



4 September 2019

Ms Emily Dickson
A/Team Leader, Key Sites Assessments
Department of Planning, Industry and Environment
GPO Box 39
Sydney
NSW 2001

Attention: David Glasgow
By email: david.glasgow@planning.nsw.gov.au

**RE: Sydney Cricket and Sports Ground Trust Submission
Major Projects - Adaptive reuse of the Royal Hall of Industries
Sydney Swans HQ and Community Centre**

Dear Sir/Madam,

Thank you for the opportunity to provide this submission on behalf of the Sydney Cricket and Sports Grounds (SCGT) and the future use of the Royal Hall of Industries by Sydney Swans Limited.

The SCGT wholeheartedly and unhesitatingly supports the vision outlined by the Sydney Swans and the proposal for the new facility, which is to be known as the Sydney Swans HQ and Community Centre.

We are certain that the \$55m planned adaptive reuse of the Royal Hall of Industries, which will provide a new high-performance sport and community facility including a multi-purpose indoor facility available for community use and public events, will be a winner just like the Swans. In addition, and importantly, this facility will provide a base for the Swans' inaugural AFLW team.

This facility will be the next step towards making the Moore Park precinct the undisputed home of elite sport in Sydney with the addition of the QBE Sydney Swans Academy and the NSW Swifts. It will also be home to key community organisations including the Red Cross Blood Bank, GO Foundation and the Clontarf Foundation.

Importantly, the future Royal Hall of Industries will be far more available to the community under the Sydney Swans' redevelopment plans. It will further open the pathway for elite women's sport, with facilities for an AFLW team and the Sydney Swifts. Being housed together, will allow the Swifts and Swans to collaborate and significantly expand their school and outreach programs.

The community will also benefit from plans to include a museum, which will retell the story of the site including its rich history as part of the Sydney Royal Easter Show. The facility will also give back, by housing the eastern suburbs' only blood bank.

As you may be aware, the Sydney Swans have called the Sydney Cricket Ground home since 1982, playing at least 11 games at the SCG each year. They are one of the SCG's most loyal and valued partners. This facility will help ensure the club's elite performance and sustainability to attract and retain the best talent in the league to achieve more on-field success.

The popularity of the Swans is highlighted by the average home crowd of almost 34,000 fans – easily the largest of any sporting team in Sydney. They also boast more than 60,000 members and an unprecedented reach into the Sydney community.

Annually, Sydney Swans matches at the SCG attracted more than 400,000 to major sporting events in the precinct. Sydney Swans fans drive the economic and cultural success of the precinct during the winter. They eat and drink at local cafés, restaurants and hotels on match days. They use public transport in great numbers and will be beneficiaries of the NSW Government's significant investment in the CBD and South East Light Rail project.

In some instances, Swans fans drive – but it must be noted that the revenue derived from on-grass parking in Moore Park goes to the Centennial Park and Moore Park Trust, allowing continued investment in the parklands.

Sydney Swans matches also support the Sydney and greater visitor economy, with fans coming from all over Australia to watch matches at the Sydney Cricket Ground.

Further, Sydney Swans matches support the direct employment of more than 1000 customer service, crowd safety and catering staff at the Sydney Cricket Ground. A 2016 study estimated the direct and indirect economic benefits of the operations of the SCG and former SFS at more than \$900m to the NSW economy.

We look forward to working closely with our partner club, the Sydney Swans, into the future and if there is anything the SCGT can assist with up to and during delivery of this exciting, new facility we will be at their disposal.

Further, on viewing the proposed floor plans, the SCGT is genuinely excited for the Swans' future and the opportunities the development will provide for the broader community.

By way of background, the Sydney Cricket and Sports Grounds are responsible for the Sydney Cricket Ground and the (under development) Sydney Football Stadium. The SCG precinct also hosts a number of other sub-tenancies, aside from the Sydney Swans, including the Australian Football League NSW/ACT (AFLNSW), the National Rugby League (NRL), Rugby Australia (formerly ARU), Cricket NSW, Sydney Roosters and Sydney FC. In addition to the sporting clientele the Trust also plays host to Stadium Sports Physiotherapy, The Stadium Sports Medicine Clinic and has recently become a campus for the University of Technology Sydney.

The Sydney Cricket and Sports Grounds have long-term content deals with various sporting codes including the Sydney Swans for a 30-year term. As such their long term on-field success is as critical to us as it is to them.

The SCGT's lands form a central sports precinct of international standing that includes a sports museum, fitness centre, club facilities. We host nearly 100 events and attract almost two million visitors each year and we are situated immediately adjacent to The Hordern Pavilion and The Royal Hall of Industries.

The SCGT applauds the initiative of our partner club, the Sydney Swans, in developing this plan and look forward to its successful development. They will be a good steward of the heritage of this building and use it for a modern elite and community sporting development.

If you would like more information please contact Philip Heads, General Manager, Communications, Heritage and Government Relations on 9380 0185.

Yours sincerely,



KERRIE MATHER
Chief Executive Officer
Sydney Cricket and Sports Ground Trust