

ORDINARY MEETING 23 NOVEMBER 2011	11
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CAIRNS RECTANGULAR STADIUM NEEDS STUDY

Louise Dixon LD: 1/58/16: #3367067 v3

RECOMMENDATION:

That Council:

- 1. adopts the Cairns Rectangular Pitch Stadium Needs Study (November 2011);**
- 2. agrees in principle with the Study's conclusion that there is sufficient demand to support investment in the initial capital and ongoing operations of the Scenario B, Option 2 development option (broadly, a 20,000 capacity stadium, 10,000 seat and 10,000 standing) based on the identified potential for broader economic and social benefits;**
- 3. agrees to investigate further the basis on which the outcomes of Scenario B, Option 2 could be delivered by undertaking the Cairns Rectangular Pitch Stadium Development Study;**
- 4. approves the appointment, under Local Buy Contract BUS162-0108 and in accordance with Section 183 of the *Local Government (Finance, Plan and Reporting) Regulations 2010*, of Coffey Commercial Advisory Pty Ltd to undertake the Cairns Rectangular Pitch Stadium Development Study for the amount of \$149,016 excluding GST; and**
- 5. delegates authority to the Mayor and Chief Executive Officer, pursuant to Section 257 of the Local Government Act 2009, to finalise any and all matters in relation to the contract.**

INTRODUCTION:

Council has committed through its Corporate Plan to undertake a feasibility study into the need for a major rectangular sports stadium for Cairns. This report provides Council with the recommendations of the Cairns Rectangular Pitch Stadium Needs Study for Council consideration. The report also proposes that Council appoint Coffey Commercial Advisory Pty Ltd to progress the next stage of the project, the Cairns Rectangular Pitch Stadium Development Study.

BACKGROUND:

The Council resolutions relating to the subject in 2010 and 2011 can be found at Attachment 1. In addition, Council has been provided with monthly project updates via the Sports, Arts, Culture and Community Services (SACCS) committee meetings, and a workshop on the draft Cairns Rectangular Pitch Stadium Needs Study on 7 October 2011.

COMMENT:**Cairns Rectangular Pitch Stadium Needs Study (Part 1)**

The Executive Summary of the study can be found at Attachment 2 and copies of the final Cairns Rectangular Pitch Stadium Needs Study will be made available.

The overall research and assessment undertaken as part of the study indicates that there is a level of demand from sports to provide content and for the community to attend a stadium in Cairns capable of hosting national sporting code games (soccer (football), rugby union and rugby league) and other events.

The recommended option, Scenario B Option 2, suggests a level of demand for a stadium with the following specification:

- A 20,000 capacity stadium of 10,000 seats and 10,000 standing.
- Player, coaching, media and corporate amenity.
- Construction cost estimated at \$66.4M, based on an unidentified greenfield site.
- Annual deficit is \$1.9 million, inclusive of sinking fund and depreciation.
- A one off value added benefit from construction of \$57.4m and a total of 576 jobs.
- An annual value added benefit from the operations of the stadium and the induced visitations of \$9.6m and 132 jobs.
- No assumed ownership, management, or site determination.

The financial assessment undertaken based on the anticipated content level and attendance levels indicates that the demand is not sufficient to allow the venue to be sustainable in its own right when accounting for required match return to clubs, maintenance, sinking fund and depreciation. The estimated annual deficit for the stadium is \$1.9 million, inclusive of sinking fund and depreciation, a situation not uncommon with other stadiums.

The Study has identified that there is currently national sporting code (football (soccer), rugby union and rugby league) content available and demand within the Cairns market for these games, but the attraction of this content is not possible without the development of a new stadium or redevelopment of existing facilities.

The Draft Cairns Rectangular Pitch Stadium Needs Study was presented to the Key Stakeholder Reference Group and Councillors on 6 and 7 October 2011 respectively and available for the community to provide comments on from 8-23 October.

Written responses on the draft were received from 15 organisations and 82 community members. A Draft Report Feedback Summary has been prepared by Coffey and this can be found in Attachment 3. A range of responses were received, many of which were comments only that did not impact the report. The feedback provided by Sport and Recreation Services, Athletics North Queensland and Cairns Athletics in particular, have led to some changes in the final report. These changes are identified in Attachment 3.

Given the findings of the Part 1 Needs Assessment, it is now proposed that Council proceed with the Part 2 Stadium Development Study.

Cairns Rectangular Stadium Development Study (Part 2) - Scope

The details of the proposed Part 2 scope of works are outlined in Attachment 4 and summarised as follows:

- Concept plan (1),
- Site assessment and selection,
- Stadium development,
- Capital costs (2),
- Management models,
- Project deliver method analysis,
- Preliminary risk analysis,
- Business plan / Financial analysis,
- Economic Impact Assessment (updated from Part 1)
- Implementation Plan.

(1) & (2) – the original submission included a concept plan and costing for one location or site. However, the revised price includes provision for concept plans and costings for a second location or site option, as required as part of the Project Assurance Framework.

It is expected that Part 2 of the project will commence in early December 2011 and be finalised around April 2012. As with Part 1, monthly updates will be provided via SACCS committee meetings, including a more detailed timeline.

Cairns Rectangular Stadium Development Study (Part 2) - Price

Prior to commencing Part 1, clarification with Coffey Commercial Advisory Pty Ltd on some aspects of the submission, including discussion around reducing the cost and potential impact on the scope, occurred. It was agreed that Council undertake the Economic Impact Assessment using the new model developed by the Economic Development Unit at no cost to the project. The revised price from Coffey Commercial Advisory Pty Ltd for Part 2 was therefore \$132,216 (excl GST).

The additional and necessary variation to Part 2 has resulted in an amended price for Part 2, being \$149,016 (excl GST).

An allocation of \$150,000 in the 2011/12 capital works budget for Part 2 has been approved and the revised cost of consultancy services for the project follows:

Part	Cost
Part 1 – Needs Assessment	\$68,410
Part 2 – Stadium Development	\$149,016
TOTAL	\$217,426

Appointment of Coffey Commercial Advisory Pty Ltd

The details around Coffey's appointment, including referee report, evaluation selection criteria, and other submission prices, were provided in the Council report to the 11 May 2011 Sports, Arts, Culture & Community Services committee meeting.

Procurement has been conducted in accordance with the purchasing principles of the *Local Government Act 2009* and, in particular, Section 106.

The market was tested using the Request for Quote process, undertaken in accordance with Council's procurement policy. Quotes were sought by way of public advertisements in the Cairns Post on 2 and 5 March 2011. The subsequent evaluation of the quotes found that Coffey Commercial Advisory Pty Ltd was the preferred consultant. Whilst the price is over the tender threshold of \$150,000, Coffey Commercial Advisory Pty Ltd is recommended for engagement without going to public tender because the company is an approved supplier through Local Buy Contract BUS162-0108 (Business Management).

Under section 183 of the *Local Government (Finance, Plan and Reporting) Regulations 2010* a local government may enter into a contract without inviting written tenders if the contract is entered into under a Local Government Act (LGA) arrangement, which applies to purchases under Local Buy.

CONSIDERATIONS:

Corporate and Operational Plans:

This work is identified within Council's Corporate Plan as a major initiative to be undertaken.

Statutory:

There are no statutory drivers for this work to be undertaken.

Procurement has been conducted in accordance with the purchasing principles of the *Local Government Act 2009* and in particular Section 106.

Section 183 of the *Local Government (Finance, Plans and Reporting) Regulation 2010* applies which provides allowable exceptions to the requirements for Council to seek tenders.

Policy:

Procurements has been conducted in accordance with Council’s General Policy 1:02:23 (Procurement Policy).

Financial and Risk:

As all aspects of the project are covered in the revised price, there is a low level of risk that any price variations will occur.

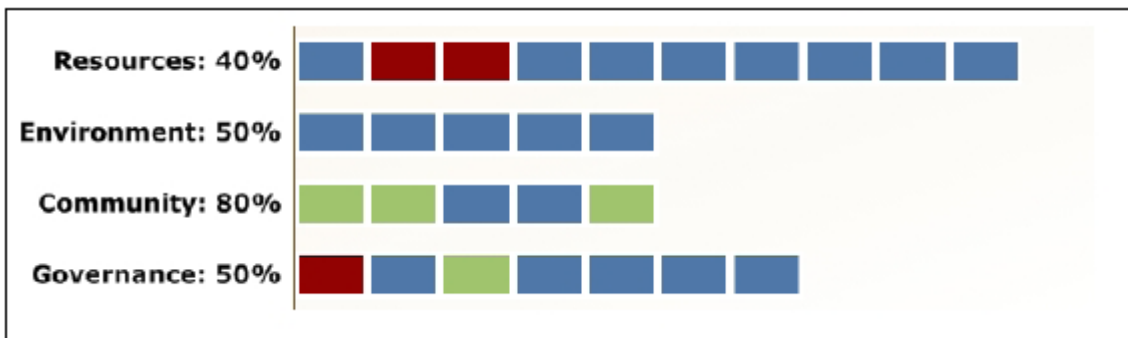
Funding for Part 2 of the project is available within the 2011/12 capital works budget, as outlined earlier.

The results of this work will potentially be used to inform future capital works budget submissions and funding applications for State and Federal Government funding programs.

Sustainability:

A sustainability scorecard on undertaking Part 2 of the Study has been completed and comments around the four themes of sustainability follow:

- *Improving Resource Efficiency* - there will be travel related activity in relation to completing the Study.
- *Conserving Biodiversity* - this is not relevant to the Study, however if infrastructure is built then a scorecard will be completed for that stage.
- *Enhancing Community Health and Wellbeing* - the outcome of Part 1 of the Study indicated a need and desire for additional infrastructure for the community and stakeholders, hence undertaking Part 2.
- *Delivering Sound Governance and Economic Management* – although not locally based, the appointment of the lead consultant to undertake this study is based on the principles in the procurement policy.



CONSULTATION:

As per the comment section of this report.

OPTIONS:Option 1

That Council:

1. adopts the Cairns Rectangular Pitch Stadium Needs Study (November 2011);
2. agrees in principle with the Study's conclusion that there is sufficient demand to support investment in the initial capital and ongoing operations of the Scenario B, Option 2 development option (broadly, a 20,000 capacity stadium, 10,000 seat and 10,000 standing) based on the identified potential for broader economic and social benefits;
3. agrees to investigate further the basis on which the outcomes of Scenario B, Option 2 could be delivered by undertaking the Cairns Rectangular Pitch Stadium Development Study;
4. approves the appointment, under Local Buy Contract BUS162-0108, of Coffey Commercial Advisory Pty Ltd to undertake the Cairns Rectangular Pitch Stadium Development Study for the amount of \$149,016 excluding GST; and
5. delegates authority to the Mayor and Chief Executive Officer, pursuant to Section 257 of the *Local Government Act 2009*, to finalise any and all matters in relation to the contract.

Option 2

That Council:

1. adopts the Cairns Rectangular Pitch Stadium Needs Study (November 2011);
2. agrees that the investment in the stadia, both operationally and in capital, is too great in terms of the economic and social return on investment and acknowledges that the investment in attracting events to be an unacceptable risk, so determines the existing facility provision to be appropriate.

CONCLUSION:

Council has committed through its Corporate Plan to undertake a feasibility study into the need for a major rectangular sports stadium for Cairns. The endorsement of the recommendations is sought from Council to proceed with the appointment of Coffey to undertake Part 2 of the project, the Cairns Rectangular Pitch Stadium Development Study.

ATTACHMENTS:

Attachment 1 - Council Resolutions

Attachment 2 – Executive Summary - Cairns Rectangular Pitch Stadium Needs Study

Attachment 3 – Draft Report Feedback Summary (November 2011)

Attachment 4 – Cairns Rectangular Pitch Stadium Development Study (Part 2) Project Scope

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Attachment 1 – Council Resolutions

At the Sports, Arts, Culture & Community Services committee meeting of 13 October 2010, Council resolved:

That Council:

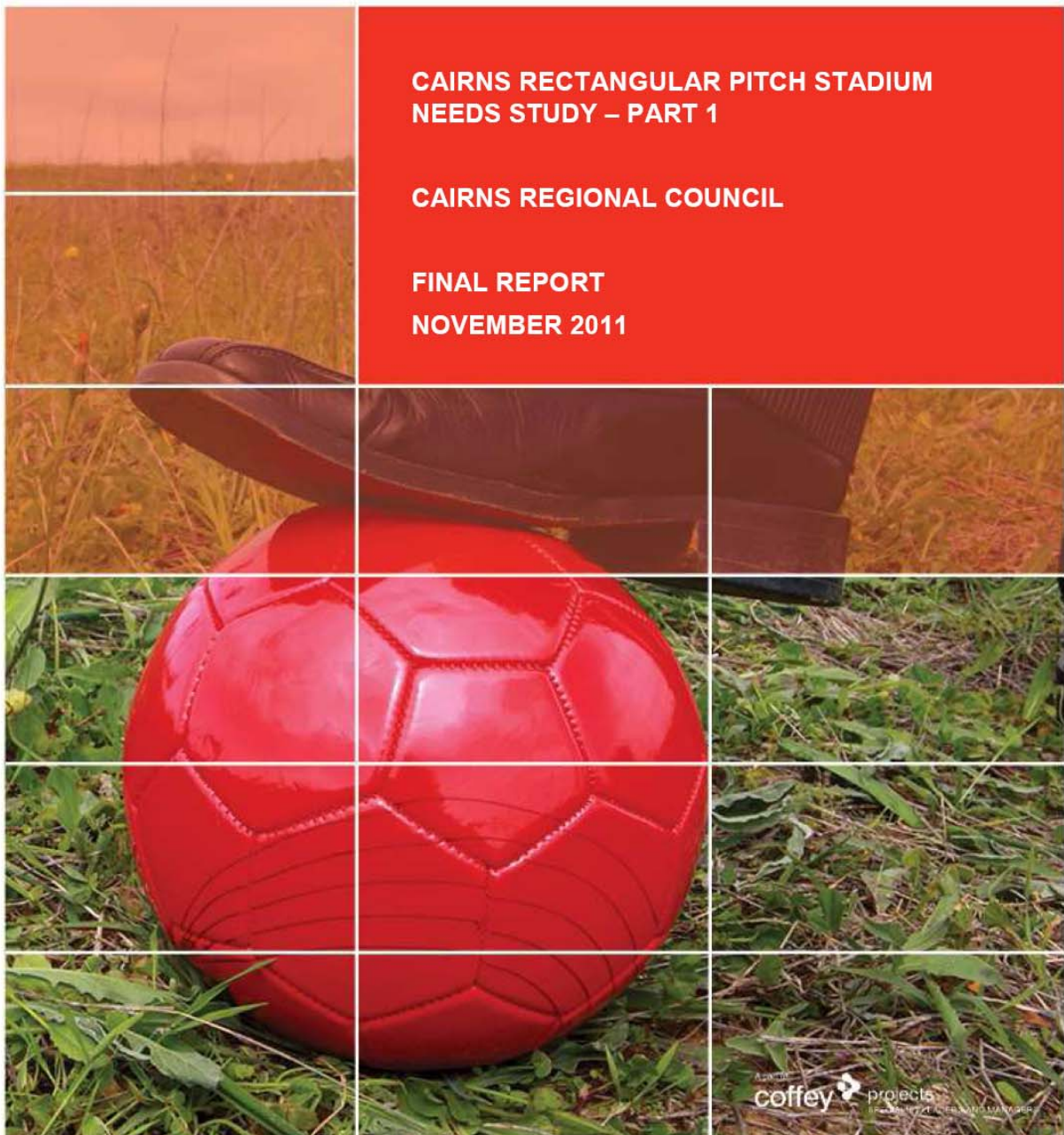
1. *Approves the progression this financial year of a needs study for a major rectangular stadium for Cairns;*
2. *Reports back to Council on progress following needs study, and:*
3. *Conditional upon the need being proven, the undertaking of a local and regional economic impact study at strategic level, a site selection study, concept plan, development staging plan, capital cost plan, business plan and management plan for such a stadium.*

At the Sports, Arts, Culture & Community Services committee meeting of 11 May 2011, Council resolved:

That Council:

1. *proceeds with the Cairns Rectangular Stadium Needs Assessment;*
2. *approves the appointment under Local Buy Contract BUS162-0108 of Coffey Commercial Advisory Pty Ltd to undertake the Cairns Rectangular Stadium Needs Assessment for the amount of \$68,410 excluding GST;*
3. *Subject to the findings of the Needs Assessment and Council's subsequent approval to proceed, appoints under Local Buy Contract BUS162-0108 Coffey Commercial Advisory Pty Ltd to undertake the Cairns Rectangular Stadium Development Study for the amount of \$132,216 excluding GST; and*
4. *delegates authority to the Mayor and Chief Executive Officer pursuant to Section 257 of the Local Government Act 2009, to finalise any and all matters in relation to the contract.*

Attachment 2 – Executive Summary - Cairns Rectangular Pitch Stadium Needs Study





**CAIRNS RECTANGULAR PITCH STADIUM
NEEDS STUDY – PART 1**

Cairns Regional Council

Final Report

November 2011

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A part of Coffey Projects

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Final Report

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1 Executive Summary

1.1 Background

The provision of a stadium in Cairns to cater for rectangular pitch sports, including rugby league, rugby union and football (soccer) has been an item of consideration for the Cairns Regional Council (Council) for a period of time and has been identified by a number of sports as a priority.

In order to address and consider these issues and in line with the Council's 2009-2014 Corporate Plan and 2010-2015 Parks and Recreation Strategic Plan, the Council has determined that the completion of a 'Cairns Rectangular Pitch Needs Study' (Study) is an appropriate next step.

The overall Study comprises of two parts; Part 1 is focussed on determining need and Part 2 is focussed on the delivery of a design solution and a site, based on the determined need. The progression to Part 2 of the Study is contingent upon the outcome of Part 1.

1.2 Study Context

Barlow Park, which is located centrally in Cairns, is the major rectangular sports venue in the region. The venue is owned and managed by Council and in 2010 was operating at a deficit of approximately \$1.2m (inclusive of depreciation). Over the past decade Council has completed two major studies on the future of Barlow Park.

- Barlow Park Master Plan (April 2001).
- Revised Barlow Park Master Plan (October 2002).

Continued development of the venue has been conducted in line with the 2002 Revised Master Plan. Although Council has progressed works in line with the Master Plan, key stakeholders have highlighted that there are a number of aspects preventing the venue from staging significant events including, seating capacity, limited corporate facilities, separation of spectators and playing area and ground orientation.

