity, convenience, and the variety and scale of retail and commercial offerings compared to other Tasmanian regions. Previous studies have shown that many patron transactions occur within Hobart, with more than half of businesses in Hobart LGA reporting an increase in activity on game days from locals and visitors attending games at Ninja Stadium (outside Hobart LGA). Anecdotal evidence suggests that the distance and limited retail and hospitality offerings outside Hobart LGA may restrict expenditure in those areas, particularly on event days.

## 5.2 HIGH-LEVEL STRATEGIES TO ACTIVATE HOBART RETAILERS PRE AND POST EVENT

Hobart's night-time economy has experienced mixed performance in recent years, with a decline in the number of establishments and employment in 2023 compared to 2022, despite an increase in sales turnover (Ingenium Research, 2024). Revitalising the nightlife and supporting local businesses is crucial for enhancing the city's vibrancy, resilience, liveability, and sustainability. This has been identified as a key growth opportunity in the Council's City Economy Strategy 2023-2028 (Council, 2022). The Macquarie Point Stadium is expected to provide long-term support to these businesses and attract new ones to the region with the potential to activate the city pre and post event, be these day evening or night events.

The following strategies can be adopted to further activate Hobart LGA and fully leverage the benefits of the Stadium (please note, these are high-level considerations and have not been costed or included in the preceding analysis):

- **Pre-Event Engagement & Wayfinding Activation:** Develop a 'Stadium Event Trail(s)' map (printed and digital) that guides attendees to local venues and highlight opening hours, offers, experiences and what to expect pre/ post-event. Activate key walking routes between the Stadium and key entertainment precincts (e.g. Salamanca, Battery Point, CBD, etc) with branded signage, temporary public art, or wayfinding projections.
- **Event/ Night Economy Infrastructure:** Establish infrastructure or designate existing areas for temporary pop-ups or food trucks along key walking routes to and from the Stadium during major events to create a pre-event "village" atmosphere. Printed and digital (e.g. scooters, shuttle loops) to link key precincts (e.g. Salamanca Place, Battery Point, CBD, and Waterfront) more effectively on event nights, particularly in cold weather.
- **Campaigns Pre and Post Stadium Events:** Local businesses can boost event day sales through targeted awareness campaigns and event day promotions. Developing marketing campaigns to promote local businesses and attractions to Stadium visitors can highlight special offers, events, and unique experiences available in the surrounding areas. A significant portion of survey respondents who attended a game at CommBank Stadium in Parramatta reported being unaware of the range and quality of cafes, restaurants, bars, and clubs in Parramatta, indicating that the lack of purchases was due to a lack of awareness rather than negative perceptions (Invest Parramatta, 2019).
- **Extend Trading Hours and Provide Incentives:** Encouraging local businesses to extend their operating hours on event days can accommodate the anticipated influx of visitors before and after events at the Stadium, especially on event day. In 2023, the number of businesses in Hobart LGA operating between 6 pm and 6 am fell on most days of the week compared to 2022 (Ingenium Research, 2024). Around 41% to 58% of core nighttime economy-related businesses (10% to 13% of all retail businesses) were open in the evening from 6 pm to 9 pm, with that share dropping sharply to 21% to 35% from 9 pm to 12 am. Extended operating hours, especially for events held at night, can promote nightlife and increase activity. To support commercial viability, the government can offer incentives such as liquor license fee rebates for venues.
- **Curated Local Offers Linked to Event:** Work with traders to provide exclusive offers for patrons who show their event tickets (e.g. discounts, fixed-price menus, priority seating). Encourage venues to offer 60-minute set menus before events with guaranteed turnaround times.

