

# **ENGAGEMENT AND COMMUNICATIONS OUTCOMES REPORT**

## **ROYAL HALL OF INDUSTRIES**

13 MAY 2019  
P0006553  
FINAL  
PREPARED FOR SYDNEY SWANS

**URBIS**

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# TABLE OF CONTENTS

- 1. Introduction ..... 1
- 2. The proposal ..... 2
- 3. Engagement process ..... 4
  - 3.1. Overview of engagement activities ..... 4
  - 3.2. Overall observations ..... 5
  - 3.3. Sydney Swans managed stakeholder consultaion ..... 5
  - 3.4. Overview of engagement activities scheduled ..... 6
- 4. Detailed feedback ..... 7
- Disclaimer ..... 9

Appendix A Letter

**TABLES:**

- Table 1 – Detailed feedback .....7



# 1. INTRODUCTION

This engagement and communications outcome report has been prepared on behalf of the Sydney Swans Limited in support of a State Significant Development (SSD) application for the proposed adaptive reuse of the Royal Hall of Industries for a high-performance sport and community facility. The facility will enable a range of land uses, including a new home for the Sydney Swans and NSW Swifts. It will accommodate a multi-purpose facility available for community uses, sporting, medical and rehabilitation areas, administration and office spaces and associated plant and store rooms.

Consistent with SSDA requirements, pre-lodgement engagement with the community and stakeholders was undertaken by Sydney Swans, supported by Urbis. This engagement commenced in February 2019. At the time of writing this report, Sydney Swans is continuing to manage an engagement program with the community and other stakeholders, to keep them informed about the project.

This engagement outcomes report documents the engagement and communications process, feedback received and consideration in response to feedback.

## 2. THE PROPOSAL

The Sydney Swans plans to create a world-class training, administration and community facility within the Royal Hall of Industries. The Sydney Swans will revitalise and adaptively reuse the iconic and much-loved heritage building.

The Royal Hall of Industries is located at 1 Driver Avenue, Moore Park and is owned by the Centennial Park and Moore Park Trust and leased to the Sydney Swans for the purposes of the development.

The site is located in the City of Sydney Local Government Area (LGA). The predominant character of the area is associated with entertainment, leisure and recreational land uses, with infrastructure changes associated with the CSELR (CBD and South East Light Rail) construction.

The site has a direct frontage to Driver Avenue to the west, Lang Road to the south and Errol Flynn Boulevard to the east, an internal access road within the Entertainment Quarter precinct. Mature fig trees are located along Lang Road, Driver Avenue and Anzac Parade.

The site is located within the southwestern corner of the Moore Park Showground Precinct, a major recreational area in the eastern suburbs of Sydney. Measuring approximately 28.7 hectares in area, the precinct includes a range of passive and active recreational areas with a focus on cultural, entertainment, and sporting uses. Key land uses include the Entertainment Quarter, Centennial Parklands Equestrian Centre and Fox Studios.

The project will enhance the iconic sporting and entertainment destination and increase community use of the buildings and the wider Moore Park precinct. The project strongly aligns with the Moore Park Master Plan 2040 by encouraging increased community use of both buildings and the wider Moore Park precinct.

The facility will include:

- Home of the Sydney Swans
- Home of the NSW Swifts
- Multi-purpose indoor facility available for community use and public events such as junior club nights, school graduations, functions
- An indoor netball court for the NSW Swifts Netball Team and netball community
- Facilities for a Swans team in the AFL National women's competition
- Player change areas, lockers and wet areas
- Wet recovery – pool and hot/cold hydrotherapy
- Go Foundation and Clontarf Foundation for indigenous education
- Australian Red Cross Blood Service Donation Centre
- Medical, rehabilitation and sport science areas
- Gymnasium, museum, media centre and auditorium
- Back of house offices and café/canteen
- Entry foyer and retail/shop units
- Plant and store rooms
- Sydney Swans Academy.

Figure 1 – The site



### 3. ENGAGEMENT PROCESS

Early, open and transparent communication paves the way for a shared sense of trust and ownership between project stakeholders. Engagement outlined in this report sought to:

