

# INQUIRY IN TO SYDNEY STADIUM STRATEGY



Basketball New South Wales Commercial in Confidence

## EXECUTIVE SUMMARY BASKETBALL NSW

Basketball NSW applauds the State government's increase in focus and available funding for sporting infrastructure in regional and metropolitan NSW. This has provided a focus on the states growing need and aging sporting infrastructure. This triggered Basketball to bring forward its infrastructure plans. The work revealed a need for at least \$500m of new build or repairs in the in-door multi sport space. This ranges from end-of-life buildings in regional NSW to the need for State Centre of Excellence (example 12 courts). By way of example Victoria has at least 10 stadium complexes of this scale, with master planning for new suburbs including at least one of these large complexes per local council area. Note: The largest complex in NSW is 7-courts (Tamworth) with the average size facility being 4 courts. (See appendix 2)

We urge the NSW government to balance the severe need for public in-door sport facilities against the budget used for just two facilities in one part of NSW (Sydney Stadiums).

## CONSULTATION PROCESS STADIA STRATEGY SYDNEY

Basketball New South Wales assessment and feedback in relation to the Sydney and NSW Stadia Strategy focuses on four main factors;

1. Consultation process for ANZ and Allianz Stadiums.
  2. Consultation process for Newcastle and Parramatta Stadiums rebuild – Venues NSW
  3. Government strong focus on sport with an overwhelming focus towards rectangular green-field sports infrastructure.
  4. Basketball NSW feedback on proposed CBD Arena
1. Basketball NSW feels the consultation process with the extended sporting community including Basketball was limited before the announcement of ANZ and Allianz Stadium re-builds. Insight was provided through Sport NSW and the CEO forum to the participating sports. Formal invitations for consultation were provided after the announcement. We feel consultation after an announcement of this magnitude and nature has very little impact on the outcome. We also feel the consideration of such investment or impact of such investment in the short-; medium- and long-term were not clearly articulated. We further believe the viability of these facilities requires a significant focus from the State government, commercial interest and sports, this is currently not clearly articulated. Both ANZ and Allianz Stadiums are currently under utilised and are very rarely filled to full capacity. ANZ Stadium is only 18 years old and should not require a re-build. We understand it may need some upgrades but these should not be of significant nature at this point of its lifecycle.

Community based sport and councils are further required to meet a BCR greater then 1 score to provide a local financial benefit of the project. Relatively small projects (example a 4 court stadium) in a regional town might provide significant community in health and culture but will provide only small economic benefit. This makes it very difficult for amateur community based sport organisations, SSOs or Councils to pass the business case review phase for grant.

2. The consultation process for Newcastle and Parramatta stadiums and sports precincts, had significant community, council and sports consultation undertaken prior to announcements and subsequent construction of Parramatta Stadium. Basketball believes the more robust process applied will enable the venues on completion to be more successful and yield a better return. We understand the users of Parramatta Pool and Park were impacted by the stadia strategy and we understand little consideration was made to support the build of an aquatic facility in the original plan. Significant local support and lobbying was undertaken and a new aquatic facility is now in the planning for Mays Hill Precinct.

29 June 2018  
Commercial in Confidence



Received by
<i>M. MAMA</i>
Received by
<i>HELEN HONG</i>
Page 1 of 6 Pages
Date: 29 / 6 / 2018
Resolved to publish (Yes) / No

3. A green-field rectangular site requires the investment of \$4m per site while a 4-court in-door sport stadium requires an investment in the order of \$20m. But it should be noted that these are all-weather facilities and can operate from 7am to 11pm, 7 days per week. These facilities cater for a multitude of sports and cultures. It should be noted that with our significant and growing Asian population sports such badminton, table tennis, volleyball and basketball are sports of choice.
4. In 2017 the State government undertook a consultation process on the viability of a CBD in-door arena through GEMBA. Basketball had driven and supported the replacement the Entertainment Centre in Darling Harbour. The primary reason for the support was to ensure the Sydney Kings had a long-term "home" venue which catered to their needs. The Sydney Kings enlisted the support of Basketball NSW, to seek Government support for the building of a new multi-use indoor arena, based in the CBD.

At that stage the previous Managers of Allphones Arena, Homebush had no interest in supporting basketball and other indoor sports and the ICC Theatre at Darling Harbour would not be suitable to host indoor court sports.

BNSW gained the written support of Basketball Australia (BA) and the National Basketball League (NBL) and supported a unified project led by Tennis NSW together with Netball NSW to encourage the NSW Government to build a new multi-purpose indoor arena in the CBD, 10,000 capacity approx. to support the long term needs of sport.

BNSW strongly encouraged NSW Government, in its letter of support, that a community facility (8-10 indoor court complex) was also needed to support this indoor Stadium, due to significant shortfall of indoor community sports facilities in Sydney, despite rapidly growing community basketball demands.

