



LEGISLATIVE ASSEMBLY

FOR THE AUSTRALIAN CAPITAL TERRITORY

STANDING COMMITTEE ON ECONOMIC DEVELOPMENT AND TOURISM

JEREMY HANSON MLA (CHAIR), SUZANNE ORR MLA (DEPUTY CHAIR), MICHAEL PETTERSSON MLA

Inquiry into referred 2017–18 Annual and Financial Reports ANSWER TO QUESTION ON NOTICE

Asked by MR MILLIGAN MLA:

In relation to:

In relation to GIO Stadium

1. With regard to events at GIO Stadium, why was there a reduction from 29 major events in 2016-17 with 360,786 attendees versus 2017-18 with 27 major events and 276,254 attendees?
2. Why is average attendance down from 11,142 for 2016-17 to 10,232 for 2017-18?
3. Aside from the planned upgrades to player and officials match rooms, new turf and a new electronic scoreboard and video replay screen for the 2020 football season, what strategies are being put in place to address crowd numbers?
4. The report states that the venue continue to work to increase the speed and quality of food and beverage service. Aside from the existing partnership with BentSpoke Brewing, what else is being done?
5. What additional corporate events, arts events or entertainment events have been conducted in the past 12 months? How much revenue did they generate for the stadium? What diversification strategies are in place for the site?

TREASURER: The answer to the Member's question is as follows:—

1. There was a reduction of two major events from 2016-17 to 2017-18 as the Canberra Raiders held two NRL final matches in 2016-17 and this success was not repeated in 2017-18.
2. Attendance is heavily influenced by team performance. Neither the Raiders nor the Brumbies played finals football in the 2018 season. This is consistent with trends across NRL and Super Rugby in Australia.
3. The main strategy to address crowd numbers is to work with our major hirers to improve the game day experience for patrons and to also work on joint marketing initiatives.
4. Venues Canberra works closely with its in house caterers to offer a wide variety of catering options. This is continuously reviewed. Further initiatives for the 2019 season include a new bar on the Eastern concourse with facilities that are able to provide faster service.
5. In the past 12 months, there were 27 corporate events, nil arts events and 1 additional entertainment event. These additional events generated \$70,000 in revenue. Venues Canberra continues to work with its stakeholders to secure events that appeal to the Canberra and surrounding community

Approved for circulation to the Standing Committee on Economic Development and Tourism

Signature:

Date:

By the Treasurer, Andrew Barr MLA