



SYDNEY SWANS HEADQUARTERS AND COMMUNITY CENTRE



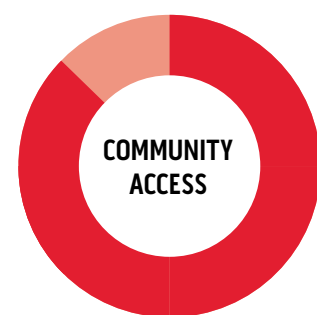
OUR VISION

In every step of the planning for this project, the community has been considered. Our plan delivers:

- › Significantly increased public access to the Royal Hall of Industries and plaza
- › A range of new spaces available for the use of the entire community, including community sport, schools, local groups, not-for-profits and charities
- › A leading hub for women's and girls' sport from community to the elite level
- › Support and facilities for Indigenous not-for-profit organisations
- › A facility that encourages participation in physical activity and for community sport to thrive
- › Rent free tenancy for the Red Cross Blood Service
- › A significant financial contribution to the maintaining of Centennial Parklands and the opportunity to champion sustainability and a greener future

UNLOCKING THE GATES

In the last three years, prior to this new application, the Royal Hall of Industries had only been open to the public for an average of just 50 days per year. Public access to the RHI to increase by 300+ days per year.



ACCESS UNDER SWANS 27-YEAR LEASE

351 days per year*

9477 days over 27 years

ACCESS UNDER PREVIOUS LEASE

50 days per year

1350 days over 27 years

* Includes two-week Christmas period closure

Under the Sydney Swans' and NSW Swifts' planned proposal, the RHI will be open to:

- › All casual visitors to the café, entry foyer and football and building museums
- › The Sydney Swans and NSW Swifts communities, including more than 80,000 members and well over one million fans.
- › Swans boys and girls youth academies and NSW Swifts Academy (approximately 800 participants)
- › Community sporting clubs, community groups and organisations, university and school groups, not-for-profits and charities.
- › Approximately 20,000 casual visitors to the Red Cross Blood Service (rent subsidised by the Sydney Swans)

CREATING NEW SPACES FOR THE COMMUNITY

New shared spaces available to the community. These include:

THE PLAZA

Located between the RHI and Hordern Pavilion. Existing heavy iron gates that have blocked area to be removed. A public-access area and new gateway to integrate with the Moore Park precinct. Direct link to the Entertainment Quarter and easy access to the new light rail.

The activation space for all local organisations, including the NSW Swifts, NSW Waratahs, Cricket Australia, Cricket NSW, AFL NSW/ACT and the NRL. A key space for the Sydney Gay and Lesbian Mardi Gras festival

A vibrant, outdoor meeting place for visitors and workers in the Moore Park and Entertainment Quarter precinct.

300

DAYS A YEAR AVAILABLE FOR COMMUNITY USE

AUDITORIUM

The 90-seat facility is accessible for 48 weeks a year for hire and is equipped with AV, reception area and theatre-style seating.

The auditorium will be used by school groups, local sporting clubs, not-for-profits including on-site tenants the GO Foundation, Clontarf Foundation and Australian Red Cross Blood Bank Service.

3225

HOURS ANNUALLY IS AVAILABLE FOR COMMUNITY

NEW MUSEUM, FOYER AND CAFÉ OPEN EVERYDAY

The new entry foyer to the RHI will not only showcase the historic structure, but along with the adjoining museum and café area, will combine to create a flexible event space for up to 200 guests.

The museum will not only showcase the Swans and Australian Rules Football in New South Wales, but will celebrate the fascinating history of the RHI.

The space will be available to book after 6pm for schools, community groups, local sporting clubs and charities for more than 300 evenings per year

79,000

EXPECTED VISITORS PER YEAR

MULTI-PURPOSE AREA

At the heart of the RHI is an indoor multi-purpose area.

This forms an important asset for the youth academies, community sporting clubs and groups to train all year round, unimpacted by weather.

The key event space will also hold free events such as Fan Day, Red Rookie clinics, school holiday camps and junior, school and community club clinics.

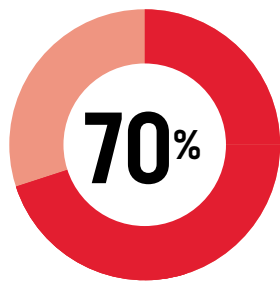
This space has the capacity to accommodate large-scale events and will be one of the spaces utilised as part of the Mardi Gras festival.