AEG Ogden's acquisition of the Sydney Kings in 2016 provided the Sydney Kings with a permanent base at a world –class venue, Qudos Bank Arena, Sydney Olympic Park. AEG Ogden did provide long-term financial security to the Sydney Kings NBL Club and Qudos Bank is now the long-term 'home' arena for the club.

AEG Ogden, also manage the ICC Theatre at Darling Harbour, and is hosting NBL pre-season international fixtures with the Sydney Kings and will also use ICC as a home venue for selected Sydney Kings home games in the NBL. AEG Ogden has fitted out ICC to meet international basketball requirements with a 7,000 capacity.

Thus Sydney now has the capability to host international basketball matches at either the ICC (capacity 7,000) or Qudos Arena (capacity 10 – 17,000).

AEG Ogden (Sydney Kings) has entered into an Agreement with BNSW to support grass roots basketball in the Sydney Metropolitan area via the 20 Metro Associations, which will help both parties to grow the sport of basketball in metropolitan Sydney.

The Board of BNSW determined, therefore that it no longer supports the building of a 10,000 seat Indoor Arena in the CBD. BNSW does still strongly encourage NSW Government, to support a community facility with a large show-court (12 indoor court complex with 2,500 spectator capacity), due to significant shortfall of indoor community sports facilities in Olympic Park and the western corridor of Sydney. This will enable Basketball to attract international events such the Women's World Cup in 2022, Junior World Cups for both girls and boys from 2020 onwards and the Men's World Cup in 2024. All of these events will have significant impact on NSW economy.

Basketball NSW further supports AEG Ogden's proposal to build a smaller capacity arena next to Qudos bank Arena in Olympic Park with community based sporting infrastructure included in the plan. We also believe the master plan to build and re-invigorate the sporting infrastructure in Olympic Park is key to sports ongoing growth and success in Sydney this includes the upgrade of the tennis centre. Sydney geographic centre is Parramatta and with the growth in Sydney in the western corridor this will only further cement Parramatta and Olympic Park as the "heart" of Sydney.

## ABOUT BASKETBALL NEW SOUTH WALES

Basketball New South Wales is the State Sports Organisation (SSO) and peak governing body for Basketball in New South Wales. It is part of a family of Basketball SSOs that are ultimately led by Basketball Australia. BNSW is steered by a traditional management structure having lines of accountability through the Senior Leadership Team to the Chief Executive Officer and the Board of Directors with Chairperson.

BNSW represents more than 94 affiliated Associations who in turn represent over 56,000 members in metro and regional NSW. Additionally, BNSW is proud to be associated with National Basketball League teams (NBL), Sydney Kings, Sydney University Flames and Wollongong Hawks.

## BACKGROUND AND THE NEED FOR INFRASTRUCTURE

New South Wales Regional areas and Metropolitan Sydney has an undersupply of indoor courts infrastructure. After a review in 2015/16, BNSW developed a 10 year strategy to address this problem. This led to Basketball New South Wales making a key decision in 2017 to add an Infrastructure and Partnerships group. The strategic intent of this group is to dramatically increase the space available to Basketball players throughout New South Wales.

The Infrastructure group started work in September of 2017 and is developing its approach to the strategy, while working on in-flight proposal or projects as they emerge. The group will make more space available to the indoor sport community and basketball family, and this space will be taken up by the increased numbers of indoor sports and basketball players created by other programmes in BNSW.

Additionally, BNSW intends to develop a bow-wave of demand for Basketball space across Metropolitan and Regional New South Wales such that existing facilities will be at maximum capacity as new space comes online through the efforts of the Infrastructure group.

## CENTRE OF EXCELLENCE

The construction of a 12-court facility in Metropolitan Sydney would add a significant indoor sports facility to the national estate.

Such a facility would give Federal, State and Local governments the opportunity to consider hosting indoor-based activities in Australia that might not otherwise be contemplated. Further, the presence of this facility alongside other similar facilities as they are built outside of the Sydney region might provide a **multiplying factor where similar facilities form a "hub of cooperation"**, underpinning each other with space or staff for big events.

Ideally in the feasibility phase the 10 Court Facility will need to meet a Benefit Cost Ratio better than 1.0.

Two key components of the BCR result will be:

- Revenue generated by high day-to-day utilisation of the stadium, plus significant windfall revenue from major events, and
- Clever marketing & management of the operations of the stadium

## CONTENT

Content is the broad term used to describe all the different activities that Basketball New South Wales can 'drive' into a region or venue. Content might be:

- A one-off non-competitive day event
- Training camps
- Wheelchair basketball
- A short competition over the summer break
- Event in collaboration with Basketball Australia
- A number of rounds from a representative league

Offering content to a region or a venue requires a number of considerations to be satisfactorily met for the nature of the content offered.

