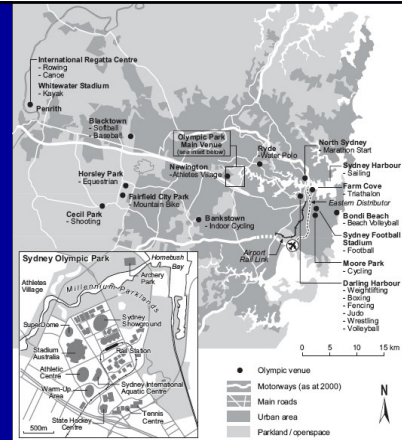


## AFTER THE SYDNEY OLYMPICS: POST-2000 USE OF FACILITIES

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Presentation at the *After the Event: Culture and Sport - Access and Legacies Conference*, Manchester July 2008



## DEVELOPMENT OF HOMEBUSH BAY FOR YEAR 2000 OLYMPICS (1)

- Main site for year 2000 Olympics was closed state abattoir on Homebush Bay
- State planning for area to win bid in 1993 zoned major international sporting & exhibition areas, large nearby housing area, + industrial land & regional park
- State constructed athletics centre & aquatic centre to help bid



## DEVELOPMENT OF HOMEBUSH BAY FOR YEAR 2000 OLYMPICS (2)

- Bid win brought forward & skewed redevelopment of the brownfields site to
  - Olympic venues
  - Large housing areas
  - Regional park
- New Olympic venues at Homebush:
  - Main stadium
  - SuperDome (indoor events)
  - Smaller venues as part of relocation of agricultural showgrounds
  - Tennis complex
  - Archery field

## STADIUM AUSTRALIA (1)

- **Stadium Australia** was the main Olympic venue: 80,000 post-Games capacity
- Financed by private consortium (\$584m) & state government (\$135m): \$150m underwriting loss
- Not enough major football matches & rock concerts in Sydney to fill stadium regularly: SCG & SFS could host crowds up to 42,000, & Super 12 Rugby, AFL & test cricket matches signed up by SCG/SFS
- Stadium Australia had \$10m+ p.a. losses to 2002
- \$125m loan to consortium to avoid liquidation
- Recently sold at big loss on investment (SOPA valuation is under half of construction cost)



## STADIUM AUSTRALIA (2)

- Effect of lower capital costs of new owner unknown, but likely to be positive for economics of securing sporting events
- Stadium now hosts home matches of several National Rugby League teams, though crowds small (c10-15,000), + 3 regular season AFL matches (crowds c60,000)
- Range of major sporting events with crowds usually over 45,000:
  - Rugby World Cup
  - World Cup football qualifiers
  - NRL finals
  - International rugby matches



## SUPERDOME

- Built for indoor Olympic events (gymnastics, trampoline etc) with \$55m from Abigroup & \$142m from state gov., capacity 21,000
- Adjoining car park built by government for \$63m to help SuperDome's prospects after Olympics



## SUPERDOME

- Failed to attract audiences/events from Entertainment Centre (capacity 10,000) after Olympics: few events needed bigger stadium, & Chinatown more convivial
- The one regular user of SuperDome - Sydney Kings - moved back to Entertainment Centre
- Loss \$10m in 2003-04 forced owner into receivership
- Below-cost sale improves economics of attracting events
- Main events are music concerts (rock/pop etc)

## AQUATIC & ATHLETICS CENTRES

- Both built at Olympic Park to help Games bid
- Total cost \$219m, paid by NSW government
- Previous facilities below international standard
  - No public indoor 50m pools
  - Sub international-standard athletics track with little under cover seating

## AQUATIC & ATHLETICS CENTRES

- Annual state subsidy of \$2.5m (2004)
- 1 million annual patronage, mostly public users of Aquatic Centre, including beginners' facilities built as part of Centre
  - Aquatics Centre is major facility for local region
  - Athletics Centre is the major track & field facility in Sydney
- Aquatic Centre hosts international meets

## ROYAL AGRICULTURAL SOCIETY SHOWGROUNDS, OLYMPIC PARK

- Old Showgrounds site in inner east Sydney hosted annual Royal Agricultural Show, + exhibitions & rugby league matches between Shows
- Land was vested by state government with RAS: Land + most buildings offered by state to Fox for film studios
- Olympic Authority constructed new RAS facilities at Olympic Park, with Olympic baseball matches played on new showground

