

Information booklet for OCG analysis of AFL Team and Stadium

SUMMARY OF MODELLING

\$ million	Capex (direct construction activity)	TAS share of capex	Construction phase flow-on affects (other economic activity)	Annual cost to State	Ongoing economic activity
Stadium - direct costs and benefits	\$ 1,130.00	\$ 875.00	\$ 1,084.00	\$ 39.38	\$ 5.69
AFL - investment in Tasmanian/community football development					\$ 16.00
Hotels - additional developments required specifically because of Club & Stadium	\$ 73.45		\$ 69.65		\$ 30.11
Visitation - Interstate/international visitors spend associated with stadium/AFL					\$ 74.47
Club - direct employment spend					\$ 44.68
Club - direct other local expenditure					\$ 9.75
Club - indirect economic impact (flow-on)					\$ 40.23
High Performance Centre - construction	\$ 115.00	\$ 105.00	\$ 110.36	\$ 4.73	
Tasmanian Government funding - additional for Club				\$ 2.00	
Stamp Duty - Housing (for 74% of Club employees)				-\$ 1.61	
TOTAL	\$ 1,318.45	\$ 980.00	\$ 1,264.01	\$ 44.49	\$ 220.93
Ongoing annual economic activity per \$1 of stadium/HPC holding cost					\$ 4.97
Not included					
Intrastate visitation (yearly)					\$ 21.89
Casual employment at stadium for events				<i>Cannot accurately estimate</i>	
Local spending in the stadium/on event days (yearly)					\$ 18.84
New hotels required to 2030 - Club & Stadium helps underpin (winter demand)	\$ 401.59		\$ 385.39		\$ 164.45
New large events (MICE) to Hobart with stadium facilities (yearly)					\$ 23.01
SUB-TOTAL	\$ 401.59		\$ 385.39		\$ 228.19

ITEMS INCLUDED IN MODEL

Stadium

Ongoing Employment - stadium direct			
	Mac Point- direct	Mac Point - indirect	Source
Permanent stadium jobs (FTE)	20	12.00	Direct jobs - as advised by Stadiums TAS. Indirect based on Economy ID output for 20 Jobs in Hobart City.
Casual stadium jobs	700		Jobs numbers from Stadiums TAS - \$ impact not assessed

Stadium TAS Staff			
Salaries	Proportion	Total	Assumptions
\$ 517,174	40%	\$206,870	Stadiums TAS advised 40% of staff time will be spent on Mac Point. Total salaries of \$517k applied from 2023-24 Stadiums TAS annual report (wages and salaries)

TOTAL Employment Impact	Employment impact	Source
Permanent Jobs - Output	\$5,480,000	Economy ID output (adding 20 jobs in Sports and Recreation, Hobart City)
Casual employment	Not estimated	
Stadium TAS Staff	\$206,870	
TOTAL	\$5,686,870	

Hotels

Accommodation Grade	Average Cost per Room	Years for construction	Rooms required (based on BDA)	Investment (development cost)	Economy ID - Additional output	Construction employment impact	FTE/room	Ongoing employment impact & direct ec. impact	Ongoing employment impact & indirect ec. impact	TOTAL
Luxury and Upper Upscale Classes	\$ 488,599	2.5	59	\$ 28,827,362	\$ 27,772,638	71	0.85	50	26	
Upscale and Upper Mid Classes	\$ 253,731	2	91	\$ 23,089,552	\$ 22,180,448	71	0.30	28	15	
Midscale and Economy Classes	\$ 207,039	2	104	\$ 21,532,091	\$ 19,697,909	66	0.25	26	14	
Sub-total jobs						208		104	55	
Construction Economic Output				\$ 73,449,005	\$ 69,650,995					\$ 143,100,000
Ongoing Economic Output (annual)								\$ 16,180,000	\$ 13,930,000	\$ 30,110,000
Source	<i>Hobart Hotel Developments 2020-2024</i>	<i>Based on Tasmanian construction timeframes.</i>	<i>Based on BDA Demand study</i>	<i>Average cost per room multiplied by room requirement</i>	<i>Economy ID - Additional output</i>	<i>Economy ID - Construction jobs for each category</i>	<i>Based on average Hobart hotel data (confidential)</i>	<i>Hobart hotel employment data (OCG) + Economy ID for direct output</i>	<i>Economy ID - output indirect</i>	

