

FRONTIER

6 September, 2023

Letter of Support –Changes to Concert Restrictions at Sydney Football Stadium

Sydney Football Stadium is a fantastic venue for our artists. In 2023, we have already held two Elton John concerts at SFS with shows from Paul McCartney and Robbie Williams to follow later in 2023.

Frontier's shows in 2023 are just under the *total* cap of 6 shows. This does not include any shows from other promoters in Australia.

With the cap in place, shows could be lost to other NSW venues such as Giants Stadium or Stadium Australia, taking the economic benefit from the local area out to the west (Homebush).

Worse, shows could be lost to other states with exclusive performances such as Billy Joel (MCG, Victoria), Coldplay (Optus Stadium WA).

There is currently no cap on sporting events at SFS - the stadium can operate 365 days per year, yet only 6 of these operational days can be used for concert events (1.6% of possible operational days). An increase to 20 concerts only increases this to 5.5% of possible operational days.

Very few sporting events can generate the same economic return for both Venues NSW and the local economy.

It is stated in the application that concerts generate \$1-1.5 million per show for Venues NSW and \$5-7.5 million per show economic benefit to NSW. This is vastly more than any sporting event the venue can host. We suspect this also excludes any allocation of annual rights or sponsorship revenues such as those paid for naming rights, pourage or ticketing partnerships. All of these venue revenue streams are also disproportionately driven by concert content.

The additional economic and cultural benefits these large stadium concerts bring to the Sydney Football Stadium will be lost to the local economy if the current concert limit remains.

Lifting the cap supports the initiatives put forward by the government to strengthen our nighttime economy and reinforces that these facilities are available for the wider public of NSW.

We fully support the increase in the cap on the number of concert events that can be held at Sydney Football Stadium.

Frontier Touring is one of the most respected, long standing, and proactive concert promoters in Australasia. Formed in 1979, Frontier has had a fundamental role in entertaining Australians and New Zealanders across four decades. In 2019 Frontier expanded its global ties by entering into a strategic joint venture with AEG Presents and carries on the legacy of Michael Gudinski as part of the Mushroom Group.



Andrew Spencer
Chief Commercial Officer
The Frontier Touring Co.

Melbourne 232 Dorcas Street, South Melbourne, VIC 3205
Sydney 135 Forbes Street, Woolloomooloo, NSW 2011
Auckland Level 1, 10 Taylors Road, Sandringham, Auckland 1025

P +61 3 9690 3000
P +61 2 9332 2411
P +64 9849 7707

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MUSHROOM
GROUP