- **Support Trader Capacity Building & Scheduling Support:** Offer Council-supported training or briefings for local businesses on how to prepare for peak event days (e.g. rostering, quick service delivery, digital promotion, etc). Council could create a real-time event calendar dashboard for traders to view pending events and appropriately plan ahead.
- **Collaborative Events and Partnerships:** Encourage collaboration between the Stadium operator and local businesses to host joint events, such as pre-game and post-game activities, live music performances, and food festivals, can attract more visitors to the area. These events can create a festive atmosphere and provide additional entertainment options for visitors. Consider the development of staggered/ staged exit strategies by including a mix of post-event entertainment or 'linger zones' in Stadium and staged at various points outside of the stadium to minimise max exodus and increase dwell time.
- **Buskers and Street Performers:** Introducing buskers and street performers in key areas around the Stadium can create a lively and engaging atmosphere. This can attract more visitors and encourage them to spend more time in the area, benefiting local businesses. Businesses may wish to create family-friendly early dining or activity options/ precincts for events (e.g. craft stations, face painting, kids' menus, and themed event tie-ins).
- **Cultural and Recreational Activities:** Leveraging the Stadium's presence to promote cultural and recreational activities in the area can enhance the overall visitor experience and encourage longer stays. Performers should be coordinated pre and post event (e.g. 2 hours before and 2 hours after) Organise walking tours, historical site visits, and outdoor activities that highlight the unique aspects of Hobart.

By implementing these strategies, the Hobart LGA can maximise the economic benefits of the Macquarie Point Stadium and create a vibrant, thriving community that attracts both locals and visitors.



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## APPENDIX A INPUT-OUTPUT METHODOLOGY

### INPUT-OUTPUT OVERVIEW

Input-Output analysis demonstrates inter-industry relationships in an economy, depicting how the output of one industry is purchased by other industries, households, the government and external parties (i.e. exports), as well as expenditure on other factors of production such as labour, capital and imports. Input-Output analysis shows the direct and indirect (flow-on) effects of one sector on other sectors and the general economy. As such, Input-Output modelling can be used to demonstrate the economic contribution of a sector on the overall economy and how much the economy relies on this sector or to examine a change in final demand of any one sector and the resultant change in activity of its supporting sectors.

The economic contribution can be traced through the economic system via:

- **Initial stimulus (direct) impacts**, which represent the economic activity of the industry directly experiencing the stimulus.
- **Flow-on impacts**, which are disaggregated to:
  - **Production induced effects (type I flow-on)**, which comprise the effects from:
    - Direct expenditure on goods and services by the industry experiencing the stimulus (direct suppliers to the industry), known as the **first round** or **direct requirements** effects.
    - The second and subsequent round effects of increased purchases by suppliers in response to increased sales, known as the **industry support** effects.
  - **Household consumption effects (type II flow-on)**, which represent the consumption induced activity from additional household expenditure on goods and services resulting from additional wages and salaries being paid within the economic system.

These effects can be identified through the examination of four types of impacts:

- **Output:** Refers to the gross value of goods and services transacted, including the costs of goods and services used in the development and provision of the final product. Output typically overstates the economic impacts as it counts all goods and services used in one stage of production as an input to later stages of production, hence counting their contribution more than once.
- **Gross product:** Refers to the value of output after deducting the cost of goods and services inputs in the production process. Gross product (e.g., Gross Regional Product) defines a true net economic contribution and is subsequently the preferred measure for assessing economic impacts.
- **Income:** Measures the level of wages and salaries paid to employees of the industry under consideration and to other industries benefiting from the project. Gross mixed incomes (i.e., incomes/ profit derived by the self-employed and unincorporated enterprises after they have paid for raw materials, overheads and any workers they employ) have also been included within the income measure.
- **Employment:** Refers to the part-time and full-time employment positions generated by the economic shock, both directly and indirectly through flow-on activity, and is expressed in terms of full time equivalent (FTE) positions.

Input-Output multipliers can be derived from open (Type I) Input-Output models or closed (Type II) models. Open models show the direct effects of spending in a particular industry as well as the indirect or flow-on (industrial support) effects of additional activities undertaken by industries increasing their activity in response to the direct spending.