Visitation

The following table provides a breakdown of the key metrics and assumptions of the previous detailed modelling and assessments of visitation impacts and the OCG's high-level estimates based on comparison with other stadiums and observed data. The OCG has prepared this based on stadium data as a high-level estimate and then used those numbers together with observed spending and interstate visitor mix. The OCG analysis provides a high-level set of data points to ground truth the other previously modelled impacts. Nonetheless, we have used these figures for overall economic activity estimates, because they are the most conservative.

<i>Data Year:</i>	MI Global Partners 2022	KPMG 2024	OCG 2025
Capacity			
Capacity	30,000	30,000	23,000
Capacity in 'sport' mode	not determined	24,500	23,000
Events			
Stadium events	44	37	27
Other content - not at Macquarie Point	not split out	not split out	15
Total events	44	37	42
Attendance			
Attendance p.a.	587,188	387,718	333,199
Average attendance - stadium events	17,180	18,463	14,571
Inbound visitation			
Projected interstate/ international attendance % (average)	23%	17%	15%
Projected interstate/ international visitation	115,700	89,714	52,847
Incremental interstate visitation	104,000	66,700	not determined
Yield per visitor (average)	\$ 1,070	\$ 1,402	\$ 1,462
Yield per visitor per day including in-stadium spend (average)	not stated	\$ 326	\$ 381
Inbound visitation spend	\$ 123,029,094	\$ 125,761,576	\$ 74,474,977

Content assumptions – for visitation projections

At stadium:

Capacity		50,083	23,000				
Activity	Adelaide attendance % of capacity	Estimated attendance for Mac Point	No. of events	Total estimated attendance	Interstate /international attendance (%)*	Interstate/ international attendance no.	Notes / Total attendance assumptions
AFL	79%	18,090	7	126,631	16%	20,261	7 games by 2030 per advice from club Attendance based on AusStadiums data
AFLW			0	-		-	These are held elsewhere - per advice from Club
AFL pre-season			0	-		-	These are held elsewhere - per advice from Club
AFLW pre-season			0	-		-	These are held elsewhere - per advice from Club
Cricket - test match	45%	10,264	4	41,056	19%	7,801	Based on AusStadiums data
Cricket - mens ODI	44%	10,075	1	10,075	19%	1,914	Based on AusStadiums data
Cricket - BBL	57%	13,131	4	52,524	19%	9,980	Based on AusStadiums data
Cricket - womens ODI	21%	4,726	1	4,726	19%	898	Based on AusStadiums data
Cricket - WBBL	25%	5,685	4	22,740	19%	4,321	Based on AusStadiums data
Soccer - Youth Int		2,500	1	2,500	7%	175	Based on advice from Stadiums TAS.
Rugby League	33%	7,484	1	7,484	14%	1,010	Attendance based on state of origin interstate attendance at Adelaide Oval in 2023 with 50% discount applied.
Entertain - Concert - Full	101%	23,249	1	23,249	7%	1,627	Based on average Adelaide Oval concert attendance 2010-2025 (7 events)
Entertain - Concert - Arena		10,000	1	10,000	7%	700	Arena mode concerts typically provide for 10,000 to 25,000 seats. Have adopted lower end of the range.
Mass participation events		2,500	1	2,500	7%	175	Based on advice from Stadiums TAS
Local events		2,500	1	2,500	7%	175	Based on advice from Stadiums TAS
AVE				14,571			
TOTAL			27	305,983	15%	49,036	

333,199

50,942

*Interstate attendance assumptions

1. AFL: In line with TAS AFL behaviours recorded for current AFL games
2. Cricket: Based on data from Cricket TAS
3. Rugby League: Based on behaviours recorded at Rugby League games at Adelaide Oval
4. All Other: Based on interstate attendance at Adelaide Oval in the 2 years post-redevelopment (2016)

