



Social and Cultural Analysis

Macquarie Point Multipurpose Stadium

9 September 2024

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Executive summary

This report outlines and provides an assessment of the anticipated social and cultural impacts of the multipurpose stadium project. Mitigations of negative impacts and enhancement measures for positive impacts have also been identified.

The objective of the SCA for the Macquarie Point Multipurpose Stadium is to systematically assess and document the potential social and cultural impacts of the proposed development, in line with the guidelines set out by the Tasmanian Planning Commission (specifically Section 3.4 – Social and cultural analysis report). In accordance with the guidelines, of particular interest are:

- Effects related to sporting and other events and programs which would not occur without the Stadium;
- Effects of Tasmania having AFL and AFLW clubs;
- Effects on environmental values of the site and associated social and cultural impacts;
- Effects on people with a cultural association with the Cenotaph or the Macquarie Point headland; and
- Effects due to changes in the cost and supply of residential accommodation in the greater Hobart area during construction.

This SCA has considered all of the effects above in the context of a comprehensive Value Framework (see Section 1.2.1 below for further detail). This Framework articulates the potential outcomes and impacts of the project, including through the construction and operation of the Stadium as well as the introduction of the new AFL and AFLW teams. Some of the effects outlined in the guidelines have been explored directly through one specific impact within the Value Framework, while others have been explored through multiple impacts.

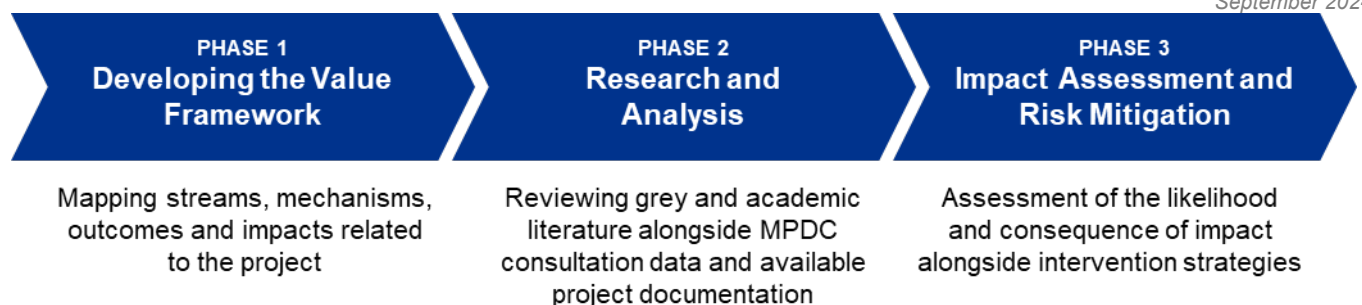
This assessment has included a collation of an evidence base for each impact informed by grey and academic literature, case studies and project-specific information, an assessment of the likelihood and consequence of impacts occurring and proposed mitigation and enhancement measures to minimise negative and maximise positive impacts.

As per the Tasmanian Planning Commission guidelines, in order to gain an understanding of the views and opinions of individual Tasmanians, community groups and stakeholders in relation to the project, the report has analysed and utilised the data and feedback from community consultations undertaken by MPDC, in particular regarding the development of the Mac Point Precinct Plan. The Precinct Plan provides a layout and guide for how the site will be developed to deliver a mixed-use precinct of which a multipurpose stadium will be a key component. The Precinct Plan has been subject to two rounds of public and targeted consultation undertaken over more than 16 weeks. The development of the draft Precinct Plan was informed by over 2,000 survey responses and written submissions, and meetings with more than 100 individuals and organisations. Following the release of the draft Plan, MPDC undertook a further 6-week period of consultation with members of the public and organisations providing feedback on the Plan, and in particular, input on its implementation. The report also draws on the over 500 submissions made by individual Tasmanians, organisations and stakeholder groups to the Tasmanian Planning Commission's consultation on the Macquarie Point Multipurpose Stadium Guidelines. The feedback, results and data from these consultations and engagements has provided a diverse range of issues and community opinions related to the development of the site which has informed the development of the SCA.

The SCA report has also been informed by contextual and planning documents related to the Macquarie Point Multipurpose Stadium – including project principles and objectives and information relating to project options – which were current at the time of writing. This document has not been updated to reflect any changes to these documents and the information provided therein subsequent to its finalisation. More information on the documents relied on is outlined below in our Approach.

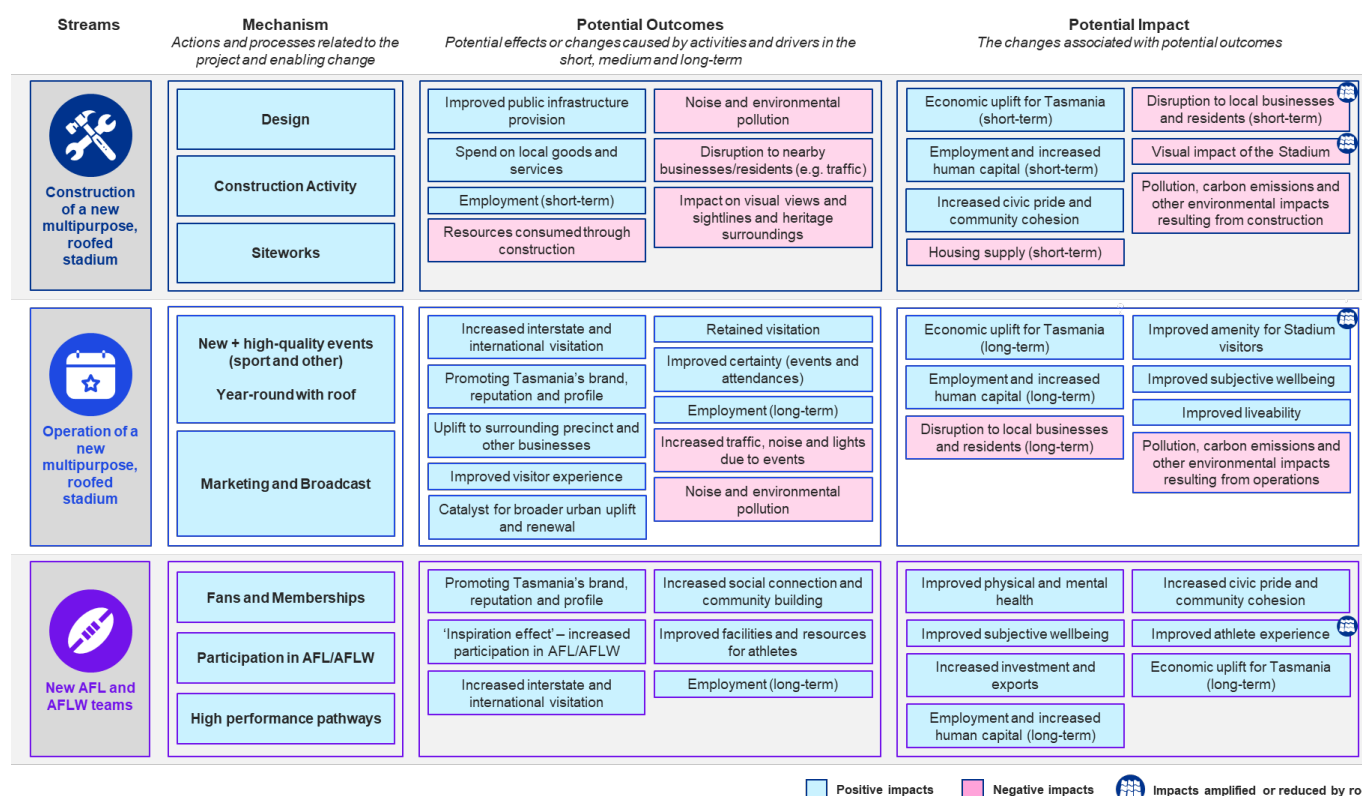
This report should be read in conjunction with the Economic Development and Social, Cultural and Community Wellbeing Introduction and attached disclaimers.

The SCA was developed across three phases as outlined below.



As per above, to underpin this analysis a Value Framework was created which documents the key mechanisms the Stadium will use to cause change, the outcomes of those mechanisms, and the impacts related to those outcomes. The Value Framework formed the basis of the scope of impacts considered in this report and is provided below.

Figure 1: Value Framework



To ensure consistency across analyses, this Framework also underpins the scope of impacts considered through the EIA and CBA. Impacts that are economic in nature have been considered at a high-level and qualitatively in this report, with more detailed and quantitative analysis provided in the EIA and CBA reports.

The anticipated likelihood and consequence of each impact was assessed based on the available evidence base to provide a comparative view of these impacts.

- Likelihood:** The probability of each impact occurring is measured on a scale from "Rare" to "Almost Certain". This scale allows for a uniform assessment of the potential for various identified impacts to unfold.
- Consequence Measures:** The severity of impacts is classified from 'Insignificant' to 'Significant'. This classification system aids in quantifying the potential repercussions on the social and cultural landscapes. For negative impacts, 'Insignificant' signifies small-scale effects to which the community could easily adapt, while 'Significant' refers to changes that would present very significant challenges to mitigate. For positive impacts, 'Insignificant' signifies small-scale opportunities on which the community could easily capitalise, while 'Significant' refers to long-term demonstrable change to the community.

Where relevant, project-specific enhancement measures (i.e. measures anticipated to increase the likelihood or consequence) were identified for positive impacts and mitigation measures (i.e. measures anticipated to reduce the

likelihood or consequence) for negative impacts. Each impact was then re-assessed and given a rating of 'negligible', 'low', 'medium' or 'high'.

Key findings

The two figures below summarise the results of this assessment, both pre- and post-enhancement or mitigation.

Figure 2: Positive impacts - impact assessment results

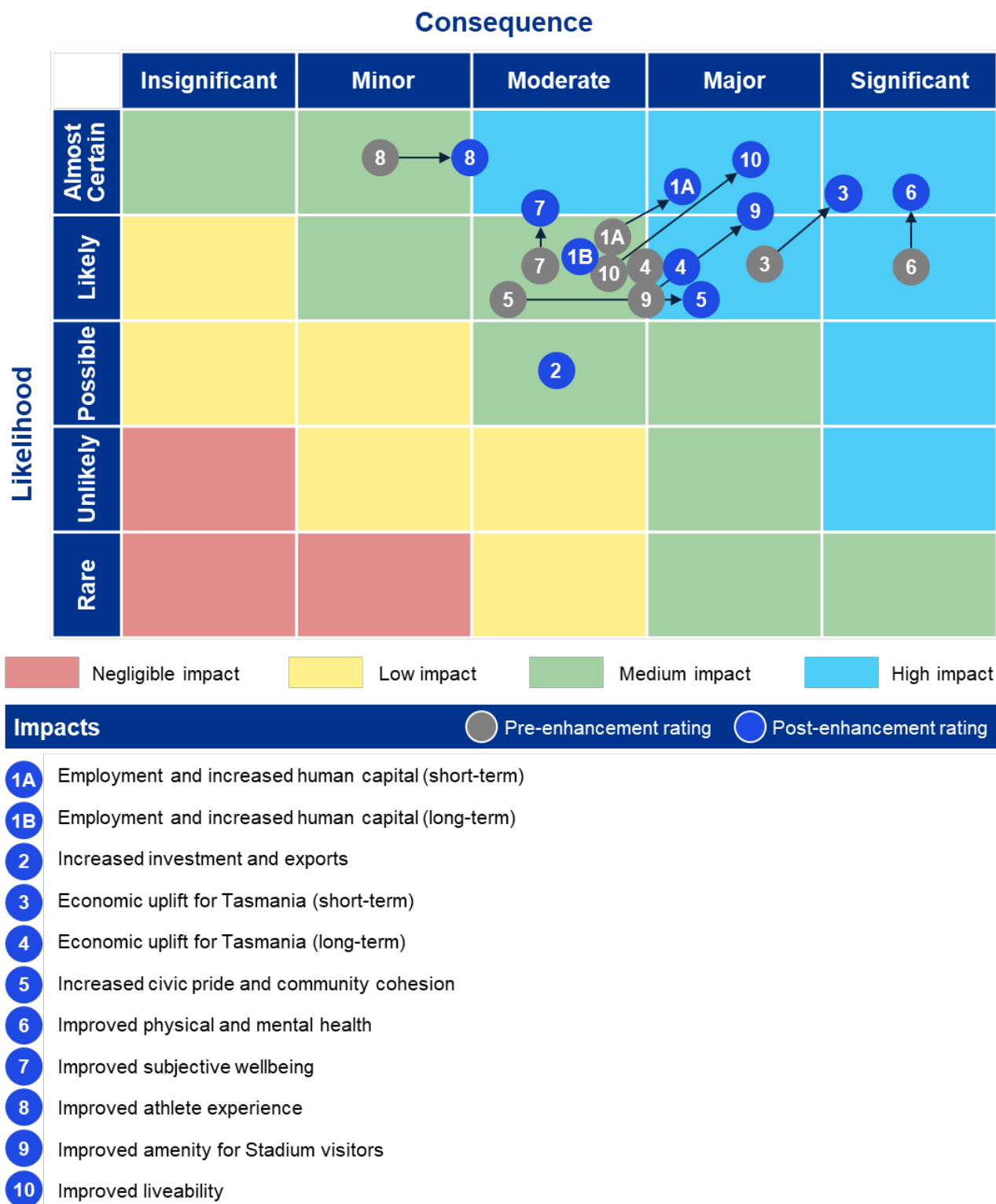
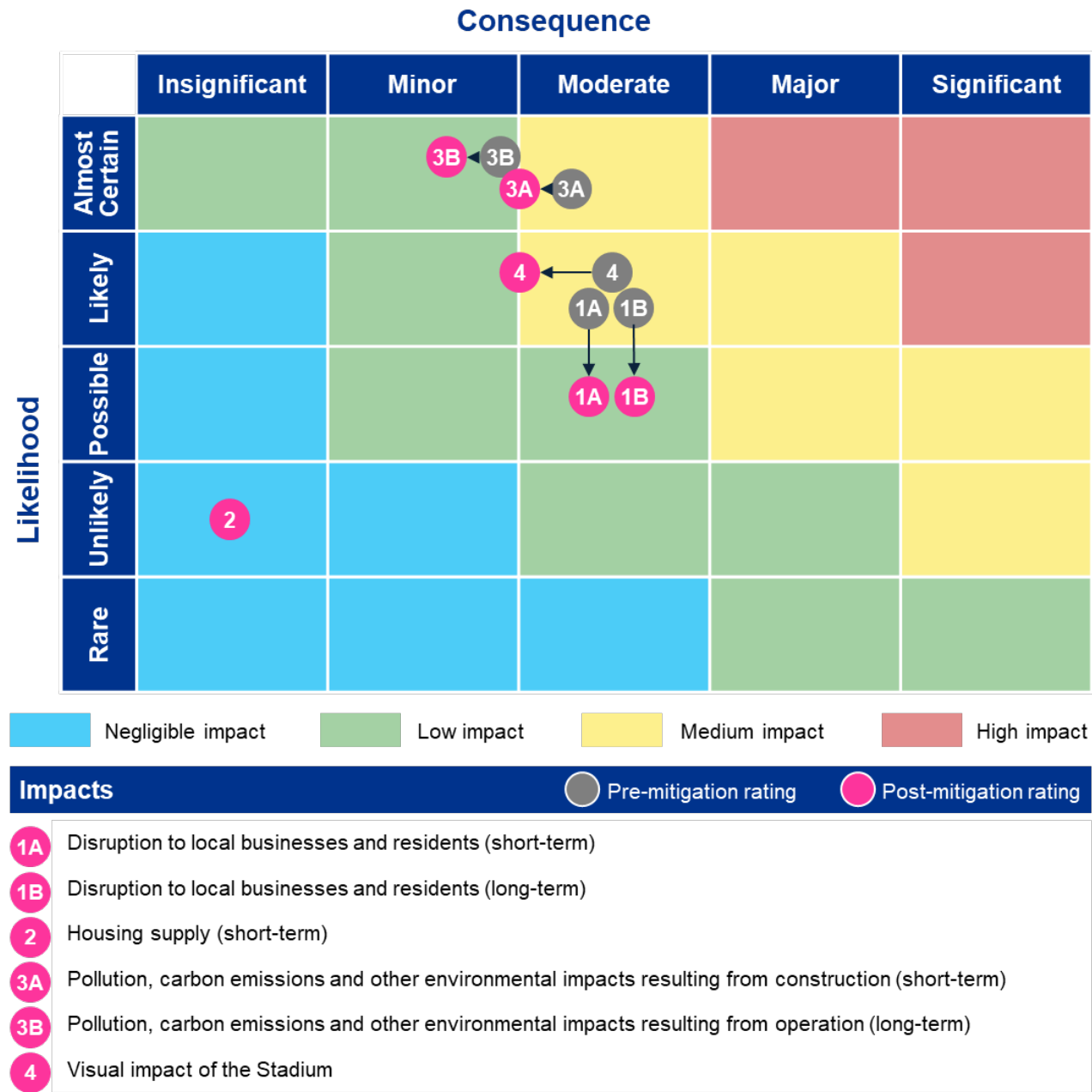


Figure 3: Negative impacts - impact assessment results



1 Introduction

This report outlines and provides a qualitative assessment of the anticipated social and cultural impacts of the project. Mitigations of negative impacts and enhancement measures for positive impacts have also been identified.

1.1 Purpose

The objective of the Social and Cultural Analysis (SCA) is to systematically assess and document the potential social and cultural impacts of the proposed development, in line with the Tasmanian Planning Commission Macquarie Point Multipurpose Stadium Guidelines as at 16 February 2023, section 3.4 – social and cultural analysis report. This primarily concerns effects which cannot be quantified in the cost benefit analysis. However, key effects raised by community groups, as well as potential impacts with a significant evidence base, were considered. In accordance with the guidelines, of particular interest were the:

- Effects related to sporting and other events and programs which would not occur without the Stadium;
- Effects of Tasmania having AFL and AFLW clubs (i.e. the Devils);
- Effects on environmental values of the site and associated social and cultural impacts;
- Effects on people with a cultural association with the Cenotaph or the Macquarie Point headland; and
- Effects due to changes in the cost and supply of residential accommodation in the greater Hobart area during construction.