Closed models re-circulate the labour income earned as a result of the initial spending through other industry and commodity groups to estimate consumption induced effects (or impacts from increased household consumption).

## MODEL DEVELOPMENT

Multipliers used in this assessment are derived from sub-regional transaction tables developed specifically for this project. The process of developing a sub-regional transaction table involves developing regional estimates of gross production and purchasing patterns based on a parent table, in this case, the 2021/22 Australian transaction table (ABS, 2024a).

Estimates of gross production (by industry) in the study areas were developed based on the percent contribution to employment (by place of work) of the study areas to the Australian economy (ABS, 2012; ABS, 2017; ABS, 2022; ABS, 2024b; J&SA, 2024), and applied to Australian gross output identified in the 2021/22 Australian table.

Industry purchasing patterns within the study area were estimated using a Flegg Location Quotient approach, as described in Flegg et al. (2021), with a fixed degree of convexity applied to the regional size scalar. Regional final demand estimates (except exports) developed based on the regional inter-industry sales estimated using the Flegg Location Quotient relative to national inter-industry sales and final demand estimates for each industry (noting regional exports are assumed to reflect the remainder of total uses).

Employment estimates were rebased from 2021/22 (as used in the Australian national Input-Output transaction tables) to current year values using the Wage Price Index (ABS, 2024c).

## MODELLING ASSUMPTIONS

The key assumptions and limitations of Input-Output analysis include:

- **Lack of supply-side constraints:** The most significant limitation of economic impact analysis using Input-Output multipliers is the implicit assumption that the economy has no supply-side constraints so the supply of each good is perfectly elastic. That is, it is assumed that extra output can be produced in one area without taking resources away from other activities, thus overstating economic impacts. The actual impact is likely to be dependent on the extent to which the economy is operating at or near capacity.
- **Fixed prices:** Constraints on the availability of inputs, such as skilled labour, require prices to act as a rationing device. In assessments using Input-Output multipliers, where factors of production are assumed to be limitless, this rationing response is assumed not to occur. The system is in equilibrium at given prices, and prices are assumed to be unaffected by policy and any crowding out effects are not captured. This is not the case in an economic system subject to external influences.
- **Fixed ratios for intermediate inputs and production (linear production function):** Economic impact analysis using Input-Output multipliers implicitly assumes that there is a fixed input structure in each industry and fixed ratios for production. That is, the input function is generally assumed linear and homogenous of degree one (which implies constant returns to scale and no substitution between inputs). As such, impact analysis using Input-Output multipliers can be seen to describe average effects, not marginal effects. For example, increased demand for a product is assumed to imply an equal increase in production for that product. In reality, however, it may be more efficient to increase imports or divert some exports to local consumption rather than increasing local production by the full amount. Further, it is assumed each commodity (or group of commodities) is supplied by a single industry or sector of production. This implies there is only one method used to produce each commodity and that each sector has only one primary output.
- **No allowance for economies of scope:** The total effect of carrying on several types of production is the sum of the separate effects. This rules out external economies and diseconomies and is known simply as the “additivity assumption”. This generally does not reflect real world operations.
- **No allowance for purchasers’ marginal responses to change:** Economic impact analysis using multipliers assumes that households consume goods and services in exact proportions to their initial budget shares. For example, the household budget share of some goods might increase as household income increases. This equally applies to industrial consumption of intermediate inputs and factors of production.
- **Absence of budget constraints:** Assessments of economic impacts using multipliers that consider consumption induced effects (type two multipliers) implicitly assume that household and government consumption is not subject to budget constraints.

Despite these limitations, Input-Output techniques provide a solid approach for taking account of the inter-relationships between the various sectors of the economy in the short-term and provide useful insight into the quantum of final demand for goods and services, both directly and indirectly, likely to be generated by a project.

