

21 December 2023

John Ramsay, Executive Commissioner

Tasmanian Planning Commission

Request for comment on Macquarie Point Multipurpose Stadium POSS Draft Guidelines

Destination Southern Tasmania (DST) is Southern Tasmania's Regional Tourism Organisation. We represent all visitor economy businesses within southern Tasmania and hold approximately 250 industry members along with the 11 Southern Councils that make up our region.

The Tasmanian tourism industry acknowledges the Tasmanian Aboriginal people and their enduring custodianship of lutruwita / Tasmania. We honour 40,000 years of uninterrupted care, protection and belonging to these islands, before the invasion and colonisation of European settlement. As a tourism industry that welcomes visitors to these lands, we acknowledge our responsibility to represent to our visitors Tasmania's deep and complex history, fully, respectfully and truthfully. We acknowledge the Aboriginal people who continue to care for this country today. We pay our respects to their elders, past and present. We honour their stories, songs, art, and culture, and their aspirations for the future of their people and these lands. We respectfully ask that tourism be a part of that future.

Thank you for the opportunity to provide feedback on the Macquarie Point Multipurpose Stadium Project of State Significance Draft guidelines.

Prior to providing specific feedback on the draft guidelines, we would like to provide some background on our view of the proposed multipurpose stadium.

DST currently have an active [Destination Management Plan 2022-2025 \(DMP\)](#) which identifies an AFL stadium and team as a key strategic focus for the next few years, as well as a catalyst project, so it is fair to say we are supportive of the proposed project. Since the development of the DMP our thinking has focused much more on an integrated precinct that can deliver outcomes for many areas of the visitor economy, as well as the AFL.

Feedback on the Macquarie Point Multipurpose Stadium Project of State Significance Draft guidelines.

As a tourism organisation, our feedback is predominately focused on the interstate and intrastate visitor, however we also understand that what works for a local, works for a visitor and that the community aspirations for the future of nipaluna/Hobart and Macquarie Point, are key to its long-term success.

After reviewing the draft guidelines, we are overall supportive of them and input from our organisation will be more relevant as we get closer to design and operational matters, however we will take this opportunity to provide our high-level thinking around some areas of the guidelines and some that seem silent in the guidelines, but also may not be relevant to this particular process.

General feedback;

365-day operation as an attraction in its own right

It is critical to the success of this project for the stadium and precinct to be active and attracting visitors and locals every single day of the year, not just for major events. The stadium in and of itself will not attract many visitors to the precinct on non-stadium use days, and will not be of significant interest to non-AFL fans, so we believe that it is crucial that the stadium is able to cater for non AFL sports (eg soccer) and events.

Brand values

We must take the opportunity to ensure that this development reflects the Tasmanian brand of 'The quiet pursuit of the extraordinary'. Where Tasmania has been successful is in high quality and out of the ordinary. This same thinking can be applied to a project of this significance. The stadium design must be striking, different, effective and an attraction in its own right. The site should include adequately sized and brand aligned open spaces, attractions and facilities that showcase Tasmania. Potentially an Antarctic precinct, UTas buildings and facilities such as this will become vitally important to ensure the space is 'alive' on non-stadium event days.

Seasonality

We are determined to spread the seasonal benefits of a stadium development through the visitor economy. Ensuring that the stadium is set up to deliver in our winter and shoulder period is crucial. The stadium should also be able to cater for non-AFL sports (e.g. soccer) as well as other demand driving music events.

Transport and visitor movement

We would encourage the stadium development to be a catalyst to activate our waterways as a transport corridor. This will deliver huge benefits to the community and visitor. Planning should encapsulate the change to the visitor numbers and flow around the waterfront and city.

Business events

Business events are critical to the success of this venture and ensuring that the precinct and stadium are set up to cater for a market that we currently cannot accept or bid for is essential. It is critical that we do not replicate event space that already exists in Hobart to the detriment of current operators. The current capacity is up to 1100 pax for conferences in Hobart. The opportunity is to be able to compete with other destinations who can all cater up to 2500 pax. Increasing our capacity would also help the state to secure more market share of the 800-1000 pax conferences by positioning us as competitive in larger conferences.