This SCA has considered all of the effects above, as well as broader social and cultural impacts, in the context of a comprehensive Value Framework (see Section 1.2.1 below for further detail). This Framework articulates the potential outcomes and impacts of the project, including through the construction and operation of the Stadium as well as the introduction of the new AFL and AFLW teams. Some of the effects outlined in the guidelines have been explored directly through one specific impact within the Value Framework, while others have been explored through multiple impacts.

This assessment has included a collation of an evidence base for each impact informed by grey (i.e. guidance provided by other State Governments and reports published online) and academic literature, case studies and project-specific information, an assessment of the likelihood and consequence of impacts occurring and proposed mitigation and enhancement measures to minimise negative and maximise positive impacts. Through this assessment, impacts were only considered qualitatively.

As per the Tasmanian Planning Commission guidelines, in order to gain an understanding of the views and opinions of individual Tasmanians, community groups and stakeholders in relation to the project, the report has analysed and utilised the data and feedback from community consultations undertaken by MPDC, in particular regarding the development of the Mac Point Precinct Plan. The Precinct Plan provides a layout and guide for how the site will be developed to deliver a mixed-use precinct of which a multipurpose stadium will be a key component. The Precinct Plan has been subject to two rounds of public and targeted consultation undertaken over more than 16 weeks. The development of the draft Precinct Plan was informed by over 2,000 survey responses and written submissions, and meetings with more than 100 individuals and organisations. Following the release of the draft Plan, MPDC undertook a further 6-week period of consultation with members of the public and organisations providing feedback on the Plan, and in particular, input on its implementation. The report also draws on the over 500 submissions made by individual Tasmanians, organisations and stakeholder groups to the Tasmanian Planning Commission's consultation on the Macquarie Point Multipurpose Stadium Guidelines. The feedback, results and data from these consultations and engagements has provided a diverse range of issues and community opinions related to the development of the site which has informed the development of the SCA.

The SCA report has also been informed by contextual and planning documents related to the Macquarie Point Multipurpose Stadium – including project principles and objectives and information relating to project options – which were current at the time of writing. This document has not been updated to reflect any changes to these

documents and the information provided therein subsequent to its finalisation. More information on the documents relied on is outlined below in our Approach.

1.2 Approach

1.2.1 Phase 1 – Developing the Value Framework

The approach to undertaking this SCA is bespoke given the unique requirements of the PoSS guidelines, but is based on Social Impact Assessment approaches adopted in business case and equivalent process guidelines in other states as well as previous approaches adopted by KPMG in the assessment of social impact and value for sporting infrastructure.

The approach is underpinned by a Value Framework which was developed through consideration of the following documentation:

- Background planning documents, including the Macquarie Point Draft Precinct Plan, Hobart Arts Entertainment and Sports Precinct – Business Case and the associated appendices, and the Tasmanian Government’s Proposed Hobart Stadium Feasibility Planning Process Interim Report;
- Thematic analysis of stakeholder consultation documentation, including the outcomes of MPDC’s precinct design survey (including written community submissions made to MPDC through the survey period). The survey questions related to the broader precinct plan, not the stadium project. However, a number of responses made relevant comments regarding the perceived cultural and social impact of the Stadium;
- Thematic analysis of public submissions made on the draft PoSS guidelines by individuals and organisations; and
- Impact assessments for similar projects.

The Value Framework was developed to consider, among broader social and cultural impacts, the specific focus areas outlined in the PoSS guidelines (and in Section 1.1 above). Table 1 below documents the alignment between these focus areas and individual impacts assessed through this report.

Table 1: PoSS guidelines requirement and Value Framework alignment

PoSS guidelines requirement	Aligned Value Framework impact/s													
Effects related to sporting and other events and programs which would not occur without the Stadium.	An event calendar outlining anticipated new events and programs that will be made possible as a result of the Stadium was developed through the Financial Impact Assessment. The effects of these events have been considered throughout this report. However, they are primarily explored through: • Positive impact 4: Economic uplift for Tasmania (long-term) • Positive impact 6: Improved physical and mental health • Positive impact 7: Improved subjective wellbeing • Positive impact 10: Improved liveability													
Effects of Tasmania having AFL and AFLW clubs.	The effects of having Tasmanian AFL and AFLW teams were explicitly considered through the “New AFL and AFLW teams” stream of the Value Framework. The following anticipated impacts of the new teams were identified: • Positive impact 1: Employment and increased human capital (short-term and long-term) • <table><tr><th colspan="2">Pre-enhancement</th><th colspan="2">Post-enhancement</th><th rowspan="3">Final Rating</th></tr><tr><th>Likelihood</th><th>Consequence</th><th>Likelihood</th><th>Consequence</th></tr><tr><td>Likely</td><td>Moderate</td><td>Likely</td><td>Moderate</td></tr></table> • Positive impact 2: Increased investment and exports • Positive impact 4: Economic uplift for Tasmania (long-term)	Pre-enhancement		Post-enhancement		Final Rating	Likelihood	Consequence	Likelihood	Consequence	Likely	Moderate	Likely	Moderate
Pre-enhancement		Post-enhancement		Final Rating										
Likelihood	Consequence	Likelihood	Consequence											
Likely	Moderate	Likely	Moderate											

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	- Positive impact 5: Increased civic pride and community cohesion - Positive impact 6: Improved physical and mental health - Positive impact 7: Improved subjective wellbeing - Positive impact 8: Improved athlete experience														
Effects on environmental values of the site and associated social and cultural impacts.	These effects were considered directly through the following impact: Negative impact 3: Pollution, carbon emissions and other environmental impacts resulting from construction or operations (short-term and long-term) <i>Note that MPDC has commissioned a number of studies that have investigated specific environmental impacts and values, as per the requirements of Section 8 of the PoSS guidelines. These reports have been referenced in the SCA. However, more detailed and quantitative information about specific environmental impacts can be found in these reports.</i>														
Effects on people with a cultural association with the Cenotaph or the Macquarie Point headland.	Analysis of community feedback found that the primary effect of relevance to cultural association with the Cenotaph or the Macquarie Point headland was the visual impact and potential disruption to sightlines. This has been explored through: Negative impact 3B: Environmental impacts resulting from construction (long-term) <table><tr><th colspan="2">Pre-mitigation</th><th colspan="2">Post-mitigation</th><th>Final</th></tr><tr><th>Likelihood</th><th>Consequence</th><th>Likelihood</th><th>Consequence</th><td rowspan="2">Low</td></tr><tr><td>Almost Certain</td><td>Minor</td><td>Almost Certain</td><td>Minor</td></tr></table> - Negative impact 4: Visual impact of the Stadium - Positive impact 5: Increased civic pride and community cohesion	Pre-mitigation		Post-mitigation		Final	Likelihood	Consequence	Likelihood	Consequence	Low	Almost Certain	Minor	Almost Certain	Minor
Pre-mitigation		Post-mitigation		Final											
Likelihood	Consequence	Likelihood	Consequence	Low											
Almost Certain	Minor	Almost Certain	Minor												
Effects due to changes in the cost and supply of residential accommodation in the greater Hobart area during construction.	These effects were considered directly through the following impact: Negative impact 1B: Disruption to local businesses and residents (long-term) <table><tr><th colspan="2">Pre-mitigation</th><th colspan="2">Post-mitigation</th><th>Final</th></tr><tr><th>Likelihood</th><th>Consequence</th><th>Likelihood</th><th>Consequence</th><td rowspan="2">Low</td></tr><tr><td>Likely</td><td>Moderate</td><td>Possible</td><td>Moderate</td></tr></table> Negative impact 2: Housing supply (short-term)	Pre-mitigation		Post-mitigation		Final	Likelihood	Consequence	Likelihood	Consequence	Low	Likely	Moderate	Possible	Moderate
Pre-mitigation		Post-mitigation		Final											
Likelihood	Consequence	Likelihood	Consequence	Low											
Likely	Moderate	Possible	Moderate												

1.2.2 Phase 2 – Research and Analysis

Once the Value Framework was developed and refined, grey and academic literature, alongside MPDC consultation data, was reviewed to compile an evidence base for each impact, alongside available project documentation.

1.2.3 Phase 3 – Impact Assessment and Risk Mitigation

The evidence base for each impact was reviewed and an assessment of each impact – in terms of likelihood and consequence of occurring – was undertaken. Additionally, mitigation interventions that could minimise negative impacts and enhancement interventions that could maximise positive impacts were identified, and a post-intervention assessment was conducted. This assessment was undertaken in collaboration with MPDC.

1.3 Overview of this Document

This report is structured as follows:

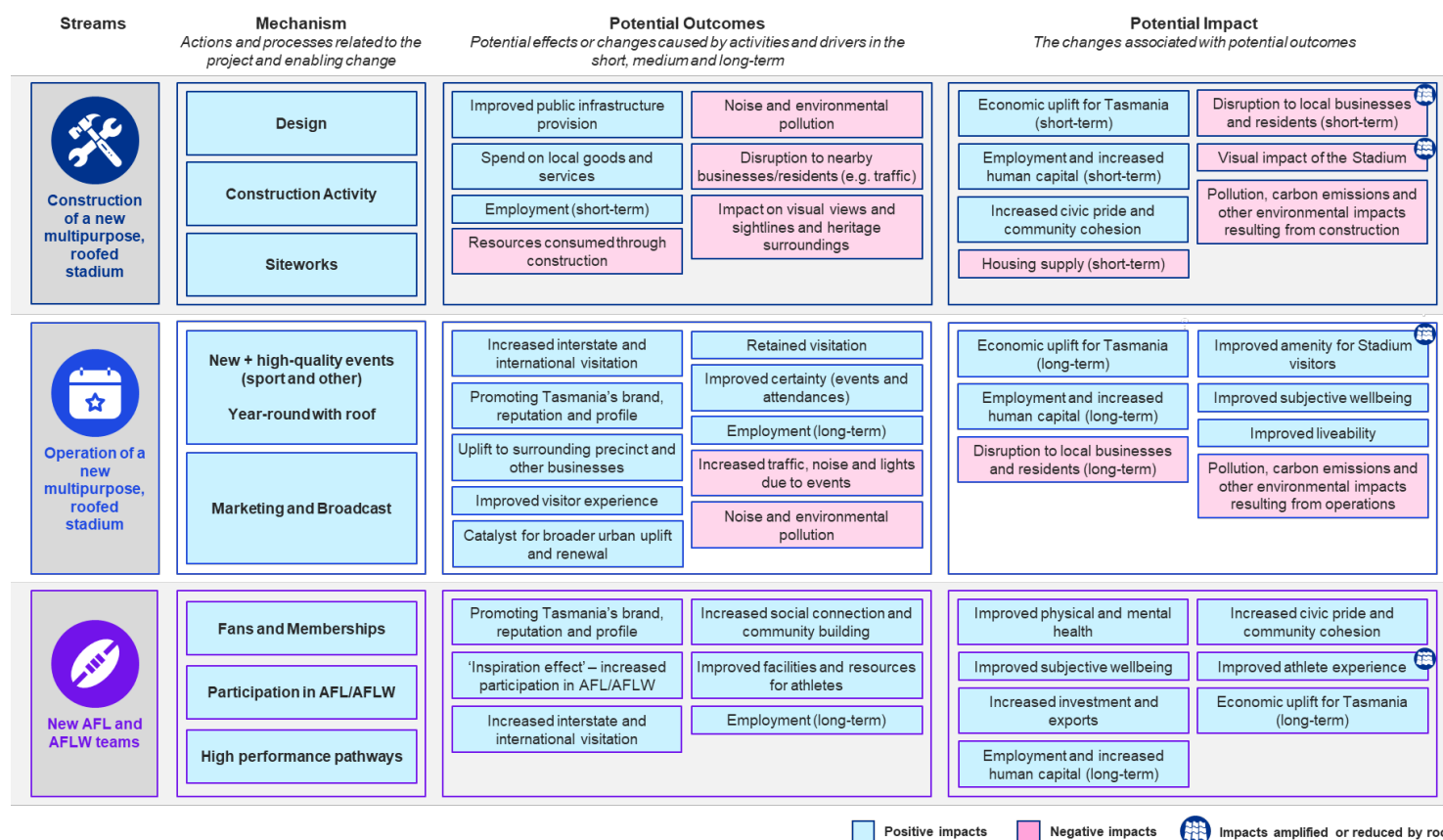
- Executive summary;
- Section 1 – Introduction (this section);
- Section 2 – Presentation of the Value Framework;
- Section 3 – Profiles for the identified positive impacts providing a description, summary of relevant evidence and literature and proposed enhancement measures; and
- Section 4 – Profiles for the identified negative impacts providing a description, summary of relevant evidence and literature and proposed mitigation measures; and
- Section 5 – Impact assessment including their consequence, likelihood and intervention strategies.

2 Value Framework

2.1 Value Framework overview

The Value Framework articulates the link between different components of the project and the outcomes and impacts they are anticipated to deliver. It represents a holistic view of impacts, including impacts that are economic as well as social in nature. All of these impacts are explored in greater detail in this report.

Figure 4: Macquarie Point Multipurpose Stadium Value Framework



2.2 Key components of the Value Framework

The Framework contains the following elements:

- **Streams:** These are specific components of the project that relate to the mechanisms that drive change;
- **Mechanisms:** These are actions and processes related to the project that enable change;
- **Potential Outcomes:** These are potential effects or changes caused by activities and drivers in the short, medium and long-term; and
- **Potential Impacts:** These are changes associated with potential outcomes. Impacts have been classified as 'positive' (i.e. they represent a net benefit for the community) and 'negative' (i.e. they represent a net cost for the community). There are a number of positive impacts that are anticipated to be amplified or magnified by the inclusion of a roof as part of the Stadium design. These have been specifically identified in the Framework.

3 Profiles of positive impacts

This section outlines the evidence base for each potential positive impact explored, and the outcomes which could drive them, as identified through the Value Framework.

3.1 Positive impact 1: Employment and increased human capital (short-term and long-term)

3.1.1 Outcomes potentially driving the impact



3.1.2 Relevant cohorts

- Tasmanian Residents
- Tasmanian Businesses

3.1.3 Evidence of impacts and enhancements

The construction and subsequent operation of the Stadium represents a significant opportunity for employment in Hobart. The project's lifecycle, from breaking ground to daily operations, entails varied layers of job creation that will influence the region's employment landscape.

Note: Employment benefits related to Stadium construction and operation are explored further in the EIA. A separate report detailing an estimation of workforce as well as a housing study have been completed to assess the likely impact potential workers will have on the housing and rental market in Tasmania. This report, titled 'Macquarie Point Stadium: Housing for Workforce', has been included as part of the PoSS Submission. Please refer to the studies for information specific to the project.

Employment during construction

The Stadium's construction phase will create a range of employment opportunities, from skilled trades such as carpentry and electrical work, to more general labour and administrative positions. Based on the capital cost estimate, WT Partnership have estimated that a total of 1,221 FTE jobs will be supported across the construction period with approximately 588 FTE concurrently on site during construction peak.

Enhancement measures: Employment during construction

MPDC have implemented strategies to provide maximum opportunities for local labour during construction. MPDC is working with Skills Tasmania to develop a Stadium Workforce and Training Plan. This plan would include numbers and types of occupations, apprenticeship pathways and training models and likely sources of workforce (including current availability and impact on other sectors). This plan can help support MPDC's goal of sourcing primarily local labour, as well as enhance the pathways and training for upcoming professionals. In addition to the Stadium Workforce and Training Plan, MPDC's procurement policies are targeted at maximising local employment and skills outcomes. This includes preferencing Tasmanian suppliers and workers for those suppliers.

In addition to this, given the project is State led, it must adhere to State procurement criteria, including the Tasmanian Economic and Social Benefits Test – a criteria used in the Tasmanian Government's procurement of potential suppliers. This test has recently been announced to increase from a 25 percent to a 30 percent weighting for local Tasmanian businesses and suppliers in procurement decisions. This created additional incentivisation from the Tasmanian Government to ensure the project is providing social and economic opportunities for

Tasmanians, such as through local jobs. This obligation would not exist if the project were privately owned and funded. In addition, MPDC has stated their intention to preference Tasmanian suppliers, and maximise local employment and skills outcomes.

Ongoing employment in Stadium operations

Once completed, the Stadium will transition from a construction site to an active venue providing further ongoing employment with roles including catering staff, event staff, security, arena preparation and an operations team. Initial estimates provided by Stadiums Tasmania show that up to 1,010 - 1,210 staff (including casual workers) will be required on certain event days (e.g. Test Match or full Stadium concert) with the lower end of the range required for AFL fixtures. A smaller workforce is anticipated to work at the Stadium across the year.¹

The Stadium project aligns with the State's workforce development objectives by promoting upskilling among its workforce, giving employees the opportunity to refine their skills or acquire new skills in a dynamic and growing organisation. Given the dynamic nature of Stadium operations, they can serve as an effective training ground for the local workforce, facilitating partnerships with higher educational institutions, with other stadia of similar sizes elsewhere providing both internships² and work experience opportunities.³

Enhancement measures: Ongoing employment in Stadium operations

The Stadium also provides the opportunity for academic partnerships to be considered in future. These collaborations can dovetail into internships and work-placement programs, providing students with the real-world exposure necessary to transition successfully into their chosen careers. These graduate pathways would serve as an integral pipeline supplying skilled staff for the various functions of the Stadium.

These pathways and experiences have historically not been available in Tasmania, with those looking to pursue these opportunities often needing to relocate to mainland Australia. As such, these pathways retain professional expertise within the State.

Supporting the growth of Tasmania's professional sports industry

The introduction of the Devils, along with the JackJumpers (a Tasmanian addition to the National Basketball League introduced in the 2021-22 season) not only offers employment opportunities directly but has contributed to the development of a professional sports ecosystem in Tasmania, creating critical mass that will allow for:

- The generation of talent pipelines for Tasmanians wishing to pursue careers in sport through the creation of job and training opportunities, including for those pursuing adjacent careers in fields such as sports science, coaching, sports management and sports-specific training in physiotherapy and data science.
- Attraction of interstate talent to Tasmania.
- The retention of Tasmanian talent.

