

Exhibition sporting and other entertainment events

The historical core event calendar as presented in the current state section of the SFS Final Business Case presents those events that are core to the venue's operations. However, there are additional events that take place at the venue (or that could take place at the venue in the future) on an ad-hoc basis that do not fit into these categories. As such, the categories **exhibition sporting events** and **other entertainment events** were developed in order to capture these events in the event forecasts for the post-redevelopment period.

Exhibition sporting events

This category refers mainly to touring sporting events, most notably, European football teams that are conducting a pre or post season tour of Australia. For example, the SFS hosted a training session for Manchester United in 2013 which attracted a crowd of 20,000+.

Additionally, fixtures like the Barbarians v Wallabies (Rugby Union) event in 2017 are not contracted fixtures and are therefore not included in the projected event calendar under any project option. An event of this nature could also fall into this category (noting it is included as an ARU Wallabies event in the table on the following page).

Other entertainment events

This category refers mainly to events that are not captured elsewhere in the event calendar. Whilst there are no examples of these events being held at the SFS in the past, they are well established across Australia and the international arena. This may include (but is not limited to):

- Monster Jam;
- Nitro Circus;
- Music Festivals;
- Food & Beverage Festivals; and
- Supercross.

Additionally, this bucket also seeks to capture potential emerging events such as e-sports and drone racing.

Event calendar

SFS: Core event calendar									
Event	2013	2014	2015	2016	2017	Base Case	Option 1	Option 2	Option 3
Rugby League – Club	15	13	14	13	12	10	16	16	12
NRL finals series	3	4	3	2	4	2	3	3	2
International rugby league	0	1	0	0	0	0	1	1	0-1 (biannual)
NSW Waratahs	6	8	7	8	7	7-8	7-8	7-8	7-8
ARU Wallabies	0	1	0	1	1	0	3 every 4 years	3 every 4 years	3 every 4 years
Rugby Sevens ¹	0	0	0	1	1	1	1	1	1
Sydney FC (A-League)	13	14	12	13	13	12-13	12-13	12-13	12-13
FFA International	1	0	0	1	1	0	1	1	0-1 (biannual)
US events	0	0	0	0	1	1 every 3 years	1	1	0-1 (biannual)
Concerts	1	0	3	2	1	2	4	4	3
Total	39	41	39	41	41	34-37	46-49	46-49	37-43
¹ 3 day event									

The historical event calendar presented in the table above differs from that presented in the current state section of the report as follows:

- The report indicated 44 events in 2017, however, this number should have been 42 events. The Rugby Sevens event was being calculated as 3 events in the base data.
- An Asian Champions League event has been removed from the Sydney FC event line in 2016 and included instead in the non-core event calendar on the following page.
- The Barbarians v Wallabies event has been removed from the ARU Wallabies event line in 2017 as the event was promoted by TEG and is not part of the ARU hiring agreement.

Event calendar (cont.)

SFS: Non-core event calendar									
Event	2013	2014	2015	2016	2017	Base Case	Option 1	Option 2	Option 3
Not included in projected event calendar									
Pre-season games	2	0	0	0	0	0	0	0	0
A-League Finals	1	0	1	0	2	0	0	0	0
Asian Champions League	0	0	0	2	0	0	0	0	0
FFA Cup	0	1	0	0	1	0	0	0	0
Major tournaments	0	0	0	0	2 ¹	0	0	0	0
Included in projected event calendar									
Exhibition sporting events	2 ²	1 ³	0	0	1 ⁴	0	1	0-1	0
Other entertainment events	0	0	0	0	0	0	2	2	1
Total	5	2	1	2	6	0	3	2-3	1
¹ Rugby League World Cup 2017 ² Manchester United Training, Waratahs v British & Irish Lions ³ Rugby League World Club Challenge ⁴ Barbarians v Wallabies									

SFS: Combined event calendar									
	2013	2014	2015	2016	2017	Base Case	Option 1	Option 2	Option 3
Core	39	41	39	41	41	34-37	46-49	46-49	37-43
Non-core – Not projected	3	1	1	2	5	0	0	0	0
Non-core – Projected	2	1	0	0	1	0	3	2-3	1
Total	44	43	40	43	47	33-37	49-52	48-52	38-44