Other AFL events in Hobart (not at stadium):

Activity	Attendance	Events	Total attend	Interstate attendance Adelaide (%)	Interstate attendance no.	Notes / Total attendance assumptions
AFLW	2,692	3	8,076	7%	565	Based on AusStadiums data
AFL pre-season	6,640	1	6,640	7%	465	Based on AusStadiums data
AFLW pre-season	2,500	1	2,500	7%	175	Based on advice from Stadiums TAS
VFL	1,600	5	8,000	7%	560	Ave attendance for regular VFL games in the range of 500-1000, with 2000-6000 for finals games. Have assumed 4 are regular season games, 1 is a finals game.
VFLW	400	5	2,000	7%	140	Assumed to be 25% of VFL attendance.
TOTAL		15	27,216		1,905	

Tassie Devils Club

Most recent YOY financials show:

>Victorian Clubs increased revenue by 8%

>Interstate Clubs increased revenue by 12%

Salary Cap for players will increase by 16.8% from 2024 to 2027 - 5.6% per annum

\$m	Conservative Growth	Projected Wages etc	Salary Cap Growth	Projected Wages etc
	3%		5.60%	
2024	57.761*	39.70	57.761	39.70
2025	59.494	40.89	60.996	41.92
2026	61.279	42.12	64.411	44.27
2027	63.117	43.38	68.018	46.75
2028	65.011	44.68	71.827	49.37

Projected other local spend @ 15% and 16% 'leakage' 9.75

*average revenue of 5 lowest revenue clubs

Stadium Interest Cost & TAS Govt Contribution to team

\$m	TAS Cost	Cost of Funds	Annual cost	Assumptions
Stadium	\$ 875.00	4.50%	\$ 39.38	Current RBA Interest cost of 3.6% +0.9% margin allowance Commitment already made. Includes amount above what is currently provided to Hawthorn and North Melbourne
Extra Gov't contribution			\$ 2.00	
High Performance Centre	\$ 105.00		\$ 4.73	
Stamp Duty receipts - offset			-\$ 1.61	
Total			\$ 44.49	

Stamp Duty

Inputs

Particulars	Value	Notes
Median property price (\$)	\$ 949,000.0	Real Estate Institute of Tasmania - June 2025 Quarterly Report (inner Hobart)
Average tenure (years)	5.00	Domain: Research (Tenure and Profit) - September 2023
Stamp Duty	n/a	Calculation for Stamp Duty, where Value of the property (including chattels) is less than \$725,000 but more than \$375,000 = \$12,935 plus \$4.25 for every \$100, or part, by which the dutiable value exceeds \$375,000
Number of new home owners	129.5	1. An AFL team typically employs 200-250 employees, including players, coaches, medical staff, administration, marketing, and football operations personnel. Assume conservative 175 pax employment for Tassie Devils 2. Australian Census data for 2021 showed that 74% of all people living in Hobart (less those living in community and social housing) owned their home and the balance rented.
Years in forecast	30	The AFL team is expected to have an ongoing operational life once established; however, for the purposes of this analysis, stamp duty has been conservatively limited to a period of 30 years.

Outputs

Total Stamp Duty Receipts (over period)	\$ 48,342,350.0	
Per year	\$ 1,611,411.67	

OTHER ITEMS MODELLED BUT NOT INCLUDED IN MAIN ECONOMIC ACTIVITY CALCULATION

Intrastate visitation and Local spending at the stadium on event days

Intrastate spend	Input/Output	Assumptions
Intrastate proportion of visitation	21%	In line with TAS AFL behaviours recorded for current AFL games
Intrastate spend per person	\$310	Based on AFL intrastate spend measured from AFL games in TAS.
Intrastate attendance	70,602	
TOTAL Intrastate spend	\$ 21,886,761	

Local spend	Input/Output	Assumptions
Local attendance	211,655	
Local spend per person	\$ 89.00	Based on AFL local spend measured from AFL games in TAS.
TOTAL Local spend	\$ 18,837,330	