This ecosystem includes all sports, but particularly ones with new content to be hosted at the Stadium. For example, the Stadium has been designed to be the first in the world to host test cricket under a roof which will open up new opportunities for the sport in Tasmania. As part of the AFL's commitment to spend \$360 million to support AFL in Tasmania, the AFL has stimulated their talent pipeline through a \$33 million investment in young player development.⁴ This has involved the creation of three academies to create a direct pathway to professional sports employment, as well as a need for professional trainers. The AFL predicts they will need 135 staff to support AFL in Tasmania, by 2028. This includes administration, commercial and football staff for the junior AFL (Coates), VFL/W and AFLW. In addition to the direct employment opportunities, the Devils are looking for ways to maximise education opportunities through the club (further detail is provided below).

Enhancement measures: Supporting the growth of Tasmania's professional sports industry

In addition to the existing AFL investment, the Devils plan to have a variety of strategic partnerships to support the growth of Tasmania's professional sports industry. These partnerships focus on one of their key strategic pillars, educational attainment. Examples of these partnerships include:

¹ KPMG has relied upon figures provided by Stadiums Tasmania. These figures have not been independently verified.

² Kean, Shiri. "Tips on How to Get a Sports Stadium Internship." *Torrens University*, 1 Dec. 2022, www.torrens.edu.au/stories/blog/business/tips-on-how-to-get-a-sports-stadium-internship. Accessed 30 May 2024.

³ Adelaide Oval. "Career Opportunities." *Adelaide Oval*, www.adelaideoval.com.au/careers/.

⁴ AFL. (2023). 'AFL's \$360m Tassie pledge hinges on new stadium deal'. Available at <https://www.afl.com.au/news/876737/afls-360m-tasmanian-team-pledge-hinges-on-new-stadium-deal#:~:text=THE%20AFL%20has%20pledged%20to,three%20new%20%22talent%20academies%22>.

- The Devils have begun conversations with UTAS and TasTAFE to give all Devils athletes an education plan (giving both benefit to the athlete and aspiration and inspiration benefit to the fans).
- Two full-time, paid social creative cadetships will be created, presenting an opportunity for homegrown talent to develop their skills as key playmakers for the Devils. Cadets will be mentored in their chosen specialty, writing or design, by local agency The20. As two of the first members of the Devils, cadets will be given the opportunity to set the standard with social content that unites, entertains, and inspires.

3.1.4 Impact assessment

Positive Impact 1A: Employment and increased human capital (short-term)

Pre-enhancement		Post-enhancement		Final rating
Likelihood	Consequence	Likelihood	Consequence	High impact
Likely	Moderate	Almost certain	Major	

Positive Impact 1B: Employment and increased human capital (long-term)

Pre-enhancement		Post-enhancement		Final rating
Likelihood	Consequence	Likelihood	Consequence	Medium impact
Likely	Moderate	Likely	Moderate	

3.2 Positive impact 2: Increased investment and exports

3.2.1 Outcomes potentially driving the impact

 Promoting Tasmania's brand, reputation and profile	 Improved certainty (events and attendance)
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3.2.2 Relevant cohorts

- Tasmanian Residents
- Tasmanian Businesses
- Tasmanian Government

3.2.3 Evidence of impacts and enhancements

The introduction of new, high-profile content to Tasmania, as well as the new AFL and AFLW teams headquartered at the Stadium, are anticipated to catalyse increased investment and export opportunities for Tasmanian businesses.

Increased brand reputation and export opportunities

The Stadium is anticipated to attract new cultural and sporting content to Tasmania and will create opportunities to promote the State through broadcast and other media. For example, the AFL is a highly popular sport, attracting 142.88 million television viewers across the 2023 season, a 13 percent increase from 2022. Preliminary finals had audiences of over two million each.⁵

The inclusion of Tasmanian teams in such a high-profile competition provides a stage for showcasing Tasmania to a broad audience, bolstering the State's visibility and brand. This could create a variety of opportunities for Tasmanian suppliers and businesses, including:

- Increases in sponsorships and commercial partnerships through the Devils and associated activities and events. These sponsorships often go beyond the immediate realm of sports and extend to various sectors of

⁵ Lassey, Jason. "State of the Game 2023: AFL Attendance, Social Media, Support, Participation, Memberships and TV Ratings." *Sports Industry AU*, 3 Oct. 2023, www.footyindustry.com/2023/10/04/state-of-the-game-2023-afl-attendance-social-media-memberships-and-tv-ratings/.

the Tasmania economy, including hospitality, retail, and services.⁶ Businesses can capitalise on the inflow of visitors and the global exposure, culminating in a more vibrant local economy and attracting further attention from investors seeking vibrant, growing markets. Moreover, hosting high profile sporting events at the Stadium (e.g. AFL finals, international test cricket matches) has the potential to instil confidence among existing and potential investors about Tasmania's capacity for staging large-scale events and handling increased tourist and business visitor numbers.

- Leveraging the profile of the Devils to directly promote Tasmanian brands through merchandise and other commercial opportunities, with the club having adopted a Tasmania-preferred procurement policy and actively seeking opportunities to partner with local businesses. Examples have included:
 - Contracting The20 creative agency in Hobart to design their entire brand identity, including logo; and
 - Partnering with a local puppet-making organisation to design and develop upcoming mascots.

The Stadium is also anticipated to draw football and rugby fixtures which have never been hosted in Tasmania before, promoting the State to new audiences within these markets.

Enhancement measures: Increased brand reputation and export opportunities

MPDC has made strategic partnerships and design decisions to ensure Tasmania's brand is effectively showcased, reaching the full potential of export opportunities. These include:

- Working with Brand Tasmania to showcase and highlight Tasmania's unique brand; and
- Implementing design principles and approaches to ensure the Stadium has a distinctly Tasmanian feel that will be obvious to both in-person attendees and television viewers.

Increased business events

The Stadium will provide additional capacity to host and attract business events to Hobart. It is estimated (informed by consultation with Business Events Tasmania and other key stakeholders) that between 104 and 156 business events will be held at the Stadium annually. The benefits of business events can include:

- **Increased investment in the City** due to increased awareness of business opportunities in the region.
- **Enhanced profile leading to repeat visitation** by business travellers and / or 'bleisure' tourism (i.e. the extension of business travel to include a leisure component). Business travellers are usually 'high yield' relative to other types of tourists, spending a comparatively high amount on accommodation, food and recreation.
- **Improvements in innovation and productivity** due to the creation of new networks and the exchange of ideas and concepts.

Enhancement measures: Increased business events

Partnerships with key stakeholders will be cultivated (e.g. Business Events Tasmania) to facilitate the increased number of business events.

3.2.4 Impact assessment

Pre-enhancement		Post-enhancement		Final rating
Likelihood	Consequence	Likelihood	Consequence	Medium impact
Possible	Moderate	Possible	Moderate	

3.3 Positive impact 3: Economic uplift for Tasmania (short-term)

3.3.1 Outcomes potentially driving the impact

 Employment (short-term)	 Spend on local goods and services
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⁶ Alhadad, Suffyan. "Study on Sports Sponsorship Effectiveness." *International Journal of Academic Management Science Research (IJAMSR)*, vol. 3, no. 2, Feb. 2019, pp. 46–52.

3.3.2 Relevant cohorts

- Tasmanian Residents
- Tasmanian Businesses
- Tasmanian Government

3.3.3 Evidence of impacts and enhancements

The construction of the Stadium represents significant investment and is likely to create a substantial economic benefit in the context of an economy the size and scale of Tasmania.

Note: An EIA has been completed as part of the PoSS Submission which can be referred to for a quantitative assessment of this impact.

Use of Tasmanian goods in design and construction of the Stadium

The construction of the Stadium poses the opportunity to generate significant economic activity in Tasmania through the use of local labour and materials. The Macquarie Point Draft Precinct Plan stipulates a need for the Tasmanian brand to be reflected in the Stadium and broader precinct, noting the use of Tasmanian materials as a key opportunity to do so. Additionally, the Stadium user brief notes the strength of Tasmania's food and beverage industry, and states that local food and beverage should be integrated into the design and operation of the Stadium.

Enhancement measures: Use of Tasmanian goods in design and construction of the Stadium

As discussed in Positive impact 1: Employment and increased human capital (short-term and long-term), MPDC has implemented multiple strategies to ensure the use of local labour is maximised. These strategies include a Stadium Workforce and Training Plan developed in collaboration with Skills Tasmania, MPDC's procurement policies which aim to maximise local labour, as well as the State's procurement criteria which has recently increased weighting for Tasmanian businesses and suppliers for Government contracts.

Worker spending associated with construction of the Stadium

MPDC anticipates that the majority of workers on this project are anticipated to be local. However, an influx of workers during construction in the area will provide a significant short-term boost in business for eateries, retailers, and service providers surrounding the site (with this short-term boost to translate into a longer-term uplift as a result of increased foot traffic when the Stadium is operational). Spending at work is common, with 95 percent of working Australians spending their own money on food and beverages during work times. Additionally, further money will be injected into the economy through travel costs associated with workers, whether within or between States.⁷ Interstate workers (including potential contractors, professional services, or construction workers not sourced within the State) will also spend within the Tasmanian economy through flights and accommodation.

3.3.4 Impact assessment

Pre-enhancement		Post-enhancement		Final rating
Likelihood	Consequence	Likelihood	Consequence	High impact
Likely	Major	Almost Certain	Significant	

⁷ McCrindle Research Pty Ltd. "The Cost of Work: What We Pay to Work." McCrindle, 15 Aug. 2015, mccrindle.com.au/article/the-cost-of-work-what-we-pay-to-work/. Accessed 29 May 2024

3.4 Positive impact 4: Economic uplift for Tasmania (long-term)

3.4.1 Outcomes potentially driving the impact

 Increased interstate and international visitation	 Retained visitation
 Increased interstate and international visitation	 Improved facilities and resources for athletes

3.4.2 Relevant cohorts

- Tasmanian Residents
- Tasmanian Businesses
- Tasmanian Government

3.4.3 Evidence base

The ongoing operation of the Stadium is likely to bring further economic benefit through tourism, retained visitation and expenditure and investment associated with the increased AFL presence in the State. Moreover, the ongoing operation of the Stadium, including employment (as outlined in Positive impact 1), utilities and supply of goods and services will create a range of opportunities for local suppliers. As a State-owned and operated venue, the State could benefit from sharing in a range of potential revenue streams generated by the Stadium. Further detail related to Stadium revenue can be found in the Financial Impact Report.

Note: An EIA has been completed as part of the PoSS Submission which can be referred to for a quantitative assessment of this impact.

Increased visitation

The new Stadium and events held there are anticipated to attract an increased number domestic and international tourists, particularly given the demonstrated interest in the Devils from across the country (as outlined in Positive impact 5Positive impact 5: Increased civic pride and community cohesion). Estimates developed to support the CBA report suggest that the new Stadium will drive an uplift in annual interstate and international visitor nights of 2.5 percent (302,000 nights) when compared to the 10-year State average. These visitors will spend money on flights, transport, accommodation, food and beverage and retail, providing a boost to the local economy. Moreover, events such as sports fixtures and concerts require teams of people to visit the State, further increasing spending.

Retained visitation

The Stadium is set to bring new events to Tasmania, including the AFL, cricket, rugby and entertainment events such as concerts. While these events have previously existed in some capacity in Tasmania, the Stadium will significantly increase their variety, quality and scale. This will not only bring visitors from outside the State, but will prevent leakage of Tasmanians to other States, as Tasmanians will not be required to travel interstate to experience these types of events. These retained visitors will, in turn, spend money on local businesses.

Similarly to the short-term boost in activity and spending for businesses close to the site, it is anticipated that the ongoing operation of the Stadium is anticipated to significantly increase foot traffic and activity across what is currently an empty lot. This should result in a longer-term boost to adjacent businesses from both Tasmanian and interstate visitors to the site.

Enhancement measures: increased visitation and retained visitation

To increase the economic benefit of increased and retained visitors, the Stadium has been situated within a precinct, to encourage increased spending on nearby food and beverage, encouraging patrons to 'extend' their event experiences before and after events. Additionally, MPDC could partner with local tourism and hospitality businesses to encourage visitors to the State to extend their stay in Hobart, or travel around the State, increasing their overall spend.

It should be noted that the event calendar provided in the FIR, which has informed the SCA assessment of this impact, is underpinned by an assumption that event attraction funding is provided to secure specific events.

Ongoing Stadium operations

The operation of the Stadium (to be managed by Stadiums Tasmania) will involve the procurement of goods and services on an ongoing basis. These will likely include (amongst other operational expenditures):

- Provision of food and beverage services;
- Security and cleaning contracts; and
- Stadium maintenance.

Tasmanian businesses and suppliers will be involved at various stages across the supply chain for these goods and services.

Enhancement measures: Ongoing Stadium operations

To further enhance investment in Tasmania, Stadiums Tasmania has indicated that the vast majority of goods and services required to operate the Stadium over its decades long life cycle will be locally sourced and that procurement policies will be designed to maximise the economic benefit and participation of local Tasmanian businesses.

Additionally, the Stadium and the new AFL and AFLW teams will provide a range of sponsorship and advertising opportunities for Tasmanian businesses to reach new audiences (both live and broadcast).

AFL investment in Tasmania

The establishment of the Devils will result in an investment of \$360 million over a 10-year period. This expenditure will be invested across the sporting sector, including in the Stadium itself and the construction of an AFL High Performance Centre as a training and administration centre for the Devils, club establishment, game development and talent pipeline development.⁸ This is likely to provide ongoing employment and other economic opportunities for Tasmania.

3.4.4 Impact assessment

Pre-enhancement		Post-enhancement		Final rating
Likelihood	Consequence	Likelihood	Consequence	High impact
Likely	Moderate/Major	Likely	Major	

3.5 Positive impact 5: Increased civic pride and community cohesion

3.5.1 Outcomes potentially driving the impact

 Improved public infrastructure provision	 Increased social connection and community building
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3.5.2 Relevant cohorts

- Hobartian Residents
- Tasmanian Residents

3.5.3 Evidence of impacts and enhancements

The establishment of a new Stadium at Macquarie Point – as well as new AFL and AFLW teams for the State – has the potential to instil significant community and civic pride within Tasmania.

⁸ AFL (2023). 'AFL's \$360m Tassie pledge hinges on new stadium deal'. Available at <https://www.afl.com.au/news/876737/afls-360m-tasmanian-team-pledge-hinges-on-new-stadium-deal#:~:text=THE%20AFL%20has%20pledged%20to,three%20new%20%22talent%20academies%22>.

The Stadium as a source of civic pride

Stadiums are increasingly seen as landmarks, points of community reference, and sources of civic pride.⁹ As discussed in

Pre-enhancement		Post-enhancement		Final rating
Likelihood	Consequence	Likelihood	Consequence	Medium impact
Likely	Moderate	Likely	Moderate	

Positive impact 2: Increased investment and exports, a Stadium can increase brand recognition and profile for a city and can act as a focal point for community support of a team. The Stadium's effect on community pride is supported by a community survey conducted by MPDC collecting feedback on the Mac Point Draft Precinct Plan. When asked what would make Tasmania unique, 23 percent of responses mentioned a Stadium, supporting the potential of the Stadium to act as a cultural landmark.¹⁰ One response stated, "A stadium would put Tasmania on the map", with several mentioning the Stadium as the "centrepiece" of its location in Hobart. Furthermore, of the total survey responses that mentioned the Stadium specifically, approximately 75 percent expressed positive and supportive sentiments.

In addition to the impact of the Stadium itself on civic pride, the increased variety of cultural and sporting offerings that will be available to Tasmanians is likely to positively contribute towards community building. These offerings – which are anticipated to include concerts, festivals and other local community and mass participation events – can create opportunities for improved community connection and social cohesion, building shared identity and pride in place.¹¹ Access to both sport and culture is considered to be a key contributor to liveability.¹² As discussed in Positive impact 6: Improved physical and mental health, attending events like sports games and concerts can also have a significant impact on individual and community wellbeing.

A guidance note developed for the Western Sydney Stadium outlined the importance of the design of the Stadium to enhance civic pride benefits, stating the need for the Stadium to be "coherent" to achieve its goal of civic pride.¹³ This indicates that ensuring the design fits in with the larger city aesthetic is important for it to be representative of the community.

Enhancement measures: the Stadium as a source of civic pride

MPDC recognises the importance of ensuring the Stadium reflects its surroundings and is designed to be identifiably Tasmanian. The Macquarie Point Draft Precinct Plan acknowledges this, stating that the precinct should "be an expression of the Tasmanian brand". This will be achieved through:

- Working with Brand Tasmania to showcase and highlight Tasmania's unique brand;
- Using local architects to bring a local design understanding and experience (MPDC has already engaged COX Architecture who has partnered with local architecture firm Cumulus Studio to deliver the concept design for the Stadium); and
- Preferencing the use of Tasmanian materials and other local supply in the design and construction of the Stadium.

In addition to the Aboriginal Culturally Informed Zone which will be located to the west of the Stadium and which carries the intention of the Reconciliation Park which formed part of previous plans for the site, has begun, and is committed to continue, working with the Tasmanian Aboriginal community for design inputs on the Stadium. This has included specific inputs on the concept design and landscaping provided by Palawa community members to support the development of culturally informed designs. This will continue to be a focus during the detailed design

⁹ Groothuis, Peter A, et al. "Public Funding of Professional Sports Stadiums: Public Choice or Civic Pride?" *Eastern Economic Journal*, vol. 30, no. 4, 1 Jan. 2004, pp. 515–526. Accessed 15 May 2024.

¹⁰ Based on analysis of survey results collected by MPDC in response to the Mac Point Draft Precinct Plan. There were no questions in this survey that asked specifically about the Stadium. However, several responses expressed views on the Stadium proposal. In particular, 23 percent of respondents when asked "What would you like to experience at Mac Point that is new or different?" provided a response that included reference to a stadium.