In addition to the general limitations of Input-Output analysis, there are three other factors that need to be considered when assessing the outputs of sub-regional transaction table developed using the above approach, namely:

- It is assumed the sub-region has similar technology and demand/ consumption patterns as the parent (Australia) table (e.g. the ratio of employee compensation to employees for each industry is held constant).
- Intra-regional cross-industry purchasing patterns for a given sector vary from the national tables depending on the prominence of the sector in the regional economy compared to its input sectors. Typically, sectors that are more prominent in the region (compared to the national economy) will be assessed as purchasing a higher proportion of imports from input sectors than at the national level, and vice versa.
- The size of the regional economy is assumed to have an inverse relationship with the requirement to import goods/ services to meet its needs (i.e. the smaller the economy, in general the greater the reliance on imports).

## APPENDIX B SCENARIO: BUSINESS-TYPE EVENTS

This scenario examines the impact of 100% of business-type events representing net new activity for the Hobart LGA economy, resulting in 104 new business-type events with a total of 26,000 delegates.

Under this scenario, the project is estimated to contribute \$108.9 million annually in industry output to locally sourced businesses within the Hobart LGA regional economy through initial activity (compared to \$106.0 million annually under the central case scenario). Additionally, a further \$74.8 million per annum in industry output is expected to be supported through flow-on activity (compared to \$72.8 million annually under the central case scenario).

This level of industry activity is estimated to support the following economic benefits each year:

- **GRP:** \$89.7 million contribution (compared to \$87.2 million annually under the central case scenario)
- **Employment:** 836 Full Time Equivalent (FTE) jobs in the region (compared to 813 FTE under the central case scenario), paying a total of \$64.6 million in wages and salaries (compared to \$62.8 million annually under the central case scenario)

Overall, the impact improvement from this scenario compared to the central case (Section 3.3.2) is relatively small. The most significant impacts are seen in induced non-event day visitor expenditure and local and visitor expenditure on event day (outside the venue).

**Table AB.1: Economic Activity Supported during Post-Construction, Hobart LGA**

Impact	Output (\$M)	GRP (\$M)	Incomes (\$M)	Employment (FTEs)
<b>Stadium Operations</b>				
Initial Stimulus in Local Economy	\$7.4	\$0.4	\$2.6	23
Direct Requirements (First Round Type I) Impacts	\$2.9	\$1.4	\$1.1	11
Industry Support (Subsequent Round Type I) Impacts	\$0.9	\$0.5	\$0.3	3
Household Consumption (Type II) Impacts	\$2.9	\$1.6	\$0.8	9
<b>Total Impacts in Local Economy</b>	<b>\$14.0</b>	<b>\$3.9</b>	<b>\$4.9</b>	<b>45</b>
<b>Hosting Event Activity</b>				
Initial Stimulus in Local Economy	\$4.8	\$2.4	\$2.0	33
Direct Requirements (First Round Type I) Impacts	\$1.5	\$0.8	\$0.5	5
Industry Support (Subsequent Round Type I) Impacts	\$0.5	\$0.2	\$0.2	1
Household Consumption (Type II) Impacts	\$1.8	\$1.0	\$0.5	5
<b>Total Impacts in Local Economy</b>	<b>\$8.6</b>	<b>\$4.4</b>	<b>\$3.3</b>	<b>44</b>
<b>Local and Visitor Expenditure On Event Day (Outside The Venue)</b>				
Initial Stimulus in Local Economy	\$41.3	\$20.4	\$15.7	244
Direct Requirements (First Round Type I) Impacts	\$9.3	\$4.4	\$3.0	25
Industry Support (Subsequent Round Type I) Impacts	\$2.8	\$1.4	\$0.9	7
Household Consumption (Type II) Impacts	\$15.7	\$8.8	\$4.6	48
<b>Total Impacts in Local Economy</b>	<b>\$69.0</b>	<b>\$35.0</b>	<b>\$24.3</b>	<b>325</b>
<b>Induced Non-Event Day Visitor Expenditure</b>				
Initial Stimulus in Local Economy	\$55.5	\$27.0	\$20.8	315
Direct Requirements (First Round Type I) Impacts	\$12.4	\$5.9	\$4.0	34
Industry Support (Subsequent Round Type I) Impacts	\$3.7	\$1.8	\$1.2	10
Household Consumption (Type II) Impacts	\$20.7	\$11.7	\$6.1	63
<b>Total Impacts in Local Economy</b>	<b>\$92.2</b>	<b>\$46.3</b>	<b>\$32.1</b>	<b>422</b>