It was considered appropriate to test the viability of expanding the vision of the previous Master Plan and undertake a Study which included broader consultation with national sporting bodies and direct market testing with the community and corporate sector.

1.3 Strategy, Policy and Planning Context

In order to determine the strategic context of the need for the development of a stadium in Cairns (and Far North Queensland), a number of key policy and strategies were reviewed.

- Cairns Regional Council Corporate Plan 2009-2014 (2011 Revised Edition).
- Parks and Recreation Strategic Plan 2010-2015 (Completed 2010).
- Tropical North Queensland Events Strategy 2010-2015 (Completed 2010).
- Tourism Queensland - Tourism Action Plan to 2012.
- Events Queensland Regional Development Program.
- Toward Q2: Tomorrow's Queensland.
- Far North Queensland Regional Plan 2009-2031
- Feasibility Study of the Barlow Park Master Plan (2002).

Three policy documents make specific reference to a stadium in Cairns, these include:

- The Parks and Recreation Strategic Plan 2010-2015 and Cairns Regional Council Corporate Plan 2009-2014, which identifies the requirement to undertake a study into a stadium to determine need.
- The TNQ Event Strategy, which specifically highlights that the development of a 20,000 seat stadium is currently not considered viable and a staged upgrade of Barlow Park is considered.

Although many of the documents do not specifically mention the development of a stadium the overall review highlights that the establishment of a stadium in Cairns would support many of the principles, goals and objects within these documents.

1.4 Situation Analysis

Demographic Analysis

The Cairns Regional Council local government area is expected to experience growth over the next 20 years, with the population expected to increase from 172,890 (2011) to 241,494 (2031). When a regional perspective is taken to including Cairns and adjoining local government areas including Cassowary Coast, Cook and Tablelands the overall population is 255,851 (2011) to 341,365 (2031).

Despite this growth forecast (1.7%pa), when compared to other regions within Queensland, Cairns growth rate is lower and is lower than the state average of 1.8%.

Existing Facilities

A review of the Cairns region identified a number of existing facilities that are capable of attracting and hosting significant events, these venues include

- Barlow Park.
- Cazalys Stadium.
- Cairns Show Grounds.
- Cairns International Tennis Centre.
- Cairns Hockey Centre
- Cairns Convention Centre (Including Basketball Stadium).

The development of a rectangular stadium may compete with these venues for content and/or financial resources.

There are also up to 7 national/international sports stadia currently operating within Queensland that will compete for stadia content and funding including Suncorp Stadium, Skilled Park and Dairy Farmers Stadium. There are also a number of sites being considered for future stadium developments.

Stadia Industry Trends

A number of trends have emerged in the stadia market impacting the overall design and product offering. Some of those identified by Coffey Sport and Leisure (CSL) as part of this process were:

- Stadium standards are increasing.
- A high level of match-day/event flexibility is required.
- The emergence of multi-use sports venues.
- Access to non-match day revenue opportunities.

Furthermore it was identified that the Queensland Stadium Market has some unique design elements including a focus on outdoor entertainment and the provision of varied levels of corporate hospitality.

Competitor and Benchmarking Analysis

There are a number of rectangular pitch stadiums operating in the marketplace, both in Queensland and across the country. A number of these facilities will be vying for the same content as would be sought for the Cairns rectangular pitch stadium. These stadiums range in size, core tenanted content and features. A review of existing stadia was undertaken and the following are the key outcomes were identified:

- The 8 out of 10 of the stadiums have a capacity of 15,000 or more, with 9 out of 10 of the venues having seating for at least 50% of this capacity.
- Venues have a level of core fixture national content which includes A-League (soccer), National Rugby League or Super 15's (rugby union) with the majority having more than one national sporting level tenant club.
- All the venues have a corporate facility allocation.
- All venues try and attract high profile events, including concerts, major events and international sports events.
- Venues rely on a number of different revenue streams including supplier rights, leasing fees, hire fees, car parking etc.
- A large number of stadiums rely on public funding in order to undertake large capital upgrades with hire fees covering routine maintenance and operation costs.
- Based on high level discussions stadium manager it was identified that the financial performance of stadiums is in general marginal, with improved financial performance only achieved if a level of significant content is secured (20-30 events p.a.).

Further to those stadiums already operating in the marketplace there are a number of developments/redevelopments in Queensland currently being considered at Townsville, Rockhampton and Ipswich.

1.5 Consultation

An extensive consultation process was undertaken with stakeholder the following key themes identified:

Stadium Size – a staged approach towards stadium development was considered appropriate. In order to attract national content a 15,000 – 20,000 seat capacity should be explored. This can be a mix of standing and seating.

Stadium Location –The concept of site location was raised with some stakeholders indicating that Barlow Park is the preferred site although site consideration was not part of Part 1 of this Study, nor is it recommended as part of this report.

Existing Facilities – The standard of the existing facilities at Barlow Park were highlighted as an issue by sports at both a local and national level preventing the venue from attracting national events.

Stadium Content – Whilst Far North Queensland is an important area for sports, the staging of games that form part of the national sporting codes respective home and away seasons is not considered priority in the short to medium term. None of the national sporting codes guaranteed content for the proposed stadium however it was indicated that if there was a match/financial return guaranteed (of approximately \$150,000 - \$200,000) there could be the potential to secure up to two games per code at the national level.

At a local and state level the development of a rectangular pitch stadium in Cairns that could attract national level sports to the region was seen as a positive and would help sports development and participation as well as provide a venue for state level finals.

Elite Training Facilities – the inclusion of a training facility was identified by a number of local groups as an important consideration in any stadium development to attract international teams for training. The national sporting bodies saw the option as a positive rather than a necessity and the James Cook University indicated that careful consideration was needed due the specialist equipment and resources required.

Sport House – Consideration should be given towards the inclusion of a sports house which can provide an administration base for local sporting groups.

Sports Development – A rectangular pitch stadium in Cairns that could expose the Cairns population to elite level rectangular field sport could help strengthen participation and sports development opportunities.

Economic Development – There may be potential economic benefits from the development and operation of a stadium and the staging of events. This was seen as very important to local groups to help support the sports tourism concept for the region.

Sustainability – The ongoing sustainability and viability is a key consideration for a stadium development.

Multi-Purpose/Ancillary Facilities – Inclusion of additional facilities to create an integrated multi-purpose hub. These facilities included:

- Conference and function Centre Facilities.
- Sports Medicine.
- Hospitality.

1.6 Market Research

Surveys were conducted on both the local community and the business community to test a range of factors. The table below summarises the key outcomes of the market research.

	Community	Business
Issues	<ul style="list-style-type: none"> • Current facilities are considered to be below and appropriate standard. • Ensuring right mix of events. • Higher end price points may restrict attendance. 	<ul style="list-style-type: none"> • Capacity and willingness to pay for high value corporate hospitality. • Lack of large scale business operations.
Opportunities	<ul style="list-style-type: none"> • Strong interest in NRL games. • Interest in attending multiple games. • Membership options at a stadium. • The development of ancillary facilities. 	<ul style="list-style-type: none"> • Support for hosting corporate hospitality events. • Lack of corporate hospitality options in Cairns. • Sponsorship signage. • Willingness to attend multiple events.

1.8 Demand Assessment

The consultation with the national sporting codes/clubs identified that there is potential for a stadium in Cairns to attract some national level content, if a suitable facility was developed. Furthermore analysis of attendance records of home and away NRL, Super 15's and A-League was undertaken to determine the overall spectator demand to these events.

Taking account of the consultation, market research, trend data and competition the following content and attendance figures are considered realistic and are proposed as part of the financial model.

Sporting Event	No of Games	Attendance	Trial Game Attendance
NRL	2	20,000	10,000
Super 15's	2	15,000	7,500
A-League	2	10,000	5,000

In addition to the content identified above it is assumed that the stadium would also host concerts, Northern Pride Rugby League games, local and state sporting events and community events, which will provide an estimated total of 31 events for the stadium. It is estimated that total attendance at the stadium on an annual basis would be approximately 132,500.

1.9 Option Analysis

As part of the Study there was a requirement to consider potential development options in order to achieve the proposed content.

Four options have been prepared for consideration following analysis of industry trends and facility benchmarking, stakeholder engagement, market research facility demand.

A stadium capacity of no more than 20,000 is considered appropriate based on the average attendance of the national codes in Australia, the market research and the catchment population of Cairns projected at being less the 300,000 in the next 20 years.

In the long term seating numbers could be increased and standing numbers reduced with stadium capacity to be maintained at 20,000. This longer term outcome could be considered if the population base for Cairns and surround local government areas increases to in excess of 300,000 people and or a national code tenant is based at the stadium.

Key Features	Description	Construction Cost	Annual Reserve/ Shortfall*
Option 1	Maintain and upgrade Barlow Park	–	(\$1.237m)
Option 2~	10,000 seats & 10,000 standing plus player, coaching, media and corporate amenity.	\$66.4m	(\$1.901m)
Option 3~	16,000 seats and 4,000 standing plus amenity	\$109.2m	(\$3.084m)
Option 4~	20,000 seats (no/minimal standing)	\$138.2m	(\$3.925m)

*Including sinking fund and depreciation.

~Options 2, 3 and 4 are not site specific and could be developed at a greenfield site.

The analysis and Project Team identified two options to be considered for further analysis based on likely capital costs, sporting content, spectator attendance and expansion capabilities:

- Option 1 -based on current demand.
- Option 2 - based on the level of future demand.

1.10 Financial Analysis

Based on the preferred development options, CSL has undertaken a feasibility assessment on Option 2 only as it is assumed the stadium arrangements for Option 1 would not significantly change from the current position.

The preparation of this feasibility has been driven with a need to determine the benefit to both the stadium operator and the user, with the basis of trying to develop a model for allowing the stadium to operate on a minimum cost structure, whilst still providing incentive for the user to use the stadium.

The financial viability of any stadium development is dependent on the ownership structure and management model adopted. The appropriate ownership and management arrangements have not been determined as part of this Study, however in order to develop a financial model, CSL's has assumed that all management, ground and stadium maintenance costs are incurred by the stadium.

The stadium needs to provide a financial return equal or greater than the users existing arrangements at their existing venues. The stadium financials have also been developed to provide two separate financial returns to cater for this arrangement.

- One is to the stadium itself (annual revenues and expenses).
- The other is to the user (event day revenues and expenses).

Based on the consultation undertaken with the national sports the returns (match return) they would be seeking would be in the order of \$150,000-\$250,000 per game, which have been included as an annual stadium cost. This requires the stadium operator to hold the financial risk of staging the event and to provide a guaranteed return to the sports.

It is proposed that the stadium will have a number of revenue streams that form part of the profit and loss, including:

- Hiring fees.
- Stadium membership.
- Naming rights.
- Catering rights.
- Food and beverage rights/rebates.
- Ticketing rights/rebates.
- Car parking.
- Ancillary.

Based on the “expected demand” scenario and including the match returns to the national codes, the stadium would make an operating loss of approximately \$75,909 per annum, before accounting for a 1.5% for depreciation and a 1.25% sinking fund allocation. When accounting for a sinking fund and depreciation the overall deficit increases to \$1.9m.

Profit and Loss Summary		Expected
Revenue		
Total Revenue		\$1,610,295
Expenses		
Annual Cost		\$1,628,024
Match Day		
Match Day Balance		(\$58,180)
Profitability		(\$75,909)
Depreciation		(\$996,000)
Sinking Fund		(\$830,000)
Annual Reserve/Shoerfall		(\$1,901,909)

1.11 Economic Impact

Based on Option 2 and the financial analysis undertaken by CSL the estimated economic impacts have been determined.

The following key economic impacts were estimated:

- A one off value added benefit from construction of \$57.4m and a total of 576 jobs.
- An annual value added benefit from the operations of the stadium and the induced visitations of \$9.6m and 132 jobs.

1.12 Conclusion

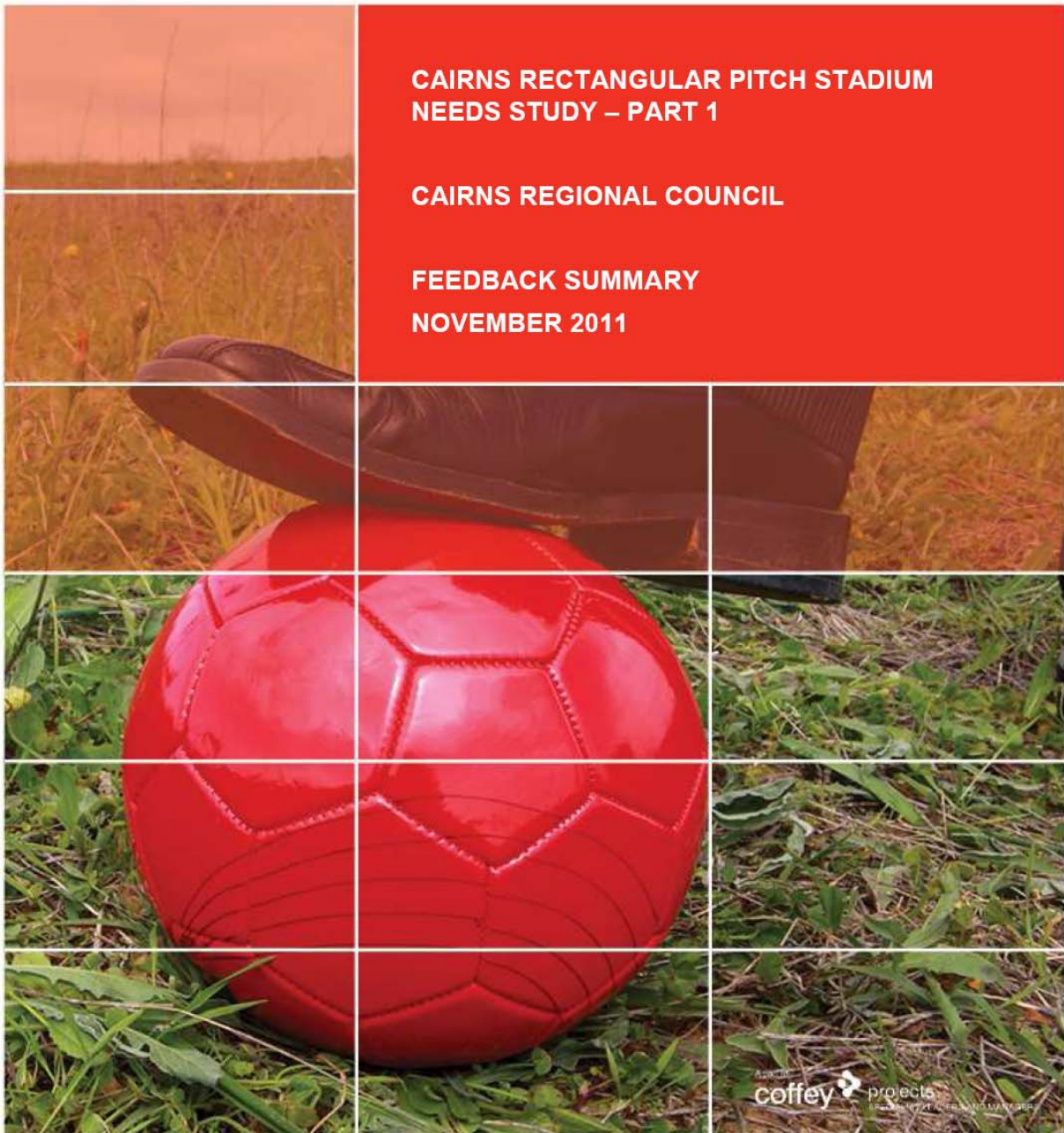
The overall research and assessment undertaken as part of the Study indicates that there is a level of demand from national code sports to provide content (up to 6 games) and for the community to attend a stadium in Cairns capable of hosting national code games and events.

The financial assessment undertaken based on the anticipated content level and attendance level indicates that the demand is not sufficient to allow the venue to be sustainable in its own right when accounting for required match return to clubs, maintenance, sinking fund and depreciation. It is however important to note that it is not uncommon for stadiums to operate at a deficit. The estimated annual deficit for the stadium, based on Option 2 and the expected content, is \$1.9m (inclusive of sinking fund and depreciation).

In considering the options going forward Council will need to consider its strategic position on its investment strategy. The Study has identified two scenarios that could be considered:

- Scenario A: Barlow Park (Option 1).
 - That Council makes a decision that the investment in the stadia, both operationally and in capital, is too great in terms of the economic and social ROI and acknowledges that the investment in attracting events to be an unacceptable risk, so determines the existing facility provision to be appropriate.
- Scenario B: (Option 2).
 - That Council makes the decision that the investment in the initial capital and ongoing operations is justified in principle based on the identified potential for broader economic and social benefits and seeks to investigate further how and when the outcomes of Option 2 can be delivered.

Attachment 3 – Draft Report Feedback Summary November 2011





**CAIRNS RECTANGULAR PITCH STADIUM
NEEDS STUDY – PART 1**

Cairns Regional Council

Feedback Summary

November 2011

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Cairns Rectangular Stadium Needs Study – Part 1

Feedback Summary

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Attachment 1 –
Project Team and Key Stakeholder Reference Group Feedback.....

Attachment 2 –
Community Feedback.....

1. Feedback Process

Coffey Sport and Leisure (CSL) presented the draft Cairns Rectangular Stadium Needs Study report to the Project Team (14th September 2011), Key Stakeholder Reference Group (6th October 2011) and the Cairns Regional Council (7th October 2011). In addition public comment was sought via an online survey (8th-23rd October).

Following the presentations of the draft report a formal feedback process was undertaken with the members of the Project Team, Key Stakeholder Reference Group, the Council and the public.

The outcome of the feedback process included a range of responses from members of the Project Team and Key Stakeholder Reference Group and the public. An overview of the groups that responded is outlined below.

2. Overview of Feedback

Responses on the draft report were received from the following groups (see attached):

- Sport and Recreation Service - Department of Communities.
- Athletics North Queensland.
- Northern Pride Rugby League Club.
- Cairns District Junior Rugby League.
- AFL Cairns.
- Cairns District Rugby League.
- Cairns Athletics.
- Peninsula Sport.
- Queensland Rugby League - Northern Division.
- Cairns District Rugby Union.
- Cairns Pirates Touch Football.
- Cairns Chamber of Commerce.
- Public Council Survey (82 responses)
- Cairns Regional Council.