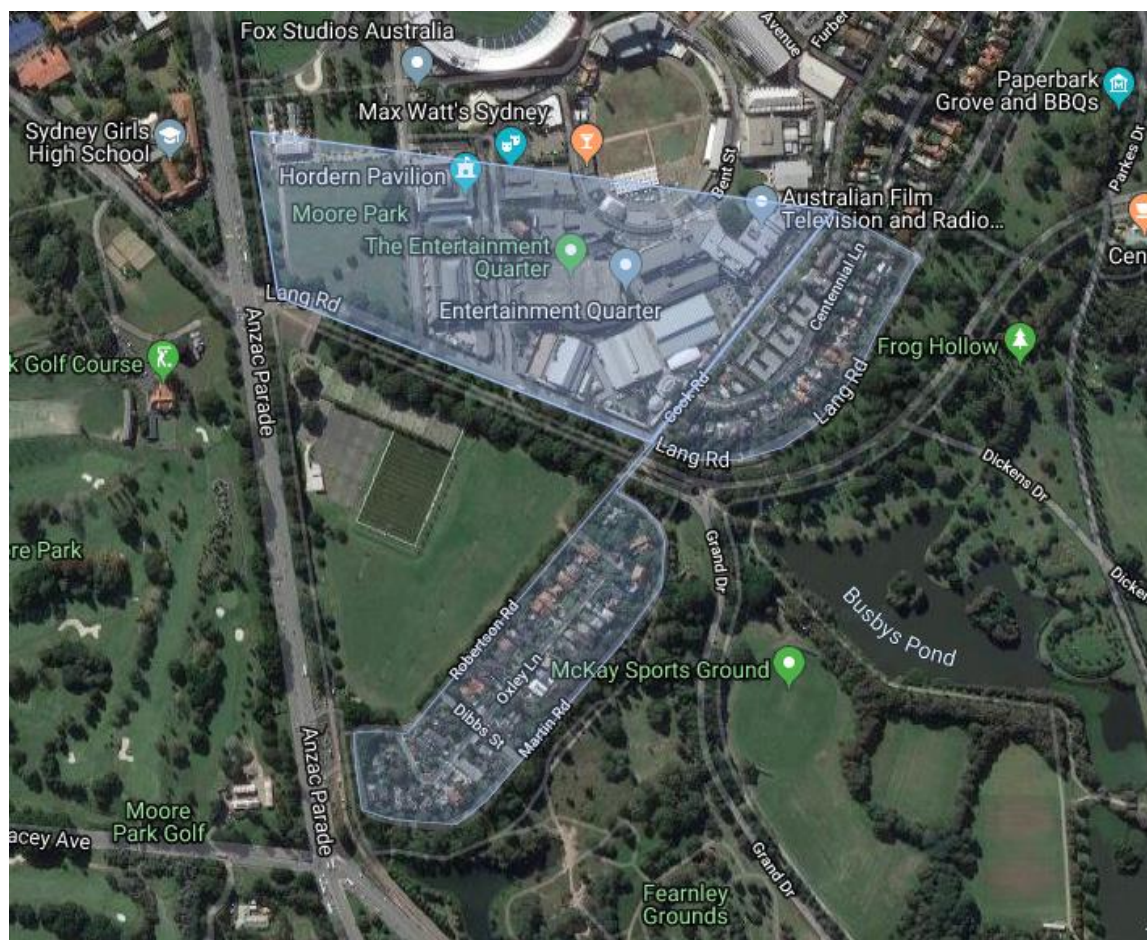
- Clearly outline the facts of the project before lodgement of the SSDA to ensure a “no surprises” approach
- Provide opportunities for people to engage and provide feedback
- Document feedback to inform ongoing design and planning considerations
- Demonstrate engagement with a range of interests, beyond established groups and positions
- Deliver an independent, transparent and accountable consultation process
- Invite proactive engagement on key community issues and concerns.

#### 3.1. OVERVIEW OF ENGAGEMENT ACTIVITIES

- Letter distribution:
  - A two page letter was prepared to outline key features of the proposal and inform near neighbours of opportunities to provide feedback or ask questions via a dedicated email address and phone line. The letter was circulated on 11 February 2019 to approximately 700 local businesses and houses who are the near neighbours of the Royal Hall of Industries. A copy of the letter can be found in Appendix A of this report. The distribution catchment is outlined in Figure 2.
- Sydney Swans Fan Day:
  - *Sydney Swans Fan Day* was held on Saturday 16 February 2019. Near neighbours were invited to the event as an opportunity to meet the Sydney Swans in person and provide feedback directly. An Information booth was present at the event. The *Sydney Swans Fan Day* was attended by approximately 3000 people. All feedback collected was positive or inquisitive in nature. Detailed feedback has been collated in Section 4 of this report.
- A dedicated project email and 1800 number:
  - A dedicated project email and 1800 number was established a direct feedback channel. The email, [engagement@urbis.com.au](mailto:engagement@urbis.com.au) and phone number, 1800 244 863 will remain active for the duration of the project including during construction. At the time of writing this report no feedback was collected through this channel.
- Stakeholder Briefings:
  - Two briefings have been held between Sydney Swans and Save Moore Park in 2017 and 2018.



Figure 2 – Letterbox drop catchment



## 3.2. OVERALL OBSERVATIONS

At the time of writing this report there has been no feedback or enquires through the Urbis engagement feedback channels.

