



30 October 2019

The Hon. Rob Stokes MP
Minister for Planning and Public Spaces
52 Martin Place
Sydney NSW 2001

Dear Minister

ANZ STADIUM REDEVELOPMENT

I write on behalf of Rugby Australia in support of the redevelopment proposal for ANZ Stadium.

Australian Rugby teams regularly compete in some of the world's best stadiums. We know that in order to attract major Rugby games and events to NSW, we need our stadiums to be world-class. Stadia are the vehicle through which we showcase our sport and generate the revenue we need to operate and re-invest in Rugby, including in NSW. High profile, quality matches inspire new generations to get fit and healthy by playing the game and they also drive significant inbound tourism and economic benefit for the State.

For many years, Rugby Australia has advocated for an upgrade to major sporting infrastructure in NSW in order to provide our players, fans and corporate supporters with the best match-day experience possible. As a key rectangular sport State, NSW needs a stadia network with a mix of world class venues, including:

- a large stadium for major events at Sydney Olympic Park (Rugby World Cup Finals, British and Irish Lions Tests, Bledisloe Cup).
- a redeveloped medium sized venue at Moore Park for regular content (NSW Waratahs and Test Matches).
- a boutique stadium at Parramatta (NSW Waratahs Matches, Test Matches and other international Rugby content).

Rugby Australia considers there to be a range of key requirements that these stadia need to meet in order to provide a world-class experience:

- **ease of operation** – so our functional and operational teams and contractors have the facilities, accessibility and amenities to deliver match day.
- **accessibility** – so our fans and corporate base can easily reach the venue from home or work either by public transport or private vehicle.

Raelene Castle

Chief Executive



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- **security** – robust and visual security practices to ensure patrons are safe.
- **technology & digital** – providing rapid and reliable connectivity for patrons, media, broadcasters, rights holders and stadium operators should be a priority focus. From a rights holder's perspective, this technology presents opportunities to remain engaged with fans throughout the game.
- **pitch proximity and atmosphere** – being close to the action in a seat that is protected from the elements within a stadium design that creates an energetic and fun atmosphere.
- **amenity** – in terms of spectator facilities (food and beverage options and merchandise concessions in and around the stadium) and corporate hospitality options.
- **an established precinct both at the stadium and surrounds** – which provides for hire and sponsor activations, pre- and post-match entertainment and food and beverage options.
- **female amenity** - clearly stadiums and other sports facilities need to be equipped to provide female athletes with the same quality of facility as male counterparts. This extends to female fans and the level of amenity on offer within the stadium precinct.

While we appreciate that design work is ongoing, Rugby Australia strongly supports and is encouraged by the proposed designs for ANZ Stadium, most particularly the:

- Improved facilities for players, patrons, media and officials.
- An updated roof design which will provide 100 per cent coverage of the seating bowl over all permanent seats, keeping the weather out and the atmosphere and noise in the stadium. While this is a great starting point, we would encourage the NSW Government to consider the cost benefit and utility of installing a retractable roof during the re-development (or at the very least, the future proofing of the roof to enable this to occur at a later date).
- The improvement to the north and south bowls which will deliver a significantly improved viewing experience and atmosphere.
- An updated precinct that will maximise connectivity and activate the entire stadium – both inside and outside.
- Updates to video screens and other event-focused technology.
- Improved food and beverage options and hospitality options.
- Improved accessibility and seating options.





- Improved safety and security measures, as well as game day protocols to reflect the current and future requirements of sporting events in Sydney.

We also need our stadia to be world-class in order to attract and retain major international sports events, like the Rugby World Cup – these events not only inspire and captivate a nation, they also deliver significant economic benefits for host countries and cities. A report released on 20 March 2018 by Japan Rugby 2019, forecast that the 44-day 2019 Rugby World Cup would generate a record total output of around £2.97 billion for the Japanese economy, attract up to 400,000 international visitors and support up to 25,000 jobs.

Ultimately, Sydney is one of the world's best cities and deserves to have a world-class dedicated rectangular stadium which reflects this standing.

For this reason, we congratulate the NSW Government on its investment strategy across the three stadiums in Sydney, including ANZ Stadium – which we consider to be a prudent investment decision which will enhance the live sport and entertainment experience in our city and attract new events, and in our case, strengthen our bid for major events such as the 2027 Rugby World Cup.

Yours sincerely

Raelene Castle
Chief Executive
Rugby Australia