In general the responses received will not result in any changes to the draft report. From the responses, three have proposed amendments that will be incorporated into the final report. The responses include:

- Sport and Recreation Service - Department of Communities.
- Athletics North Queensland.
- Cairns Athletics.
- Cairns Regional Council

3. Project Team and Key Stakeholder Reference Group Feedback

The table below provides a summary of the feedback received for the Project Team, Key Stakeholder Reference Group and the Council in relation to the draft report.

Name of Respondent	Organisation	Date of Response	Summary of Response	Status of Response	Report Amendment
Margot Richardson	Cairns & District Rugby Union Inc	4/10/11	<ul style="list-style-type: none"> • Identification of existing stadia – reference to the Cairns Tennis Centre is not appropriate. It is a unique facility and cannot be considered as a competitor or substitute for the feasibility study. • Comparisons of alternate sites in Queensland does not consider the distance between them or the fact that these stadia and/or redevelopments are not likely to attract the market in Cairns. • There was no real assessment on the concept of quality of lifestyle and the fact that the Cairns population and surrounds will benefit from a quality venue. • Any consideration of development on Barlow Site – either existing or redevelopment needs to consider the impact of the closure of the existing facility for some time which may have a significant impact on ensuring long term event commitment. • Catering rights would substantially lower the revenue that the CDRU would receive for hosting any of the mentioned games. • A note: Rugby Union is not, nor ever has, considered hosting a home team but we have significant opportunities in hosting major international events – none of these have been considered (only IRB 7s and a home team). 	<ul style="list-style-type: none"> • The Cairns Tennis Centre is included in the report as an example of a national standard sporting facility in Cairns. It is not proposed as a direct competitor or substitute for a rectangular pitch stadium. It is possible that the facility will compete for Council resources for infrastructure development and event attraction. • The relocation and attraction of games away from traditional venues is very much a competitive market where cities with the most appropriate facilities and who are willing to underwrite the match return for host teams are most likely to be successful. The comparison against other existing or proposed stadia in Queensland is on the basis that they would compete against a Cairns stadium for a limited amount of content. Proposed stadia may also compete against the Cairns Stadia for Government funding. • The project was specifically commissioned in stage one to examine the demand for a stadium in Cairns and a high level analysis of the economic benefit of such as stadium, not the social benefits. • The first stage of the project was specifically looking at non-site specific options and therefore on this basis site specific upgrade costs for Barlow Park did not form part of the brief in stage 1. If determined appropriate by Council, upgrade options for Barlow Park could be looked at as part of stage 2 (subject to Council proceeding to stage 2). • The financial model in the report is based around assumptions of revenue to operate the stadium, guaranteed revenue to significant users and revenue to community sports when hosting events at the stadium. The model assumes that revenue from hosting certain events would return to the community sporting organisation. • The model also assumes a low hire cost for community groups to use the stadium. • If the project was to precede the exact model for allocation of stadium revenue and costs would need to be agreed by Council and users. • The advice in terms of the Rugby Union and Super 15 games comes direct from consultation with the QRU and the ARU. 	<ul style="list-style-type: none"> • No amendment to report.

Cairns Rectangular Stadium Needs Study – Part 1

Feedback Summary

Name of Respondent	Organisation	Date of Response	Summary of Response	Status of Response	Report Amendment
Brian Prove	Cairns Pirates Touch Football Association Inc	10/10/11	<ul style="list-style-type: none"> • These types of infrastructure projects are always difficult to make stack up, however there is no doubt that this stadium will produce jobs immediately, and more sporting events for Cairns. • As the study shows not one of the stadiums across Australia make money and needs support from their local Council and the respective state governments. • The benefits will outweigh the costs and Cairns should take the step to move forward and are in favour of a progressive development as per the report. • Touch football would also look at holding elite events at this stadium and would attract a great crowd. • In favour of a progressive development and think that the stadium development should be at Barlow Park. 	<ul style="list-style-type: none"> • Taken as comment. 	<ul style="list-style-type: none"> • No amendment to report.
Chris Sheppard	Northern Pride Rugby League Club	24 /10/11	<ul style="list-style-type: none"> • Clear from both the Report and Project Team discussions that this Stadium is needed and it is something that people want. • The Northern Pride is fully supportive of a staged development of the Stadium with Option B the first stage to be completed. In our opinion Option A is not a real option at all. • From the Northern Pride's point of view there are a number of key factors from both within and external to the report that mean this Stadium is required to further diversify our local economy: <ul style="list-style-type: none"> ▪ The potential revenue generated for the region far outweighs the cost; ▪ The conservative numbers used for revenue generation have great scope for higher realized values; ▪ The 4,500 undercover seats are what is required in this area as the weather is either full sun or heavy showers both of which require shelter; ▪ Discussions of late with both the NRL and a number of NRL Clubs has shown a real interest in playing games here if a package could be put together. The biggest stumbling block at the moment is infrastructure and with the Clubs remuneration in-built to the Stadium figures this is more than achievable and realistic; ▪ The future growth of our region and our requirements means investment now is paramount; ▪ The facility will provide a boost in numbers playing sport in our own region straight away resulting in all sorts of benefits including social, cultural, economic, health and so on. ▪ The facility would act as a regional hub and we therefore believe that other stakeholders should be involved in lobbying for funding i.e. Tablelands Regional Council, Cassowary Coast Regional Council and other Councils throughout Cape York and 	<ul style="list-style-type: none"> • Taken as comment. 	<ul style="list-style-type: none"> • No amendment to report.

Cairns Rectangular Stadium Needs Study – Part 1

Feedback Summary

Name of Respondent	Organisation	Date of Response	Summary of Response	Status of Response	Report Amendment
			<p>the Torres Strait Islands.</p> <ul style="list-style-type: none"> The Northern Pride 100% support and endorse the draft report and would urge Cairns Regional Council to progress to Stage 2 as location and design will hold huge significance in the overall success of any Stadium that is to be built. 		
Scott Nosworthy	QRL Northern Division	19/10/11	<ul style="list-style-type: none"> The QRL Northern Division believes that Option 2 of the recommendations is in the best interests of addressing the current and short/medium term future requirements of the sport of Rugby League in the region. It will provide sufficient facilities for Rugby League to continue to develop the game in the area and certainly provides the opportunity to promote and encourage high level national and international games to Cairns. We see no merit in funds being allocated towards Option 1 nor do we see any immediate requirement for Options 3 and 4. These can be regarded as long term options dependent on needs in the future. 	<ul style="list-style-type: none"> Taken as comment. 	<ul style="list-style-type: none"> No amendment to report.
Gary Smith	Peninsula School Sport	21/10/11	<ul style="list-style-type: none"> Option 2 is the best way forward if the financial support can possibly be found. It solves all the negatives of Barlow Park. 	<ul style="list-style-type: none"> Taken as comment. 	<ul style="list-style-type: none"> No amendment to report.
Michelle Peut	Cairns District Rugby League	21/10/11	<ul style="list-style-type: none"> The CDRL would like to acknowledge their support for Option 2 in the report that entails a purpose built stadium with larger capacity and undercover seating, improved spectator and athlete facilities and a separation of the rectangular pitch and the athletics track. As you would be aware the CDRL, for many years, have hosted NRL preseason trial games and other key matches including Test Matches. Each year difficulties are encountered at the current venue, Barlow Park, which makes hosting higher level, games such as competition matches unachievable. The CDRL feels that Option 2's offer of a higher standard of facilities for both spectators and athletes, combined with an increased capacity and better corporate venues would place the League in stronger position to secure these higher graded matches in the future, as well as ensure the continuation of the preseason games. High quality facilities are paramount to the continuation of these games. The NRL games are not only attended by Rugby League fans from North Queensland but, depending on the visiting team, spectators can be drawn from New Zealand, New South Wales and south east Queensland. Offering these visitors facilities that are of a high standard is crucial to having them return again, as well as, central to their enjoyment of the match. It further, enhances their chances of having a positive experience in the Cairns region. It is felt that Option 2 is also of a reasonable size that allows for the continued use by local sporting Clubs and Leagues who currently utilise Barlow Park. The CDRL anticipates that both the League and its affiliated Clubs 	<ul style="list-style-type: none"> Taken as comment. 	<ul style="list-style-type: none"> No amendment to report.

Cairns Rectangular Stadium Needs Study – Part 1

Feedback Summary

Name of Respondent	Organisation	Date of Response	Summary of Response	Status of Response	Report Amendment
			would be possible users of the venue if Option 2 were pursued.		
Shane Watson	Cairns Athletic Inc		<ul style="list-style-type: none"> Acknowledge that Stage 1 of the study was to assess the feasibility, and not to select a site, however as the Stage 1 report touches on Barlow Park, and goes as far as stating public feedback that Barlow Park is the ideal location to redevelop, I believe that the report needs to equally state the current usage of Barlow Park, along with identifying the approximate cost to relocate an equivalent track and facilities to another area within the Cairns. In my opinion Barlow Park, as it stands, serves an essential part of the Sport and Recreation facilities a city the size of Cairns needs to provide its community. Not only does it provide an appropriate level of track and field athletics facilities for school and club athletics, it provides an affordable facility for school and club rugby league, union, touch football and soccer to access for finals and carnivals. I very much doubt that the proposed new Rectangular Stadium will provide affordable access for these codes at a club and school level. In addition to the potential loss of a middle tier rectangular sporting field if Barlow Park was redeveloped, we would hold serious reservations over the quality of any replacement track and field facility, in both the location and level of the replacement facility. Cairns has been able to attract major track and field carnivals due to the quality of the facilities AND the location of the facility in reference to accommodation and the airport. If national and international athletics cannot be accommodated within a five kilometre radius of the track then the feasibility of hosting carnivals at a state, national or international level is significantly reduced. In 2012 Cairns will host the Oceania Athletics Championships and the Queensland Primary Schools Track and Field Championships. Neither of these two carnivals, which will see over 3000 visiting athletes and support staff come to Cairns, would be viable if the track was located away from the majority of the accommodation, or was to a lesser quality than what is currently present. We are in agreement of the findings of the Stage 1 report, in recommending that Cairns needs a quality rectangular stadium capable of holding up to 20,000 spectators, but believe the report needs to clearly state the implications if Barlow Park was redeveloped as the preferred option. We acknowledge that this will more than likely done in detail of the Stage 2 study, however the report for Stage 1 needs to touch on the issue, up front to provide clarity to those using the report to progress into Stage 2 of the study. 	<ul style="list-style-type: none"> Taken as comment unless specifically addressed. Will include details on current overall usage of Barlow Park by user group. In relation to the cost of relocating athletics, a general comment could be provided however no specific details or estimate can be given as this works did not form part of the scope for Part of the study. Will include comment in final report that identifies possible implications if Barlow Park is redeveloped. 	<ul style="list-style-type: none"> Report to be amended in line with comments under Status of Response.
John Bingham	Cairns District Junior Rugby	24/10/11	<ul style="list-style-type: none"> Some of our concerns for the construction of a new rectangular sporting field is the overall costs of such a project and the ongoing 	<ul style="list-style-type: none"> Taken as comment unless specifically addressed. 	<ul style="list-style-type: none"> No amendment to report.

Feedback Summary

Name of Respondent	Organisation	Date of Response	Summary of Response	Status of Response	Report Amendment
	League		<p>maintenance costs – that would befall the rate payers of the Cairns Regional Council.</p> <ul style="list-style-type: none"> As stated in the report the cost of the three (3) options range from \$66m to \$138m – which no doubt could be financed by government grants however, the ongoing costs of maintaining such a large facility is of grave concern to our association – as well as the amount of use that such a facility would attract throughout the year. We believe from a rugby league point of view the only game that would draw a crowd in excess of 10000 spectators would be – the current the annual N.R.L. trial game between N.Q. Cowboys and another visiting N.R.L. team and any other game involving a N.R.L. side. However, we do not believe that in the current state of the N.R.L. that any of the current clubs would be prepared to have more than one or two games away from their permanent facilities per year. We also believe that this situation would apply to other sports who have a need for a rectangular sporting field – that is Soccer and Rugby Union. As regard more permanent and regular use of the facilities by the Northern Pride would go some way to having the facility used more often – but we do not believe that in the current climate of support for the State League that a crowd in excess of 5000 would attend any such event – perhaps the only exemption to this would be a Grand Final involving Northern Pride. We therefore do not see the need either currently or in the near foreseeable future the need for any facility that would house 20000 spectators – as we believe the largest crowd that may be attracted to any of the above events involving national or state teams would be closer to 10000 spectators. Real concern to our organizations is the very high initial financial outlay to construct such a large stadium and probably of greater concern the ongoing cost of maintaining such a facility once it is built. As stated in the report there is not one large sporting facility/grandstands etc., that is currently making any money – it is quite the opposite. This burden on an already very tight council budget would put an unnecessary strain on the council's ability to maintain other sporting facilities that it currently assists – as well severely restrain their ability to upgrade any of these smaller facilities that are used on a weekly basis by the grass roots participation in sport. In conclusion whilst our organization recognizes the need for Barlow Park to be upgrade and improved – or a similar Greenfield site constructed to accommodate a rectangular sporting facility – we do not believe that it has to be large enough to accommodate 20000 spectators but more in line with a facility that can accommodate spectators in the a number closer to the 10000 range. 	<ul style="list-style-type: none"> Clubs and codes indicated that they would not like to see more than 2 games played away for existing venue and as such proposed demand has been developed on that basis. The proposed stadium size has been developed based on historical attendance data and market research undertaken as part of the study. The report includes staged development options up to a total of 20,000 seats. 	

Cairns Rectangular Stadium Needs Study – Part 1

Feedback Summary

Name of Respondent	Organisation	Date of Response	Summary of Response	Status of Response	Report Amendment
Rob Murchie	Athletics North Queensland	21/10/11	<ul style="list-style-type: none"> The Report identifies the need for a rectangular sports specific stadium and there is no doubt the Region needs this for these Sports at a higher level. The Report does not include the current bookings and usage of Barlow Park. Report does not mention the estimated revenue and exposure Barlow Park currently generates for the Cairns Region on a State, National, and International level. Report does not make mention as to who the current users of Barlow Park are & what impact the removal of the Athletics running track & redevelopment of the Facility will have on those current users. Nor does it make mention to the many Thousands of Athletes & Other people who are using the Facility annually that will be affected if it is redeveloped as suggested. Report makes no mention that Barlow Park in its current form has been able to be used to attract State, National & International Events for both rectangular & non rectangular Sports. Report does not identify what will be lost if Barlow Park is redeveloped as a dedicated rectangular stadium. Report identifies Dairy Farmers Stadium in Townsville as a Queensland Government but does not make mention that the Townsville Sports Reserve is also a Queensland Government facility. (Townsville Two Cairns Zero) Options Analysis Page 34 Option 1 minus column " Conflict between user sports" ? I am not aware of any Conflict between current users of Barlow Park, this should be deleted as it is misleading and has no substance. Barlow Park has proven itself to be a very successful Multi user Facility and bookings at the Park will confirm this as true. (2012 will see Two Major Athletics Events hosted at Barlow Park) It makes No sense at all to change something that is working extremely well in its current form and the report fails to mention this. Barlow Park is a People's Park that should not be looked at differently to any other Cairns Regional Council Park. Option Two on a Greenfield site within the Scott street, Severin Street precinct would complement the current Barlow Park Facility. Options 2, 3, & 4 should not be considered on Barlow Park for the same reasons as given for option 1. 	<ul style="list-style-type: none"> Taken as comment unless specifically addressed. Will include details on current overall usage of Barlow Park by user group. This did not form part of the scope of works for Part 1 of the study. Will include details on current overall usage of Barlow Park by user group. Will include comment on possible impacts on athletics if Barlow Park is redeveloped. Will include details on current overall usage of Barlow Park by user group. Would be addressed as part of Part 2 of the Study. Will amend to be more specific in that the comment relates to spectator experience and the issues caused by having multiple sports at the one venue. Would be addressed as part of Part 2 of the Study. 	<ul style="list-style-type: none"> Report to be amended in line with comments under Status of Response.

Cairns Rectangular Stadium Needs Study – Part 1

Feedback Summary

Name of Respondent	Organisation	Date of Response	Summary of Response	Status of Response	Report Amendment
Gary Young	AFL Cairns	21/10/11	<ul style="list-style-type: none"> If it is to be taken on face value the easy answer to the question of whether Cairns needs a suitable stadium to accommodate up to 20,000 spectators the answer is 'yes'. However a number of questions must be asked and answered before proceeding. Only three years on since the opening of stage 4 of Barlow Park and we are already considering a new Stadium. If Barlow Park is so bad the questions that must be asked are, 'How did we get it so wrong?' 'Who was involved in the planning and execution of this?' and more to the point, 'What is wrong with Barlow Park?' It would appear that the only real criticism of Barlow Park is that the spectators are too far from the action. The playing field is never questioned, in fact it is complemented. The site, being so near to the city, is excellent, and parking is very good with the adjacent Showgrounds offering a large complimentary space when required. As a sports stadium operator we would suggest that the lighting is inferior as are the change rooms for elite events. So the new question is 'Why are we contemplating another Stadium with the implicit duplication of operating costs, a development cost that will end up being \$80 million for a new stadium and another annual cost to the ratepayer of \$1.9 million?' The answer is simple – we shouldn't be. The economic and practical solution is simple and reasonable. Barlow Park must undergo a staged redevelopment. Council need to take a firm stand and that will rile a few people but we must get the best result for the city in every sense. This staged approach may occur in unison with the various funding cycles of State, Federal and Local Government budgets. An example program may be; <ul style="list-style-type: none"> Stage 1a: Move the athletics track. Possible site at James Cook University site where it could be used far more frequently and integrated into the University course offering. Estimated cost \$5 million. Stage 1b: Development of previous athletics track to seating. Estimated cost \$4 million. Stage 2: Spence Street Hill – part covered-individual seating. Estimated cost \$8 million. Stage 3: Upgrade of Lighting to broadcast standard. Estimated cost \$6 million. Stage 4: Demolition of Scott St Grandstand. Construction of new Stand with appropriate Team, media and Corporate facilities. Estimated cost \$12 million. Stage 5: Civil Works to Stadium surrounds, ie Car parking, pedestrian access, landscaping. Estimated cost \$2 million. The estimated total cost of this staged development is still a very 	<ul style="list-style-type: none"> Taken as comment unless specifically addressed. The consultation highlighted that there were a number of issues with Barlow Park including spectator view. Other issues included: <ul style="list-style-type: none"> Level of undercover seating. Corporate facilities. Orientation of ground. Lights. Food and beverage facilities. Media/broadcast facilities. No final site has been determined and this will be considered as part of Part of the study. Options may exist for upgrading Barlow Park, however this would need to be determined as part of Part 2 of the study. Detailed staging work around any development will be undertaken in Part 2 of the study. There is no assumption in the report at this stage as to what would be done with Barlow Park should a separate new stadium be developed. The report does however highlight that Council would need to consider what they would do with Barlow Park in the event that a new stadium was developed. 	<ul style="list-style-type: none"> No amendment to report.