Feedback was collected in person at the *Sydney Swans Fan Day* and stakeholder briefings and has been inquisitive, neutral or positive in nature. An outline of the detailed feedback and responses provided has been outlined in Section 4 of this report.

## 3.3. STAKEHOLDER CONSULTATION

The Sydney Swans are managing ongoing consultation with Save Sydney Moore Park. The Save Sydney Moore Park have been briefed on the project vision and concept plans. At the time of writing this report they have expressed support and no objections have been raised.

PlayBill Venues are managing consultation with Sydney Mardi Gras. Playbill has confirmed the availability of the multi-purpose space for the Mardi Gras after party should Mardi Gras wish to continue using it.

The following agencies have also been briefed on the concept plans by the Sydney Swans:

- Federal Government
- NSW State Government
- Various State and Federal Members of Parliament
- City of Sydney
- Sydney Cricket Ground Trust

- Centennial Park Moore Park Trust
- Carsingha
- Australian Football League
- Saving Moore Park
- National Trust NSW
- Green Building Council Australia.

### **3.4. OVERVIEW OF ENGAGEMENT ACTIVITIES SCHEDULED**

At the time of writing this report community and stakeholder engagement activities are ongoing.

A fact sheet will be prepared to outline project key messages and timeframes and distributed to near neighbours and stakeholders after a determination for the SSDA has been reached.

The Sydney Swans engagement email and phone number will remain active throughout this project and should interest begin to peak, a targeted door knock, and further stakeholder briefings will be undertaken.

## 4. DETAILED FEEDBACK

Detailed feedback is outlined in Table 1 below.

Table 1 – Detailed feedback

Themes	Feedback	Response
Overall comments	<ul style="list-style-type: none"> <li>Queries about the process for leasing the Royal Hall of Industries.</li> </ul>	<ul style="list-style-type: none"> <li>Following a competitive tender process in 2018, the PlayOn Group, a partnership between PlayBill Venue Management and the Sydney Swans, has secured a 27-year lease through Centennial Park and Moore Park Trust to revitalise the Royal Hall of Industries.</li> </ul>
Timing	<ul style="list-style-type: none"> <li>Queries about construction timing including the expected finished date.</li> <li>Queries about the how long the Swans have been planning the move for.</li> <li>Queries about when the AFL Women's team will be announced.</li> </ul>	<ul style="list-style-type: none"> <li>The proposal involves a 27-year lease through the Centennial Park and Moore Park Trust, which will officially commence in May 2019.</li> <li>A tender was submitted in 2018 to secure the lease.</li> <li>A State Significant Development Application (SSDA) is being lodged in April 2019 with the NSW Department of Planning and Industry. The application will then be placed on public exhibition with a decision expected mid-2019. Pending approval, construction will commence shortly after and take approximately 12 months.</li> <li>Sydney Swans will keep the community informed about future plans, including the AFL Women's team.</li> </ul>
Design	<ul style="list-style-type: none"> <li>Queries about whether the grass in the indoor field would be real.</li> </ul>	<ul style="list-style-type: none"> <li>The grass will be synthetic grass.</li> </ul>
Community access	<ul style="list-style-type: none"> <li>Queries about the future of the Mardi Gras using the venue for the after party. Queries were made about what space they could use and where will the Mardi Gras after party be held while construction takes place.</li> <li>Queries about the impact of a reduced floor size on the Mardi Gras after party.</li> <li>Queries about the possibilities for school groups to access the facilities.</li> <li>Queries about the future of Will the Oz Harvest CEO cook off using the</li> </ul>	<ul style="list-style-type: none"> <li>The facility will include a multipurpose indoor function and recreation space which will be available for community events, such as the iconic Sydney Mardi Gras Party.</li> <li>PlayBill Venues are managing consultation and communication with Sydney Mardi Gras.</li> <li>Establishing a home for the Sydney Swans and the NSW Swifts will create spaces that can be used by community groups and grassroots sporting teams. It will provide a space for the Sydney Swans to</li> </ul>

Themes	Feedback	Response
	<p>Royal Hall of Industries.</p>	<p>expand on school programs, youth participation initiatives and healthy lifestyle education programs.</p> <ul style="list-style-type: none"> <li>• The centre will have a house a café, museum, netball court and a multipurpose indoor function and recreation space that can be accessed by the community.</li> </ul>

# DISCLAIMER

This report is dated 13 May 2019 and incorporates information and events up to that date only and excludes any information arising, or event occurring, after that date which may affect the validity of Urbis Pty Ltd's (**Urbis**) opinion in this report. Urbis prepared this report on the instructions, and for the benefit only, of Sydney Swans (**Instructing Party**) for the purpose of Draft (**Purpose**) and not for any other purpose or use. To the extent permitted by applicable law, Urbis expressly disclaims all liability, whether direct or indirect, to the Instructing Party which relies or purports to rely on this report for any purpose other than the Purpose, and to any other person which relies or purports to rely on this report for any purpose whatsoever (including the Purpose).

