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Infrastructure NSW
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To Whom It May Concern

Rugby Australia – Submission - Sydney Football Stadium Stage 2 (Design, construction and operation)

We welcome the opportunity to provide a submission to INSW as part of the public consultation process for Stage 2 (Design, construction and operation) of the Sydney Football Stadium. In doing so, we refer to the submissions INSW has received from our sports industry colleagues.

Rugby Australia, along with the New South Wales Rugby Union, have and continue to be tenants of the Sydney Cricket and Sports Ground Trust – with Rugby Australia's head office located in the Moore Park precinct on Moore Park Road and both organisations being long-term hirers of the Sydney Football Stadium. In doing so, we have, and will continue to bring, key international and provincial Rugby content to the precinct.

Australian Rugby teams regularly compete in some of the world's best stadiums. We know that in order to attract fans to our games (new and old), drive revenue and attract sponsors, we need our stadiums to be world-class. This is because stadiums are the vehicle through which we showcase our business and generate the revenue we need to operate and re-invest in Rugby. With NSW falling behind international benchmarks and other Australian States and Territories, Rugby Australia has been a strong supporter of the NSW Government's stadia strategy to deliver a network with a mix of world class rectangular venues.

Rugby Australia has previously made submissions to Government around what it believes to be the four main areas of focus for the design and planning around a new stadium in order to deliver a world class match-day experience:

- Operations - ease of use and functionality for operational and match day presentation teams.
- Team Amenity - so teams are primed to deliver on the field.
- Hospitality - to engage and entertain corporate supporters and VIPs.
- Fan Experience – given the changing consumption trends, accessibility of sport on digital and linear TV and competition for share of wallet, we need to provide fans (and potential fans) with compelling reasons to attend live sport in a safe, fun and inclusive environment.

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Rugby Australia Ltd.





We have been extremely pleased to see BankWest Stadium operational and exceeding the expectations around each of these areas.

With reference to the submissions that have previously been submitted to INSW by our sports industry colleagues, one area we are focused on for the Sydney Football Stadium redevelopment is the fan experience and as part of this, their journey to and from the stadium.

As is evident from the data and anecdotal feedback that has been provided to INSW through the consultation process, the former Sydney Football Stadium and current Moore Park precinct is sub-optimal from a transport accessibility perspective – whether by private vehicle or public transport - despite it being one of the major sports hubs in Sydney, if not NSW and Australia.

The redevelopment of the Sydney Football Stadium provides INSW with a once-in-a-generation opportunity to correct the issues with accessibility with the former stadium. While we are encouraged by the improvement that should come with the commencement of the light rail network, we write to encourage INSW - as part of this Stage 2 process - to have regard to the need for a transport solution that will deliver a work class match-day experience – an experience that stops and starts for a fan / attendee with their transport to the venue.

For this reason, we believe that INSW needs to ensure that the final design and plan around accessibility includes:

- A retention of current match-day event parking (at a minimum) with the same or similar proximity to former Sydney Football Stadium. This is not only important for staff that are working at events who need a safe and secure place to park but also for our fans and members. Like other sports, Rugby Union has a diverse fan base which includes the elderly, people with disabilities and families – sections of the community where it is not often practical or possible to access a match venue via public transport. For this reason, transport accessibility, and in particular, match-day parking is important as it ensures we are being inclusive of our fan base. The removal of match-day parking would impose significant barriers for these fans to attend our fixtures, which ultimately has flow on effects to their enjoyment and engagement with our sport, the viability of our match-day and the stadium operator's feasibility. In addition to this, we would encourage INSW to facilitate a discussion with all venue hirers, the SCGT and Centennial Park and Moore Park Trust, around additional parking solutions which could provide optionality for those travelling by private vehicle and happy to complete the final part of their journey safely on-foot or via available public transport.
- Improved ingress and egress options into the precinct and the stadium around match-day that reduces bottlenecks and improves patron safety.
- With the rise of ride-sharing, increased number of clearly identifiable ride-share zones as well as taxi ranks.
- Consideration of extending the planned Metro West to include a stop in Moore Park – this will ensure there is greater rapid access transport capacity (which light rail will not be able to

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provide) to service the precinct and provide our staff and fans travelling from the West with an efficient route to access the precinct.

- Clearly marked and identifiable public walkways from surrounding suburbs and entertainment precincts.

We thank INSW for its work to-date on the re-development of the Sydney Football Stadium and its consideration of our submission. We would be happy to meet with your representatives to further discuss our submission.

Yours sincerely

Raelene Castle
Chief Executive
Rugby Australia