¹¹ Smith, A, et al. (2021). "The Social Value of Community Events: A Literature Review". Published by the University of the West of Scotland. Retrieved from <https://spiritof2012.org.uk/wp-content/uploads/2022/01/Job-5270-The-Social-Value-of-Community-Events-A-Literature-Review-WEB.pdf>.

¹² For example, both are included in the Economist Intelligence Unit's Global Liveability Index assessment criteria.

¹³ Infrastructure NSW. *Western Sydney Stadium Design Excellence*. 6 Mar. 2017.

process, including identifying opportunities for Tasmanian Aboriginal people to contribute artworks, opportunities to potentially highlight cultural practices and share stories, and to culturally inform the detailed design process as guided by consultation with community. As outlined in Positive impact 9: Improved amenity for Stadium visitors, this will enhance the visitor experience by creating a connection to the rich and extensive history of the land. Additionally, it will likely increase the cultural safety of the space, making Aboriginal peoples of Tasmania feel more welcomed in the space.

The new AFL team and associated games as a source of civic pride

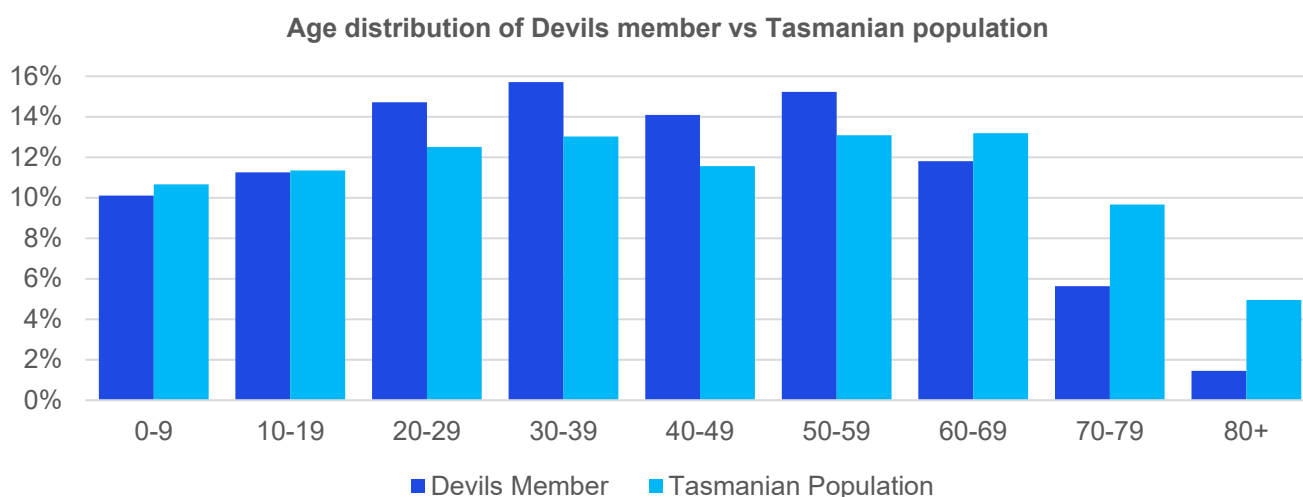
Tasmania has a strong affinity with sport, and a demonstrated appetite for a local AFL team. This is evidenced through the success of the Devils launch, signing 150,000 founding members within days of its launch and reaching over 190,000 within three months.

Data from the Devils' membership base suggests that support for the team is broad reaching, transcending a range of different age groups and geographic spread. For example:

- As seen in Figure 5: *Age distribution of Devils members vs Tasmanian population*, the team has resonated with many different age groups with membership spread reflecting the overall age distribution of the Tasmanian population.
- Members come from all across Australia, with 46 percent of members living outside of Tasmania.
- Five out of the top ten postcodes for member origin are outside of Hobart, suggesting that support for the team is spread across the State.

Additionally, more than 70 percent of members do not have existing membership with another AFL club, and more than 10 percent do not currently support any other club, suggesting that support for the new team has reached members of the community who are not traditional AFL fans.

Figure 5: *Age distribution of Devils members vs Tasmanian population*¹⁴



As public figures, individual Devils players also have an opportunity to role model positive behaviours to contribute towards community outcomes, such as increased physical activity, teamwork, leadership and the pursuit of education.

Enhancement measures: The new AFL team and associated games as a source of civic pride

The Devils have expressed a strong desire to be embedded into the community and be representative of all Tasmanians. This will enhance the civic pride and social cohesion generated from the AFL team. Activities which demonstrate this commitment to community include:

- The Devils' launch was co-designed with the community following extensively engagement through state-wide roadshows and a survey to ensure all elements of the club, including its branding, logo and colours, are representative of Tasmanians. This included the Put Your Say Into Play panel events which saw key figures of

¹⁴ Data provided to KPMG by Tasmania Football Club.

the AFL travel across Tasmania to engage with the community and collect stories to support Devils club design.

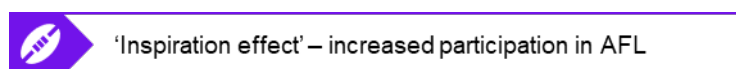
- The Devils have developed six pillars that represent key aspects of Tasmanian life. These form the foundations of the club brand and the team culture. The six pillars are:
 - The Human - A powerhouse of heart.
 - The Edge - Our literal advantage.
 - The Gravel - Our grassroots commitment.
 - The Shack - Our humble determination.
 - The Bumper Sticker - Our collective devotion.
 - The Little Devil - Our playful side.
- The Devils have also begun conversations to build partnerships with a range of partners, including Tasmania Police with the intention of using the profile of the club and its players to dissuade anti-social behaviour and increase general wellbeing in the Tasmanian community.
- The Devils have partnered with Tasmanian businesses and social enterprises to manufacture merchandise, helping them to grow their profile. Many of these businesses are small and have a focus on creating employment opportunities for those with disadvantage. These include:
 - Kingston-based apparel manufacturer Savage Merch to produce a range of beanies and scarves.
 - Hobart-based manufacturer The Sewing Room which provides jobs for immigrant workers to deliver t-shirts, hoodies and polos, all as part of the Devil's merchandise offering.
 - Tas Textiles, which is producing handcrafted woollen beanies and scarves for the Devils from their Glenorchy-based factory.

3.5.4 Impact assessment

Pre-enhancement		Post-enhancement		Final rating
Likelihood	Consequence	Likelihood	Consequence	High impact
Likely	Moderate	Likely	Major	

3.6 Positive impact 6: Improved physical and mental health

3.6.1 Outcomes potentially driving the impact



3.6.2 Relevant cohorts

- Tasmanian Residents

3.6.3 Evidence of impacts and enhancements

The introduction of AFL and AFLW teams to Tasmania and the associated investment in grassroots participation, as well as the increased profile of other sports such as football and cricket that could result from improved access to professional sporting events, can support participation increases which, in turn, can improve mental and physical health.

AFL investment encouraging sport participation

In addition to the introduction of the Devils, as part of the AFL's investment into Tasmania, it has specifically committed \$90 million in funding for game development, and \$33 million to develop young players in new talent

academies.¹⁵ This investment is informed by AFL's '28 by 28' strategy – a goal of doubling registered participants to 28,000 by the time the Devils are competing in AFL and AFLW competitions in 2028.

This will include doubling NAB AFL Auskick participation in the same period from 2,500 to 5,000 as well as upgrading facilities, ensuring every child has a touchpoint with AFL within their home and school and increased recruitment and participation pathways for umpires, volunteers and players.¹⁶

Effects encouraging sport participation

The presence of a local AFL team, as well as the introduction of new sporting content not previously available in Tasmania, is anticipated to inspire increased sports participation through several mechanisms. Firstly, research has indicated that successful sports teams can galvanise community interest and stimulate involvement in the sport at the community level. This phenomenon is commonly referred to as the "demonstration effect" or the "inspiration effect". However, for the inspiration effect to be successful, factors such as age, location, ethnic background, current engagement in sports, and access to sporting opportunities need to be considered.¹⁷

The local AFL team, as well as any visiting or domestic cricket, rugby or other professional sporting teams, can create a "role model effect." High-profile sportspeople have the potential to inspire people to be more active through direct community engagement and serving as role models. Whether it is through school visits, junior clinics, or public health campaigns, the interaction of professional athletes with the community can inspire fans to, themselves, participate in sports.¹⁸

Another mechanism is the "host city effect," wherein the development of a new Stadium, and its associated publicity, can elevate the profile of a particular sport within a community or region, leading to increased public participation. Evidence from previous sporting events, such as Olympic and Paralympic Games or FIFA World Cup, suggests that hosting high-profile sports can lead to increased grassroots involvement in sport in the host city or region.¹⁹

Physical and mental health benefits of sport

The benefits on physical health of being physically active through sport are well documented. Regular physical activity can substantially decrease the risk of obesity, helping to prevent a host of obesity-related conditions, such as cardiovascular disease^{20,21} and type 2 diabetes.²² It can also help reduce the risk of other chronic diseases, such as breast cancer,²³ bowel cancer,²⁴ and dementia.^{25,26,27} Given the significant burden of chronic physical health conditions, both globally and within Australia, the establishment of the new Stadium and AFL team could play a pivotal role in advancing public health objectives, targeting a large portion of the population through sport as a vehicle for healthier lifestyles.²⁸

¹⁵ AAP. "AFL's \$360m Tassie Pledge Hinges on New Stadium Deal." *AFL*, 23 Feb. 2023, www.afl.com.au/news/876737/afls-360m-tasmanian-team-pledge-hinges-on-new-stadium-deal.

¹⁶ Doole, Jacob. "AFL Tasmania Unveils '28 by 28' Vision | AFL Tasmania." *AFL Tasmania*, 24 Mar. 2024, www.afltas.com.au/2024/03/25/afl-tasmania-unveils-28-by-28-vision/. Accessed 21 June 2024.

¹⁷ Ramchandani, Girish, et al. "Factors Influencing the Inspirational Effect of Major Sports Events on Audience Sport Participation Behaviour." *World Leisure Journal*, vol. 56, no. 3, 3 July 2014, pp. 220–235, <https://doi.org/10.1080/16078055.2014.938296>.

¹⁸ Mutter, Felix, and Tim Pawlowski. "Role Models in Sports – Can Success in Professional Sports Increase the Demand for Amateur Sport Participation?" *Sport Management Review*, vol. 17, no. 3, Aug. 2014, pp. 324–336, www.sciencedirect.com/science/article/pii/S1441352313000533, <https://doi.org/10.1016/j.smr.2013.07.003>.

¹⁹ Australian Sports Commission. "Community and Social Engagement." Australian Sports Commission, 20 Jan. 2023, www.clearinghouseforsport.gov.au/major-event-impact-and-legacy/community-and-social-engagement#sport_participation. Accessed 15 May 2024.

²⁰ Australian Institute of Health and Welfare. (2019). *Australian Burden of Disease Study: Impact and causes of illness and death in Australia 2015*. Retrieved from <https://www.aihw.gov.au/getmedia/c076f42f-61ea-4348-9c0a-d996353e838f/aihw-bod-22.pdf.aspx?inline=true>.

²¹ Oakley, R., 1999, *Shaping Up: A Review of Commonwealth Involvement in Sport and Recreation in Australia – A Report to the Federal Government, Commonwealth of Australia*. Retrieved from https://www.clearinghouseforsport.gov.au/_data/assets/pdf_file/0017/634013/Shaping_Up_-_A_Review_of_Commonwealth_Involvement_in_Sport_and_Recreation_in_Australia.pdf.

²² Al Tunajji, H., Davis, J.C., Mackey, D.C., & Khan, K.M. (2014). Population attributable fraction of type 2 diabetes due to physical inactivity in adults: a systematic review. *BMC Public Health*, 14(469).

²³ Brenner, D.R. (2014). Cancer incidence due to excess body weight and leisure-time physical inactivity in Canada: implications for prevention. *Preventative Medicine*, 66, 131-139.

²⁴ Ballard-Barbash, R., Schatzkin, A., Albanes, D., Schiffman, M.H., Kreger, B.E., Kannel, W.B., Anderson, K.M. & Helsel, W.E. (1990). Physical activity and risk of large bowel cancer in the Framingham Study. *Cancer Research*, 50(12), 3610-3613.

²⁵ Mandolesi, L. et al. (2018). 'Effects of physical exercise on cognitive functioning and wellbeing: biological and psychological benefits'. *Frontiers in Psychology*, 9: 1-11.

²⁶ Wu, C. et al. (2008). 'Exercise enhances the proliferation of neural stem cells and neurite growth and survival of neuronal progenitor cells in dentate gyrus of middle-aged mice'. *Journal of Applied Physiology*, 105: 1585-1594.

²⁷ Blondell, S., Hammersley-Mather, R., Veerman, J., (2014) Does physical activity prevent cognitive decline and dementia?: A systematic review and meta-analysis of longitudinal studies. *BMC Public Health*, 14, 510.

²⁸ Australian Institute of Health and Welfare. "Chronic Conditions and Multimorbidity." *Australian Institute of Health and Welfare*, 14 Dec. 2023, www.aihw.gov.au/reports/australias-health/chronic-conditions-and-multimorbidity. Accessed 15 May 2024.

The psychological benefits resulting from increased engagement in sports are notable. Participation in physical activity has also been shown to both reduce the risk of developing^{29,30,31} and improve the treatment of,^{32,33} several serious mental illnesses, including both anxiety and depression. A 2019 study by Choi et al. correlated increased physical activity with lower instances of major depressive disorders,³⁴ while Dunn et al. in 2005 confirmed exercise effectiveness in managing depression.³⁵ A study by Chekroud et al. in 2018, involving over 1.2 million American participants, attests to the overarching mental health advantages of exercise, highlighting reduced mental health burden for those with depression who maintain active lifestyles.³⁶

While the positive mental health effects of physical activity can be partially linked to the release of chemicals in the brain which improve mood, sports – particularly team sports – also have social benefits which contribute to increased wellbeing. When individuals engage in team sports, such as those offered by local clubs galvanised by the new content offered by the Stadium and Tasmanian AFL team, they experience teamwork, achievement, and community acceptance – all key to sound mental wellbeing.³⁷ Through sport as a conduit, they gain a strong support network and social camaraderie, which are essential in tackling feelings of isolation and loneliness.³⁸

Enhancement measures: Effects encouraging sport participation

The Stadium poses the opportunity to increase sport participation by providing opportunities to engage in sport before, during or after the game. The precinct plans provision additional public open space adjacent to the Stadium, enabling the local population to enjoy sport. This space, in addition to the Stadium, can be utilised for active participation zones, to encourage participation before or after the game, or at half time.

3.6.4 Impact assessment

Pre-enhancement		Post-enhancement		Final rating
Likelihood	Consequence	Likelihood	Consequence	High impact
Likely	Significant	Almost certain	Significant	

3.7 Positive impact 7: Improved subjective wellbeing

3.7.1 Outcomes potentially driving the impact

 Improved certainty (events and attendance)	 Increased social connection and community building
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3.7.2 Relevant cohorts

- Tasmanian Residents

²⁹ Sibold, J., Edwards, E., Murray-Close, D. & Hudziak, J.J. (2015). Physical activity, sadness, and suicidality in bullied US adolescents, *Journal of the American Academy of Child and Adolescent Psychiatry*, 54(10), 808-815.

³⁰ Willis, B et al. (2018). 'Association of midlife cardiorespiratory fitness with incident depression and cardiovascular death after depression in later life'. *JAMA Psychiatry*, 75(9): 911-917.

³¹ Brown, H.E.; Gilson, N.D., Burton, N.W. and Brown, W.J. (2012) Does Physical Activity Impact on Presenteeism and Other Indicators of Workplace Well-Being?, *Sports Medicine*, 41 (3), pp.249-262.

³² Craft, L & Perna, F. (2003). 'The benefits of exercise of the clinically depressed'. *Primary Care Companion: Journal of Clinical Psychiatry*, 6(3): 104-111

³³ Kremer P., Elshaug C., Leslie E., Toumbourou J.W.4, Patton G.C., & Williams J. (2014). Physical activity, leisure-time screen use and depression among children and young adolescents, *Journal of Science and Medicine in Sport*, 17(2), 183-187.

³⁴ Choi, K. W., Chen, C.-Y., & Stein, M. B. (2019, January). Assessment of Bidirectional Relationships Between Physical Activity and Depression Among Adults: A 2-Sample Mendelian Randomization Study. *JAMA Psychiatry*, 76(4), 399-408. doi:10.1001/jamapsychiatry.2018.4175

³⁵ Dunn, A. L., Trivedi, M. H., Kampert, J. B., Clark, C. G., & Chambliss, H. O. (2005). Exercise treatment for depression: efficacy and dose response. 28(1).

³⁶ Chekroud, S. et al. (2018). 'Association between physical exercise and mental health in 1.2 million individuals in the USA between 2011 and 2015: a cross-sectional study'. *Lancet Psychiatry*, 5: 739-746.

³⁷ Mynard, Lorrae, et al. "Belonging to a Community-Based Football Team: An Ethnographic Study." *Australian Occupational Therapy Journal*, vol. 56, no. 4, Aug. 2009, pp. 266–274, <https://doi.org/10.1111/j.1440-1630.2008.00741.x>.

³⁸ Andersen, Marie Høstrup, et al. "The Social and Psychological Health Outcomes of Team Sport Participation in Adults: An Integrative Review of Research." *Scandinavian Journal of Public Health*, vol. 47, no. 8, 1 Dec. 2019, pp. 832–850, <https://doi.org/10.1177/1403494818791405>.

3.7.3 Evidence of impacts and enhancements

Attending sport, live music and entertainment events, such as those to be hosted in the new Stadium, are well documented to have a significant and positive effect on subjective wellbeing.

Wellbeing associated with watching team sport and sports fandom

Watching live sport provides wellbeing benefits, through increased positive physiological responses, social connection with community and the positive psychological effects of identifying with a team. The physiological responses to the exciting and unpredictable nature of live sports, such as the boost of adrenaline from witnessing a spectacular goal or save, provide natural highs that contribute positively to one's mood. Incorporating regular physical activity, even through vicarious engagement like cheering or clapping, activates endorphins and contributes to better physical and mental health.³⁹ The new sporting content in Tasmania, enabled by the construction of the Stadium, will increase the opportunity to experience these physiological effects.