## CONTENT CONSIDERATIONS

Basketball New South Wales is in the unique position of having direct access to the sport's over-arching governing body, Basketball Australia, as well as the equivalent State Sports Organisations for Basketball in the states and territories. This allows BNSW to propose and negotiate with these peak bodies on all matters from rules, to governance, to long term planning for significant events.

On a day-to-day basis, BNSW has the responsibility to balance and distribute the placement of 'content' (events/competitions) across Regional and Metropolitan areas/facilities based upon a few factors such as:

- Size (number of courts) available for an event
- Location of courts relative to each other (eg. Six courts on one site with 2 courts within fifteen minutes drive)
- Suitability of courts (surface and dimensions)
- Ability of local Associations to help support an event – staffing, referees, officials
- Ancillary infrastructure such as car parking, canteens, changing rooms
- Show Court or similar for 'grand finals' – (spectator seating)

Factors such as these can limit the overall size of the event to be placed at a location, or make it easier.

## CONTENT OPPORTUNITIES

A 10 Court Indoor Sports Facility has the power to attract functions and events that are:

- One-Time and High Profile
- Pre-Season Tournaments
- Annual
- Cyclical
- Calendar Based Rounds
- On Demand
- "Not Yet Invented"

---

## GRAND OPENING OR HIGH PROFILE

Basketball New South Wales will lobby Basketball Australia and the National Basketball League to pressure them to support Dubbo's commitment to Basketball by building such a stadium. We would push for a Grand Opening event with a 'Basketball Spectacular' where NBL teams are invited to hold a double-header round of professional basketball. Such an event would reward the Council and residents for their commitment to such a venture.

---

## PRE-SEASON TOURNAMENTS

Following on from a Grand Opening Basketball Spectacular, we would encourage the NBL to run a pre-season Tournament at the stadium, thus building on the effect of the Grand Opening and cementing the Stadium as centre of high-quality Basketball venue.

---

## ANNUAL, CYCLICAL AND CALENDAR BASED ROUNDS

As an example, BNSW has the opportunity to place large Basketball events at a 10 court facility if invited to do so. The sporting events might be annual in nature (once a year), cyclical (part of the sharing of events amongst other regional areas in New South Wales) or Calendar Based where a combination of all the previous arrangements occur. Examples are:

- Junior State Championships
- Senior State Championships
- Western Junior League Finals

**See Appendix A**

---

## ON-DEMAND

Basketball New South Wales in partnership with the local Basketball Association can also run:

- Country Tournaments
- Development Camps, and
- Basketball Carnivals

---

## “NOT YET INVENTED”

The newly created venue may propagate the ‘invention’ of events that have not been contemplated before, because of the lack of such a facility. As the feasibility of the stadium develops, Basketball New South Wales would like the opportunity to develop new content that could be hosted by Dubbo and ultimately spread to wider parts of regional NSW.

---

## STADIUM MARKETING & MANAGEMENT

Basketball New South Wales also has stadium management interests where it manages multi-sport activities through its lease agreements of indoor stadia. The Infrastructure group works to optimise the utilisation of these facilities while balancing the need for fair and reasonable access to all sport or interest groups.

	State Championships		Southern League Finals
	Senior	Junior	Junior
Divisions or Age Groups	7	8	14
Teams per	4	8	4
<b>Total Teams</b>	<b>28</b>	<b>64</b>	<b>56</b>
Players Per Team	12	10	10
Staff Per Team (coaches)	4	3	3
Total Players	336	640	560
Total Team Staff	112	192	168
<b>Total People From Teams</b>	<b>448</b>	<b>832</b>	<b>728</b>
Referees	34	64	45
Statisticians	16	0	0
Scoretable	24	10	5
Volunteers	10	10	5
BNSW Staff	10	10	10
<b>Total Officials</b>	<b>94</b>	<b>94</b>	<b>65</b>
<b>Total Sport Participants</b>	<b>570</b>	<b>990</b>	<b>849</b>
Companions per player	1	1.5	1.5
<b>Total Companions</b>	<b>336</b>	<b>960</b>	<b>840</b>
<b>Total Basketball Family</b>	<b>906</b>	<b>1950</b>	<b>1689</b>
Days of Sport	3	3	2
Days of Setup	1	1	0
Frequency of Event (p.a)	1 in 4	1 in 4	1 in 4
Web Live Stream	Yes	No	No

**Assumptions**

**Players and Participants are mostly New South Wales residents.**

**No additional local spectators added to these totals**

**Tourism Research Australia states that:**

*A sports athlete will spend \$262 per person per day while travelling*

*If attendees spend at this daily rate, economic impact is:*

Spend at 50% per event	\$118,686	\$255,450	\$221,259
Spend at 75% per event	\$178,029	\$383,175	\$331,889
Spend at 100% per event	\$237,372	\$510,900	\$442,518