Feedback Summary

Name of Respondent	Organisation	Date of Response	Summary of Response	Status of Response	Report Amendment
			<p>significant \$37million. However it achieves the following;</p> <ul style="list-style-type: none"> • eliminates the extra cost of constructing a second Stadium by the tax/ratepayer, • eliminates the expense of finding and purchasing a new site, in a suitable location, • it can allow Barlow Park to remain operational throughout albeit with reduced capacity at times. This scenario has occurred at many of Australia's premium Stadia at some point. Examples are the MCG, SCG and the soon to be redeveloped Adelaide Oval. • eliminates the unwarranted extra estimated \$1.9 million cost of supporting a second Stadium by the tax/ratepayer each year. <ul style="list-style-type: none"> • Another element that has been somewhat overlooked in the assessment of the Rectangular Stadium is the contribution of the sports codes that will gain the most benefit from it. It would be particularly unacceptable if some sports were to be given such a massive amount of assistance when other sports have not received the same level of assistance. • Let's face it a \$30-40 million dollar handout (50% of build cost) on top of what has already been spent at Barlow Park is a serious sponsorship of three popular sports. This would be particularly unpalatable to other equally popular sports who have 'put their hand in their own pocket' to make their own way forward. • Yes, I do speak of ourselves, AFL Cairns, but also of organisations like Cairns Hockey and TAS. These organisations have put themselves out on a limb with significant borrowings and investment to grow our sports and, more particularly, provide the region with sporting infrastructure that is perceived as the city's own. This is also provided at little to no cost to the ratepayer. • Therefore the next question is 'What are soccer, rugby league and rugby union going to financially contribute to this new facility?' This question is not about which sport is bigger, stronger, more popular etc nor is it a parochial rant. It is a question about fairness and equity and not the favoured support of some associations over others. AFL Cairns does not expect more than any other sport as each is good for our town. However as a positive community member that has proven itself beyond most others as a positive driver of regionally beneficial events and activities, we do not want to get less than others. That's equity when it comes to using ratepayer funding. • If many millions of dollars are to be spent to (hopefully) attract some elite soccer, rugby and League games, it would only be fair and justifiable that sports such as AFL, cricket, hockey, mountain biking and others receive the same equitable consideration from Council for both facility construction projects and the ongoing annual maintenance and operational costs associated with providing these facilities. 	<ul style="list-style-type: none"> • Not part of scope. • Would need to be determined as part of a proposed funding model for any development. It is too early in the 	

Feedback Summary

Name of Respondent	Organisation	Date of Response	Summary of Response	Status of Response	Report Amendment
			<ul style="list-style-type: none"> In summary: <ul style="list-style-type: none"> The region does need an improved rectangular Stadium. It should only be sensibly developed at a price affordable to the rate-paying community. Financial contributions should be made by the sports reaping the greatest benefit. Sports funding should be equitable with like-for-like financial support. 	process to determine.	
Andrew Atfield	Sport and Recreation Services	24/10/11	<p>Executive Summary</p> <ul style="list-style-type: none"> Section 1.2, pg. 1 – the reference of the revised Barlow Park plan has two year dates 2002 and 2003. Correct year date. Also check throughout the report. Section 1.4 (Competitor and Benchmarking Analysis), pg. 2 – identify the number of rectangular pitch stadiums, how many is majority (page 3), explain further how the high level discussions relate to financial performance – do you need to say this (page 3)? Section 1.7 (Demand Assessment), pg. 5 – The identification of 2 games does not match the comment in section 1.5 (Consultation). Justify proceeding with this analysis. Section 1.9 (Financial Analysis) pg. 6, 4th paragraph – explain further the concept of “holding the risk”. Section 1.11 (Conclusion), page 7, 1st paragraph – expand further what level of demand is identified. Also in the 4th paragraph a comment is made re national code content available. This comments needs to be placed within the long-term timeframe (5 years +) as there is nothing available in the short to medium term. <p>Strategy, Policy and Planning Context</p> <ul style="list-style-type: none"> A review of the Far North Queensland Regional Plan 2009-2031 needs to be considered, as the report gives information regarding demographic growth for Cairns. As the report is basing the stadium on a population of 300,000 there are no other growth corridors planned for Cairns after Mt Peter residents of 50,000 are planned. It is difficult to understand where an additional 60,000 people will reside. <p>Situational Analysis</p> <ul style="list-style-type: none"> Section 5.1 (Key demographic implications), page 19, 1st paragraph – The connection between increased population and demand for recreation facilities and this being met by the rectangular pitch 	<ul style="list-style-type: none"> Dates will be corrected to reflect the report was completed in 2002 not 2003. Stadium numbers to be added and term “majority” will be defined. The exact financial performance of stadiums is generally commercial in confidence and as such exact financial details are not provided except in general terms via high level discussions with stadia operators. Comment is included to provide some context on stadia operations. Section 1.5 will be amended to include comment on level of content that could be provided if guaranteed financial return could be provided to sports. The terms “holding risk” relates to the stadium operator holding the financial risk of staging events and providing a guaranteed return to the sports. Demand was identified in section 1.7, however to ensure reader is clear this will be added to section 1.11. The reference to national code content available does not need to be placed within the long term timeframe as based on advice from sports if a stadium was available and a guaranteed return could be provided content is available now. Review to be undertaken. Demographic information included in the report was sourced from the QLD Office of Economic and Statistic Research. The report uses the 300,000 population as one measure in the overall assessment. Will amend to indicate a general statement that as 	<ul style="list-style-type: none"> Report to be amended in line with comments under Status of Response.

Name of Respondent	Organisation	Date of Response	Summary of Response	Status of Response	Report Amendment
			<p>stadium needs further justification. Explore further the relationship between an increased population and the population's potential recreation needs. As the population is aging there may be greater need for low impact under cover spaces and hydrotherapy pools.</p> <ul style="list-style-type: none"> Section 5.2 (Cazaly Stadium), page 20 – identify grand stand seating capacity (3,500?). Also why is there no consideration of the hockey and basketball stadiums? <p>Stadia Industry Trends</p> <ul style="list-style-type: none"> Section 6.3 (Stadia Development Costs) – This information needs to be placed within a timeframe, as it is a snapshot of that time and the reader can then place it within context. <p>Stakeholder Engagement</p> <ul style="list-style-type: none"> Section 8.1.7 (Sports Development) page 35, 1st paragraph – Has this perception become reality? Give examples of AFL, cricket and hockey. Section 8.2 (Issues and Opportunities) page 37 – the cost of attracting stadium content is an issue and needs to be noted. <p>Market Research</p> <ul style="list-style-type: none"> Add a section that comments on "Reality Gap". What is meant by this is that the community commentary in the report relates to seeing the facility being built to attract national standard events but in reality national sporting codes are saying in the short to medium term (1-5 years) this is not likely to happen. <p>Conclusion</p> <ul style="list-style-type: none"> Section 9.3, Table (Issues), page 43 – The "poor" is misleading. A better reflection would be "average". <p>Facility Demand Assessment</p> <ul style="list-style-type: none"> Section 10.2 (Demand Overview), page 46, 1st dot point – To capture the true picture the interest by codes/clubs needs to be referred to as "limited". Section 10.4 (Spectator Demand), page 49 – the NRL 20,000 stadium capacity is high rather than conservative. The same comment relates to A-League. <p>Options Analysis</p> <ul style="list-style-type: none"> Section 11.1 (Facility Development Options), page 52 and throughout this section. The Options presented, except for Option 2, are not real Options. Options 3 and 4 are just extensions of Option 2, which is the preferred option. Option 1 throughout this section relates to Barlow Park but then in other parts it doesn't. The report needs to present a realistic Option 1 that links the conservative assessment of a 15,000 stadium (5,000 seating and 10,000 standing). To provide rigour to the options discussion and the decision to go with option 2, further discussion is required around a revised Option 1 and all subsequent information relating 	<p>population increase the demand for different recreation pursuits will also increase. In terms of detailing specific needs this was not part of the scope for Part 1 of the study.</p> <ul style="list-style-type: none"> Cazaly Stadium capacity to be included. Details of Hockey and Basketball stadiums to be added. Stadium completion dates to be included. Comment not appropriate as this section provides details on information provided directly by key stakeholders as part of engagement process. Already included under "Attracting events and costs", however will amend to make it clearer. The sports have indicated that one of the key issues is the standard of facilities. If appropriate facilities are provided and an appropriate financial return can be provided then there is possible content. Will amend language from "Poor" to "Current facilities are seen to be below an appropriate standard". Will amend to "limited (subject to financial return)" The conservative term is based on the outcomes of the market research undertaken. CSL does not agree with the comment that Option 2 is the only real option. Yes Option 3 and 4 are extensions of Option 2, however these could be delivered as Options in their own right. The options were developed in conjunction with and approved by the Council and the Project Team. Option 1 does relate to Barlow Park and to modify the Option to address the conservative assessment proposed would require a detailed assessment of how Barlow Park could be modified to 	

Feedback Summary

Name of Respondent	Organisation	Date of Response	Summary of Response	Status of Response	Report Amendment
			<p>to the documents current option 1 needs to be reviewed.</p> <ul style="list-style-type: none"> Section 11.3 (Options Analysis), page 55, Option 2, Pluses – improved broadcast and media facilities needs to be placed within the long-term time frame, as it is not required to meet demand in the short term. Section 11.4 (Development Options Financial Analysis), page 56 – To allow the reader a fuller understanding and correlation with previous sections of the report a reference system or an added appendix detailing the workings for total figures would be beneficial. <p>Stadium Financial Assumptions</p> <ul style="list-style-type: none"> Section 12.1 (Background and Major Assumptions), page 58, Major assumptions – Explain what is meant by “above average” financially. On page 59 – explain for the reader how the expenditure assumptions relate to Profit and Loss. Section 12.2.1 (Hiring Fees), page 61 – Was consideration given to multi-events. For example a clubs hires the venue for the day to run juniors and seniors finals. Section 12.2.4 (Supplier Rights), page 65 – Value is based on what attendance figures? <p>Financial Analysis</p> <ul style="list-style-type: none"> Section 13.2 (Annual Stadium Expenditure Summary), page 70 – Check you have Optimistic and Conservative against the right definitions, which is reflective in the profit and loss. Section 13.4.1 (NRL Match/Game Return), page 76 – The estimated crowd figures for optimistic and expected are the same. Should this be the case? <p>Economic Impact</p> <ul style="list-style-type: none"> Section 14, Table, Operational Phase, Employment, page 88 – calculation error. Should be 18 instead of 17. <p>Conclusion and Recommendations</p> <ul style="list-style-type: none"> Based on all the previous comments in this feedback, particularly 	<p>cater for this level of attendance which is beyond the scope of Part 1. If considering the conservative assessment proposed on a greenfield site it is not expected that this would change the overall outcomes of the report significantly as the only difference would be the removal of 5,000 low cost seats.</p> <ul style="list-style-type: none"> The facilities proposed for upgrade including broadcast and media facilities in Option 2 have been identified as required to allow possible content to be staged at the stadium. The comment of not required to meet short term demand is not accurate as there is possible demand by sports if appropriate facilities are provided and the financial returns are appropriate. Will provide further detail to make it clearer for reader to determine origin of numbers. Will amend language from “above average” to “returns equal or above achieved an existing playing venues” Will highlight that the expenditure assumptions are incorporated into the profit and loss assessment. Consideration was provided for multi and community events and hire fees and anticipated revenue have been included in the overall financial model. Will include overall attendance figure. The definition is correct for this section, however changes when considering the definition in the profit and loss section. Yes as the total capacity of the stadium was capped at 20,000 there can be no different between expected and optimistic. Will amend to 18. As it is not proposed to change details around the 	

Cairns Rectangular Stadium Needs Study – Part 1

Feedback Summary

Name of Respondent	Organisation	Date of Response	Summary of Response	Status of Response	Report Amendment
			with reference to a realistic Option 1, a rework of some of the content in the report will need to be undertaken and therefore impact on the final conclusions and recommendations asked of the report.	options there are not material changes to the report from the comments provided.	
Anthony Mirotsos	Cairns Chamber of Commerce	28/10/2011	<ul style="list-style-type: none"> The Cairns Chamber of Commerce supports the provision of a Rectangular Stadium which has provision for expansion in the future and encompasses income generation features such as commercial space and event facilities. The report concurred with the feelings expressed by Cairns business, locals and sporting groups that Cairns can benefit from a rectangular stadium. Cairns Chambers views option 2 as the most appropriate direction to take. Cairns is not asking for nor could justify a Suncorp size stadium. Option 2 encompasses this view including appropriate amenities and facilities. Under option 2 there are more opportunities for the stadium to generate revenue internally and for the region. Understanding and identifying what will entice national sporting codes to play games in Cairns will go a long way to ensure the stadiums success. This is also outlined in the Needs Study draft report. 	<ul style="list-style-type: none"> Taken as comment. 	<ul style="list-style-type: none"> No amendment to report.
Louise Dixon	Cairns Regional Council	19/10/2011	<ul style="list-style-type: none"> I don't believe it's clear enough in the report & it doesn't say it in the Exec Summary that for Part 1 there is no assumption of organisation stadium ownership or management. Can we please include in both Exec Summary and full report? Suggestion to re-word options terminology to be a bit clearer <ul style="list-style-type: none"> Option 1 Option 2a Option 2b Option 2c 1.4 & 5.1, Apparently the correct terminology to use re population growth etc for both Exec Summ and full report isn't "The Council is expected to experience growth..."It should be the "The Cairns Regional Council local government area is expected to experience growth..." 1.5 Stadium Location - The Cairns Post have reported that Barlow Park is the preferred location based on this section in the Exec Summary (!). Can we perhaps re-word to be a crystal clear, something along the lines of: <i>"Some stakeholders believe that Barlow Park is the preferred site although site consideration was not part of Part 1 of this study, nor</i> 	<ul style="list-style-type: none"> Will add details that highlight that stadium ownership and management have not been determined. At this stage preference would be to retain current terminology as the draft report has been circulated and reviewed by a number of groups and I don't want to cause further confusion. Will amend to take account of terminology. Will amend to make it clearer to reader that there is not preferred site at this stage. 	<ul style="list-style-type: none"> Report to be amended in line with comments under Status of Response.

Feedback Summary

Name of Respondent	Organisation	Date of Response	Summary of Response	Status of Response	Report Amendment
			<p><i>is it a recommendation as part of this report."</i></p> <ul style="list-style-type: none"> • 1.8 (pge 5) - adding in <i>Options 2, 3 & 4 are not site specific and could be developed on a greenfield site."</i> • adding a sentence as to why Options 1 & 2 were chosen as preferred options for further analysis and why Options 3 & 4 were rejected. Include the same wording on p93 15.1 Recommendations. • 1.11 Conclusion pge 7 add in exact wording from 15.1 as "recommendation" which will mean a reword or deletion of the last paragraph in 1.11 • 5.1 When discussing the population threshold of a stadium, the CEO made a good point at the Councillor workshop that a 20,000 capacity stadium would be a regional facility, for a regional population of more than just Cairns Regional Council. Perhaps include some information around that and maybe also the population figures of the 3 adjacent Council's - Cook, Tablelands, Cassowary Coast ? <p>15.1 Recommendations - to be crystal clear and to link back to Options terminology perhaps after Scenario A: Barlow Park add in brackets (<i>Option 1</i>) as we have Option 2 listed in Scenario B.</p> <p>- ref above comment in 1.8</p>	<ul style="list-style-type: none"> • Will amend to indicate that Options 2, 3 and 4 are not site specific. • Will amend to provide more details as to why Options 1 and 2 were chosen for more detailed review. • Will amend to ensure consistency. • Will add information to support regional based facility concept and provide some high level number of surrounding councils. • Will amend to ensure recommendations are clear. 	

4. Public Feedback

As outlined earlier in addition to seeking feedback from the Project Team and the Key Stakeholder Reference Group, the Council also sought public comment on the draft report.

The Council released the draft report on its web site and feedback was sought using an online survey. The survey asked respondents four questions which included:

- Do you agree with the findings in the Cairns Rectangular Pitch Stadium Needs Study Report?
- Please tell us more about why you gave this answer. ie which elements do you agree/disagree with?
- What is your preferred rectangular stadium scenario option? (Scenario A/Option 1 or Scenario B/Option2).
- Why do you prefer this option?

The report was available for comment from 8 October to 23 October 2011 and over that period a total of 82 responses were received (see attached).

The responses received included

- Question 1:
 - 32.92% indicated they did not agree with the findings of the report.
 - 60.98% indicated they agreed with the findings of the report.
 - 6.10% did not indicate a view.
- Question 2:
 - There were mixed views to this question which included the followings:
 - For:
 - Will provide economic impact to the region.
 - Need new stadium to attract events.
 - Would provide improved quality of life.
 - Need facilities to compete with other cities.
 - Against:
 - Too much development in Cairns.
 - Cost to rate payers to great.
 - Ongoing operational deficit.
 - Not enough demand to justify.
- Question 3:
 - 24.39% indicated Scenario A as their preferred option.
 - 53.66% indicated Scenario B as their preferred option.
 - 21.95 indicated no preference.
- Question4:
 - There were mixed views to this question which included the following
 - For:
 - Build it and they will come.

Cairns Rectangular Stadium Needs Study – Part 1

Feedback Summary

- Cairns needs a new stadium not a redeveloped Barlow Park.
- Council needs to consider the broader economic benefits.
- Need a large venue to attract events.

Against:

- Neither option.
- We should not build a stadium that operates at a deficit.
- Don't need a stadium built in our area there are already enough sporting facilities.
- Total waste of rate payers' money.

5. Implications of Feedback on Draft Report

A lot of the responses tend to be general comments rather than providing specific comments on content. This includes the comments from the public.

In assessing all the comments received from the feedback process, Coffey Sport and Leisure has determined that the amendment outlined in section 3 need to be included as part of the preparation of the final report. The comments provided from the public have been taken as comments and no amendments to the report are proposed.

