

STADIUMS TASMANIA



STADIUMS TASMANIA – BACKGROUND

- UTAS Stadium
- The Silverdome
- MyState Bank Arena
- Ninja Stadium
- Macquarie Point Stadium



STADIUMS TASMANIA – MPS PROJECT ROLE

- End owner/operator
- User brief development
- Operating model development



STADIUMS OPERATING MODEL – DEVELOPMENT/CONSULTATION PROCESS

- All major sporting codes – including focus groups
- Australian and global live entertainment and concert promoters
- Conference and event booking agencies and event providers
- Australian and global stadium operators
- Global leader in research and expertise in the sports, entertainment, hospitality and leisure industries
- Food and Beverage (F&B) experts



STADIUM OPERATING MODEL – KEY INPUTS

- Stadium membership
- User agreements
- Sponsorship & commercial partnerships
- Willingness to pay analysis
- Non-event day business



STADIUM OPERATING MODEL – RESULT

- Annual net cash-flow/EBITDA operating profit of between \$1m-\$2m (not including lifecycle costs)

THE MODEL REPRESENTS...

- Strong cash flow operating performance
- A truly multipurpose facility that delivers year-round events, across a wide range of sectors
- A robust and diverse events calendar – much more than a football stadium



STADIUM OPERATING MODEL – EVENTS CALENDAR



- 334 events across 337 events days p/a
- 34 live sport and entertainment events across 37 event days
- 40 major conferences (450+ delegates per event) across 80 event days p/a
- 260 minor non-event-day bookings (e.g. corporate dinners, private functions)
- Two major tenant hirers – Tas Devils & Cricket Tas (Hobart Hurricanes) – cricket content also includes 1 x Test match & 1 x ODI/T20m p/a
- Several assumed one-off events p/a, e.g. an NRL match
- Several assumed one-off events every 4 years, e.g. Socceroos/Matildas
- 1 x full stadium concert and 1 x smaller (arena) concert
- Several community events

VARIANCE FROM KPMG OPERATING MODEL - STADIUMS TAS EVENTS CALENDAR

- Number of event days
 - Stadiums Tas calendar - 37 event days
 - KPMG 'Core' calendar - 37 event days
 - KPMG 'Optimised' calendar - 49.5 event days
- Event day attendances
- Business events/functions

VARIANCE FROM KPMG OPERATING MODEL – REVENUE/COSTS

- KPMG 'Core' model & 'Optimised' model - F&B & in-venue tech revenue/costs not included
- ST model - F&B & in-venue tech revenue/costs included
- ST model represents a more robust business
- ST model includes greater staffing costs and expenses to drive greater revenue
- Stadium Membership
 - KPMG model includes other commercial revenue lines inside Stadium Membership (e.g. naming rights)
 - ST model is purely stadium membership revenue



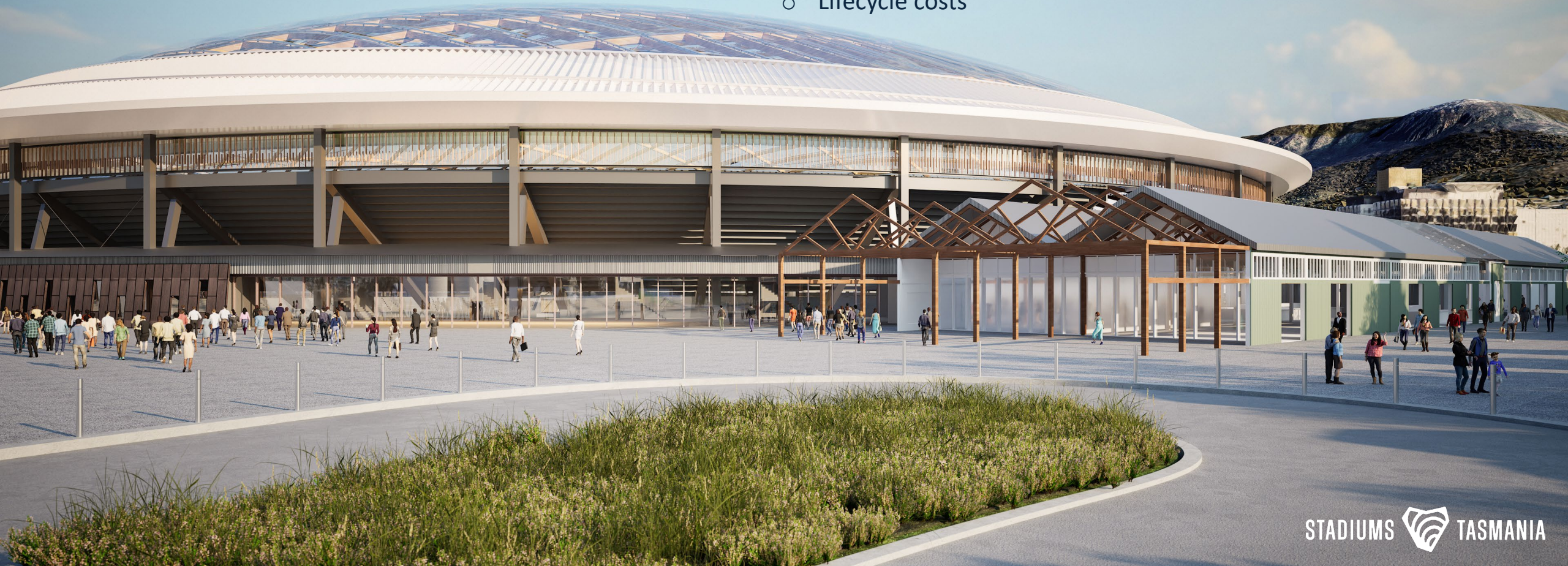
VARIANCE FROM KPMG OPERATING MODEL – REVENUE/COSTS

○ Revenue

- Sporting and concert events
- Non-event day business
- Sponsorship and Commercial Partnerships

○ Costs

- Revenue generating costs
- Roof design advancement
- Event day operations costs
- Maintenance categorisation
- Administration and miscellaneous expenses
- Lifecycle costs



NON-EVENT DAY ACTIVATION AND FUNCTIONALITY

- Stadium will be operating 24 hours 7 days a week – venue staff on site every day
- Minimum of two potential food and beverage outlets capable of operating 7-days per week to the public
 - The Good Shed
 - Commercial space located between Gates 1 and 2
- Broader mixed-use commercial zone will also activate the precinct and stadium



STADIUMS  **TASMANIA**