200

EVENINGS PER YEAR AVAILABLE FOR COMMUNITY USE

INDOOR NETBALL COURT

On top of the 30 hours each week the facility will be available for community netball competitions and events, while the indoor netball court will be available for a further 20 hours per week for various sporting and community groups.



TIME INDOOR NETBALL COURT WILL BE UTILISED BY COMMUNITY





A HUB FOR WOMEN'S AND GIRLS' SPORT

The RHI and Moore Park precinct will be one of the most significant centres for female sport in the state.

The centre will be home to two elite women's teams in the NSW Swifts and Sydney Swans AFLW team.

On top of that, the Sydney Swans Youth Girls Academy (200 participants and counting) will have all-year access, and the NSW Swifts and Swifts Academy will utilise the netball court for a combined 20 hours per week.

More than 8000 participants, including those from local netball associations in the City of Sydney, Randwick and inner-west suburbs will have access to the court for 30 hours per week for training and competition.

530,000 FEMALES PLAYING AFL NATIONALLY





INDIGENOUS ENGAGEMENT

Two key Indigenous not-for-profits will be headquartered in the RHI, rent-free:

- › The GO Foundation — founded by former Swans Adam Goodes, who was named the 2014 Australian of the Year, and Michael O'Loughlin — provides education pathways for Indigenous youth. The facility will be used for student engagement, including mentoring sessions, workshops and events.
- › The Clontarf Foundation supports more than 8000 Aboriginal and Torres Strait Islander students across 116 academies nationally. There are more than 40 academies in New South Wales.

This vast network of academies and students will be able to utilise the Swans facility for visits, tours and workshops.

CHAMPIONING SUSTAINABILITY

Partnership with the Green Building Council of Australia to deliver a five green-star rated facility.

The repurposed building will be a leader among sporting and community facilities.

The Swans and Swifts plan to use its prominence in the community to champion sustainability and a greener future.

A rental guarantee by the Sydney Swans will provide Centennial Park and Moore Park Trust with significant net rent for application to the upkeep of Sydney's parklands for the life of the 27-year lease.

SWANS JUNIOR ENGAGEMENT

90,000 YOUNG PEOPLE
ENGAGED NATIONALLY

85 JUNIOR CLUB VISITS
AND JUNIOR CLINICS

40 COMMUNITY PROGRAMS
AND INITIATIVES

250 SCHOOL VISITS
AND PROGRAMS



COMMUNITY PARTNERS



GO FOUNDATION
Increasing to 300 scholars in 2020, plus over 600 indigenous student visits annually



AFL NSW/ACT
23 local junior and senior clubs in Sydney Harbour region involved



SWANSFIT
Over 5000 students from 60 primary schools involved in health and fitness program



RAINBOW SWANS
Over 200 official LGBTIQ supporter group members



CLUB TOURS
Over 75 tours held for community groups, school programs and charities



SWANS ACADEMY
Over 2000 young girls and boys involved, plus 500 kids trial each year



GREEN BUILDING COUNCIL AUSTRALIA
Partnership to develop a 5-green-star rated facility



BLACKDOG INSTITUTE
Over 4000 high school students involved in mental health program



CLONTARF FOUNDATION
Aims to improve the education and employment prospects of Indigenous Australians



REDKITE
Provides essential services to children with cancer



RED CROSS BLOOD SERVICE
Will be the only dedicated centre in Sydney's east



KIDS' CANCER PROJECT
Proud charity partner of the Swifts supports important childhood cancer research



CLOSED LOOP
Creating sustainability and upcycling solutions

CONNECTED TO THE COMMUNITY

61,912

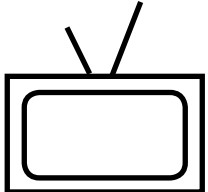
SWANS MEMBERS

1,170,000

SWANS SUPPORTERS

31,070

AVERAGE ATTENDANCE AT SWANS HOME GAMES



20,300,000

TV VIEWERS FOR SWANS/ SWIFTS 2018 SEASON

115,000

NETBALL NSW MEMBERS

1,000,000

NETBALL PLAYERS ACROSS THE COUNTRY

8,000

PARTICIPANTS IN LOCAL NETBALL ASSOCIATIONS (CITY OF CITY, RANDWICK, INNER WEST)

3070

SWIFTS MEMBERS

1,650,000

AFL PARTICIPANTS NATIONALLY

530,000

FEMALES PLAYING AFL NATIONALLY

250,000

AFL PARTICIPANTS IN NSW



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