



Standing Committee on Economy and Gender and Economic Equality

Inquiry into Annual and Financial Reports 2022-2023 **ANSWER TO QUESTION ON NOTICE**

Asked by James Milligan MLA:

Reference: CMTEDD Book 1, P. 90

In relation to: GWS Giants

(1) On page 90, Book 1 CMTEDD, it states the ACT Government finalised a ten-year agreement with the AFL and GWS Giants.

- (a) What is the annualised cost of this to the Canberran community?
- (b) What is the expected return on investment?
- (b) Why did you opt for a ten-year contract over a shorter term?
- (d) How much is GWS or the AFL contributing to this venture?
- (e) How much investment will be needed to put into Manuka Oval to keep it up to scratch for AFL matches?
- (f) Was this additional investment factored into the contract discussions?

Andrew Barr MLA: The answer to the Member's question is as follows: –

(a) What is the annualised cost of this to the Canberran community?

The ACT Government is investing \$2.85 million per annum.

(b) What is the expected return on investment?

It is expected the playing of AFL and AFLW matches will generate significant return on investment not only through visitation from interstate fans and brand awareness of the ACT through free-to-air broadcast and prominent placement of the Brand CBR logo on the playing guernseys but also by adding to Canberra's vibrant events calendar particularly in the cooler months. Since 2016, registered player participation in the ACT has grown 11 per cent to 8,326 indicating ongoing support and interest in AFL.

(c) Why did you opt for a ten-year contract over a shorter term?

This arrangement was consistent with the previous agreement period.

(d) How much is GWS or the AFL contributing to this venture?

The GWS Giants and AFL are contributing through the provision of AFL and AFLW content including up to six matchers per year – three AFL premiership matches, up to two AFLW Premiership matches and one pre-season match, pending AFL scheduling.

(e) How much investment will be needed to put into Manuka Oval to keep it up to scratch for AFL matches?

The Territory has invested in Manuka Oval to ensure it is suitable for national and international content. The ten-year commitment from the AFL and GWS Giants is recognition that the venue is suitable for AFL matches.

(f) Was this additional investment factored into the contract discussions?

The Territory always engages with major hire partners when considering venue investment. However, additional investment in Manuka Oval was not a driving factor in the contract discussions.

Approved for circulation to the Standing Committee on Economy and Gender and Economic Equality

Signature: 

Date: **8.12.23**

By the Minister for Economic Development, Andrew Barr MLA