## ROYAL AGRICULTURAL SOCIETY SHOWGROUNDS, OLYMPIC PARK

- RAS has 99 year land lease and pays rent to SOPA based on turnover
- Baseball was to stay after 2000, but shifted to Blacktown Olympic Park
- Showground has hosted National Rugby League matches, but these have shifted to main Olympic Stadium
- Exhibition halls host events outside the Royal Show
  - Sydney Royal Wine Show
  - Sydney Royal Cheese & Dairy Produce Show
  - Sydney Royal Fine Food Show
  - 3 national awards for catering/banqueting

## TENNIS CENTRE, OLYMPIC PARK

- Former site at White City, Rushcutters Bay
  - Site of Davis Cup finals & Australian Open
  - Limited under-cover seating
- Sold by TennisNSW (formerly NSW Lawn Tennis Association) to fund new venue
- NSWLTA members continue to hold playing rights in redevelopment of old centre
- New venue built at S.O.P. for Olympics by NSW Government in partnership with TennisNSW
- TennisNSW contributed \$A7m to total costs of \$39m to obtain 49 year lease from state

### TENNIS CENTRE, OLYMPIC PARK

- Private operator managed Tennis Centre after Games to 2006 - lost money
- Managed by TennisNSW since 2006
- Main event: WTP Sydney International
- Tennis academy for Australian & overseas juniors has been established, using Centre's facilities
- Forecast revenue 2008-2009 year: \$A1.5m - 'close to breaking even'
- Costs include
  - \$A300,000 p.a. maintenance
  - SOP levy each year
  - Sinking fund: TennisNSW must give back centre to NSW government on 'as new basis'

### OLYMPIC VELODROME, BANKSTOWN

- Prior to 2000, only velodrome was an old, open air inner city track
- Bankstown Council (middle SW Sydney) successfully bid for Olympic Velodrome
- Council contributed land, & NSW government paid for construction

### OLYMPIC VELODROME, BANKSTOWN

- After 2000, velodrome handed over to Council
- Council considered Bankstown Sports Club (umbrella organisation for local sporting associations) could better manage the velodrome: management agreement between Council & Sports Club
- Velodrome is officially rated as one of best in the world
- Cycling Australia & Cycling NSW use it for national & state events & pay Sports Club
- Club says the velodrome has 'significant' maintenance costs
- Tavern with bistro built on site, open 7 days/week

### BLACKTOWN OLYMPIC PARK

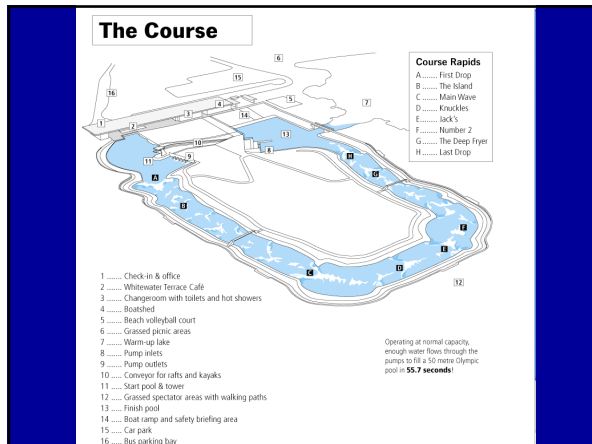
- Stadium for Olympic softball & some baseball built at Blacktown (W Sydney)
- Cost \$31m borne by NSW government; land provided by council (original softball ground)
- Operated by council
- Annual subsidy \$1m+ from state gov't & council, on top of operating loss \$0.5m (2004), for whole park (includes athletics & football fields)
- Has become main baseball & softball stadium for Sydney: 300,000 park users in 2004

### INTERNATIONAL REGATTA CENTRE

- Built at Penrith Lakes, far W Sydney, at cost of \$36m by NSW government
- No purpose-built course existed in Sydney before Olympic course constructed
- Operated by state: State operating subsidy \$1.7m in 2004 versus revenue \$0.5m
- Annual patronage 608,000 (2004), but many use it as dog walking venue
- Used for all rowing regattas

### WHITEWATER CENTRE, PENRITH

- Built at Penrith next to rowing course for \$6.5m
- Joint venture between International Canoe Federation, Penrith Council & NSW gov't
- Venue for Olympic canoe/kayak slalom events
- Small loss \$86,000 in 2004
- Operated by Penrith council
- Used by 23,000 rafters in 2004
- Available year round for whitewater rafting, kayaking, beach volleyball
- No whitewater facility in Sydney before Olympics