# **Basketball & Indoor Sports Infrastructure Growth**

## **Appendix 2**



**Infrastructure and Partnerships Group** June 2018

## **Basketball in New South Wales :: Situation and Challenges**

- **Basketball New South Wales has re-invigorated its membership and strongly engaged with its Associations in 2017**
  - The Strategic Plan is well under-way
  - Number 1 Sport of Choice for families in NSW
- **Membership grew 4% and participation by 13% in 2017**
  - We added 1 new 'grow from scratch' Association in a key population growth area
  - We expect to grow membership by 15% by 2020
- **We are driving increased female participation (target 38% by 2020)**
  - I AM A GIRL AND I CAN DO ANYTHING campaign
- **Actions to overcome Key barriers to growth identified in Infrastructure Plan**
  - Build new Indoor Sporting facilities to meet existing demand and population growth
    - Lack of available courts reduces teams ability to train-excellence
  - Enhance the marketing and governance capability of our member Associations
    - 94 Associations across New South Wales
  - Commercialise some aspects of Basketball Operations to counter decline in volunteers
    - Eg. Governance services, management of key stadiums
  - Lift the utilisation of stadiums outside of peak usage – 4pm to 10pm
    - Eg. Exercise and cross-fit style classes
  - Partner with Department of Education for increased utilisation of school facilities and JV projects in high priority areas.
  - Improve support from all levels of government to attract major Basketball events to Sydney and New South Wales



## Indoor Stadium Master Plan

**Basketball New South Wales is seeking NSW State Government support in Basketball and Indoor Sports with the following infrastructure:**

- **12 Court Stadium Complex** in the Western corridor of Sydney (to FIBA standard)
  - New South Wales Basketball Centre of Excellence / Disability Sport (12)
- **3 Significant Regional Sporting Hubs**
  - 1 of these facilities should cover the Northern Region of NSW – Coffs Harbour (6)
  - 1 of these facilities should cover the Southern Region of NSW – Griffith (7)
  - 1 of these facilities should cover Western Region of NSW – Dubbo (10)
- **3 Community Facilities** – Identified immediate need in; Taree (+3), Armidale (+2) and Moss Vale(+3)
  - facilities are missing or the existing facilities are in need significant refurbishment.
- **Greater Metropolitan Area facilities**
  - Newcastle – Immediate expansion of grassroots sports and secure WNBL license (+10)
  - Gosford / Terrigal – Immediate expansion of grassroots sports. (+2)
  - Illawarra – immediate expansion and upgrade of Beaton Park (+6)
- **A triangle of Western Sydney, Northern and Southern Region Complexes** will satisfy indoor sports needs for 30 years. This requires major investment. Major projects outlined in Regional and urban works slide.
- **Estimated value A\$450m** (new build and refurbishments) based on \$3.5m per court in regional NSW, Centre of Excellence and Greater Metropolitan area.
- **BNSW** will continue to 'infill' the regions and metro areas with smaller projects to provide a spiders-web of indoor sports facilities.

# The Mathematics of a Stadium and Sports Events

## Peak Hours at a 6 Court Stadium

Number of Peak Hours Per Weekday	7
Hours available Per Court	7
Courts in Stadium	6
Games Per Court/Per Hour	1
Games Played Per Weekday	42
2 x Teams of 6 players Per Game	12
Referees Per Game	2
People Active/Per Court/Per Hour	14
Active People Per workday	588
Active People Per Working Week	2,940
People Per working Year (280 days)	164,640

*Excludes weekends, morning and early afternoon and holidays*

## Wide Appeal to the Community

1. Basketball
2. Volleyball
3. Futsal
4. Indoor Soccer
5. Multi-Sport
6. Roller Derby
7. Martial Arts
8. Badminton
9. Table Tennis
10. Indoor Cricket
11. Netball
12. Dance
13. Exercise & Yoga
14. Drama and Performing Arts
15. Cultural Events - Women Only Sport

## A Big Day at Stadium Complex (eg. State Championships)

Divisions or Age Groups	23
Teams per	6
Total Teams	138
Players Per Team	8
Staff Per Team (coaches)	2
Total Players	1104
Total Team Staff	276
Total People From Teams	1380
Referees	34
Statisticians	16
Scoretable	24
Volunteers	10
SSO Staff	10
Total Officials	94

Total Sport Participants

1612

Companions per player

1.5

Total Companions

1656

Total Basketball Family at Event

3268

Sport Attributes

Days of Sport	3
Days of Setup	1

Local Economic Benefit Per Event

\$

Spend (50% accuracy) 1.3m

**Spend (75% accuracy) 1.9m**

Spend (100% accuracy) 2.5m

*Based Upon: A sports athlete will spend \$262 per person per day while travelling.*

(Tourism Research Australia)