Cairns Rectangular Stadium Needs Study – Part 1

Feedback Summary

**Attachment 1 –
Project Team and Key Stakeholder Reference Group
Feedback**



AFL CAIRNS LTD.
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Wednesday, 2 November 2011

Ms Louise Dixon,
Sport & Recreation Planner
Cairns Regional Council
Spence St.
Cairns QLD 4870

Dear Louise

On behalf of AFL Cairns I present the following feedback on the proposed Rectangular Stadium Project.

If it is to be taken on face value the easy answer to the question of whether Cairns needs a suitable stadium to accommodate up to 20,000 spectators the answer is 'yes'. However a number of questions must be asked and answered before proceeding.

It is only three years since the then Sports Minister Judy Spence officially opened the final Stage 4 of the Barlow Park redevelopment following a five year project. She is quoted as follows;

"The delivery of this major sporting precinct means Cairns can now host a range of sporting events from the local level through to international competition.

We are pleased to have provided more than \$1.6 million toward the Stage 4 redevelopment - 50 per cent of the total project cost - which includes an amenities facility, kiosks and upgrades to the park's entry ways.

I congratulate the Cairns Regional Council for contributing the remaining 50 per cent to complete this \$3.2 million project, which will significantly boost opportunities for people in Cairns to get involved in physical activity.

The Barlow Park project is an excellent example of State and local governments working together to deliver quality facilities for Queenslanders in regional areas."

At the same opening local MP Desley Boyle stated, "It has been exciting for the community to watch Barlow Park being transformed over the years into one of Queensland's premier sporting facilities - which is now capable of hosting local, state, national and international sporting events," Ms Boyle said.

Barlow Park is now an international standard athletics facility, able to host first-grade rugby league matches and is considered the premier rugby union facility in Cairns.

These new facilities are a huge asset for our local community, catering for a range of sporting activities, as well as school carnivals and community events.

I encourage everyone in the community to make the most of these excellent new facilities in our local area."



Only three years on and we are already considering a new Stadium. If Barlow Park is so bad the questions that must be asked are, 'How did we get it so wrong?' 'Who was involved in the planning and execution of this?' and more to the point, 'What is wrong with Barlow Park?'

It would appear that the only real criticism of Barlow Park is that the spectators are too far from the action. The playing field is never questioned, in fact it is complemented. The site, being so near to the city, is excellent, and parking is very good with the adjacent Showgrounds offering a large complimentary space when required. As a sports stadium operator we would suggest that the lighting is inferior as are the change rooms for elite events.

So the new question is 'Why are we contemplating another Stadium with the implicit duplication of operating costs, a development cost that will end up being \$80 million for a new stadium and another annual cost to the ratepayer of \$1.9 million?' The answer is simple – we shouldn't be.

The economic and practical solution is simple and reasonable. Barlow Park must undergo a staged redevelopment. Council need to take a firm stand and that will rile a few people but we must get the best result for the city in every sense. This staged approach may occur in unison with the various funding cycles of State, Federal and Local Government budgets.

An example program may be;

Stage 1a: Move the athletics track. Possible site at James Cook University site where it could be used far more frequently and integrated into the University course offering. Estimated cost \$5 million.

Stage 1b: Development of previous athletics track to seating. Estimated cost \$4 million.

Stage 2: Spence Street Hill – part covered-individual seating. Estimated cost \$8 million.

Stage 3: Upgrade of Lighting to broadcast standard. Estimated cost \$6 million.

Stage 4: Demolition of Scott St Grandstand. Construction of new Stand with appropriate Team, media and Corporate facilities. Estimated cost \$12 million.

Stage 5: Civil Works to Stadium surrounds, ie Car parking, pedestrian access, landscaping. Estimated cost \$2 million.

The estimated total cost of this staged development is still a very significant \$37million. However it achieves the following;

- eliminates the extra cost of constructing a second Stadium by the tax/ratepayer,
- eliminates the expense of finding and purchasing a new site, in a suitable location,
- it can allow Barlow Park to remain operational throughout albeit with reduced capacity at times. This scenario has occurred at many of Australia's premium Stadia at some point. Examples are the MCG, SCG and the soon to be redeveloped Adelaide Oval.
- eliminates the unwarranted extra estimated \$1.9 million cost of supporting a second Stadium by the tax/ratepayer each year.

Another element that has been somewhat overlooked in the assessment of the Rectangular Stadium is the contribution of the sports codes that will gain the most benefit from it. It would be particularly unacceptable if some sports were to be given such a massive amount of assistance when other sports have not received the same level of assistance.

Let's face it a \$30-40 million dollar handout (50% of build cost) on top of what has already been spent at Barlow Park is a serious sponsorship of three popular sports. This would be particularly

unpalatable to other equally popular sports who have 'put their hand in their own pocket' to make their own way forward.

Yes, I do speak of ourselves, AFL Cairns, but also of organisations like Cairns Hockey and TAS. These organisations have put themselves out on a limb with significant borrowings and investment to grow our sports and, more particularly, provide the region with sporting infrastructure that is perceived as the city's own. This is also provided at little to no cost to the ratepayer.

Therefore the next question is 'What are soccer, rugby league and rugby union going to financially contribute to this new facility?' This question is not about which sport is bigger, stronger, more popular etc nor is it a parochial rant. It is a question about fairness and equity and not the favoured support of some associations over others. AFL Cairns does not expect more than any other sport as each is good for our town. However as a positive community member that has proven itself beyond most others as a positive driver of regionally beneficial events and activities, we do not want to get less than others. That's equity when it comes to using ratepayer funding.

If many millions of dollars are to be spent to (hopefully) attract some elite soccer, rugby and League games, it would only be fair and justifiable that sports such as AFL, cricket, hockey, mountain biking and others receive the same equitable consideration from Council for both facility construction projects and the ongoing annual maintenance and operational costs associated with providing these facilities.

In summary:

- The region does need an improved rectangular Stadium.
- It should only be sensibly developed at a price affordable to the rate-paying community.
- Financial contributions should be made by the sports reaping the greatest benefit.
- Sports funding should be equitable with like-for-like financial support.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Gary Young', with a long horizontal flourish extending to the right.

Gary Young
President



24 October 2011

Cairns Regional Council Sport & Recreation
Attention: Louise Dixon

Dear Louise,

I am writing in response to the Report on Rectangular Stadiums and make the following observations:

- The Report Identifies the Need for a Rectangular Sports Specific Stadium and there is no doubt the Region needs this facility for the affected Sports to attract competitions at a higher level.
- The Report does not include the current bookings and usage of Barlow Park.
- Furthermore the Report does not mention the estimated revenue and exposure Barlow Park currently generates for the Cairns Region on a State, National and International level.
- Report does not make mention as to who the current users of Barlow Park are and what impact the removal of the Athletics running track & redevelopment of the Facility will have on those current users.
- Nor does the Report make mention to the many thousands of athletes and other community groups who are using the facility annually that will be affected if Barlow Park is redeveloped as suggested.
- The Report makes no mention that Barlow Park in its current form has been able to attract State, National and International Events for both rectangular and non-rectangular Sports.
- The Report does not identify what will be lost if Barlow Park is redeveloped as a dedicated rectangular stadium.
- The Report identifies Dairy Farmers Stadium in Townsville as a Queensland Government Facility but does not make mention that the Townsville Sports Reserve is also a Queensland Government facility. (Townsville Two Cairns Zero)

The Options Analysis, page 34, Option 1 minus column "Conflict between user sports"? I am not aware of any conflict between current users of Barlow Park. This statement should be deleted as it is misleading and has no substance.

Barlow Park has proven itself to be a very successful multi-user Facility and bookings at the Park will confirm this as true. 2012 will see two major athletics events hosted at Barlow Park: Oceania Open and Under 20 Area Track and Field Championships and the Australian Primary School Championships.

The current working arrangements that are in place are working well and it makes no sense to change something that is working extremely well in its current form, this is a fact that the report fails to mention.

Barlow Park is a Peoples Park that should not be looked at differently to any other Cairns Regional Council Park.

Option Two on a Greenfield site within the Scott Street / Severin Street precinct would compliment the current Barlow Park Facility. Options 2, 3, and 4 should not be considered for Barlow Park for the same reasons as given for Option 1.

Louise, feel free to call me at any time on 0412-964-626 to discuss any of the above.

Regards,
Rob Murchie
Athletics North Queensland Director

CORRESPONDENCE

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Email: president@cairnsathletics.org.au

Cairns Regional Council
By email – l.dixon@cairns.qld.gov.au

Dear Louise

RECTANGULAR STADIUM STUDY – STAGE 1

On behalf of Cairns Athletics Inc, I would like to congratulate Cairns Regional Council for their initiative in undertaking the study into the feasibility of a Rectangular Stadium in Cairns.

Being part of the Project Control Team has provided me with a good insight into the detail of investigative work completed by the project's consultants, which in the majority has been comprehensive and un-bias.

We acknowledge that Stage 1 of the study was to assess the feasibility, and not to select a site, however as the Stage 1 report touches on Barlow Park, and goes as far as stating public feedback that Barlow Park is the ideal location to redevelop, I believe that the report needs to equally state the current usage of Barlow Park, along with identifying the approximate cost to relocate an equivalent track and facilities to another area within the Cairns.

In my opinion Barlow Park, as it stands, serves an essential part of the Sport and Recreation facilities a city the size of Cairns needs to provide its community.

Not only does it provide an appropriate level of track and field athletics facilities for school and club athletics, it provides an affordable facility for school and club rugby league, union, touch football and soccer to access for finals and carnivals. I very much doubt that the proposed new Rectangular Stadium will provide affordable access for these codes at a club and school level.

In addition to the potential loss of a middle tier rectangular sporting field if Barlow Park was redeveloped, we would hold serious reservations over the quality of any replacement track and field facility, in both the location and level of the replacement facility. Cairns has been able to attract major track and field carnivals due to the quality of the facilities AND the location of the facility in reference to accommodation and the airport. If national and international athletics cannot be accommodated within a five kilometre radius of the track then the feasibility of hosting carnivals at a state, national or international level is significantly reduced.

In 2012 Cairns will host the Oceania Athletics Championships and the Queensland Primary Schools Track and Field Championships. Neither of these two carnivals, which will see over 3000 visiting athletes and support staff come to Cairns, would be viable if the track was located away from the majority of the accommodation, or was to a lesser quality then what is currently present.

www.cairnsathletics.org.au

We are in agreement of the findings of the Stage 1 report, in recommending that Cairns needs a quality rectangular stadium capable of holding up to 20,000 spectators, but believe the report needs to clearly state the implications if Barlow Park was redeveloped as the preferred option. We acknowledge that this will more than likely be done in detail of the Stage 2 study, however the report for Stage 1 needs to touch on the issue, up front to provide clarity to those using the report to progress into Stage 2 of the study.

We look forward to continuing to be part of the process and assisting the Council and the broader community in providing input for Stage 2 of the study.

Yours Sincerely

Shane Watson
Cairns Athletics Inc. President

Aaron Lake

From: Dixon Louise <L.Dixon@cairns.qld.gov.au>
Sent: Wednesday, 19 October 2011 3:13 PM
To: Aaron Lake; Brad Paatsch
Subject: DRAFT REPORT - additional CRC comments

Hi Aaron & Brad

I have some additional feedback from CRC on draft report:

- I don't believe it's clear enough in the report & it doesn't say it in the Exec Summary that for Part 1 there is no assumption of organisation stadium ownership or management. Can we please include in both Exec Summary and full report?

- Only a suggestion to re-word options terminology to be a bit clearer but I'm not totally convinced this far down the track, your thoughts ?

Option 1
 Option 2a
 Option 2b
 Option 2c

1.4 & 5.1, Apparently the correct terminology to use re population growth etc for both Exec Summ and full report isn't "The Council is expected to experience growth..." It should be the "The **Cairns Regional Council local government area** is expected to experience growth..."

1.5 Stadium Location

The Cairns Post have reported that Barlow Park is the preferred location based on this section in the Exec Summary (!). Can we perhaps re-word to be a crystal clear, something along the lines of:

"Some stakeholders believe that Barlow Park is the preferred site although site consideration was not part of Part 1 of this study, nor is it a recommendation as part of this report."

Also, if agreeable to this change, include this sentence in the full report.

1.8 (pge 5)

- adding in *"Options 2, 3 & 4 are not site specific and could be developed on a greenfield site."*

- adding a sentence as to why Options 1 & 2 were chosen as preferred options for further analysis and why Options 3 & 4 were rejected. Include the same wording on p93 15.1 Recommendations.

1.11 Conclusion pge 7

add in exact wording from 15.1 as "recommendation" which will mean a reword or deletion of the last paragraph in 1.11

5.1 When discussing the population threshold of a stadium, the CEO made a good point at the Councillor workshop that a 20,000 capacity stadium would be a regional facility, for a regional population of more than just Cairns Regional Council. Perhaps include some information around that and maybe also the population figures of the 3 adjacent Council's - Cook, Tablelands, Cassowary Coast ? Your thoughts ?

15.1 Recommendations

- to be crystal clear and to link back to Options terminology perhaps after Scenario A: Barlow Park add in brackets (*Option 1*) as we have Option 2 listed in Scenario B.

- ref above comment in 1.8

Regards
 Louise

Louise Dixon (nee Jones) | Sport & Recreation Planner
 Sport, Rec & Com Develop | Cairns Regional Council
 Phone: 07 40443159



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Secretary

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To whom it may concern:

Re – Comment and Feedback on Cairns Rectangular Stadium Needs.

On behalf of the Cairns District Junior Rugby League I would like to offer the following comments in regard to the proposal to construction and/or grade a Rectangular Stadium within the Cairns Regional Council area.

Our Club currently has a twelve (12) team competition with teams competing in an age group from Under 6 through to Under 16 inclusive. The teams are as follows:-

Mossman – Ivanhoes (Smithfield) – Cairns City clubs are Central Scorpion –
Redlynch – Cairns Brothers and Kangaroos.
Edmonton – Southern Suburbs (Gordonvale)
Tully – Innisfail Brothers – Innisfail Cowboys and Babinda.

There are over 2000 young boys and girls competing in this competition each week.

The Cairns District Junior Rugby League have their own sporting facilities based at Jones Park – Mann Street – Westcourt which is freehold land vested in the name of the Cairns District Junior Rugby League and covers an area in excess of 4ha.

Our organization has been promised a Federal Government Grant of \$3.5m to carry out renovations and upgrades to the facilities located a Jones Park and our association is currently completing all the necessary paper work for this grant to be forthcoming. It is anticipated that this grant will be used to upgrade the field lights at the Park – Dressing Rooms - Toilets and Canteen facilities and associated buildings – as well upgrade the current seating arrangements for spectators. When finished it is anticipated that there will be sufficient undercover seating to house approximately 3000 spectators with an additional area catering for approximately 1500 to 2000 spectators.

....2....

The Cairns District Junior Rugby League would however like to offer the following comments in regard to the proposal to upgrade the Barlow Sporting precinct as per the Coffey Report.

1. There is a need for the facilities to be upgraded at Barlow Park to allow more undercover seating and cover that will make it possible for the majority of that seating to remain dry and not effected by rain as it does at the moment. The grandstand seating except for the last 3 or 4 rows at the top of stand does not offer any cover whatever, when it rains.
2. The Grandstand seating needs to be raised higher so that the spectators are looking down onto the field and not across it as it is at present, which is made even more difficult with the current athletic track between the seating and the actual playing field.
3. The corporate seating area is just about not existent at Barlow Park in its current configuration – and this component would be a very important requirement for any sporting organization that wishes to hire the facilities both financially for the actual event and the overall financial benefit to any such sporting organization.
4. The current dressing shed for teams are adequate but a little on the small size and in all probability would not meet the needs of visiting National teams using the facilities on a more frequent basis. They are adequate rugby league wise for the Cairns Teams (this does not include Northern Pride) who currently only use them approximately four (4) times per year for the final series.
5. The catering facilities at the top of the grandstand leave a lot to be desired they are far too small to service the crowds that are in attendance – and the configuration of the facility is such that it is near impossible to get sufficient people/volunteers into the area to allow food etc., to be cooked and served. There are very little permanent cooking facilities available and any organization using such a facility have the added difficulty of having to bring in all their own equipment or hire equipment to cater this is something that in our humble opinion needs very urgent attention.
6. The parking area in and around the current Barlow Park precinct is very limited – but this could no doubt be improved and enlarged with access to some areas (such as the show grounds) that are located in and around the Barlow Park area
7. The major advantage that the current Barlow Park has over any other green field location would be that it is located very close to the Cairns city area and this location is no doubt very beneficial to all food and drink entertainment outlets in the inner city area after the completion of any games being conducted at Barlow Park.

....2..

Some of our concerns for the construction of a new rectangular sporting field is the overall costs of such a project and the ongoing maintenance costs – that would befall the rate payers of the Cairns Regional Council.

As stated in the report the cost of the three (3) options range from \$66m to \$138m – which no doubt could be financed by government grants however, the ongoing costs of maintaining such a large facility is of grave concern to our association – as well as the amount of use that such a facility would attract throughout the year.

We believe from a rugby league point of view the only game that would draw a crowd in excess of 10000 spectators would be – as current the annual N.R.L. trial game between N.Q. Cowboys and another visiting N.R.L. team and any other game involving a N.R.L. side. However, we do not believe that in the current state of the N.R.L. that any of the current clubs would be prepared to have more than one or two games away from their permanent facilities per year, which leaves a lot of spare weekends and time when the upgraded facility would be used.

We also believe that this situation would apply to other sports who have a need for a rectangular sporting field – that is Soccer and Rugby Union.

As regard more permanent and regular use of the facilities by the Northern Pride would go some way to having the facility used more often – but we do not believe that in the current climate of support for the State League that a crowd in excess of 5000 would attend any such event – perhaps the only exemption to this would be a Grand Final involving Northern Pride.

We therefore do not see the need either currently or in the near foreseeable future the need for any facility that would house 20000 spectators – as we believe the largest crowd that may be attracted to any of the above events involving national or state teams would be closer to 10000 spectators.

As previously advised the real concern to our organizations is the very high initial financial outlay to construct such a large stadium and probably of greater concern the ongoing cost of maintaining such a facility once it is built. As stated in the report there is not one large sporting facility/grandstands etc., that is currently making any money – it is quite the opposite. This burden on a already very tight council budget would put an unnecessary strain on the councils ability to maintain other sporting facilities that it currently assists – as well severely restrain their ability to upgrade any of these smaller facilities that are used on a weekly basis by the grass roots participation in sport.