Another opportunity the new sporting content provides is increased social and community connection – a key contributor to subjective wellbeing. Sport events provide a number of opportunities for social connection before, during, and after the game, including participation in fan chants, discussions about the play, or simply the shared sense of presence which can foster a significant sense of belonging. In fact, for many individuals, the social aspect is as important as the game itself and its role in wellbeing cannot be overemphasised.⁴⁰ The opportunity to support a Tasmanian AFL team is likely to amplify these effects, creating a sense of social unity, encouraging community engagement by speaking to people with known, like-minded interests.

The positive social and psychological effects of identifying with a team are well documented. While there is some evidence to suggest that the positive effects of team identification are tied to team performance, studies have found that this is not the case for those supporting a team with whom they have a geographical association.⁴¹ The Devils will be the first club within the AFL to represent an entire State, and it will join the JackJumpers (Tasmania's National Basketball League team which entered the League in 2021 and has proven very popular with the Club reporting strong demand for home games which frequently sell out⁴²) as one of a small number of teams that represent Tasmania in professional sporting leagues. Associations with a team, often seen as extensions of individual identity, promote camaraderie and loyalty which can be a source of pride and collective joy. For many, the act of witnessing their team compete, experiencing the highs and lows in real-time alongside fellow supporters, can greatly enhance personal happiness and contentment.^{43,44} The Stadium will also provide increased access to live sport experiences for Tasmanian fans of other sports (such as rugby league and other footballing codes).

Enhancement measures: Wellbeing associated with watching team sport and sports fandom

The Devils have already begun embedding themselves into the community, enabling the positive social and psychological effects of identifying with a team. As explored in Positive impact 5: Increased civic pride and community cohesion, the Devils have already begun this cultivation of identity through co-designing the launch with the community, centring their branding and culture pillars around Tasmanian life, and partnerships with a variety of Tasmanian organisations.

Wellbeing associated with watching live concerts

The wellbeing generated through the Stadium extends beyond sport, with significant evidence supporting the wellbeing benefits of attending live music and concerts. Immersion in the live music environment, with its unique blend of sound, lights, and movement, can provide a deeply sensory, and at times, transcendental experience. This sensory immersion can facilitate an intense emotional release.⁴⁵ Studies have found that live concert attendance

³⁹ Kinoshita, Keita, et al. "Watching Sport Enhances Well-Being: Evidence from a Multi-Method Approach." *Sport Management Review*, 22 Mar. 2024, pp. 1–25, <https://doi.org/10.1080/14413523.2024.2329831>.

⁴⁰ Kim, Min Jung, and Luke Lunhua Mao. "Sport Consumers Motivation for Live Attendance and Mediated Sports Consumption: A Qualitative Analysis." *Sport in Society*, vol. 24, no. 4, 21 Oct. 2019, pp. 1–19.

⁴¹ Branscombe, Nyla R., and Daniel L. Wann. "The Positive Social and Self Concept Consequences of Sports Team Identification." *Journal of Sport and Social Issues*, vol. 15, no. 2, Sept. 1991, pp. 115–127, <https://doi.org/10.1177/019372359101500202>.

⁴² Pulse Tasmania. (2024). 'JackJumpers Hobart championship game sells out within minutes'. Available at <https://pulsetasmania.com.au/news/jackjumpers-hobart-championship-game-sells-out-within-minutes/>.

⁴³ Wann, Daniel. "APA PsycNet." *Group Dynamics: Theory, Research and Practice*, vol. 10, no. 4, 2006, pp. 272–296, <https://psycnet.apa.org/record/2006-22548-002?doi=1>, <https://doi.org/10.1037/1089-2699.10.4.272>. Accessed 14 May 2024.

⁴⁴ Wann, Daniel. "Understanding the Relationship between Sport Team Identification and Dimensions of Social Well-Being." *North American Journal of Psychology*, vol. 11, no. 2, June 2009, pp. 219–230.

⁴⁵ Rama Rao Gogineni. *The WASP Textbook on Social Psychiatry*. Oxford University Press, 2023.

has demonstrable effects on one's health and wellbeing, with fortnightly attendance having the potential to extend life expectancy by nine years, and 20 minutes of attendance increasing wellbeing by 21 percent.⁴⁶

Live concerts also provide an opportunity for self-expression and group cohesion. Among the crowd, individuals can find space to express themselves freely, without restraint, and experience the collective ingenuity of an assembled audience passionately responding to the music. This collective effervescence, a concept where a community comes together in shared emotional experiences, has been shown to have long-term benefits for psychological health.⁴⁷

Wellbeing from anticipation of events

Anticipation and engagement with the entire event lifecycle at the Stadium can significantly influence subjective wellbeing. The preparation and build-up to an event contribute to a positive mindset and generate excitement.⁴⁸ Moreover, attending leisure events can have restorative effects, providing a much-needed break from daily stressors.⁴⁹ Engaging with events within the precinct's unique blend of cultural, arts, sports, and commercial experiences serves to magnify these sensations, offering a comprehensive wellbeing package that extends beyond the timeframe of the event itself.

Enhancement measures: Improved subjective wellbeing

The wellbeing of Stadium visitors will be improved through a positive experience of the Stadium (as outlined further in Positive impact 9: Improved amenity for Stadium visitors). Specific elements that may enhance benefits for both event attendees and the broader community may include:

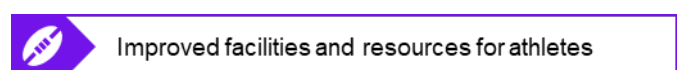
- The ability to leverage Stadium amenities and infrastructure outside of event days for community activities; and
- Use of the precinct facilities around the Stadium, including the concourse space, and access to food and beverage venues.

3.7.4 Impact assessment

Pre-enhancement		Post-enhancement		Final rating
Likelihood	Consequence	Likelihood	Consequence	Medium / High impact
Likely	Moderate	Likely/Almost Certain	Moderate	

3.8 Positive impact 8: Improved athlete experience

3.8.1 Outcomes potentially driving the impact



3.8.2 Relevant cohorts

- Tasmanian and Visiting Athletes

3.8.3 Evidence of impacts and enhancements

The construction of the new Stadium marks a significant development in Tasmania's sports infrastructure and delivers an improved experience for all athletes who play at the venue through a modern design. This benefit is expected to be most significant for Tasmanian athletes who are able to enjoy a high-quality sporting venue in their home state, and who may not otherwise have the opportunity to play in a venue of this calibre. It is expected to be less significant for mainland athletes who frequently play in high-calibre venues.

⁴⁶ Virgin Media O2. "Science Says Gig-Going Can Help You Live Longer and Increases Wellbeing." *Virgin Media O2*, 27 Mar. 2018, news.virginmediao2.co.uk/archive/science-says-gig-going-can-help-you-live-longer-and-increases-wellbeing/.

⁴⁷ Gabriel, Shira, et al. "Creating the Sacred from the Profane: Collective Effervescence and Everyday Activities." *The Journal of Positive Psychology*, vol. 15, no. 1, 13 Nov. 2019, pp. 129–154, <https://doi.org/10.1080/17439760.2019.1689412>.

⁴⁸ Alexander, Rebecca, et al. "The Neuroscience of Positive Emotions and Affect: Implications for Cultivating Happiness and Wellbeing." *Neuroscience & Biobehavioral Reviews*, vol. 121, Feb. 2021, pp. 220–249, <https://doi.org/10.1016/j.neubiorev.2020.12.002>.

⁴⁹ Kleiber, Douglas A., et al. "Leisure as a Resource in Transcending Negative Life Events: Self-Protection, Self-Restoration, and Personal Transformation." *Leisure Sciences*, vol. 24, no. 2, Apr. 2002, pp. 219–235, <https://doi.org/10.1080/01490400252900167>.

Stadium design features to improve the athlete experience

Impacts enhanced by the roof

The presence of a roof is one feature that elevates the Stadium above existing Tasmanian venues. The roof helps to mitigate the disruptive influence of the weather which, in turn, allows athletes to compete in a more predictable and stable environment. This Stadium is particularly unique in that its roof height allows for test cricket to be played in all conditions⁵⁰. This controlled setting is helpful for athletes whose performance can be impacted by rainy or cool weather conditions.⁵¹ Additionally, as discussed in Positive impact 9: Improved amenity for Stadium visitors, the roof of the Stadium retains atmosphere and experience created by cheering fans, maximising the impact on players.

It is well understood by both athletes and fans that cheering from the crowds increases athlete performance, and while not well studied, there is some academic evidence to support this.^{52,53}

The capacity of the Stadium to accommodate 23,000 seated spectators (plus 1,500 standing) for sporting events surpasses that of other local venues, offering athletes the opportunity to perform in front of larger audiences. MPDC's ambition is to design the tiered seating in a way which brings the crowd close to the action more so than any other Stadium. This will further the connection between the players and the audience.

The Stadium's ability to host a variety of athletic events is also beneficial. The Stadium can host new AFL, soccer, rugby union and rugby league games and the transfer of cricket games, as outlined in the event calendar provided in the Financial Impact Report. This flexibility allows for a multitude of sporting opportunities, catering to athletes from different disciplines and adding to the Stadium's utilitarian value.

Finally, the proximity to the CBD enables a variety of benefits associated with closeness to accommodation. Reduced travel time reduces time spent commuting, potentially increasing opportunities for rest and game preparedness.

Enhancement measures: Stadium design features to improve the athlete experience

As discussed in the proposed enhancement measures in Positive impact 9: Improved amenity for Stadium visitors, the positioning of the Stadium within a precinct will enhance the visitor's experience. With dining, hospitality, and entertainment options in close proximity, athletes can easily extend their enjoyment past the event's conclusion, or before its beginning.

Another key factor in athlete experience is the quality of facilities, with the facilities in the new Stadium aiming to be state-of-the-art. A report by the NSW Office of Sport supports the notion that high-quality facilities improve the performance and development of athletes.⁵⁴ The report also highlights the need to be adaptable to respond to the changing needs of systems, calling out multipurpose facilities as good investments for this reason. Additionally, these facilities can help improve an athlete's holistic experience, extending beyond their performance during a game.⁵⁵

The Mac Point Precinct Plan states that the Stadium will be designed in collaboration with key stakeholders (such as the user brief requirements), with provisions of ancillary sites such as fitness and medical centres.

AFL athlete pathways

As part of the introduction of the new team to Tasmania, the AFL has committed to spending \$360 million over a decade, which includes \$33 million to develop young players in three new talent academies.⁵⁶ These talent academies began operations at the end of May 2024, inducting nearly 300 13-15-year-old males and females. The academies aim to initially focus on skills development, with players working with top coaches and receiving

⁵⁰ Subject to ICC approval.

⁵¹ Gatterer, Hannes, et al. "Practicing Sport in Cold Environments: Practical Recommendations to Improve Sport Performance and Reduce Negative Health Outcomes." *International Journal of Environmental Research and Public Health*, vol. 18, no. 18, 15 Sept. 2021, p. 9700, [www.ncbi.nlm.nih.gov/pmc/articles/PMC8471173/](https://doi.org/10.3390/ijerph18189700), <https://doi.org/10.3390/ijerph18189700>.

⁵² Kimberly Epting, L., et al. "Cheers vs. Jeers: Effects of Audience Feedback on Individual Athletic Performance." *North American Journal of Psychology*, vol. 13, no. 2, June 2011, pp. 299–312, www.researchgate.net/publication/281766861_Cheers_vs_Jeers_Effects_of_audience_feedback_on_individual_athletic_performance.

⁵³ Rovetta, Alessandro, and Alessandro Abate. "The Impact of Cheering on Sports Performance: Comparison of Serie a Statistics before and during COVID-19." *Cureus*, vol. 13, no. 8, 23 Aug. 2021, <https://doi.org/10.7759/cureus.17382>.

⁵⁴ NSW Office of Sport. *Future Champions: Pathways to Sporting Success*. Dec. 2019.

⁵⁵ Brown, Alex. "Sports Training Facilities: Creating Successful Environments Focused on High Performance and Athlete Wellbeing." *Civil + Structural Engineer Media*, 1 Nov. 2023, csengineermag.com/sports-training-facilities-creating-successful-environments-focused-on-high-performance-and-athlete-wellbeing/. Accessed 3 June 2024.

⁵⁶ (AAP, 2023)

specialised support from strength and conditioning to wellbeing.⁵⁷ These academies, as well as the broader investment, will improve athlete experience by enabling them to play for the same team from youth to elite stages of their career. The AFL has also partnered with AFL Clubs on Next Generation Academies, aimed at increasing opportunities for young people (aged 11 to 18) to learn about and play AFL, with a focus on multicultural and Indigenous communities to learn about and play AFL.

The creation of these pathways which lead into the Devils intends to reduce the loss of Tasmanian AFL players to the mainland. There are currently 24 Tasmanian AFL players, 16 AFLW players, and 20 AFL / AFLW umpires and coaches contracted in other states.⁵⁸ This exodus of players is not only a loss of talent and economic activity for the State, but also alludes to the wider migration of their families and local support networks. By establishing an AFL team in Tasmania, along with a clearly defined pathway towards it, the perception that players need to migrate to the mainland for success is being rewritten.

It is noted that a Tasmanian AFL High Performance Centre is to be developed which will be the home of the Devils. This Centre is expected to further contribute towards improved athlete experience. However, it is not considered within the scope of this report.

Enhancement measures: AFL athlete pathways

Further to the AFL investment, the Devils have begun conversations with UTAS and TasTAFE to give all Devils athletes an education plan. This sets the athlete up for future success beyond their career with the team.

3.8.4 Impact assessment

Pre-enhancement		Post-enhancement		Final rating
Likelihood	Consequence	Likelihood	Consequence	Medium / High impact
Almost certain	Minor	Almost certain	Minor/Moderate	

3.9 Positive impact 9: Improved amenity for Stadium visitors

3.9.1 Outcomes potentially driving the impact



Improved visitor experience

3.9.2 Relevant cohorts

- Tasmanian Residents

3.9.3 Evidence of impacts and enhancements

The Stadium is expected to enhance the attendee experience through its design features and convenient location.

Improved attendee amenity and experience

Impacts enhanced by the roof

The decision to include a roof as part of the new Stadium's design ensures year-round usability, providing shelter from the unpredictable Tasmanian weather. This can encourage greater attendance as spectators are guaranteed protection from the elements, which is significant for both the comfort and the health of attendees. The presence of a roof negates weather-related disruptions, ensuring that events can proceed as scheduled, irrespective of rain or strong winds.⁵⁹

A roofed Stadium creates an atmosphere conducive to enhanced acoustics for concerts and other performances. For sports events, the acuity of sound from the crowd can elevate the level of excitement and

⁵⁷ Doole, Jacob. "New Talent Academies Welcome First Intake of 300 | AFL Tasmania." *AFL Tasmania*, 15 May 2024, www.aftas.com.au/2024/05/15/new-talent-academies-welcome-first-intake-of-300/. Accessed 21 June 2024.

⁵⁸ AFL Tasmania. "Tasmanians in the AFL / AFLW | AFL Tasmania." *AFL Tasmania*, www.aftas.com.au/tasmanians-in-afl/.

⁵⁹ Aurecon. "Designing Retractable Roofs for Multi-Purpose Stadiums." *Aurecon Group*, 23 Apr. 2023, www.aurecongroup.com/insights/designing-retractable-roofs-for-multi-purpose-stadiums.

engagement within the venue. This controlled environment could attract a higher calibre of musical and cultural acts, confident in the knowledge that their performances will be seen and heard at optimal quality.

Additionally, the location of the Stadium near the Hobart CBD allows for easier access and the improvement of the attendee experience. As explored further in Positive impact 10: Improved liveability, the Macquarie Point Draft Precinct Plan considers the access to the site, both on event days and non-event days. It notes walking and cycling, buses, coaches, ferries, and the wider road network as viable options to be able to access the site. Walking and cycling paths will also be available to access the immediate surrounds of the Stadium. The Stadium would also be situated near a variety of restaurants, bars and cafés, offering attendees plenty of options to dine and socialise before or after an event. This proximity can significantly enhance the overall experience by facilitating seamless transitions from dining to entertainment. For those travelling from outside Hobart, a Stadium near the CBD means easy access to a range of accommodation options, as well as nearby attractions including the Salamanca Place, Battery Point and the waterfront.

While specific elements of the Stadium design are still being resolved, it will represent a significant modernisation when compared to existing venues, with potential features including:

- A diverse range of food and beverage options;
- High-quality technological systems including audio, visuals and Wi-Fi; and
- Contemporary safety and security measures.

Research suggests that all the above factors are likely to encourage fans to want to attend events in-person.⁶⁰

Additionally, the building will be in alignment with modern accessibility requirements. This includes ensuring wheelchair accessible seating from a variety of viewing angles and price points, wheelchair accessible bathrooms, accommodation of service animals and ramps and power-assisted doors to ensure entrances and exits are accessible.

Enhancement measures: Maximising attendee amenity through specific design features

Further to the base design requirements, MPDC has made several design decisions to further enhance the attendee experience at the Stadium. These include:

- MPDC has worked with local Tasmanian architects in the design process for the Stadium so that it is recognisably Tasmanian with local character elements. Considered options for these elements include the use of Tasmanian resources such as timber, and a transparent roof allowing for views of the Cenotaph and the Tasmanian landscape.
- The design of the Stadium will also be informed by the user brief. Based on the brief, considerations include:
 - Potential for future expansion in number of seats;
 - Improved view lines to the field from seats within the Stadium;
 - Variety of offerings and experiences within the Stadium;
 - Adoptions of new technologies to improve wayfinding; and
 - Food and beverage provision within the Stadium.
- As outlined in the user brief, the design intention is that the Stadium exceeds compliance with requirements of the National Construction Code and other relevant standards to form a new benchmark for public sporting infrastructure that embraces and champions universal access.
- As outlined in Positive impact 5: Increased civic pride and community connection, to further establish the Stadium as an inclusive space, MPDC has begun, and is committed to continue, working with the Tasmanian Aboriginal community for design inputs on the Stadium which will likely increase the cultural safety of the space, making Aboriginal peoples of Tasmania feel more welcomed in the space.