Attendances

SFS: Core event attendances									
Event	2013	2014	2015	2016	2017	Base Case	Option 1	Option 2	Option 3
Rugby League – Club	252,463	196,508	206,217	165,185	147,096	145,000	267,375	267,375	182,805
NRL finals series	88,583	88,171	72,086	52,111	68,800	50,000	86,250	86,250	52,500
International rugby league	0	23,408	0	0	0	0	27,025	27,025	24,675
NSW Waratahs	85,742	158,905	157,528	153,081	88,996	140,000	161,000	161,000	147,000
ARU Wallabies	0	40,182	0	41,939	28,129	0	43,125	40,000	39,375
Rugby Sevens ¹	0	0	0	67,974	68,716	68,500	78,775	78,775	71,925
Sydney FC (A-League)	227,083	260,503	173,783	175,741	189,198	235,500	270,825	263,425	247,275
FFA International	18,813	0	0	0	26,029	0	28,750	28,750	0
US events	0	0	0	0	21,466	0	37,950	37,950	34,650
Concerts	38,681	0	104,559	97,505	28,576	80,000	170,000	170,000	126,000
Total	711,365	767,677	714,173	753,536	667,006	719,000	1,171,075	1,160,550	926,205
¹ 3 day event									

Attendances (cont.)

SFS: Non-core event attendances ⁰									
Event ⁰	2013	2014	2015	2016	2017	Base Case	Option 1	Option 2	Option 3
Not included in projected event calendar									
Pre-season games	10,076	0	0	0	0	0	0	0	0
A-League Finals	38,545	0	25,473	0	61,282	0	0	0	0
Asian Champions League	0	0	0	25,741	0	0	0	0	0
FFA Cup	0	3,294	0	0	12,264	0	0	0	0
Major tournaments	0	0	0	0	28,047	0	0	0	0
Included in projected event calendar									
Exhibition sporting events	57,976	28,877	0	0	14,300	0	40,250	40,000	0
Other entertainment events	0	0	0	0	0	0	69,000	69,000	31,500
Total	106,597	32,171	25,473	25,741	115,893	0	109,250	109,000	31,500
SFS: Combined event attendances									
	2013	2014	2015	2016	2017	Base Case	Option 1	Option 2	Option 3
Core	711,365	767,677	714,173	753,536	667,006	719,000	1,171,075	1,160,550	926,205
Non-core – Not projected	48,621	3,294	25,473	25,741	101,593	0	0	0	0
Non-core – Projected	57,976	28,877	0	0	14,300	0	109,250	109,000	31,500
Total	817,962	799,848	739,646	779,277	782,899	719,000	1,280,325	1,269,550	957,705
<i>No. events</i>	44	43	40	43	47	36	52	52	43

Other event opportunities

Other events with potential to be hosted but not included within Business Case forecasts:

There are a range of other events that have not been included within any of the three project options as part of a conservative approach to ensure financial and economic returns are not overstated.

Tournaments / Finals series based on on-field performance:

- A-League Finals Series: Whilst there is precedent for Sydney-based A-League teams to play finals games at the SFS these are not included as the hosting of a game is based on on-field performance.
- AFC Champions League: As above. Sydney FC (3 appearances) and Western Sydney (2014 champions) have both played in the AFC Champions League, with a minimum number of 3 home games. Again these events have not been included in the event calendar as there are subject to on-field performance.
- Super Rugby Finals: The Waratahs have had recent success in hosting Super Rugby Finals, but as participation is based on on-field performance, they are similarly excluded from the projected event calendar under all options.

International fixtures:

- Football, Rugby Union, and Rugby League World Cups: No assumptions are made with regards to the potential hosting of World Cup events, unless a World Cup has been confirmed to be hosted in Australia.
- Other major sporting tournaments (e.g. AFC Asian Cup): No assumptions are made with regards to the potential hosting of other major sporting tournaments other than the contracted World Rugby Sevens event.
- British and Irish Lions Tours have not been included in the event calendar.

Other events:

- A conservative approach is taken to other events, such as drone sports and e-sports, until there is more evidence in the Australian market to understand commercial arrangements of such an event.
- Women's sports event have not been explicitly included in the event calendar. The SFS does not currently host any (commercial) women's sporting events with the exception of W-League double headers with Sydney FC. This is not counted as a separate event but there is an assumed increase in time spent at venue and an accompanying increase in spends such as F&B.