New Hotels required to 2030

Deloitte Scenario

Acomodation Grade	Average Cost per Room	Rooms required (based on BDA)	Investment (development)	Economy ID - Additional output	Construction employment impact	Ongoing employment impact - direct	Ongoing employment impact - indirect	TOTAL
Luxury and Upper Upscale Classes	\$ 488,599	303	\$ 148,045,603			256		
Upscale and Upper Mid Classes	\$ 253,731	690	\$ 175,074,627			210		
Midscale and Economy Classes	\$ 207,039	235	\$ 48,654,244			59		
Rooms required and investment needed for 2030 requirements		1,228	\$ 371,774,474	\$ 356,100,855	1141	525	279	
Economic Output/activity for construction (direct and indirect)			\$ 371,774,474	\$ 356,100,855				\$ 727,875,329
Ongoing Economic Output (annual)						\$ 81,793,112	\$ 70,316,629	\$ 152,109,741

Direct Flights Scenario

Acomodation Grade	Average Cost per Room	Rooms required (based on BDA)	Investment (development)	Economy ID - Additional output	Construction employment impact	Ongoing employment impact - direct	Ongoing employment impact - indirect	TOTAL
Luxury and Upper Upscale Classes	\$ 488,599	24	\$ 11,726,384			20		
Upscale and Upper Mid Classes	\$ 253,731	46	\$ 11,671,642			14		
Midscale and Economy Classes	\$ 207,039	31	\$ 6,418,219			8		
Rooms required and investment needed for 2030 requirements		101	\$ 29,816,246	\$ 29,288,425	94	42	22	
Economic Output/activity for construction (direct and indirect)			\$ 29,816,246	\$ 29,288,425				\$ 59,104,671
Ongoing Economic Output (annual)						\$ 6,556,888	\$ 5,783,371	\$ 12,340,259

TOTAL - (rooms, direct & indirect construction activity, and direct construction jobs		1,329	\$ 401,590,719	\$ 385,389,281	1,235			
TOTAL - jobs ongoing (direct & indirect)						568	301	
TOTAL - ongoing (annual) economic activity						\$ 88,350,000	\$ 76,100,000	\$ 164,450,000

Sources

Hobart Hotel Developments 2020-2024

Based on BDA Demand study

Cost of hotel developments in TAS post 2020

Economy ID - construction impact of \$401m capex assuming hotels are 2 yr builds on avg.

Economy ID - construction employment impact of \$401m capex (2yr build avg)

Hobart hotel employment data (OCG) + Economy ID for direct output

Economy ID - 568 direct jobs in accommodation sector (from OCG calcs), Hobart - indirect impact

New large events (MICE) to Hobart with stadium facilities (yearly)

Additional events for the stadium	Events	Attendance	Interstate/ International %	Interstate/ International no.	Average spend per delegate	Total spend
Events 500-1000 pax	13.5	655	95%	8,401	1,756	\$ 14,752,025
Events 1100 pax +	4.50	1100	95%	4,705	1,756	\$ 8,262,675
						\$ 23,014,700

Assumption	Source
The stadium will include a 1500-person function and conference room	Stadium designs - Aug 2024
20% of all conferences lost each year cite infrastructure as the reason for not choosing TAS - either availability or capability. This is about 27 conferences each year.	Business Events Tasmania
Assume TAS/stadium can win 50% of the average 27 events annually that cite infrastructure as a reason for not choosing TAS (for conferences 500-1000pax)	OCG
Average number of delegates for all events lost (in 500-1000pax category) between 2015-16 and 2024-25 is 655	Business Events Tasmania
In the 12 months to Mar 25, convention/conference visitors to TAS average spend was \$1,756	TVS
95% of visitors come from interstate/overseas	Business Events Tasmania
National market for 1100-1500 pax conferences 110 conferences 140,000 delegates	Business Events Tasmania
Assume TAS can win 4% of 1100-1500 pax events - in line with the state's share of smaller business events held across Australia. Given no capacity to host larger events in North of state these are all assumed to be at Hobart (new stadium)	OCG/Tourism Research Australia