Enhancement measures: Maximising attendee amenity through proximity and co-location

The Stadium's location within the Arts, Entertainment and Sports Precinct, particularly in relation to the complementary mixed-use zone, promises to substantially enhance the amenity and experience for Stadium

⁶⁰ Glebova, Ekaterina, et al. "Changes in Stadium Sports Spectators Customer Experiences." *Testnevelés, Sport, Tudomány*, vol. 4, no. 3-4, 2019, pp. 65–75, <https://doi.org/10.21846/tst.2019.3-4.6>. Accessed 30 May. 2024.

visitors. For instance, with dining, hospitality, and entertainment options in close proximity, visitors can easily extend their enjoyment past the event's conclusion, or before its beginning. This proximity is expected to encourage attendees to take full advantage of the precinct, thereby elevating the overall appeal of the Stadium as a destination.⁶¹ Additionally, consumers are increasingly appreciating the value of a variety of tastes and dining experiences when attending Stadium events, with some venues opting to include restaurant-style eateries within the Stadium to cater to this demand.⁶²

The Stadium's situation within a precinct will also enable visitors to enjoy the newly remediated surrounding public space, on both event and non-event days. The ability to enjoy this space will further strengthen the connection locals have to the Stadium, improving their experience when attending events.

3.9.4 Impact assessment

Pre-enhancement		Post-enhancement		Final rating
Likelihood	Consequence	Likelihood	Consequence	High impact
Likely	Moderate/Major	Likely/Almost Certain	Major	

3.10 Positive impact 10: Improved liveability

3.10.1 Outcomes potentially driving the impact

 Catalyst for broader urban uplift and renewal	 Improved certainty (events and attendance)
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3.10.2 Relevant cohorts

- Tasmanian Residents

3.10.3 Evidence of impacts and enhancements

The development of the Stadium is anticipated to not only improve amenity for those attending events, but to contribute to the broader liveability of Hobart as follows.

Urban renewal and broader uplift

An important benefit of the development of the Stadium is its influence on urban renewal (i.e. the process of upgrading and modernising parts of a city including infrastructure, housing, and community spaces). Stadiums commonly trigger infrastructural improvements, commercial investments, and residential upgrades, beyond the immediate vicinity of the Stadium. These upgrades cumulatively enhance the urban fabric of the location. This effect has been explored in prior assessments, which detail how projects of this nature can broadly uplift a community's standards of living, making it more appealing for residents and potential investors alike.⁶³ For the effects of urban renewal to be realised, planning based on mixed-use, multi-faceted developments has been found to be most effective.⁶⁴ The literature also notes that it is important to take a place-based approach informed by consultation with the community to ensure they feel part of the project, and that their views are being considered.⁶⁵ The Stadium will have a catalytic effect on broader precinct development which is anticipated to result in a variety of cultural enhancement uses for the land, as well as options for housing and hospitality venues.

Transport and accessibility

The Stadium is also set to capitalise on transport investment in the State, a fundamental aspect of liveability, through its strategic placement in the Hobart CBD. Reliable transport links enable ease of access, not just to the Stadium but to other locations within the precinct and beyond, allowing for a seamless integration into residents'

⁶¹ Panagopoulos, Alkiviadis, et al. "Football Stadiums as Alternative Tourists' Entertainment Points of Interest: The Perceptions of Managers and Local Authorities in the City of Patras." *Recent Advancements in Tourism Business, Technology and Social Sciences*, 28 Apr. 2024, pp. 595-608, link.springer.com/chapter/10.1007/978-3-031-54342-5_37#citeas. Accessed 30 May 2024.

⁶² McLellan, Craig, and Michael Urie. "Sports Venues - Redefining Hospitality." 29 July 2019.

⁶³ PricewaterhouseCoopers. "Game on Delivering Sustained Infrastructure Outcomes through Major Sports and Cultural Events." 2022.

⁶⁴ Chapin, Timothy S. "Sports Facilities as Urban Redevelopment Catalysts: Baltimore's Camden Yards and Cleveland's Gateway." *Journal of the American Planning Association*, vol. 70, no. 2, 30 June 2004, pp. 193-209, <https://doi.org/10.1080/01944360408976370>.

⁶⁵ Brockhoff, John. "Planning for Great Stadiums Needs Great Public Policy." *The Fifth Estate*, 11 Apr. 2018, thefifthestate.com.au/columns/spinifex/planning-for-great-stadiums-needs-great-public-policy/. Accessed 19 May 2024.

daily lives. Evidence shows that improved transport accessibility around stadiums amplifies liveability benefits generated by the Stadium.⁶⁶ Specifically, the strategic business case highlights the Stadium's capacity to activate existing proposed infrastructure improvements, such as through implementation of the Government's planned Rapid Bus solution, the northern suburbs transit corridor and the Derwent River ferry network. This enhanced accessibility ensures the Stadium's positive impact is widely distributed, making it a keystone in the fabric of urban liveability.

Increased sporting and cultural offering

The Stadium will enhance the availability of sport and cultural offerings for the people of Tasmania, with a variety of different types of events anticipated to be held at the venue, including AFL and AFLW fixtures, soccer, rugby and cricket matches, concerts and other entertainment events.

With facilities capable of hosting premier sports events, the community gains not only a platform for entertainment but also the social benefits that come from participating in and watching sports. The physical and mental health benefits of increased sport participation are explored further in Positive impact 6: Improved physical and mental health, with the broader improvements to subjective wellbeing explored in Positive impact 7: Improved subjective wellbeing. Additionally, these improvements to the sporting and cultural offering improve the liveability of the area through increased social cohesion and community pride, as outlined in Positive impact 5: Increased civic pride and community cohesion.

As a venue that also accommodates arts events, such as concerts, the venue will offer residents access to an array of experiences that would previously only be accessible by travelling interstate. The Stadium's design allows for flexibility in concert mode – allowing both a 'full stadium' and 'arena' (i.e. a reduced) mode – to broaden its appeal and market with promoters. A lively cultural scene is an essential component of liveable cities, driving engagement and contributing to a well-rounded quality of life.⁶⁷

Enhancement measures: Additional measures to enhance liveability

There are several additional activities MPDC is taking and commitment to improve the liveability of the area, as part of the Stadium construction, beyond the base design requirements. These enhancements include:

- A locally-based accessibility panel will be consulted through the Stadium design to ensure the accessibility requirements of the community are met and exceeded, where possible. Additionally, the design process has included consultation with local experts in design and local heritage to ensure that the design of the Stadium is authentically Tasmanian, enriching the already existing culture within Hobart.
- In addition to the design panel, MPDC has committed to ongoing engagement with the community and Stadiums Tasmania to ensure the Stadium meets user needs and enhances the liveability of the Stadium and surrounds, where appropriate.
- MPDC is also aiming to engage in a Green Star Communities accreditation process for the precinct. Part of this accreditation process involves a review of the design by the panel, measuring a variety of categories, including liveability which is measured in terms of the delivery of safety, accessibility and culturally rich activities, as well as the encouragement of healthy and active lifestyles. The accreditation seeks to reward communities that have a high level of amenity, activity and inclusiveness. Aiming for this accreditation will help guide decision making towards planning that maximises amenity and liveability improvements.
- The location of the Stadium at the Macquarie Point site situates it within an arts, entertainment and cultural precinct, enhancing the liveability benefits the Stadium brings. Given the Stadium's ability to draw crowds of up to approximately 30,000 in concert mode it will contribute significantly to the activation of the precinct, uplifting the surrounding Antarctic Facilities Zone, Aboriginal Culturally Informed Zone and the hospitality venues in the mixed-use zone. This will encourage additional private commercial investment wrapping around the Stadium, creating a new large-scale piece of social infrastructure on a site previously unusable by the general public.

Effective transport planning is essential to ensure the successful operation of the Stadium. A Transport Study has been developed by WSP which assesses potential impacts on people movement and develops strategies to mitigate traffic congestion and promote sustainable travel options. This study explored various transport scenarios, including encouraging non-car modes of transport, with a target of 60% of attendees using public transport, walking or cycling. Other elements in the transport plan include the development of a dedicated event bus plaza, to improve public transport access, and a focus on pedestrian connectivity. Supporting infrastructure and initiatives will be

⁶⁶ Transport and Infrastructure Council. "Australian Transport Assessment and Planning Guidelines: O3 Urban Amenity and Liveability." May 2018.

⁶⁷ Untaru, Stevan, et al. "Culture and the Metropolis." May 2001.

required to optimise spectator travel and reduce reliance on private vehicles. The Stadium's location benefits from existing public transport options, including bus stops, ferry terminals and proximity to the CBD.

3.10.4 Impact assessment

Pre-enhancement		Post-enhancement		Final rating
Likelihood	Consequence	Likelihood	Consequence	High impact
Likely	Moderate	Almost Certain	Major	

4 Profiles of negative impacts

This section outlines the evidence base for each potential negative impact explored, and the outcomes which could drive them, as identified through the Value Framework.

4.1 Negative impact 1: Disruption to local businesses and residents (short-term and long-term)

4.1.1 Outcomes potentially driving the impact



Noise and environmental pollution



Disruption to nearby businesses/residents

4.1.2 Relevant cohorts

- Tasmanian Residents
- Tasmanian Businesses

4.1.3 Evidence of impacts and mitigations

This section provides information on the likely disruption created by the construction of the Stadium through limitations to access, noise and vibration issues. It also assesses the likely ongoing impact of Stadium operations as due to the scale of events proposed to be held at the Stadium, ongoing access disruptions and noise and light pollution are potential hindrances to nearby businesses and residents. The area surrounding the Stadium (i.e. the statistical area the precinct sits within that extends approximately five kilometres north and one kilometre west of the site, including the Hobart CBD and areas of North Hobart) has approximately 4,000 businesses and 9,000 residents,⁶⁸ indicating that the area is predominantly commercial, rather than residential, in nature.

Note: This evidence base is gathered from desktop research of academic and grey literature. The below reports have been completed as part of the PoSS Submission. Please refer to the studies for information specific to the project:

- *Construction Management Plan, Zancon*
- *Noise and Vibration Assessment, AECOM*
- *Lighting Assessment, Introba*
- *Transport Study, WSP*

Access to the site and surrounding businesses during construction and operations

The construction phase of major infrastructure projects inevitably creates disruption to the surrounding area and can disrupt access by members of the public to surrounding businesses, resulting in loss of footfall. The Macquarie Point Site itself is currently an industrial site that does not have a significant degree of public access. While some interim tenancies are in place, these are expected to be concluded prior to construction, and therefore access to and through the site will not be a consideration for these stakeholders. The site is bordered by retail and hospitality businesses to the southwest, port operations to the southeast and the shoreline in the northeast. It is not anticipated based on the position of the site that access to the retail and hospitality businesses will be significantly impacted. These businesses are accessed from the front along Hunter Street, facing the CBD, while the site sits behind the businesses.

⁶⁸ Based on Statistical Area (SA) 2 level data retrieved from Australian Bureau of Statistics. "2021 Hobart, Census All Persons QuickStats." *Australian Bureau of Statistics*, 2021, www.abs.gov.au/census/find-census-data/quickstats/2021/601051027. Note that an SA2 boundary refers to a geographical boundary developed for statistical analysis, taking into account factors such as population, functional relationships and growth.

Once the Stadium is operational, it is likely that limited road closures will be put in place for short durations before and after events, to enable high volumes of patrons to enter and exit the site. This is outlined in detail in the *Transport Study* completed by WSP. In addition, a pedestrian bridge over Davey Street to Collins Street will limit the need for lane closures on Davey Street during peak times.

The Royal Hobart Regatta Association has also raised concerns in relation to access to the foreshore for Regatta activities. MPDC have provided information that the activation of the Mac Point Precinct will not impede access to the foreshore or jetty, and that ground floor activation of the Precinct should enhance engagement with the Regatta Grounds foreshore. They have also provided information that the Stadium footprint will not impact on land and facilities used by the RHRA.

Mitigation measures: Access to the site and surrounding businesses during construction and operations

Outside of commissioning the *Construction Management Plan* completed by Zancon and *Transport Study* completed by WSP which collectively outline how traffic and movement impacts will be managed during construction, MPDC has engaged in collaboration and partnerships with key stakeholders to ensure access impacts are minimised.

- Evans Street, the key access for the ports, will remain open through construction. On occasion where a shutdown may be required, MPDC will work with TasPorts to ensure this is done in a way that does not impact port operations. MPDC has regular meetings with TasPorts to coordinate issues affecting both sites; and
- Due to a steep escarpment, direct access to the Cenotaph from the precinct site is prevented. Therefore, access to the Cenotaph will not be interrupted during construction or operations of the Stadium.

Note: In addition to potential short-term disruption to local businesses that may be caused by construction activity, it is anticipated that the project will create an economic uplift for these businesses as a result of spend by construction workers. This impact is outlined in Positive impact 3: Economic uplift for Tasmania (short-term).

Noise impacts during construction and operation

Noise from construction activities, such as heavy machinery, power tools, and demolition, can interrupt or distract residents, workers, patrons of nearby businesses and passers-by.⁶⁹ One organisation that has raised particular concern about the noise impacts of the Stadium construction (as well as ongoing impacts during Stadium operations) is the Tasmanian Symphony Orchestra (TSO), with the organisation's key rehearsal and performance venue, Federation Concert Hall, located 200 metres from the proposed Stadium site. MPDC have already developed a collaborative relationship with TSO to minimise noise impacts related to existing remediation efforts, and will continue close engagement efforts through construction.

Additionally, there is likely to be some ongoing noise pollution created by the operation of the Stadium and events held within it (including music, crowd noise, sirens and announcements), which may have negative impacts on the local community. An independent survey was undertaken for Perth Stadium in 2017, due to residents raising such concerns, but ultimately demonstrated a certain degree of tolerance of event-based noise.⁷⁰

Survey results found that construction noise, as well as traffic noise and congestion, were the main issues raised by residents within a two-kilometre radius (noting that there are limited residences in the immediate surrounds of Perth Stadium). Noise from music festivals and concerts only presented a major concern to 10 and 5 percent of residents, respectively. The study also found that event type significantly impacted residents' acceptance of the disruption the events created. While 85 percent of residents found up to six single evening concerts per annum acceptable, residents only had tolerance for a single car or motor bike event per annum. Furthermore, it is important to note that the events specified in the Perth Stadium study are open-air events, which will create a higher level of noise than is likely in a roofed stadium.

The current 'core' event calendar presented in the FIR projects fewer than six concerts⁷¹, and it is anticipated there will only be a small number of ad hoc events (which may include motorsport events) once every two years. Additionally, the roof of the Stadium will further reduce noise impacts, meaning Hobart residents will likely be less affected than the Perth residents, and their open-air stadium.

⁶⁹ Lee, Pyoung Jik, and Jin Yong Jeon. "Relating Traffic, Construction, and Ventilation Noise to Cognitive Performances and Subjective Perceptions." *The Journal of the Acoustical Society of America*, vol. 134, no. 4, 1 Oct. 2013, pp. 2765–2772, pubmed.ncbi.nlm.nih.gov/24116415/, <https://doi.org/10.1121/1.4818776>. Accessed 30 Sept. 2022.

⁷⁰ Patterson Research Group. "Perth Stadium Nearby Resident Survey 2017." *City of Vincent*, 17 Aug. 2017, vincent.infocouncil.biz/Open/2019/10/CO_20191015_AGN_4220_AT_files/CO_20191015_AGN_4220_AT_Attachment_12560_2.PDF. Accessed 21 June 2024.

⁷¹ The core event calendar presented in the FIR contains two concerts annually while the optimistic event calendar contains up to six annually.

Mitigation measures: Noise impacts during construction and operation

To mitigate noise issues, MPDC and Stadiums Tasmania will collaborate with the TSO, in particular to avoid clashes in TSO live concert programming and Stadium event scheduling. MPDC will undertake noise monitoring from the TSO site during construction and has been working with the TSO during day-time practice, rehearsal and recording sessions to develop a strategy that avoids construction noise impacts. Additionally, construction contractors will be required to adhere to a site-specific construction noise management plan. Other noise-mitigation measures include requiring that Stadium operators develop an event noise mitigation policy.

Note: Further mitigation measures and studies into the impact of the noise can be found in the Construction Management Plan completed by Zancon and the Noise and Vibration Assessment completed by AECOM.

Impact of Stadium light on surrounding residents

Stadium lighting – used for evening events – is often bright and sustained for several hours and has the potential to alter the natural light patterns of the area. Light spill and glare can affect local wildlife and their behaviour patterns⁷² and have negative impacts on nearby residents.⁷³ However, the available research primarily examines the impact of outdoor or open sports lighting, whereas the light pollution in the Stadium will largely be contained by the enclosed, roofed structure.

Grow lights are used increasingly to support grass growth, particularly in lower light climates and where a roof covers the Stadium some or all of the time. Grow lights can contribute to increased light pollution. However, the use of a transparent Ethylene Tetrafluoroethylene (ETFE) roof on the Stadium will reduce the need for grow lights (see further detail in the mitigation measures below).

In addition to potential impacts on nearby residents, light spill may have an impact on the operation of the nearby port and mitigation measures to reduce light pollution will be important to prevent an operational disruption and impacts on marine life.⁷⁴ Mitigation strategies include targeted lighting for the field to ensure light is appropriately directed and distributed as well as the design of the lights, including the use of light shield, in order to further control the direction and distribution of the light.⁷⁵

Mitigation measures: Impact of Stadium light on surrounding residents

To mitigate light leakage, MPDC has included a roof as part of the Stadium design, as well as inward facing lighting in both the Stadium and precinct. The lights will be mounted on the interior of the roof, and therefore be closer to the ground than they would on a light pole on a traditional stadium, which will reduce light spill. The lighting design has been assessed against AS/NZS 4282: 2023: Outdoor Lighting Obtrusive Effects, it is currently compliant and will continue to be assessed as the design proceeds. A Lighting Assessment conducted by Introba has found that the impact on port operations, decorative lighting on the Cenotaph, and flora and fauna have been assessed as minimal.