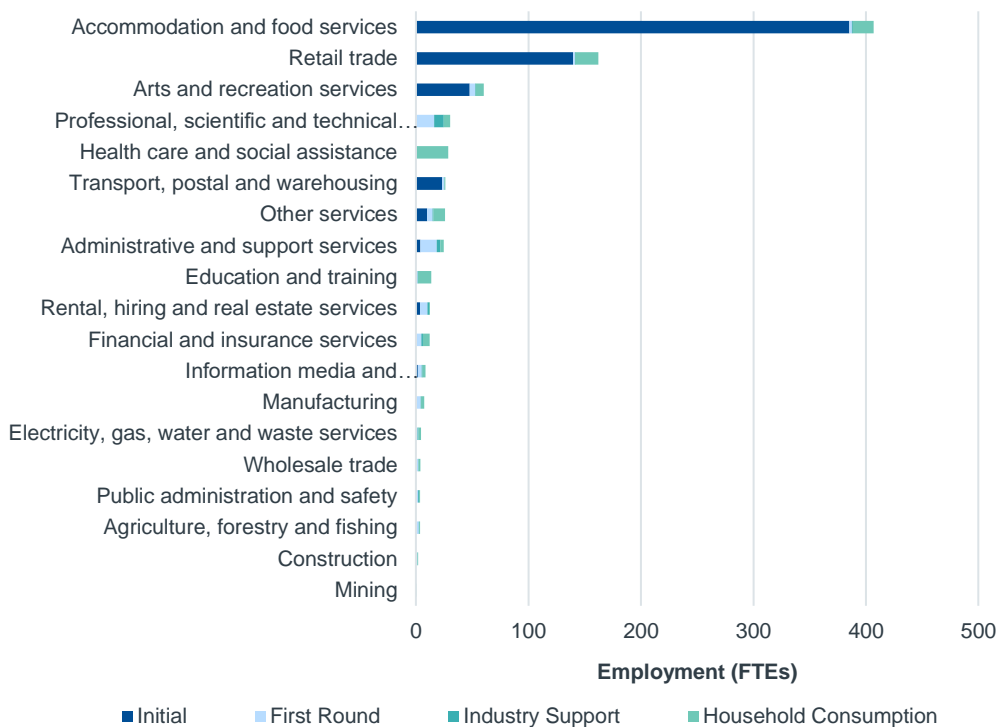
Impact	Output (\$M)	GRP (\$M)	Incomes (\$M)	Employment (FTEs)
<b>Total Operations Phase</b>				
Initial Stimulus in Local Economy	\$108.9	\$50.2	\$41.1	615
Direct Requirements (First Round Type I) Impacts	\$26.1	\$12.6	\$8.7	74
Industry Support (Subsequent Round Type I) Impacts	\$7.8	\$3.9	\$2.6	21
Household Consumption (Type II) Impacts	\$41.0	\$23.1	\$12.1	125
<b>Total Impacts in Local Economy</b>	<b>\$183.7</b>	<b>\$89.7</b>	<b>\$64.6</b>	<b>836</b>

Note: Totals may not sum due to rounding.

Source: AEC.

A breakdown of average annual ongoing FTE employment supported by industry in the Hobart LGA economy associated with the project post construction is outlined below. The local accommodation and food services industry is estimated to receive the largest share of FTE employment impacts, at 407 FTE jobs per annum.

**Figure 3.2: Employment supported by Industry during Post-Construction, Hobart LGA**



Source: AEC.



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