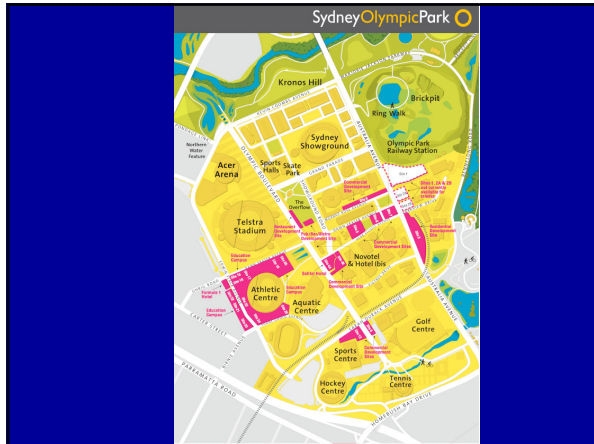
- ### OLYMPIC SHOOTING CENTRE
- Constructed in outer SW Sydney for \$30m by NSW government
  - A local shooting club leased the centre after 2000, but lease now taken back by government
  - Revenue only \$116,000 in 2004 despite a world cup event & 2 new clubs shooting at the site
  - 5,400 users in 2004
  - Large state annual operating subsidy: \$1.1m in 2004

- ### SYDNEY INTERNATIONAL EQUESTRIAN CENTRE
- Constructed at Horsley Park, outer SW Sydney
  - Construction cost \$44m borne by state government
  - Owned & operated by state: operating subsidy \$1.3m (2004)
  - 4185 riders & 38,000 attendees in 2004
  - No club & no horses attached to centre

- ### RYDE AQUATIC LEISURE CENTRE
- Site of Olympic water polo matches
  - Site given by Ryde council (mid NW)
  - Cost \$24.5m (NSW government \$21.5m)
  - Operated by Ryde council
  - No state subsidy
  - 620,000 users in 2004: major regional community facility

- ### MOUNTAIN BIKE TRACK, FAIRFIELD
- Olympic venue, constructed by Fairfield council, outer SW Sydney
  - Cost \$600,000
  - Now closed by council because too few users to justify \$50,000 annual maintenance costs
  - New mountain bike track opened since then at Sydney Olympic Park
    - Provides new facilities for Western Sydney Mountain Bike Club

- ### OLYMPIC FACILITIES AS BASE FOR URBAN REDEVELOPMENT
- Sydney Olympic Park
- Government authority developing government land
  - Post-Olympic masterplan:
  - *'The Master Plan was the first step in realising the long-term vision for Sydney Olympic Park. It identified eight major development sites in the town centre centered around the rail station and provided development capacity for 230,000m<sup>2</sup> of commercial, leisure, education, retail, hotel and cultural/institutional uses supporting 20,000 workers. Two residential development sites with capacity for 1,300 apartments, or nearly 3,000 residents were also identified'* (SOPA)
  - Vision: 15,000 residents and 15,000 workers and students by 2025



## LEGACY LESSONS OF SYDNEY OLYMPIC FACILITIES (1)

- Need to plan special event facilities as part of long term strategy that meets local/regional requirements
- Where special event facilities are bigger versions of existing facilities, potential revenue loss to existing facilities from medium sized events needs to be factored in
- Use of private funding can reduce public sector costs and risks

## LEGACY LESSONS OF SYDNEY OLYMPIC FACILITIES (2)

- Location of special event facilities within region is critical to long term legacy
  - Locations that meet on-going community demands yield positive legacy (swimming pools)
  - Locations that are less accessible can lose out to existing smaller facilities with better access (SuperDome)
  - Good public transport access is critical to venues with larger crowds
- Facilities for small minority activities unlikely to be economic after international events

## LEGACY LESSONS OF SYDNEY OLYMPIC FACILITIES (3)

- Involvement of local communities in facility provision (e.g. local councils) can mean facilities better reflect on-going local needs
- On-going public subsidies for community use can be justified as part of health & community development needs, but costs and benefits need to be compared to set subsidy limits

## Acknowledgements

- Slides 5, 10: Photographer Bob Peters
- Slides 4, 5, 9, 10, 12, 31 copyright Sydney Olympic Park Authority