In conclusion we would submit that whilst our organization recognizes the need for Barlow Park to be upgrade and improved – or a similar Greenfield site constructed to accommodate a rectangular sporting facility – we do not believe that it has to be large enough to accommodate 20000 spectators but more in line with a facility that can accommodate spectators in the a number closer to the 10000 range.

J.E.Bingham
A/Chairman
Cairns District Junior Rugby League
22.10.2011

TO: Mr Aaron LAKE
Consultant
Coffey Sport and Leisure

M/s Louise DIXON
Spsort and Recreation Planner
Cairns Regional Council

E-Mail: Aaron [Lake@coffey.com](mailto:Aaron.Lake@coffey.com)

l.dixon@cairns.qld.gov.au

Cairns District Rugby League Incorporated

21st October, 2011

Ms. Louise Dixon
Sport and Recreation Planner
Sport, Recreation and Community Development
Cairns Regional Council
L.Dixon@cairns.qld.gov.au

Dear Louise,

I write on behalf of the Board of Delegates of the Cairns District Rugby League in relation to Cairns Regional Council's "Cairns Rectangular Pitch Stadium Needs Study".

The CDRL would like to acknowledge their support for Option 2 in the report that entails a purpose built stadium with larger capacity and undercover seating, improved spectator and athlete facilities and a separation of the rectangular pitch and the athletics track.

As you would be aware the CDRL, for many years, have hosted NRL pre season trial games and other key matches including Test Matches. Each year difficulties are encountered at the current venue, Barlow Park, which makes hosting higher level, games such as competition matches unachievable. The CDRL feels that Option 2's offer of a higher standard of facilities for both spectators and athletes, combined with an increased capacity and better corporate venues would place the League in stronger position to secure these higher graded matches in the future, as well as ensure the continuation of the pre season games.

High quality facilities are paramount to the continuation of these games. The NRL games are not only attended by Rugby League fans from North Queensland but, depending on the visiting team, spectators can be drawn from New Zealand, New South Wales and south east Queensland. Offering these visitors facilities that are of a high standard is crucial to having them return again, as well as, central to their enjoyment of the match. It further, enhances their chances of having a positive experience in the Cairns region.

It is felt that Option 2 is also of a reasonable size that allows for the continued use by local sporting Clubs and Leagues who currently utilise Barlow Park. The CDRL anticipates that both the League and its affiliated Clubs would be possible users of the venue if Option 2 were pursued.

The CDRL hopes that Council will see the enormous number of benefits to sport and tourism in the Cairns area should a purpose built rectangular pitch stadium be built in the region. The League looks forward to working closely with the Cairns Regional Council on the matter.

Yours faithfully,



Michelle Peut
Secretary
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 **Bendigo Bank**

XXXX



Cairns and District Rugby Union Inc

ABN 21 271 140 130

4th October 2011

To Louise Dixon
Sport & Recreation Planner
Cairns Regional Council

Re: Cairns Rectangular Stadium Needs Study

To the project team,

After consideration of the draft report prepared by Coffey the CDRU would like to put the following points forward.

- Identification of existing stadia – reference to the Cairns Tennis Centre is not appropriate. It is a unique facility and cannot be considered as a competitor or substitute for the feasibility study.
- Comparisons of alternate sites in Queensland does not consider the distance between them or the fact that these stadia and/or redevelopments are not likely to attract the market in Cairns
- There was no real assessment on the concept of quality of lifestyle and the fact that the Cairns population and surrounds will benefit from a quality venue.
- Any consideration of development on Barlow Site – either existing or redevelopment needs to consider the impact of the closure of the existing facility for some time which may have a significant impact on ensuring long term event commitment.
- Catering rights would substantially lower the revenue that the CDRU would receive for hosting any of the mentioned games.

A note: Rugby Union is not, nor ever has, considered hosting a home team but we have significant opportunities in hosting major international events – none of these have been considered (only IRB 7s and a home team).

Yours sincerely,

Margot Richardson
President CDRU

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10th October 2011

Aaron Lake
 Consultant
 Coffey Commercial Advisory

Aaron,

Firstly I would like to thank you and congratulate you on an in-depth and comprehensive Stage 1 report on a Rectangular Stadium in Cairns. We are of the firm opinion that the report clearly outlines a number of key reasons and outcomes such a Stadium should be built in our part of the world.

It is clear from both the Report and Project Team discussions that this Stadium is needed and it is something that people want. The uptake of the initial survey, the positivity around such a venture and what it will bring to this region is clear for all to see. The Northern Pride fully support a staged development of the Stadium with Option B the first stage to be completed. In our opinion Option A is not a real option at all.

From the Northern Pride's point of view there are a number of key factors from both within and external to the report that mean this Stadium is required to further diversify our local economy:

- The potential revenue generated for the region far outweighs the cost;
- The conservative numbers used for revenue generation have great scope for higher realized values;
- The 4,500 undercover seats are what is required in this area as the weather is either full sun or heavy show showers both of which require shelter;
- Discussions of late with both the NRL and a number of NRL Clubs has shown a real interest in playing games here if a package could be put together. The biggest stumbling block at the moment is infrastructure and with the Clubs remuneration in-built to the Stadium figures this is more than achievable and realistic;
- The future growth of our region and our requirements means investment now is paramount;
- The facility will provide a boost in numbers playing sport in our own region straight away resulting in all sorts of benefits including social, cultural, economic, health and so on.
- The facility would act as a regional hub and we therefore believe that other stakeholders should be involved in lobbying for funding i.e. Tablelands Regional Council, Cassowary Coast Regional Council and other Councils throughout Cape York and the Torres Strait Islands.

The Northern Pride 100% support and endorse the draft report and would urge Cairns Regional Council to progress to Stage 2 as location and design will hold huge significance in the overall success of any Stadium that is to be built.

Yours truly,

Chris Sheppard
 Chief Executive Officer



Aaron Lake

Subject: FW: Cairns Rectangular Stadium Needs Study - draft report & consultation

From: Peninsula School Sport [<mailto:pensport@iig.com.au>]
Sent: Friday, 21 October 2011 2:01 PM
To: Dixon Louise
Subject: RE: Cairns Rectangular Stadium Needs Study - draft report & consultation

Louise, while I didn't attend the meeting due to a family emergency, I have read the PowerPoint in full. I feel that Option 2 is the best way forward if the financial support can possibly be found. It solves all the negatives of Barlow Park.

The PowerPoint is excellent and clearly articulates the issues and offers a way forward.

Cheers
Garry

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NORTHERN DIVISION



QUEENSLAND RUGBY LEAGUE

October 18, 2011

Louise Dixon
 Sport and Recreation Planner
 Sport, Rec and Com Development
 Cairns Regional Council
 PO Box 359
 Cairns Qld 4870

Dear Louise,

The QRL Northern Division has had the opportunity to study the report from Coffey Sport and Leisure with regard to the construction of a Rectangular Stadium in Cairns.

Firstly we regard the report as being very well prepared, objective and across the issue.

The Northern Division believes that Option 2 of the recommendations is in the best interests of addressing the current and short/medium term future requirements of the sport of Rugby League in the region. It will provide sufficient facilities for Rugby League to continue to develop the game in the area and certainly gives us the opportunity to promote and encourage high level national and international games to Cairns.

We see no merit in funds being allocated towards Option 1 nor do we see any immediate requirement for Options 3 and 4. These can be regarded as long term options dependent on needs in the future.

Yours sincerely

Scott Nosworthy
 Division Manager
 QRL Northern Division
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 Ph: 0419688691
 Ph: 47716166

For Nigel Tillet – Chairman QRL Northern Division and QRL Board Director



Cairns Rectangular Pitch Stadium Needs Study

Overall the report is reader friendly, uses plain english and logically structured. The following feedback is points for consideration.

Executive Summary

- Section 1.2, pg 1 – the reference of the Revised Barlow Park Master plan has two year dates 2002 and 2003. Correct year date. Also check throughout the report.
- Section 1.4 (Existing Facilities), pg 2 – was Hockey and Basketball stadium considered?
- Section 1.4 (Competitor and Benchmarking Analysis), pg 2 – identify the number of rectangular pitch stadiums, how many is majority (page 3), explain further how the high level discussions relate to the financial performance – do you need to say this (page 3)?
- Section 1.7 (Demand Assessment), pg 5 – The identification of 2 games does not match the comment in Section 1.5 (Consultation). Justify proceeding with this analysis.
- Section 1.9 (Financial Analysis) page 6, 4th paragraph – explain further the concept of “holding the risk”.
- Section 1.11 (Conclusion), page 7, 1st paragraph – expand further what level of demand is identified. Also in the 4th paragraph a comment is made re national code content available. This comment needs to be placed within the long-term timeframe (5 years +) as there is nothing available in the short to medium term.

Strategy, Policy and Planning Context

- A review of the Far North Queensland Regional Plan 2009-2031 needs to be considered, as this report gives information regarding demographic growth for Cairns. As the report is basing the stadia on a population of 300,000 there are no other growth corridors planned for Cairns after Mt Peter residents of 50,000 are planned. It is difficult to understand where an additional 60,000 people will reside.

Situational Analysis

- Section 5.1 (Key demographic implications), page 19, 1st paragraph – The connection between increased population and demand for recreation facilities and this being met by the rectangular stadium needs further justification. Explore further the relationship between an increased population and the population’s potential recreation needs. As the population is aging there maybe greater need for low impact under cover spaces and hydrotherapy pools.
- Section 5.2 (Cazaly Stadium), page 20 – identify grand stand seating capacity (3,500 ?). Also why is there no consideration of the hockey and basketball stadiums?

Stadia Industry Trends

- Section 6.3 (Stadia Development Costs) – This information needs to be placed within a timeframe, as it is a snapshot of that time and the reader can then place it within context.

Stakeholder Engagement

- Section 8.1.7 (Sports Development) page 35, 1st paragraph – Has this perception become a reality? Give examples of AFL, cricket and hockey.
- Section 8.2 (Issues and Opportunities) page 37 – the cost of attracting stadium content is an issue that needs to be noted.

Market Research

- Add a section that comments on the "Reality Gap". What is meant by this is that the community commentary in the report relates seeing the facility being built to attract national stand events but in reality national sporting organisations are saying in the short to medium term (1-5 years) this is not likely to happen.

Conclusion

- Section 9.3, Table (Issues), page 43 – The "poor" is misleading. A better reflection would be "average".

Facility Demand Assessment

- Section 10.2 (Demand Overview), page 46, 1st dot point – To capture the true picture the interest by codes/clubs needs to be referenced as "limited".
- Section 10.4 (Spectator Demand), page 49 – the NRL 20,000 stadium capacity is high rather than conservative. The same comment relates to the A-League.

Options Analysis

- Section 11.1 (Facility Development Options), page 52 and throughout this section. The options presented, except for Option 2, are not real options. Options 3 and 4 are just extensions of Option 2, which is the preferred option. Option 1 throughout this section relates to Barlow park but then in other parts it doesn't. The report needs to present a realistic Option 1 that links to the conservative assessment of a 15,000 stadium (5,000 seating and 10,000 standing). To provide rigour to the options discussion and the decision to go with option 2, further discussion is required around a revised Option 1 and all subsequent information relating to the documents current option 1 will need to be reviewed.
- Section 11.3 (Option Analysis), page 55, Option 2, Pluses – improved broadcast and media amenities need to be placed within the long-term timeframe, as it is not required to meet demand in the short term.
- Section 11.4 (Development Options Financial Analysis), page 56 – To allow the reader a fuller understanding and correlation with previous sections of the report a reference system or an added appendix detailing the workings for total figures would be beneficial.

Stadium Financial Assumptions

- Section 12.1 (Background and Major Assumptions), page 58, Major assumptions – Explain what is meant by “above average” financially. On page 59 – explain for the reader how the expenditure assumptions relate to the Profit and Loss.
- Section 12.2.1 (Hiring Fees), page 61 – Was consideration given to multi-events. For example a clubs hires the venue for the day to run juniors and seniors finals.
- Section 12.2.4 (Supplier Rights), page 65 – Value is based on what attendance figures?

Financial Analysis

- Section 13.2 (Annual Stadium Expenditure Summary), page 70 – Check you have Optimistic and Conservative against the correct definitions, which is reflective in the Profit and Loss.
- Section 13.4.1 (NRL Match/Game Return), page 76 – The estimated crowd figures for optimistic and expected are the same. Should this be the case?

Economic Impact

- Section 14, Table, Operational Phase, Employment, page 88 –calculation error. Should be 18 instead of 17.

Conclusions and Recommendations

- Based on all the previous comments in this feedback, particularly with reference to a realistic Option 1, a rework of some of the content in the report will need to be undertake and therefore impact on the final conclusions and recommendations asked of the report.

If you require further information, please contact Erika Gee-Kot, Senior Advisor Far North Region Cairns Office on telephone 4036 5434.

Yours sincerely



Andrew Atfield
Regional Manager
Sport and Recreation Services
Far North Region



28 October 2011

Aaron Lake
Consultant
Coffey Sport and Leisure
E: Aaron_Lake@coffey.com

Louise Dixon
Sport & Recreation Planner
Cairns Regional Council
E: l.dixon@cairns.qld.gov.au

Dear Aaron and Louise,

Re: Response to Rectangular Stadium Needs Study - Draft Report

Thank you for the presentation conducted by Coffey Sport & Leisure on 6 October.

The Cairns Chamber of Commerce supports the provision of a Rectangular Stadium which has provision for expansion in the future and encompasses income generation features such as commercial space and conference & event facilities.

The report concurred with the feelings expressed by Cairns business, locals and sporting groups that Cairns can benefit from a rectangular stadium.

Cairns Chamber views option 2 as the most appropriate direction to take. Cairns is not asking for nor could justify or sustain a Suncorp size stadium. Option 2 encompasses this view including appropriate amenities and facilities.

Under option 2 there are more opportunities for the stadium to generate revenue internally and for the region. Understanding and identifying what will entice national sporting codes to play games in Cairns will go a long way to ensure the stadiums success. This is also outlined in the Needs Study draft report.

The Cairns Chamber of Commerce acknowledges the extensive research into the draft report and supports the progress to the next stage to further cement the need for the stadium in Cairns.

Kind regards



Anthony Mirotsos
President

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18 October 2011

Chief Executive Officer
Cairns Regional Council
PO Box 359
CAIRNS QLD 4870

Attention: Ms Lyn Russell

Dear Lyn,

RE: UDIA (CAIRNS) BRANCH SUBMISSION TO THE INVESTIGATION DEALING WITH THE OPPORTUNITY FOR A RECTANGULAR STADIUM IN CAIRNS

The Cairns branch of the UDIA is representative of the members within the local development industry and reflects the views and acts as a spokesperson for the interests of our members. As the local development industry has been experiencing a significant impact from the effects of the GFC and the downturn in the local development industry we feel it is important to provide our members views of the potential for the rectangular stadium.

The following commentary has been provided in a way that reflects the structure of the Cairns Rectangular Stadium Needs Study linking the specified issues with the comments provided by UDIA in response:

Question One:

Is there a level of demand for a rectangular pitch stadium in Cairns capable of hosting national code games and events?

- Yes.

Question Two:

Is the demand sufficient to allow the venue to be sustainable in its own right?

- No.
- Financial analysis indicates that, based on likely available content, local demand, stadia operational costs, depreciation costs and sinking fund that no stadium development option considered will be financially sustainable in its own right. They are considerable community facilities that provide significant investment in community organizations as well as provision for events that can generate significant economic benefit for the town (including restaurants, hotel accommodation, tourism)
- The current Barlow Park facility runs at an operational loss of \$0.415m or \$1.237m when providing for depreciation.
- Very few stadia across Queensland and Australia are operationally viable after depreciation and sinking fund.

UDIA (QLD) Cairns Branch
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Question Three:

Is there sufficient demand for a 20,000 seat stadium in Cairns that can be sustainable in its own right?

- No.
- There is not sufficient demand, in terms of content, at present or likely in the immediate future for a stadium with 20,000 seats that will enable the stadium to be sustainable in its own right.

Question Four:

Is there national code content available for a stadium in Cairns?

- Yes.
- Approximately six games made up of practice/pre-season and home and away matches across the NRL, A-League and Super Rugby.

Question Five:

Would the current facilities at Barlow Park allow Cairns to attract the six games of national code content?

- No.
- The facilities at Barlow Park are currently insufficient in terms of:
 - Seating numbers (including undercover seating);
 - Seating quality;
 - Spectator amenity;
 - Spectator experience (ie. Seating distance from field);
 - Media and TV facilities;
 - Lighting quality; and
 - Corporate facilities.

There is no doubt that the facilities at Barlow Park cater for the athletics requirements of the regional clubs and in particular the Cairns Little Athletics. If this were to be placed under a similar assessment to the investigations completed into the need for the Rectangular stadium then there is little doubt that a business case for the development of Barlow Park could not be substantiated. Nonetheless, a significant investment has been made and a benefit to the community can be identified through maintaining this asset.

There are however, national sporting opportunities that UDIA believe should also be considered in the context of such assessment such as National University Games, Pacific Games, Masters Games and a variety of other significant events that could be linked with events such as 'Challenge' Cairns to make for a Sporting Festival

- The current facilities at Barlow Park would at a maximum allow Cairns to attract preseason/practice games.



Question Six:

Would a new stadium in Cairns, with the right amenity and facilities, allow Cairns to attract more national code content than what is currently achieved at Barlow Park?

- Absolutely Yes.
- Advice from the governing bodies is that a stadium of an adequate standard in Cairns would allow them to allocate home and away and pre-season/practice games to Cairns on a regular basis.
- The amount of content is unlikely to be greater than 6 games per year across the codes and would require match returns to the clubs.

Question Seven:

Will a new stadium in Cairns generate an economic impact greater than the operational costs/sinking fund costs of the stadia?

- Yes

Question Eight:

If a rectangular pitch stadium is to be developed in Cairns, what would be the optimum size of this stadium?

- A stadium capacity of no more than 20,000 is considered appropriate based on the average attendance of the national codes in Australia, the market research and the catchment population of Cairns being less the 300,000 in the next 20 years.
- In the short to medium term a seating provision of 6,000-10,000 would be appropriate, with 10,000 standing providing a total capacity 20,000 (based on proposed content).
- In the long term seating numbers could be increased and standing numbers reduced with stadium capacity to be maintained at 20,000. This longer term outcome could be considered if the population base for Cairns increases to in excess of 300,000 people and or national code tenant is based at the stadium.
- The optimum size is based on:
 - Likely content;
 - Demand in the Cairns market (based on Cairns based market research, national code game average attendances and previous similar events in Cairns);
 - Creating a point of differentiation in the Queensland stadia market (there are at present no current of planned facilities of this size);
 - Allows for the master planned development of the facility up to 20,000 seats if supported by demand in the future;
 - Reasonable capital costs;
 - Reasonable operating costs to allow community sports to continue to use the stadia;
 - Maximisation of stadia spectator experience by providing seats on all four sides of the stadium; and
 - Creation of latent demand.

