

15 December 2023

John Ramsay, Executive Commissioner

Tasmanian Planning Commission



Request for comment on Macquarie Point Multipurpose Stadium POSS Draft Guidelines

I am writing on behalf of the Tourism Industry Council Tasmania (TICT) to respond to your request for comment on the draft guidelines to be followed in preparation of reports presented for the purpose of the integrated assessment of the Macquarie Point Multipurpose Stadium.

As background, the TICT is the peak body that represents and acts for the Tasmanian tourism industry. The Council is a not-for-profit and non-partisan organisation that promotes the value of tourism in the Tasmanian community, while providing strategic direction and united voice for the sustainable development and growth of the Tasmanian tourism industry.

The TICT has been a supporter of the benefits a multipurpose stadium and associated precinct could deliver for Tasmania's visitor economy. Specifically in relation to its ability to drive demand to Tasmania during winter and shoulder months, assisting to smooth out seasonality, as well as its ability to complement the state's existing business events offering and stimulate further private investment in the state.

It is from this perspective, that the TICT offers the following comment on the draft guidelines. It is noted that the following comments, may or may not be relevant for inclusion in the current and live phase of the POSS process, however the TICT feels it important that the following considerations be put on the record to ensure they are considered at the appropriate time, and not discounted or overlooked in the broader assessment process.

Ability to be a 365-year activation in its own right, supporting the visitor economy:

The multipurpose stadium and associated precinct have the ability to be a year-round attraction in their own right, generating demand and supporting the broader visitor economy. The multipurpose stadium has the ability to provide tourism and hospitality offerings throughout the day and into the evening, providing gathering spaces for both Tasmanians and visitors. This can result in improved community cohesion and an injection into the economy, through increased spend and attraction of further private investment due to increased business confidence. The TICT considers it important that this contribution be further explored and considered as part of the assessment process and the provision of information via reports.

Brand alignment

This development provides a once in a generation opportunity to develop a uniquely Tasmanian, brand aligned piece of infrastructure. The TICT considers it important that brand alignment in the

stadium's design and operation is considered, ensuring it is linked with the brand values of Tasmania and ensuring those principles are fed into decisions around its design, operation and aesthetic.

Driving demand to Tasmania during winter and shoulder seasons to assist with smoothing seasonality:

One of the stadium's most significant benefits for the visitor economy will be in its potential to drive demand to the island during winter and shoulder seasons, through hosting not only AFL content but also events, business events and other community activations. Encouraging visitors to travel to Tasmania during winter and the shoulder seasons is a key action under the industry and Government's shared 2030 Visitor Economy Strategy. The provision of information around how the stadium can help achieve this is considered an important part of the POSS project.

Complementing and growing Tasmania's business events attraction:

Business events from an important part of the year-round demand driving strategy for the visitor economy. This development has the potential to complement and not compete with the State's existing products to allow Tasmania to host much larger conferences that we are currently not able to host, opening up new markets for Tasmania.

Broader contribution to the future of Tasmania's visitor economy

The TICT encourages that the stadium's potential to support innovation and further private investment in the visitor economy is considered during the integrated assessment. In order for Tasmania's visitor economy to continue to remain competitive with other states and territories investing heavily in their events and attractions, Tasmania must have the infrastructure and opportunity to compete. The return on investment from investing in intergenerational infrastructure for our visitor economy should be considered, especially when the visitor economy relies on constant innovation and 'big ticket' demand drivers like 'Mona'. The economic activity generated by the stadium has the potential to result in increased investor confidence and support for investment and innovation in Tasmania. This 'flow-on' effect is something that should not be discounted from the provision of information and subsequent assessment.

I thank you for the opportunity to comment.

Yours sincerely



Amy Hills,
CEO, Tourism Industry Council Tasmania