In preparing this report, Urbis was required to make judgements which may be affected by unforeseen future events, the likelihood and effects of which are not capable of precise assessment.

All surveys, forecasts, projections and recommendations contained in or associated with this report are made in good faith and on the basis of information supplied to Urbis at the date of this report, and upon which Urbis relied. Achievement of the projections and budgets set out in this report will depend, among other things, on the actions of others over which Urbis has no control.

In preparing this report, Urbis may rely on or refer to documents in a language other than English, which Urbis may arrange to be translated. Urbis is not responsible for the accuracy or completeness of such translations and disclaims any liability for any statement or opinion made in this report being inaccurate or incomplete arising from such translations.

Whilst Urbis has made all reasonable inquiries it believes necessary in preparing this report, it is not responsible for determining the completeness or accuracy of information provided to it. Urbis (including its officers and personnel) is not liable for any errors or omissions, including in information provided by the Instructing Party or another person or upon which Urbis relies, provided that such errors or omissions are not made by Urbis recklessly or in bad faith.

This report has been prepared with due care and diligence by Urbis and the statements and opinions given by Urbis in this report are given in good faith and in the reasonable belief that they are correct and not misleading, subject to the limitations above.

**APPENDIX A      LETTER**

11 February 2019

Dear neighbour,

### REVITALISING THE ROYAL HALL OF INDUSTRIES

Following an open and competitive tender process, the Royal Hall of Industries will be renewed as a sporting and entertainment destination for Sydneysiders, increasing opportunities for the community to access this iconic site.

Respecting the historical importance of this building, the Sydney Swans will revitalise the Royal Hall of Industries to enhance and protect the building's character while creating a world-class sporting, community and recreation facility.

Under the proposal, the Royal Hall of Industries will become home to:

- > The Sydney Swans and a future Sydney Swans AFL women's team.
- > The NSW Swifts netball team.
- > The QBE Sydney Swans Academy, youth girls' and boys' programs.
- > An Australian Red Cross Blood Service, providing the community with a central location in Sydney's east to make life- saving donations.
- > The GO Foundation, which was established by former Sydney Swans players Adam Goodes and Michael O'Loughlin to provide scholarships for Indigenous students.
- > The Clontarf Foundation, which empowers Indigenous Australian youth through education.
- > Curated displays to tell the story of the rich history of the building and of the Sydney Swans.

The facility will include a multipurpose indoor function and recreation space which will be available for community events, such as the iconic Sydney Mardi Gras Party; a forecourt plaza offering a new outdoor event destination; and an international-standard indoor netball court, which will be available for community use.

The proposal involves a 27-year lease through the Centennial Park and Moore Park Trust, which will officially commence in May 2019.

### WHAT HAPPENS NEXT?

A State Significant Development Application (SSDA) is being prepared and will be lodged in March 2019 with the NSW Department of Planning and Environment (DPE). The application will then be placed on public exhibition with a decision expected mid-2019.

The Sydney Swans acknowledge that the management of traffic, noise and other impacts on amenity in and around the precinct is important for residents. Traffic and Noise Impact Assessments will be undertaken as part of the planning application, however given the proposed uses are largely being transferred from existing buildings in the precinct, minimal disruption is expected.

Pending approval, construction will commence shortly after and take approximately 12 months.

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**FAN DAY**

The Sydney Swans extend a warm welcome to our neighbours to attend the Sydney Swans Fan Day. Members of the project team will be available to answer questions on the proposal.

**Sydney Swans Fan Day****Saturday 16 February 2019****10:30am - 1:30pm****Royal Hall of Industries,  
Moore Park****Entry is free.****KEEPING YOU INFORMED**

The Sydney Swans is committed to keeping our near neighbours informed and commissioned community engagement company Urbis to assist with this.

You can provide feedback or request more information by contacting Urbis Engagement on [engagement@urbis.com.au](mailto:engagement@urbis.com.au) or call **1800 244 863**.

Kind regards,

Tom Harley  
CEO, Sydney Swans

**ABOUT THE SYDNEY SWANS**

The Sydney Swans has a proud 145-year heritage and the largest membership base of any sporting team in Sydney with more than 60,000 members and 1.2 million fans. Established in 1874 as the South Melbourne Football Club, the Swans relocated to Sydney in 1982 and made their home at the Sydney Cricket Ground. Sydney has made the AFL Finals in 20 of the past 23 seasons, winning the 2005 and 2012 AFL Premierships. Off the field, the club is proud to be a community leader in celebrating diversity and inclusion.

**SYDNEY SWANS LIMITED**

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