The Stadium will have a transparent Ethylene Tetrafluoroethylene (ETFE) roof which allows a full light spectrum through and creates a greenhouse effect for the growth of grass. This, alongside lighting design which ensures all light is focussed on the pitch, will reduce the need for grow lights, with any remaining impact from grow lights being mitigated by the enclosed structure.

Note: Further assessment of the lighting effects and proposed mitigation measures can be found in Lighting Assessment completed by Introba.

4.1.4 Impact assessment

⁷² Schoeman, M. C. "Light Pollution at Stadiums Favors Urban Exploiter Bats." *Animal Conservation*, vol. 19, no. 2, 24 July 2015, pp. 120–130, <https://doi.org/10.1111/acv.12220>.

⁷³ Ntarara, E, et al. "The Impact of Lighting Trespass on Nearby Buildings and Their Inhabitants Which Derives from Municipal Stadiums. Early Results from a Post Occupancy Evaluation Survey." *IOP Conference Series. Earth and Environmental Science*, vol. 1123, no. 1, 1 Dec. 2022, pp. 012034–012034, <https://doi.org/10.1088/1755-1315/1123/1/012034>. Accessed 2 June 2024.

⁷⁴ Byrnes, Troy A., and Ryan J. K. Dunn. "Boating- and Shipping-Related Environmental Impacts and Example Management Measures: A Review." *Journal of Marine Science and Engineering*, vol. 8, no. 11, 12 Nov. 2020, p. 908, [www.mdpi.com/2077-1312/8/11/908](https://doi.org/10.3390/jmse8110908), <https://doi.org/10.3390/jmse8110908>. Accessed 21 June 2024.

⁷⁵ UPowerTek. "6 Design Considerations on Stadium Lights." *UPowerTek*, 6 Mar. 2023, www.upowertek.com/6-design-considerations-on-stadium-lights/.

Negative impact 1A: Disruption to local businesses and residents (short-term)

Pre-mitigation		Post-mitigation		Final rating
Likelihood	Consequence	Likelihood	Consequence	Low impact
Likely	Moderate	Possible	Moderate	

Negative impact 1B: Disruption to local businesses and residents (long-term)

Pre-mitigation		Post-mitigation		Final rating
Likelihood	Consequence	Likelihood	Consequence	Low impact
Likely	Moderate	Possible	Moderate	

4.2 Negative impact 2: Housing supply (short-term)

4.2.1 Outcomes potentially driving the impact



4.2.2 Relevant cohorts

- Tasmanian Residents

4.2.3 Evidence of impacts and mitigations

Construction of the Stadium has raised concerns related to the impact of a significant interstate workforce on Hobart's housing supply. However, analysis findings suggest that this impact is likely to be minimal.

Note: A separate report detailing an estimation of workforce as well as a housing study have been completed to assess the likely impact potential workers will have on the housing and rental market in Tasmania. This report, titled 'Macquarie Point Stadium: Housing for Workforce', has been included as part of the PoSS Submission. This impact profile provides a summary of the findings of that report as well as some background analysis on the issue. KPMG has relied on these findings. Please refer to the report for further detail.

Current Tasmanian housing supply

Similar to the rest of Australia, there have been concerns in Hobart and Tasmania more broadly about the capacity of the housing and rental markets and supply pressures resulting in cost increases. This sentiment was consistent with some responses within the public consultation process. However, analysis presented in the 'Housing for Workforce' report commissioned by MPDC shows that private rental vacancies have increased in recent times with the rental vacancy rate in Hobart increasing from 0.6 to 1.4 percent between December 2022 and April 2024 (compared to a decrease in the national rate from 1.3 to 1.1 percent in the same time period). This suggests growing capacity in Hobart's rental market.

Moreover, the report indicates that there is capacity in the short-term and tourist accommodation markets with a 73 percent occupancy rate across the short-term accommodation market and approximately 3,000 hotel rooms in the greater Hobart area with occupancy fluctuating from 62 to 89 percent across the year.

Anticipated impact on Tasmanian housing supply

As outlined in the 'Housing for Workforce' report, it is expected that no more than 100 dwellings in the private rental market would be needed to house workers looking for that tenure (peak construction period). Based on existing market conditions, there is sufficient supply to meet that need and this increase in demand would not have any significant impact on the cost of rents and the availability of rental properties in the market.

Mitigation measures: Anticipated impact on Tasmanian housing supply

As discussed in Positive impact 1: Employment and increased human capital (short-term and long-term), MPDC has implemented multiple strategies to ensure the use of local labour is maximised. These strategies include a

Stadium Workforce and Training Plan developed in collaboration with Skills Tasmania, MPDC's procurement policies which aim to use primarily local labour, as well as the State's procurement criteria which has recently increased incentives to use more local labour.

4.2.4 Impact assessment

Pre-mitigation		Post-mitigation		Final rating
Likelihood	Consequence	Likelihood	Consequence	Negligible impact
Unlikely	Insignificant	Unlikely	Insignificant	

4.3 Negative impact 3: Pollution, carbon emissions and other environmental impacts resulting from construction or operations (short-term and long-term)

4.3.1 Outcomes potentially driving the impact

 Noise and environmental pollution	 Resources consumed through construction
 Noise and environmental pollution	

4.3.2 Relevant cohorts

- Tasmanian Residents
- Tasmanian Natural Environment

4.3.3 Evidence of impacts and mitigations

The construction and operation of the Stadium is anticipated to have some negative environmental impacts, as pollution and emission will be created through any construction at this scale. However, MPDC is actively considering measures that can minimise environmental impacts, both during construction and on an ongoing basis, once the Stadium is operational.

Note: This evidence base is gathered from desktop research of academic and grey literature. The below reports have been completed as part of the PoSS Submission. Please refer to the studies for information specific to the project:

- Natural Values Assessment, North Baker*
- Water Quality and Management, BMT*
- Coastal Inundation Assessment, BMT*
- Flood Assessment, BMT*
- Climate Change and Heat Risk Assessment, BMT*
- Waste Report, Incognitus*
- Contaminated Land, including Acid Sulphate Soil, AECOM*
- Wind Effects Report, AECOM and Walker Ingenieure*

Environmental context of the site

Tasmania has cultivated a strong reputation as an environmentally conscious State through its early adoption of renewable energy, significant protected wilderness areas, promotion of sustainable tourism experiences, and

Aboriginal cultural connections to the land.⁷⁶ The State has recorded net zero emissions for the last seven years,⁷⁷ and achieved 100 percent self-sufficient renewable electricity generation in 2020, with ambitions to achieve a renewable energy output of 200 percent by 2040.⁷⁸ It is anticipated that the development of the Stadium will occur in the context of broader government policy and ambition, with opportunities to minimise carbon output adopted where possible.

Before its decommissioning in 2014, the site was used for large-scale industrial buildings which created extensive contamination requiring remediation. The majority of these efforts are already complete. MPDC expect final remediation to be completed prior to development.

Mitigation measures: Environmental context of the site

Environmental implications of Stadium construction

In Australia, life cycle assessments (LCA) have been used to measure the environmental impacts of stadiums through the measurement of greenhouse gas (GHG) emissions. This assessment includes construction, operations, and end-of-life waste management. One study utilising a LCA found that operations accounted for 72.5 percent of GHG emissions, construction impacts accounted for 24.7 percent of emissions, and end-of-life management accounted for the remaining 2.8 percent of emissions.⁷⁹

In common with all major construction projects, during the construction phase, sustainability challenges include the acquisition and transport of materials as well as the use of heavy machinery. Materials such as steel and concrete, often used in construction, have substantial carbon footprints.⁸⁰ This impact is further exacerbated by transport, with many of these materials requiring trucking.⁸¹ Additionally, heavy machinery is the primary source of GHG emissions during the construction stage of large infrastructure projects, expelling pollution. However, these effects are short-term in nature.⁸²

Mitigation measures: Environmental implications of Stadium construction

MPDC's procurement policy for goods and materials used in the construction of the Stadium will have an emphasis on sustainability.

Environmental implications of Stadium operations

In the operations phase, attendance at and utilisation of the Stadium generates increased GHG emissions. In particular, travel (particularly by interstate or international event visitors) is the primary contributor to the emissions created by attendees, followed by the production and consumption of food and beverages. Lighting and refrigeration systems, as well as baseload heating, ventilation and cooling, are the primary contributors to the negative environmental impacts of the operation of a stadium itself.⁸³ These systems all consume energy and water which, when calculated over its size and lifetime, contribute significantly to the sustainability challenges of the Stadium. However, given that Tasmania is 100 percent self-sufficient in renewable electricity generation and is expanding its renewable energy sector⁸⁴, the emissions profile of this Stadium is anticipated to be significantly lower than similar projects in other parts of Australia and the world. In addition to Tasmania having 100% self-sufficient renewable energy generation, MPDC has advised that carbon emissions will also be mitigated through the use of a centralised district energy scheme, waste management strategies and on-site solar generation (as per the mitigation strategies outlined below).

⁷⁶ Tasmanian Government & Tourism Industry Council Tasmania. *2030 Visitor Economy Strategy Tasmania*. 14 Aug. 2023.

⁷⁷ Tasmanian Government | Department of State Growth. "Harnessing Our Renewable Energy | Renewables, Climate and Future Industries Tasmania." Renewables, Climate and Future Industries Tasmania, 2022, recfit.tas.gov.au/renewables/harnessing_our_renewable_energy. Accessed 29 May 2024.

⁷⁸ Tasmanian Government Department of State Growth. "200% Tasmanian Renewable Energy Target." *Renewables, Climate and Future Industries Tasmania*, www.stategrowth.tas.gov.au/recfit/renewables/tasmanian_renewable_energy_target.

⁷⁹ Hedayati, Mehdi, et al. "A Greenhouse Gas Assessment of a Stadium in Australia." *Building Research & Information*, vol. 42, no. 5, 14 Apr. 2014, pp. 602–615, <https://doi.org/10.1080/09613218.2014.896141>.

⁸⁰ Environment, U. N. "Building Materials and the Climate: Constructing a New Future." *UNEP - UN Environment Programme*, 12 September 2023, www.unep.org/resources/report/building-materials-and-climate-constructing-new-future.

⁸¹ Sizerici, Banu, et al. "A Review of Carbon Footprint Reduction in Construction Industry, from Design to Operation." *Materials*, vol. 14, no. 20, 15 Oct. 2021, p. 6094. NCBI, www.ncbi.nlm.nih.gov/pmc/articles/PMC8540435/, <https://doi.org/10.3390/ma14206094>.

⁸² Fan, H. "A Critical Review and Analysis of Construction Equipment Emission Factors." *Procedia Engineering*, vol. 196, 2017, pp. 351–358, <https://doi.org/10.1016/j.proeng.2017.07.210>.

⁸³ (Hedayati, Mehdi, et al., 2014)

⁸⁴ Office of the Coordinator-General. 'Renewable energies – Many opportunities when investing or using renewable'. Available at https://www.cg.tas.gov.au/investment_opportunities/sector_opportunities/renewable_energies#:~:text=Tasmania%20is%20100%20per%20cent,world%20to%20have%20achieved%20this.

Mitigation measures: Environmental implications of Stadium operations

MPDC is pursuing a Green Star Accreditation for communities for the Macquarie Point Precinct. To achieve the accreditation, *the project will be assessed against the GSC sustainability categories of governance, liveability, economic prosperity and environment. The environmental category includes credits across a variety of issues, such as a greenhouse gas strategy, sustainable transport and movement and light pollution.*⁸⁵ In addition to the Green Star accreditation, MPDC is committed to seeking the best achievable outcomes in relation to sustainable construction and operations. This includes:

- On site stormwater management using best practice urban design principles;
- Consideration on site water retention for irrigation purposes;
- Onsite solar power generation;
- General waste management strategies; and
- Central district energy scheme – a centralised system for heating and cooling multiple buildings through an underground network of pipes, providing a reduction in energy consumption for heating, ventilation and air conditioning.

4.3.4 Impact assessment

Negative impact 3A: Environmental impacts resulting from construction (short-term)

Pre-mitigation		Post-mitigation		Final rating
Likelihood	Consequence	Likelihood	Consequence	Moderate / Low impact
Almost certain	Moderate	Almost certain	Moderate/Minor	

Negative impact 3B: Environmental impacts resulting from construction (long-term)

Pre-mitigation		Post-mitigation		Final rating
Likelihood	Consequence	Likelihood	Consequence	Low impact
Almost Certain	Minor	Almost Certain	Minor	

4.4 Negative impact 4: Visual impact of the Stadium

4.4.1 Outcomes potentially driving the impact

	Impact on visual views and sightlines and existing heritage surroundings
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4.4.2 Relevant cohorts

- Tasmanian Residents

4.4.3 Evidence of impacts and mitigations

Note: A separate report detailing an assessment of the visual impact of the proposed Stadium has been completed and has helped inform the final design of the Stadium. This report, titled 'Visual Impact Assessment Report', completed by SLR has been included as part of the PoSS Submission. This impact profile provides a summary of some of the findings of that report as well as some background analysis on the issue. Please refer to the report for further detail.

The location of the proposed Stadium is adjacent to the Derwent River and south of the Hobart Cenotaph – the primary commemorative military monument in Tasmania. Concerns related to the visual impact of the Stadium were raised by sections of the community – in particular, the Returned Services League (RSL) – and in feedback

collected from the community prior to the Stadium concept designs being developed and released. They have informed the design process which has ensured that visual impacts are minimised.

Initial findings from the Landscape and Visual Values Study

Initial analysis of the potential visual impact of the Stadium on its broader surroundings indicates that due to the height of the structure, the sightlines to the Cenotaph and mouth of the river will be impacted to some extent. However, design strategies have been employed to minimise this effect. Further detail on these strategies is outlined in the proposed mitigation measures section below. Additionally, the proposed site for the Stadium is located to the south of the Cenotaph, therefore it will not obscure the sunrise for Anzac Day services, and at no time in the year will a shadow fall on the Cenotaph.

The site of the Stadium itself is industrial in nature with historic use for bulk storage and railway repair and is adjacent to a working port that accommodates cruise ships that intermittently obscure sight lines from the Cenotaph (predominantly between October and April). As such, the Stadium and associated development are anticipated to contribute to the beautification of this site and will open it up to public use for the first time.

As outlined above, a *Visual Impact Assessment* report provides further analysis on the anticipated visual impact of the project.

Mitigation measures: Initial findings from the Landscape and Visual Values Study

Initial findings from the *Visual Impact Assessment* study indicate that the Stadium will have some impacts on some views of the Cenotaph's open setting, framed by the vegetated escarpment, from various vantage points. However, the effects of change will be mitigated through landscape planting on the escarpment edge and dome-like torus form of the roof structure, reducing the overall impact of the views. The Stadium design will also provide new views of the Cenotaph and kunanyi / Mt Wellington. MPDC met with the RSL during the design process and will continue to engage with the RSL as the project progresses.

Other design features in the Stadium to minimise its built form and impact include:

- Keeping the built edges of the Stadium to a low profile and to a similar scale as the existing built form along Evans Street.
- Designing the seating bowl to create new views to key landmarks including kunanyi and the Cenotaph from within the Stadium and the Goods Shed.

There will be continued engagement with the RSL and the community, and socialisation of Stadium designs through project planning. MPDC has also already worked with the Tasmanian Aboriginal community to ensure development of culturally informed concept and landscaping designs for the Stadium. Through the detailed design process, this work will continue, including identifying opportunities for Tasmanian Aboriginal people to contribute artworks, opportunities to potentially highlight cultural practices and share stories.

4.4.4 Impact assessment

Pre-mitigation		Post-mitigation		Final rating
Likelihood	Consequence	Likelihood	Consequence	Moderate / Low impact
Likely	Moderate	Likely	Moderate / Minor	

5 Impact assessment and mitigation

The following section outlines the outcomes of an assessment of the likelihood and consequence of each of the impacts outlined above, both pre- and post-intervention.

The intention of the impact risk assessment is to systematically evaluate the positive and negative impacts identified through the Value Framework and explored in the impact profiles above. The assessment relied upon the evidence base and proposed interventions investigated in the impact profiles, with inputs from MPDC and the Devils. The assessment involved:

- **Likelihood Measures:** The probability of each impact occurring is measured on a scale from "Rare" to "Almost Certain". This scale allows for a uniform assessment of the potential for various identified impacts to unfold.
- **Consequence Measures:** The severity of impacts is classified from 'Insignificant' to 'Significant'. This classification system aids in quantifying the potential repercussions on the social and cultural landscapes. For negative impacts, 'Insignificant' signifies small-scale effects to which the community could easily adapt, while 'Significant' refers to changes that would present very significant challenges to mitigate. For positive impacts, 'Insignificant' signifies small-scale opportunities on which the community could easily capitalise, while 'Significant' refers to long-term demonstrable change to the community.

Each impact was assessed using these scales before and after the proposed interventions were considered. Post-intervention, the impact was given a final rating of negligible, low, medium or high impact, based on the assessment outcomes.