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**Cairns Rectangular Stadium Needs Study – Part 1
Draft Report - Coffey Sport and Leisure Page 94**

The 'core event' content identified as being available for a stadium is made up of approximately six games consisting of practice/pre-season and home and away matches across the NRL, A-League and Super Rugby.

As mentioned, it is highly unlikely that based on the current standard of the facilities at Barlow Park that Cairns would be able to attract the projected 'core event' content proposed in this Study, due to the facilities at Barlow Park being insufficient in terms of:

- Seating numbers (including undercover seating);
- Seating quality;
- Spectator amenity;
- Spectator experience (i.e. Seating distance from field);
- Media and TV facilities;
- Lighting quality; and
- Corporate facilities.

Therefore based on the above it likely that a new stadia in Cairns, with the right amenity and facilities, will allow Cairns to attract more national code content than what is currently achieved at Barlow Park.

Based on consultation with sports organisations, improvement to stadium amenity would position Cairns to be capable of hosting home and away games on a more regular basis.

Although improved facilities would be more attractive to sports the amount of national code content is unlikely to be greater than 6 games per year across the codes. In considering the options going forward Council will need to consider their strategic position on whether they wish to invest in a stadium that may operate at a deficit on the basis of bringing event content to Cairns and the subsequent broader economic impact it could deliver to the region.

The study has clearly identified that there is national code content available and demand within the Cairns market for these games, but that attraction of this content is not possible without development of a new stadium (or redevelopment of existing).

Recommendations

Subject to Council's strategic position on its investment strategy there are the two scenarios that could be considered:

1. Scenario A: Barlow Park.

- Council make a decision that the investment in the stadia, both operationally and in capital, is too great in terms of the economic and social ROI so determines the existing facility provision to be appropriate and acknowledges that the investment in attracting events to be an unacceptable risk.



2. Scenario B: Option 2 Development Option (as outlined in section 11).

- Council makes the decision that the investment in the initial capital and ongoing operations is justified in principle based on broader economic impact and seeks to investigate further how the outcomes of Option 2 can be delivered.

Overall, it is the view of UDIA (Cairns) that the development of a rectangular stadium in case would present opportunities to impress upon 'new' sectors of the local economy and to generate some economic benefit for Cairns and the surrounding region. In and of it self however it is difficult for the project to demonstrate a clear business case for the expense which is not vastly different to ALL other stadium projects (i.e. Skilled Stadium on the Gold Coast, Blue Tongue Stadium on NSW Central Coast or Dairy Farmers Stadium in Townsville).

The investment is one that would need considerable foresight as a stepping stone towards a vision for the Cairns Region such as if it was to proceed in alignment with other policies such as the development of a Far North Centre for elite sport in the Tropics etc

Yours Sincerely
UDIA CAIRNS

A handwritten signature in black ink, appearing to read 'G. Obersky'.

GERARD OBERSKY
Branch President

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Cairns Rectangular Stadium Needs Study – Part 1
Feedback Summary

**Attachment 2 –
Community Feedback**

Source: YourSay & SurveyShare	QUESTION 1: Do you agree with the findings in the Cairns Rectangular Pitch Stadium Needs Study Report? (Y/N)	QUESTION 2: Please tell us more about why you gave this answer. i.e. Which elements do you agree/disagree with?	QUESTION 3: What is your preferred rectangular stadium scenario option? (Scenario A/Option 1 or Scenario B/Option 2)	QUESTION 4: Why do you prefer this option? (dot point answers are ok)
NewYorker	No	Cairns is already developed far more than it should be. Folks move here to get away from big city congestion and pollution - but that is exactly what Cairns is becoming. And on a financial front, expansion is no longer the name of the game and has already created too many problems. With major global economies on the verge of collapse, the last thing the local govt should be doing is going more into debt to build more "entertainment distractions". (It reminds me of Caligula and his starving Rome - the people might not have any food to eat but you can distract them with entertainment.....)		neither option - no stadium.
bookoopoo	Yes	I agree that Cairns requires a stadium to bring further sources of income. We can't always depend on the Tourism market as we've noticed in the last 10 years with a gradual decline due to the Global economic crisis.	Scenario A (Option 1)	Neither options are considered to be good on the basis that I don't think that there is enough area for Barlow Park to become a Rectangular Stadium. Car parking alone will become logistically unachievable for 20k+ attendees. My option would be to leave and maintain Barlow Park as a Training and Minor Premiership Sports ground with current facilities being adequate to cater for same and create a new stadium at the proposed Woree Sporting Precinct. There is 13000m ² more than the existing park and it can be purpose built rather than upgrading. It will also provide further economic stimulation to an area considered a low value market area. It also would be a logical place as the new Transit Network Hub will be placed there, allowing stadium goers to take Public Transport directly to the Stadium. It's close proximity to the Highway is also a bonus and allows for faster traffic entry and exit compared to the congested side streets of Barlow Park.

maggie	No	I think there are enough sports fields already		
forbetter	Yes	it really does not matter to me as i am in the 75 + group However as the population grows and the popularity of the sports on rectangular grounds is growing the need for such infrastructure is obvious.		i have no preference either A or B
anonymous_survey_user_1	Yes		Scenario B (Option 2)	A major reason we don not attend matches at Barlow Park is the lack of shaded seating. Up here in the tropics it's either raining or very hot and high UV. While we are required to sit in the open the events are not attractive.
anonymous_survey_user_2		HAVENT READ IT YET ,HOWEVER,WE NEED A PROPER FACILITY.NO DOUBT. IT IS NO GOOD HAVING A RUNNING TRACK AROUND IT. YOU CANNOT SEE WHATS HAPPENING.		
anonymous_survey_user_3	No			
anonymous_survey_user_4	Yes	The study seems to suggest that building this stadium as in Option 1 or 2 is not financially viable except in the very short term. I have strong feelings that trying to attract 'tourists' to sporting events in this part of the world is not realistic or desirable. Furthermore, as all of clubs involved indicated in the report (NRL and A League) they do not expect their sport to attract any more visitors in the future and they would not recommend bringing international games to Cairns due to our low population area. I do not believe CRC should even consider building something that would operate at such a high deficit.		I do not support either Option. We should not build or rebuild a stadium that will operate at a deficit and which all research shows is not viable or sustainable. If even the current clubs do not believe their sport will attract enough revenue to make the stadium viable, then we should forget this idea and spend the money to attract tourist dollars in other more realistic areas than sport.
anonymous_survey_user_5		I would prefer any stadium rather than a new cultural centre	Scenario A (Option 1)	
anonymous_survey_user_6	Yes	Should have been built yesterday, we miss out on so many national and international events because of this reason. Only got to look at the Suns and tigers match at CAZALY'S to see what it did for the city and this is league territory.		*cazaly's and barlow are already proven inadequate. *18-20,000 seater *tourism benefits, list goes on...
anonymous_survey_user_7	Yes	Maybe a financial cost to Council but will bring \$ to the city on use days ie accommodation, meals etc. Convention Centre was a cost look what that brings to the City now.	Scenario B (Option 2)	. Barlow Park is a compromise. . Build it and they will come. . Better facilities for training.

anonymous_survey_user_8	Yes	The study was very comprehensive and covered all angles	Scenario A (Option 1)	I think that sport is ok but housing and other priorities are more important and times are toucg. Ratepayers are already being priced out of their properties and to spend too much money on these schemes is a luxury
anonymous_survey_user_9	Yes	The report appears to provide a realistic assessment of the need and cost of a significant infrastructure product.	Scenario B (Option 2)	I agree that Option 2 is the most realistic outcome for Cairns considering the positives and negatives. It allows for reasonable growth and an acceptable deficit. It would be an important addition to local infrastructure and offer opportunities for staging other events that could take advantage of our wonderful climate.
anonymous_survey_user_10	No	the council keeps wasting rate payers monies on upgrading the Barlow park facility ,it's only football not something that draws a real crowd like V8 supercars .	Scenario B (Option 2)	I don't think this survey gives enough choices ,so what's the point ?
anonymous_survey_user_11	No	I do not agree that there is the nominated market share available for a rectangular pitch to supplement rugby, soccer or NRL fixtures.	Scenario A (Option 1)	Maintain Barlow Park at it's current capability and reconsider an enclosed stadium at the international tennis stadium to provide an improvement to the existing facility and multi-functional capability.
anonymous_survey_user_12	No	I think it is over simplified and doesn't take into consideration all the factors.	Scenario B (Option 2)	Option 3 with a view to upgrade to option 4 after the stadium starts making money
anonymous_survey_user_13	No	I didn't read all of document and so question is misleading. I have no care for a stadium I will probably have no reason to go there unless Cold Chisel does a concert. I can't see the sports arenas we have being used much and certainly not to capacity. It would take more than a report to prove thus need to me.		As I said your question are too closed and pointed. They are tailored to attract only those that agree or disagree because they have suggestions towards the design.
anonymous_survey_user_14		Watching matches at Barlow Park is not worth the effort as you are so far from the field.	Scenario B (Option 2)	comfotable seating will attract more people who would not normally attend a match,particularly if they have to stand up. Also a stadium where you are very close to the field /action will entice people from different sporting backgrounds to view other sports as the atmosphere will be more vibrant.
anonymous_survey_user_15	Yes	That there is a need/demand for rectangular stadium in Cairns	Scenario A (Option 1)	Barlow park upgrade makes sense to me. Good loacation-central But needs 16,000 seating abd 4,000 standing

anonymous_survey_user_16	Yes	It is an accurate assessment of the local situation in relation to the creation rectangular stadium.	Scenario A (Option 1)	We do not need a rectangular stadium built in our area. There are already adequate sporting facilities available for both current and future population. It would be a wicked waste of rate payers money. In light of previous wastage e.g. Tennis arena and cultural precinct- this move would further anger rate payers.
Tanya			Scenario B (Option 2)	I prefer this option as it give future vision for this type of project which can be added on in the future also. Keep Barlow Park as it is for smaller events which it caters for now (Athletics, Relay for Life, etc.) and build a new stadium out of town for bigger events such as large scale sporting events and concerts. Townsville is getting ANOTHER stadium to host the Cowboys so they will end up with two - we can't even get on the map with one until something that seats thousands of people is built in Cairns!
anonymous_survey_user_17	Yes	I agree that Cairns has to have a stand alone rectangular stadium of at least 20000 seats dedicated to rectangular field sports and able to seat at least 20000 for concerts as well.	Scenario B (Option 2)	20000seats and above all seated on a stand alone site not intergrated with athletics or any track and field sports
anonymous_survey_user_18	Yes	We Need a purpose built venue to host events... sporting and entertainment	Scenario B (Option 2)	It is too difficult to do up Barlow Park... build something that is made to order and serve a purpose suited for our growing population.
anonymous_survey_user_19	No	They did not study Mann Street Junior Rugby League grounds where there is ample room for a new stadium and access via Gatton street. Barlow Park is no good for these games as the spectators are to far away from the action because of the running track which has always been the major problem.	Scenario B (Option 2)	Nrl games could bring in over 20000 spectators if facilities were better and games were not always played in Feb, March (as we only get trial games) because of bad weather at that time of year.Also school state and national carnivals for various sports were not mentioned and could also contribute.
anonymous_survey_user_20	Yes	The economic stimulus to the Cairns economy, generated clearly has the potential to be very significant.	Scenario B (Option 2)	More undercover seating. Improved player/official amenity. Potential economic benefit to town/region from staging larger events.
anonymous_survey_user_21	Yes	I assume that the authors know what they are doing.	Scenario B (Option 2)	Because Council needs to consider the broader economic benefits. Council needs to show some leadership and foresight. This region needs to think strategically.
anonymous_survey_user_22	Yes		Scenario B (Option 2)	

anonymous_survey_user_23	No	Totally biased survey. No opportunity for respondents to indicate they don't want a survey at all.		Total waste of rate payers money.
anonymous_survey_user_24	No		Scenario A (Option 1)	locality/ cheaper - although costs to upgrade not clear in report
anonymous_survey_user_25	No			
anonymous_survey_user_26	No	Greenspace in our city is reducing and is turned over to be commodified.... we need inclusive greenspace. I don't want to find all the parks with fences around them and I have to then pay money to watch someone else use the space. Give us the land for a community urban farm where we can generate and demonstrate sustainable urban living education.		
anonymous_survey_user_27	Yes	I agree with most of the report	Scenario B (Option 2)	I think Cairns has a need for a larger stadium, not just for sporting events but concerts etc. With the population boom in Cairns and high unemployment, this would bring more visitors to Cairns and the construction and day to day running will help unemployment.
anonymous_survey_user_28	Yes		Scenario B (Option 2)	There is a need to allow for growth and to attract events that need a venue with large capacity.
anonymous_survey_user_29	No	we stopped feeding Christians to the Lions years ago,, don't really see why we need a stadium now, we have managed without one for a long time.. Maybe if we sell the Hospital we could use that money to build a stadium and maybe buy the Airport back,, and a big pay rise to all our overworked councillors what do you think.? good plan hey	Scenario B (Option 2)	A round stadium is better cause Charlton Heston can drive his chariot faster around a round one..and the horses won't get hurt..also the Christians can run faster and won't get cornered..
anonymous_survey_user_30	Yes	It's about time Cairns gets a rectangular stadium. Will be a lot closer to the action and will attract major sporting events.	Scenario B (Option 2)	- Better standard of venue. - For future growth.

Robbo1	No	<p>The Report Identifies the Need for a Rectangular Sports Specific Stadium and there is No doubt the Region needs this for these Sports at a higher level.</p> <p>The Report does not Include the current bookings and usage of Barlow Park.</p> <p>Report does not mention the estimated revenue and exposure Barlow Park currently generates for the Cairns Region on a State, National, and International level.</p> <p>Report does not make mention as to who the current users of Barlow Park are & what Impact the removal of the Athletics running track & redevelopment of the Facility will have on those current users. Nor does it make mention to the Thousands of Competitors who are using the Facility annually who will be affected if it is redeveloped.</p> <p>Report makes no mention that Barlow Park in it's current form has been able to used to attract State, National & International Events for both rectangular & non rectangular Sports.</p> <p>Report does not Identify what will be lost if Barlow Park is redeveloped as a dedicated rectangular stadium.</p> <p>Report identifies Dairy Farmers Stadium in Townsville as a Queensland Government but does not make mention that the Townsville Sports Reserve is also a Queensland Government facility. (Townsville Two Cairns Zero)</p> <p>Options Analysis Page 34 Option 1minuses column " Conflict between user sports" ? I am not aware of any Conflict between current users of Barlow Park, this should be deleted as it is misleading and has no substance.</p>	Scenario B (Option 2)	<p>Barlow Park has proven itself to be a very successful Multi user Facility and bookings at the Park will confirm this as true. (2012 will see Two Major Athletics Events hosted at Barlow Park)</p> <p>It makes No sense at all to change something that is working extremely well in its current form and the report fails to mention this.</p> <p>Barlow Park is a Peoples Park that should not be looked at differently to any other Cairns Regional Council Park.</p> <p>Option Two on a Greenfield site within the Scott street, Severin Street precinct would compliment the current Barlow Park Facility. Options 2,3, & 4 should not be considered on Barlow Park for the same reasons as given for option 1.</p>
anonymous_survey_user_31	No	<p>In quizzing friends and acquaintances on this study there is too much apathy and I believe the results are biased as the study attracted a particular respondent, predominantly in favour of a new or improved Rectangular Stadium.</p> <p>This is a massive report for a community member to read and consequently, I believe these results will also be swayed as there would be very few with the time or inclination to pore through this.</p>	Scenario A (Option 1)	<p>I'm not prepared for our Council to outlay the costs to upgrade to the Option 2 standard without sound economic benefits.</p> <p>As stated above, I believe the results were swayed and I am not convinced that the need is there at this time.</p>

anonymous_survey_user_32			Scenario A (Option 1)	Utilises existing site
anonymous_survey_user_33	Yes	it is obvious it will run at a loss	Scenario A (Option 1)	because there is no option to maintain status quo
anonymous_survey_user_34	No	A facility of this nature is not required when we have a number of facilities already underused and are costing ratepayers large costs to maintain.		
anonymous_survey_user_35	No		Scenario B (Option 2)	
anonymous_survey_user_36	No	A staged long term development of a 10,000 seat / 10,000 standing stadium should be the long term goal and achievable. Having a 2nd field available at this site would be advantageous as well.	Scenario B (Option 2)	Current Barlow park is not suitable for rectangular field sport viewing and playing.
jonask	Yes		Scenario A (Option 1)	
2	Yes	Sports Tourism is a growth area for Cairns particularly during the Winter	Scenario B (option 2)	Media Boxes promote Cairns more
3	No	For population of Cairns, all seater stadium should be built no standing, and with 20,000 approx. capacity.	Scenario B (option 2)	Need a new rectangular stadium - not a redevelopment of Barlow Park. Preferred option would be No.4 (new 20,000 all-seater stadium).
4	Yes	It needs one particular sporting arena to host all sports and cater for the crowds we receive for our national sports.	Scenario B (option 2)	[SKIPPED]
5	Yes	The economic modeling indicates any new stadium would make a loss. I believe this is realistic. It is a pity the same level of analysis has not been done for the Entertainment precinct.	Scenario A (option 1)	I do not support Council investing lots of ratepayers money into building another stadium that would only be used a few times a year and would not cover it's own costs. Barlow Park is adequate for a community the size of Cairns. It would be silly of Cairns to try build a stadium in order to compete with other bigger cities, in the hopes of getting major sports to play fixtures here.
6	Yes	option 2 and at a cost of 66 million and a capacity of 20000 people is easily the best option with losses annually around the 2 million mark , the entrainment precinct has a much higher cost to build less seating capacity and we are still going to go a head with building this project.	Scenario B (option 2)	future upgrades show ground for parking enough seats close to city

7	No	No organisation with any business sense would elect to undertake a project that is forecast to run at a continual loss. Why should the majority of ratepayers have to support the wants of a minimal few. Further, the rugby clubs of the state demanding guaranteed returns of \$150-200K is not the responsibility of the Local Government. Where is the State government in this proposal - supporting Townsville no doubt	[SKIPPED]	Neither are warranted
8	Yes	There has been a steady decline in attendance numbers at major sporting events in recent years as documented by organisations requesting fee rebates/sponsorships for the Barlow Park usage. The study identifies a "want" for the stadium but not a genuine need at this time. The attendance numbers just don't justify the need yet.	Scenario A (option 1)	An earlier master plan for Barlow Park identified exactly what the report has identified and allows for progressive expansion of Barlow Park in line with event participation and attendance. It must first be considered that the events have to grow to attract the participation, these events have stagnated. To overcome the track visibility issue simply build higher seating as most major stadiums do. The design of Barlow Park has this option available. Review the original Master Plan.
9	Yes	I agree that Barlow Park is not adequate in it's current form. There is great interest in the likes of Rugby League, so a proper stadium is warranted for the region and will attract more people to more games. It will also offer a better facility for national or even international music acts etc.	Scenario B (option 2)	My preference is for a proper stadium with capacity of 10 + 10. Whwther it's to build a new one or upgrade the current site, then I'm not sure of what the viable options are. It does warrant further study.
10	Yes	I like option 2	Scenario B (option 2)	It would be better to have a purpose build complex the add too and fix up Barlow Park
11	Yes	Cairns needs to move forward,think outside the square and create a dynamic community.	Scenario B (option 2)	Cairns needs a large [15,000 plus] open stadium for international events [concerts ,sports,gatherings.] with a slideing roof to cater for our bad weather, an olympic size swimming pool [with slideing cover] and full size tennis court on top of cover.We need to stage world events to gain tourism numbers.The Stadium should be built to Cat.5 Cyclone rateing.for public shelter during disasters.State funding?Build on Cairns villa van park site,or drive in site.
12	Yes	agreed that the Council should fund something with the state government to bring more sporting events and the \$\$ they bring to Cairns	Scenario B (option 2)	Longer term approach would be suitable instead of bandaiding the current park
13	Yes	Barlow Park is not spectator friendly for rectangular field sports.	Scenario B (option 2)	Initial cost and ability to upgrade as use is accepted . Will fit most expected game crowds Should be able to proceed with upgrade in short time.

14	Yes	The stadium should be state of the art to promote Cairns as a "Go forward city" and make a statement similar to that of Etihad Stadium in Melbourne in order to attract as many sporting events as possible. Why can't the Qld Govt assist with running costs as sports tourism would create jobs and promote Cairns through TV coverage.	Scenario B (option 2)	Larger scale but in order to attract a better average crowd I believe you need to have as many covered areas as possible including standing areas this will keep rain of patrons and limit sun exposure why not design it with the tropics in mind.
15	Yes	Sport is a fundamental part of today's society. To watch a NRL, Super 14, A League or international game of any of these sports from a purpose built field is an amazing experience which unfortunately is not the same experience as watching a game at Mann Street or Barlow Park.	Scenario B (option 2)	Think towards the future. There is no point in upgrading Barlow Park when the end result will be the same. You cannot see the game from so far away.
16	Yes	It's very hard to offer to have National games without a purpose built stadium.	Scenario B (option 2)	Better viewing. State of the art.
17	Yes	The definite need for better viewing. Many potential patrons don't go to events at Barlow Park solely due to the running track.	Scenario B (option 2)	Redevelopment of Barlow Park not feasible - unless running track removed and grandstand and hill are moved closer to playing field.
18	Yes	I thought the report was balanced and gave a true indication of the costs to the community against possible gain.	Scenario A (option 1)	I do not think there is sufficient benefit to the community to warrant the initial construction costs and ongoing losses of a new facility.
19	No	I agree with most aspects. However, the stadium will get used more than what the report anticipates. If you consider Gosford - which is a fair comparison based on its size and lack of nationally based teams - we could attract a similar number of events. Furthermore our winter climate is more agreeable than Gosford/Sydney, which seems to be raining every second weekend in winter - Sydney based NRL teams will be most interested to play games in good weather knowing that a larger crowd will attend than if they hosted the event at their own sodden grounds. Also, this report did not delve into the economic benefits in Cairns that would be realised whenever a game is held - hotels, restaurants, nightclubs, casino, tourist activities will all benefit.	Scenario B (option 2)	Option 1 does not resolve the main problem - the ground is too far from the spectators to make it a worthwhile spectator venue.
20	Yes	all	Scenario B (option 2)	we need a new stadium and keep Barlow Park for what it does now

21	Yes	The assessment that this will not be financially sustainable is absolutely accurate and supports many previous reports on this issue. Attraction of one off national sports and trial games will deliver low broad economic benefit. The construction of improved corporate facilities should be a very minor consideration as will largely go unused. What region really needs is some great relocatable corporate assets that could be council managed and housed at venue or in region. the benefits will be community based and worth looking at if the venue will assist attract broader sports events like Masters, university, Defense or services games etc. A national soccer or league team will never permanently locate here. Concerts should not be relied on.	Scenario B (option 2)	we need to aspire to develop more modern facilities for broad use into the future.
22	No	Basic existing infrastructure needs repairs and/or renewal before ANY further Big shiny new projects, ie. New Botanic Gdns centre, Fancy waterfront Entertainment precinct, and used only once Tennis court centre fiasco. ratepayers are struggling enough without council splashing multi-millions of O U R \$\$ around	[SKIPPED]	[SKIPPED]
23	Yes	To make sure we get the best value for our money	Scenario B (option 2)	WE have to look to the future The 10,000 standing could be converted to seating at a later stage
24	No	we already know that we need the stadium to help cairns to be put on the sporting map & give the local rugby population a better quality of football from both a spectator & player point of view.	[SKIPPED]	as long as we get a dedicated rectangular stadium.

25	No	<p>The assumption that there would be 2 Rugby Union (Super 15s) matches is a bit ridiculous. Queensland only have 8 home games, the idea that two of them would be played in Cairns is nonsense. It is far more likely to be zero than two. Even one would be a longshot. The A-League content of two games is also on the high side, since NQ has recently had its Townsville team withdrawn. Cairns would be competing with Townsville to attract Gold Coast/Brisbane Roar games. The A-League crowd of 10,000 is also a bit silly, given Townsville only averaged 5,000 in its final year. The only games likely to leave Brisbane/Gold Coast would be ones which are unlikely to attract a big home crowd. The responses to the questionnaire appear to be skewed. There's no way that 75%+ of respondents would actually go and see a soccer match in Cairns, (the same amount which said they would attend a super 15's match??) Nonsense. The conservative estimate uses a 7,500 figure even though Townsville only averaged 5,000. Conservative would be 5,000. 3,000 for an A-League practice game?? They might be lucky to get 1,000!</p>	Scenario A (option 1)	<p>The recommendations are based on Council not trying to attract crowds to the current facility, while the main problem appears to be the athletics track. How about relocating the athletics track, upgrading the lighting and building a new grandstand on the southern side (Moving the pitch toward the existing stand). The new stand could contain the corporate facilities required. Melbourne Storm and Melbourne Victory played out of Olympic Park in Melbourne to great success for about 10 years and it wasn't a 150,000,000 stadium. Townsville can barely sustain their own teams and are down to just NRL, I don't see why Cairns is expected to do any better without an NRL team.</p>
26	No	<p>I don't need to read a report to know that Cairns needs a rectangular stadium</p>	Scenario B (option 2)	<p>Cairns has been crying out for a rectangular pitch stadium for years and as a region we are missing out on attracting international events to our region because we are unable to provide the facilities required</p>
27	No	<p>I agree with most of the findings of the survey ,however the projections of the population increase for all of Queensland and Cairns I believe are too optimistic. Due to World debt the international population growth will slow to 60 to 70% of the projected forecasts.</p>	Scenario B (option 2)	<p>-Remove the Athletics track and stage a gradual upgrade of the facilities with the increase of support and patronage that will flow from multi sports and outdoor entertainment events. The development of the Cairns Showground facilities to compliment the staged Barlow Park upgrade is imperative to optimize the financial results.</p>
28	Yes	<p>Yes - a stadium is needed. Yes - I think that Barlow could be redeveloped due to the lack of space in the city area.</p>	Scenario A (option 1)	<p>- close to city - lack of space elsewhere close to city - cheaper option</p>

29	Yes	The report clearly shows an immediate need for a Rectangular Stadium that meets the needs of local stakeholders such as the Northern Pride, whilst also allowing Cairns to host trial and full premierships games across the main rectangular field national sporting code (NRL, Super 15, A League). It must be made clear that the pre-season NRL Trial Game and pre-season Super 15 Trial Game provide the majority of funding utilised by Cairns District Rugby League and Cairns District Rugby Union to continue to provide sporting opportunities to the public. If we are going to be a healthy city we need to have the facilities that provide the funding to allow it. Furthermore, the economic case makes clear that the net loss per year of a new rectangular stadium is not dramatically more than than Barlow Park currently loses, but the economic gain across the region through construction and operation of a new facility is huge.	Scenario B (option 2)	Barlow Park is needed to stay in its existing format to allow for things like school athletics and local league competitions. A new facility is needed to position out city to attract state league and national league sporting events and receive the flow on economic benefits.
30	Yes	The creation of a rectangular stadium is a must. We are being left behind other centres like Brisbane, Townsville and the Gold Coast in the fight for sports tourism \$	Scenario B (option 2)	Larger economic stimulus to the economy & removal of excuses for bodies like NRL & Super Rugby to use when ignoring us
31	Yes	The study finds that we need a new stadium, however it claims Cairns will struggle to lure big matches in order to make a decent (not Barlow Park) stadium viable. How are we to lure the big matches with a sub-par facility? It is inevitable that Cairns' population will grow in the future, so why build half a stadium now? Why not finish the job and build a state of the art 20,000 seat stadium, which can lure the big events right from the start. Even if there is no profit, it improves the quality of life in Cairns, and allows children like mine to see their sporting stars in their hometown.	Scenario B (option 2)	Barlow park should not be touched, it is a great athletics facility and one would be "flogging a dead horse" if they tried to re-vamp it. Cairns needs a new stadium, something easy on the eye, something which will become a real feature of our City.
32	Yes	Simple its time Cairns got out of the stone age its time that we give Towns Ville a run for its money and we get some the big games up hear sick of having to go Melbourne or Brisbane just to see a big game. Come on it's time we did get out of the stone age.	Scenario A (option 1)	[SKIPPED]
33	Yes	The more facilities Cairns have the more likely bigger events can take place. The current state of our facility is more than poor.	[SKIPPED]	Dont know...

34	Yes	Agree - Cairns is getting to a time and place where we need facilities that recognise the growth.	Scenario A (option 1)	* Retaining the Cairns heritage and utilising the space wisely is valuable.
35	Yes	I definitely think that this would be a massive boost for Cairns! An international standard stadium would bring a lot to a city that thrives on sport. However, whether to redevelop Barlow Park or to build a new stadium is probably for someone with better understanding of the financial logistics than I to ascertain. I believe the development of such a venue would be a considerable boost for locally based sporting teams as well as for the promotion of the professional teams such as the Reds, Roar and Cowboys. With the QRU coming into a lot of money last year I believe it is only a matter of time before a competition similar to the previously unsuccessfully run State Cup. This was a round robin competition pitting 9 Brisbane based clubs against representative teams from the 6 major Regions of Queensland Country including Cairns. With Rugby Union on the rise in NQ and indeed Queensland this could prove to be an opportunity for a Union side on the same level as the Queensland Cup in league where our Northern Pride have been so successful!	Scenario A (option 1), Scenario B (option 2)	n/a I do not have the requisite knowledge to make this call. I just know that the stadium could only be in the best interests of Cairns
36	Yes	I love my arts and culture so very pro a new civic/cultural centre but I must confess Cairns is chronically devoid of a suitable Rugby League/Rugby Union stadium. Barlow park is not spectator friendly for such sports.	[SKIPPED]	[SKIPPED]
37	Yes	The need for Cairns to be able to host sports that are national,international. AS well as other uses such as concerts	Scenario B (option 2)	[SKIPPED]
38	Yes	Cairns needs to diversify opportunities	Scenario A (option 1)	no particular reason
39	No	waste of money	[SKIPPED]	[SKIPPED]

40	Yes	Only if we go for Option 2.	Scenario B (option 2)	Cairns has a magnificent oval stadium at Cazalys suitable for hosting AFL and Cricket, but we desperately need a world class rectangular stadium of similar calibre to host Rugby League, Rugby Union, Soccer, Hockey, Athletics, concerts, etc. Such a facility will receive far greater usage than the current Barlow Park and Cazalys combined. A stadium where the paying public can get as close to the action as possible. This type of stadium would help to attract many sporting events, etc to Cairns which would bolster tourism as a result.
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Attachment 4 - Project Scope (extract from document #2770544)

PART 2

4.2 Concept planning

The assessment will determine the concept for and the nature of the facility required to meet the identified long term need and a plan for the delivery of that facility. The consultant will be required to:

1. Assess stadium designs and operations from recently developed and innovative stadiums servicing similar needs and in similar climate and conditions to Cairns.
2. Consideration of other uses of the facility.
3. Prepare a draft concept layout plan (floor plans and elevations) of the ultimate facility and staging alternatives and prepare an artists impression or similar to engage communication of the concept with the [key stakeholders and Key Stakeholder Reference Group](#) and funding bodies.
4. consult with [general community, key stakeholders and Key Stakeholder Reference Group](#) over the draft concept plan for the ultimate facility.
5. finalise a concept plan for the ultimate facility.

4.3 Site Assessment and Selection

This assessment will determine if the identified long term need is to be met by the ongoing development of Barlow Park or an alternative existing facility, or through the development of a greenfield site. The consultant will be asked to:

1. compare the concept plan for the ultimate facility (as per 4.2 above) with the current design of Barlow Park (including completed and future stages) to determine the merits or otherwise of selecting Barlow Park as the target site.
2. Establish site assessment criteria and benchmark the conclusions from step 1 (immediately above) with the merits of alternative sites, including
 - the Cairns and District Junior Rugby League grounds at Mann Street, and
 - other established rugby league, rugby union and football grounds capable of redevelopment and meeting appropriate location criteria, and
 - other precincts such as (but not limited to) the Showgrounds; and
 - any greenfield site that may meet appropriate location criteria.
3. For each site identified above, undertake an assessment of Council's planning scheme to determine what is permitted and liaise with relevant Council staff to determine whether any level of re-development or new development would trigger a requirement for new development applications and if that were the case the requirements for consideration.
4. produce a draft site selection report.
5. consult with [general community, key stakeholders and Key Stakeholder Reference Group](#) over the draft site selection report.
6. finalise a site selection report.

4.4 Stadium Development

It is conceivable that the delivery plan will include details of the staged progression to an ultimate stadium design and the identification of possible triggers for progression from one stage to the next. These triggers could include:

- securing a significant anchor tenant who requires a specific stadium upgrade in order to meet the requirements of their competition,
- population growth estimates that influence the provision of additional covered formal seating,

The displacement of users and other facilities is to be considered, this includes;

- relocation of the athletics track and other displaced users from Barlow Park in the event that this facility is the preferred development site and relocation is warranted.
- relocation of other displaced user groups and other facilities for other existing sites.

The consultant will therefore be required to:

1. define the identified need for the ultimate stadium through identifiable stages, noting potential triggers for progression from one stage to the next.
2. produce a draft report that documents the elements of each stage, the criteria and triggers for staged progression and the potential displacement of users/facilities.
3. consult with [general community, key stakeholders and Key Stakeholder Reference Group](#) over the draft stadium development plan.
4. finalise a stadium development plan.

In the event that a staged development will be agreed, the consultant will be required to produce document of a sufficient standard to support any funding application around the first stage to either or both the State and Federal Government, taking into account known funding program application guidelines.

4.5 Capital costs

The project will identify cost estimates for any capital works associated with delivery of the facility for which a community need is proven. That is, the consultant will be required to provide quantity surveyor based estimates for the ultimate stadium concept design, broken down by key elements and reflective of the relevant development stages.

Assess if any land acquisition and/or development can be incorporated into Council's Priority Infrastructure Plan (PIP) and if that were the case, provide information in such detail to be included in future revisions of the PIP.

Costings to include a % contingency and % project admin costs, to be nominated by Council.

4.6 Management Models

It will be important that the project produces clear guidance in terms of the most appropriate ownership and management model and structure for the facility, having due regard to successful models in place at other major comparable stadiums across in Australia and internationally. This will require the consultant to

1. evaluate the current model for Barlow Park as the benchmark for comparative purposes.
2. assess other management models including those in place at Stadiums Queensland venues.
3. Have due regard to the relevant development stages (refer 4.4).
4. produce a draft management model report.
5. consult with [general community, key stakeholders and Key Stakeholder Reference Group](#) over the draft report.
6. finalise the management model report.

4.7 Business Plan

The project will also provide a business plan for the operation of the stadium, highlighting specifically operational changes required as the facility progresses through any identified development stages. This could include change over time from one model to another as the complexity of stadium operations increase. This will require the consultant to:

1. Derive a business plan from the report describing the proven need for the stadium (refer 4.1) having due regard to the management model conclusions (refer 4.6) and relevant development stages (refer 4.4) that includes:
 - use estimates;
 - target & user groups;
 - catchment;
 - Programs and services;
 - Staff requirements;
 - Financial Viability - operating income/expenditure, financial forecasts & cash flow considerations
 - Exploration of partnership and funding opportunities and strategies to construct the facility.
2. produce a draft business plan.
3. consult with [general community](#), [key stakeholders](#), [Key Stakeholder Reference Group](#), [Stadiums Queensland](#) over the over the draft plan.
4. finalise the business plan.

4.8 Economic Impact Assessment

The project will deliver an assessment of the local and regional economic impact of delivering and operating a stadium consistent with the identified community need. This will require the consultant to:

1. Update the draft Report undertaken in Part 1, having due regard to relevant development stages (refer 4.4).
2. consult with [general community](#), [key stakeholders](#), [Key Stakeholder Reference Group](#) over the draft plan.
3. finalise the economic impact assessment report.

4.9 Implementation Plan

An Implementation Plan outlining actions, responsibility, resourcing, timelines etc for use post completion of this study is to be drafted. This will require the consultant to:

1. Produce a draft Implementation Plan.
2. Consult with [general community](#), [key stakeholders](#), [Key Stakeholder Reference Group](#) over the draft plan.
3. Finalise the Implementation Plan.

4.10 Consistency review and summary

Finally, the consultant will be required to review all completed reports for consistency and produce a final report that is the compilation of the above with the addition of an executive summary.