5.1 Assessment and enhancement of positive impacts

Figure 6: Positive impacts – impact assessment outcomes

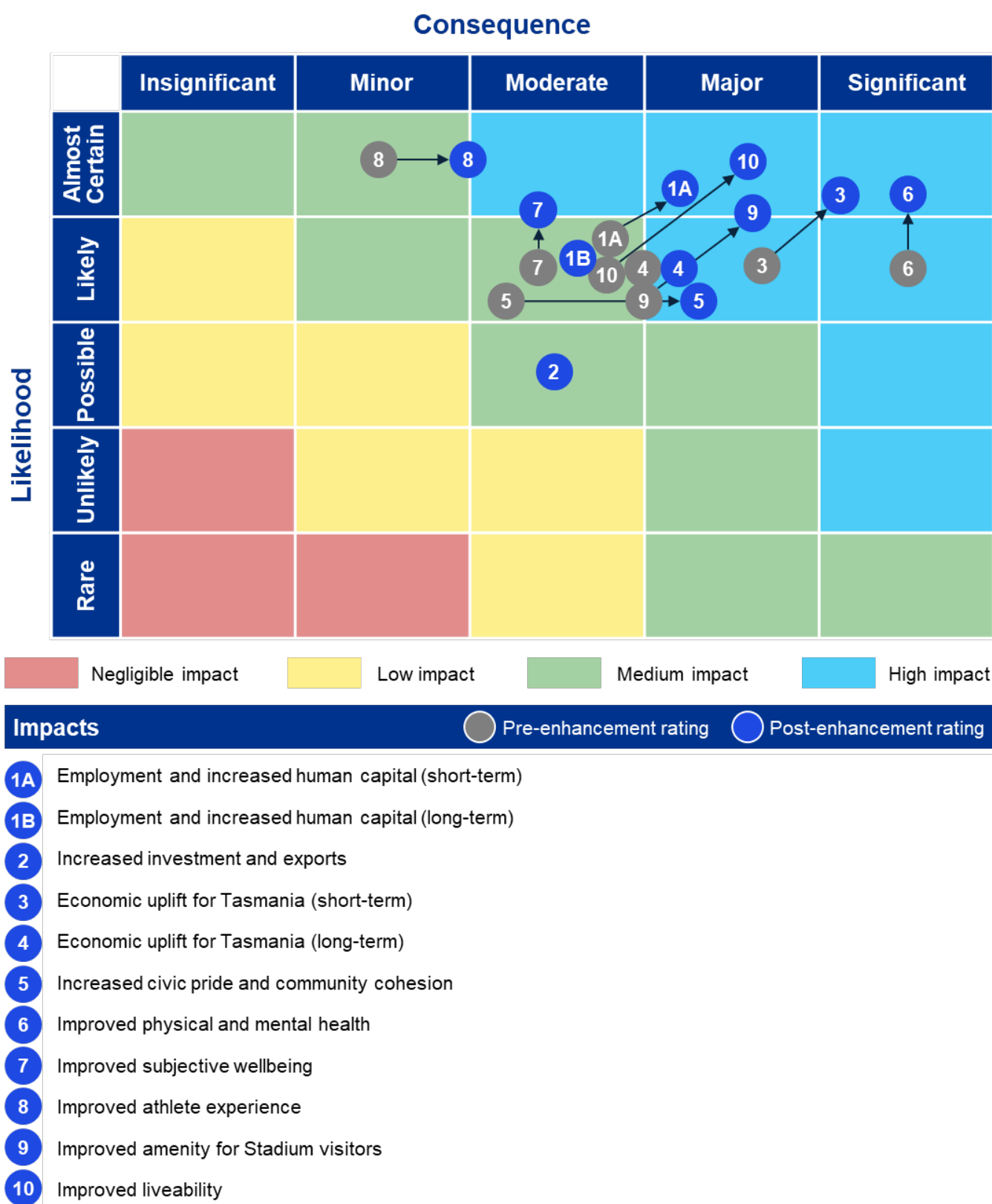


Table 2: Positive impacts risk register

	Assessment considerations	Likelihood	Consequence	Enhancement	Post-enhancement likelihood	Post-enhancement consequence	Final rating
Positive impact 1A: Employment and increased human capital (short-term)	Likely a high proportion of the predicted 1,221 construction workforce will be employed locally.	Likely	Moderate	- Workforce strategy – working with Skills Tasmania and Keystone to encourage local participation. - Procurement policies targeted at maximising local employment and skills outcomes.	Almost Certain	Major	High impact
Positive impact 1B: Employment and increased human capital (long-term)	- Stadiums Tasmania has estimated that up to 1,010 - 1,210 personnel (including casual staff) will be required to operate the Stadium on certain event days, with the lower end of the range required for AFL fixtures. A smaller workforce is anticipated to work at the Stadium throughout the year. - Capability uplift through new skillsets required to operate the Stadium, at a scale that does not currently exist in Tasmania. - Capability uplift through the support for a new professional sports ecosystem for Tasmania, supporting industry talent attraction/retention and pipeline development. - Likely over 135 AFL roles available for Tasmanians through the new teams and other AFL investment.	Likely	Moderate	Devils are looking for ways to maximise education opportunities through the club, including cadetships and education plans for athletes.	Likely	Moderate	Medium impact

	Assessment considerations	Likelihood	Consequence	Enhancement	Post-enhancement likelihood	Post-enhancement consequence	Final rating
Positive impact 2: Increased investment and exports	- Increased brand reputation through AFL game and finals broadcasts, as well as other sporting events. - Increased sponsorships and marketing opportunities, often going beyond the immediate realm of sports, spurring corporate investment. - Increased confidence in the state, increasing likelihood for further investment. - Increased business events (104-156 events) allowing for knowledge sharing, innovation and further investment.	Possible	Moderate	- Partnerships with key stakeholders (e.g. Business Events Tasmania). - Ensuring the Stadium has a distinctly and uniquely Tasmanian feel to build on the local brand.	Possible	Moderate	Medium impact
Positive impact 3: Economic uplift for Tasmania (short-term)	- Use of Tasmanian service providers and materials through Stadium construction. - Potential uplift to surrounding businesses through construction worker spend on the job. - Economic benefits from interstate workers relocating or temporarily staying in Tasmania.	Likely	Major	- Procurement and partnerships strategies to prioritise Tasmanian goods and services. - Engagement with local businesses to ensure they are set up to capitalise on opportunities, including clear communication of construction program.	Almost Certain	Significant	High impact
Positive impact 4: Economic uplift for Tasmania (long-term)	- Increased interstate visitation related to events held at the Stadium. - Increased retention of Tasmanians in Tasmania as they now have access to events they would otherwise need to travel interstate for.	Likely	Moderate/Major	- Partnerships with local businesses to provide opportunities for local food and beverage, hotels, etc. - Specific events that are targeted at attracting interstate visitation.	Likely	Major	High impact

	Assessment considerations	Likelihood	Consequence	Enhancement	Post-enhancement likelihood	Post-enhancement consequence	Final rating
	- Opportunity for event attendees to spend on other attractions or at nearby food and beverage venues, and for interstate visitors to extend their trip. - Ongoing supply chain benefits associated with Stadium operations. - Direct and indirect spending associated with establishing the new AFL team.			Partnering with local tourism businesses to encourage extending of stay. The findings of the FIR also suggest that event attraction funding will be required to deliver on the proposed events calendar.			
Positive impact 5: Increased civic pride and community cohesion	- Survey responses and academic research shows the Stadium will likely be seen by the majority of attendees as a cultural landmark. - AFL team will likely bring a significant amount of civic pride, with over 190,000 founding members of the Devils.	Likely	Moderate	- Commitment to ensure the Stadium is uniquely Tasmanian and fits in with the surrounds. - Community participation and engagement with AFL team.	Likely	Major	High impact
Positive impact 6: Improved physical and mental health	- Inspiration effect and role model effect can help encourage participation of sport by watching and interacting with professional sports. The new AFL and AFLW teams, as well as new content across other sporting codes, is likely to broaden engagement with sport. '28 by 28' – AFL's vision to reach 28,000 participants. - Sports participation prevents or reduces risk of a variety of	Likely	Significant	- Continued active engagement between the Devils and community. - Encourage / commit to the Devils engaging directly with the community. - Active participation zones, to encourage participation before or after the game, or at half time.	Almost certain	Significant	High impact

	Assessment considerations	Likelihood	Consequence	Enhancement	Post-enhancement likelihood	Post-enhancement consequence	Final rating
	diseases, including cardiovascular disease, diabetes, and certain types of cancer. Sport participation reduces development and improves treatment of serious mental illnesses, such as depression and anxiety, as well as reduces feelings of isolation and loneliness.						
Positive impact 7: Improved subjective wellbeing	- Positive psychological effects of associating with a team, particularly in the same geography. - Excitement of watching a game live including community engagement from attending the game (i.e. discussions before and after). - Long-term psychological benefits including collective effervescence, experienced through concert attendance, can increase lifespan of attendees.	Likely	Moderate	- Team involvement within the community (e.g. school visits). - Positive experiences at the Stadium, and its unique features. - The ability to leverage Stadium amenities and infrastructure outside of event days for community activities.	Likely/Almost Certain	Moderate	Medium / High impact
Positive impact 8: Improved athlete experience	- Stadium roof can limit disruption related to weather. - Increased support from larger crowd (than other Tasmanian stadiums) improves performance. - Higher quality training and development facilities.	Almost certain	Minor	- Working in collaboration with potential hirers to understand athlete requirements. - Further information requested from the AFL on proposed pathways. - Location within a precinct meaning ease of access to food, beverage and other amenities.	Almost certain	Minor/Moderate	Medium / High impact

	Assessment considerations	Likelihood	Consequence	Enhancement	Post-enhancement likelihood	Post-enhancement consequence	Final rating
	- Location near the CBD, allowing ease of access to and from accommodation. - Creation of pathways from junior and grassroots AFL programs through to professional athlete at the same club, allowing Tasmanian athletes to stay within the region.						
Positive impact 9: Improved amenity for Stadium visitors	- Roof ensures comfort from weather for attendees and improved acoustics for concerts. - Inner city location and proximity to businesses and accommodation. - New amenities (such as seating, bathrooms, etc.). - Accessibility of amenities (i.e. compliance with modern standards). - Other user benefits might include diverse food and beverage options, high quality technological systems and contemporary safety and security measures.	Likely	Moderate/Major	- Location within precinct means visitors can extend their experience (i.e. eat at a nearby restaurant, roam around the precinct, etc.). - Informed by Stadium Tasmania's user requirements including improved view lines, variety of offerings and experiences and adoption of new technologies. - Exploring exceeding building codes outlined in the Disability Discrimination Act 1992. - Partnering with Tasmania's Aboriginal community for design input. - Unique Tasmanian and local character elements.	Likely/Almost Certain	Major	High impact
Positive impact 10: Improved liveability	- Urban renewal and increased likelihood of further investment into the community. - Activates public transport infrastructure and investment	Likely	Moderate	- Locally based accessibility panel to inform design. - Ongoing community engagement through precinct planning (e.g. TSO, RSL)	Almost Certain	Major	High impact

	Assessment considerations	Likelihood	Consequence	Enhancement	Post-enhancement likelihood	Post-enhancement consequence	Final rating
	and increases accessibility to and around the area. Increases sporting and cultural richness of the area through increased sport and entertainment event offering, increased sport participation and increased social cohesion and community pride.			- Design review panel as part of Green Star Communities accreditation. - Enables the creation of a vibrant cultural precinct activating additional private commercial investment wrapping around the Stadium. - Activates the last large parcel of open space near the CBD, creating new large-scale social infrastructure.			

5.2 Assessment and mitigation of negative impacts

Figure 7: Negative impacts - impact assessment outcomes

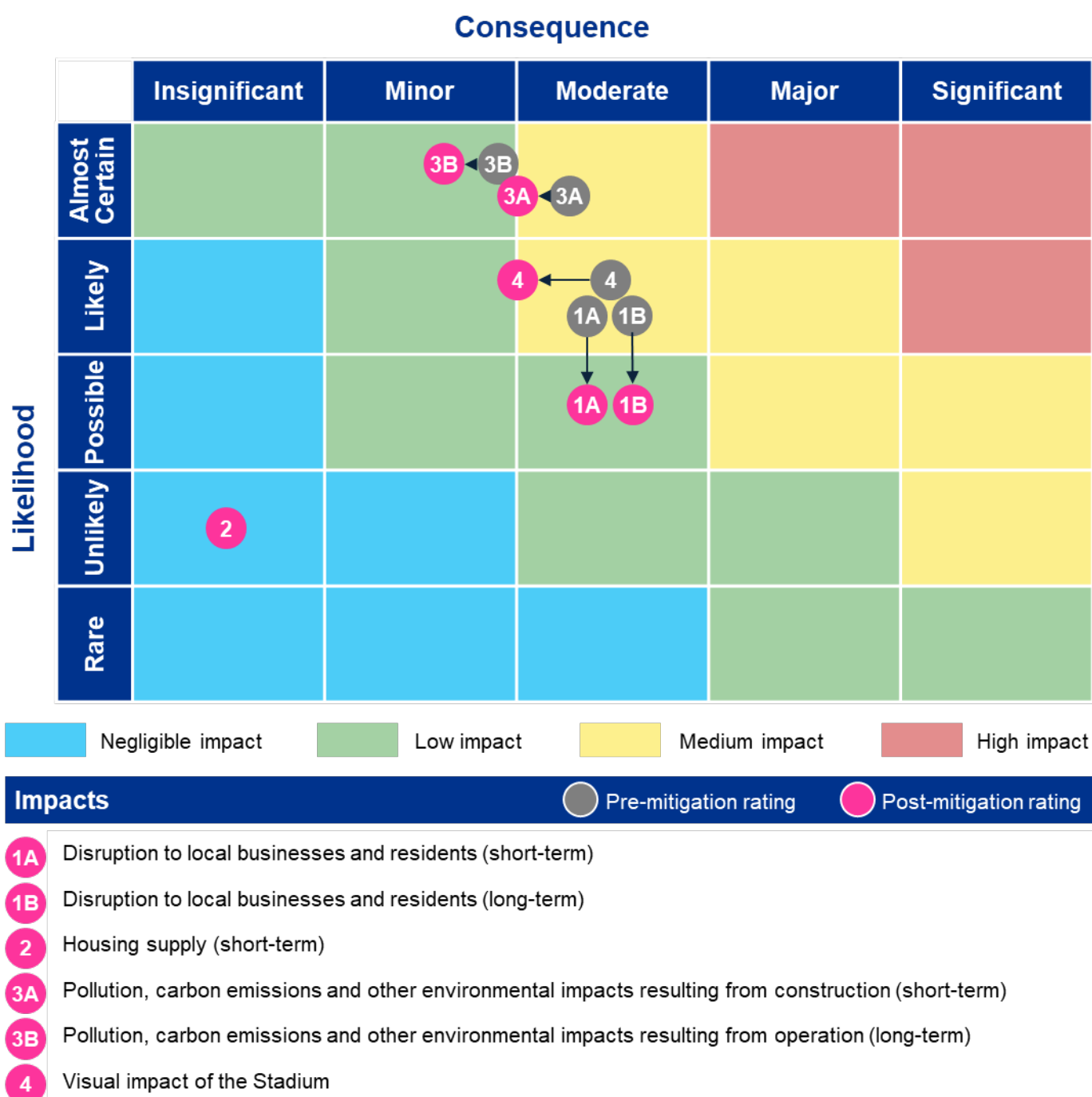


Table 3: Negative impacts risk register

	Assessment considerations	Likelihood	Consequence	Mitigation	Post-mitigation likelihood	Post-mitigation consequence	Final rating
Negative impact 1A: Disruption to local businesses and residents (short-term)	- Minor access and noise impacts to a small number of primarily hospitality businesses in the immediate vicinity. - Possible moderate interruptions to utilities (such as water, internet, etc.) or logistical issues (such as difficulties making or receiving deliveries). - Likely moderate impacts on TSO, due to their acoustically sensitive activities.	Likely	Moderate	- Planning of construction logistics with clear signage and alternative access routes. - Collaboration with businesses, particularly the TSO, to avoid major access issues and manage conflicting scheduling. - A requirement for construction contractors to adhere to a site-specific construction noise management plan. - Ongoing localised noise monitoring during construction.	Possible	Moderate	Low impact
Negative impact 1B: Disruption to local businesses and residents (long-term)	- Likely moderate ongoing traffic impacts related to attendee access for events. - Likely moderate ongoing noise impacts from concerts and events. In particular for TSO, due to their acoustically sensitive activities.	Likely	Moderate	- Continued collaboration and communication with TSO and other local stakeholders to avoid scheduling clashes. - MPDC will recommend that Stadium operator develops an event noise mitigation policy. - To mitigate light leakage, MPDC included a roof as part of the Stadium design, as well as inward facing lighting in the Stadium.	Possible	Moderate	Low impact

	Assessment considerations	Likelihood	Consequence	Mitigation	Post-mitigation likelihood	Post-mitigation consequence	Final rating
Negative impact 2: Housing supply (short-term)	- Possible use of interstate workers, putting pressure on the already strained housing market in Tasmania. - A separate study examining this impact has suggested it is likely to be minor at most given existing capacity in Tasmania's housing and accommodation markets.	Unlikely	Insignificant	- Increased weighting of Tasmanian Economic and Social Benefits Test increases pressure to use local resources. - Stadium Workforce and Training Plan – working with Skills Tasmania and Keystone to encourage local participation.	Unlikely	Insignificant	Negligible impact
Negative impact 3A: Environmental impacts resulting from construction (short-term)	- Almost certain moderate impact, across acquisition and transport of materials, as well as use of heavy machinery. - Noting an environmental hazard and climate change assessment will be undertaken as part of the PoSS Submission.	Almost certain	Moderate	- Extensive site remediation has already been undertaken. - MPDC is pursuing a Green Star Accreditation for communities.	Almost certain	Moderate/Minor	Moderate / Low impact
Negative impact 3B: Environmental impacts resulting from operations (long-term)	- Almost certain minor impact on the environment, due to ongoing use of water and electricity from baseload heating, ventilation and cooling systems. - Noting impact of electricity mitigated through Tasmania's 100 percent renewable energy initiative.	Almost Certain	Minor	- On site stormwater management using best practice urban design principles. - Waste management strategies. - Consideration on site water retention for irrigation purposes. - Central district energy scheme. - On-site solar generation.	Almost Certain	Minor	Low impact

	Assessment considerations	Likelihood	Consequence	Mitigation	Post-mitigation likelihood	Post-mitigation consequence	Final rating
Negative impact 4: Visual impact of the Stadium	- Likely emotional impact to Tasmanians due to Cenotaph sightlines being blocked from a minority of locations. - The site is industrial in nature and has historic uses for bulk storage and railway repair, therefore the Stadium is an aesthetic improvement on the base case.	Likely	Moderate	- Landscape and Visual Values study as part of the PoSS Submission to assess impacts and identify mitigation strategies. - Initial findings show that the Stadium will not obscure the sunrise or view down Macquarie Street associated with Anzac Day services, and at no point in the year will shadow fall on the Cenotaph. - Design changes including reducing the Stadium's footprint, a transparent roof and uniquely Tasmanian design. - Continued community engagement and socialisation of design and precinct planning.	Likely	Moderate / Minor	Moderate / Low impact

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