

# Sporting Precincts

The role of sporting infrastructure and economic benefits for our regions, communities and facilities

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# Foreword

Welcome to our second extended publication of the 10 Minutes on Sport in which we take a deeper dive into the emerging trends in sporting infrastructure.

We analyse the current and future trends and drivers from national sporting infrastructure with a lens focussed on the expected return on investment from the development of sporting and entertainment precincts to meet a diverse and growing population's needs.

I trust you enjoy the read!



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# 1. Introduction

Changing consumer behaviours, technology advancement, population diversity, growth and increasing participation at all levels of sports are just some of the major forces impacting and influencing the demand for sporting infrastructure and the nature of facilities required.

Do we have sufficient facilities and the right mix of infrastructure to meet the diverse needs of an expanding population and participation levels? eg increasing female participation. Will this deliver optimal economic benefits? eg. improved health, education and social outcomes in addition to iconic sports entertainment events.

The following pages take a look at the perspectives around current and future trends, the development of the economic argument for multi purpose sporting and entertainment precincts and contrast these with historical case studies.





## 2. Economic benefits of sporting infrastructure

### 2.1 Current drivers of economic returns

Australia's sporting infrastructure is a key driver of economic returns from sport. Sporting infrastructure from the grassroots to professional level received approximately \$1.5 billion of government funding in 2015 (12% of the total spend on sport).<sup>1</sup> The use of this infrastructure can deliver significant direct and flow-on economic benefits in the following categories:



**Participation** – leads to better health, education and social outcomes.



**Event attendance** – drives spending on accommodation, merchandise, and ticketing, however also drives intrinsic benefits such as pride or spirit, increasing wellbeing.



**Media, broadcast, rights, sponsorship** – sporting infrastructure contributes to revenue from media and broadcast rights and lucrative endorsement deals.



## 2.1 Current drivers of economic returns from national sporting infrastructure

### *Participation*

Infrastructure is a key enabler to participation in sport at all levels. Our sporting fields, stadia, recreational centres and supporting infrastructure facilitate national involvement, leading to a range of economic benefits for the community. The role of infrastructure in promoting participation in sport is widely recognised by government.

For example, the funding allocated to the Sport Australia in the 2018 federal budget had the primary goal of driving participation initiatives for community sport. This included \$29.7 million in 2018-19 for a grants program to improve local community sport infrastructure.<sup>2</sup>

Similarly, Infrastructure Victoria's 30 Year Strategy lists developing a network of multipurpose, well-maintained and fit-for-purpose sporting and recreation facilities as a mechanism to enable physical activity and participation.<sup>3</sup>



**There are two important factors to consider when providing sporting infrastructure to induce participation:**

- **Quantity:** The provision of a sufficient number of sporting facilities is integral to accommodate community involvement and has been shown to directly contribute to increased participation. For example, the 1995 nationwide policy in China to increase spending on sport infrastructure in urban areas was shown to instigate substantial increases in participation over the next decade.<sup>4</sup>
- **Mix of types:** The mix of sporting infrastructure is equally important given most sports require different types of facilities. Participation in soccer, for example, is higher in areas with sport fields but significantly lower in areas with an abundance of sport halls.<sup>5</sup> An appropriate mix will give the community choice to participate in their preferred sport. Sporting bodies around Australia understand that the provision of sporting infrastructure is not a one-size-fits-all solution, and have benchmarks for the number of tailored facilities required per person to ensure participation levels are maintained – see Table 1.

Table 1: Sporting codes infrastructure benchmark

Sport	Infrastructure benchmark
Netball	One court per 3,500 people
Cricket	One oval per 8,000-10,000 people
Soccer	One pitch per 3,000-4,000 people
Hockey	One pitch per 75,000 people
Basketball	One outdoor court per 3,000-4,000 people plus indoor courts
ALF	One oval per 5,000 people

Sources: Netball NSW (2018) Netball in New South Wales – Statewide Facilities Strategy (2018-2033); Northern Suburbs Football Association (2014) Strategic Facilities Plan 2014 – 2016; and Parks and Leisure Australia WA; (2012) Guidelines for Community Infrastructure: Western Australia Region

**Australia will also need to provide enough facilities in the right mix to maintain current participation levels as our population increases. Meeting the infrastructure needs for a diverse range of sports will foster future participation, delivering a range of economic benefits, in particular via improved health, education and social outcomes.**



# 2.1 Current drivers of economic returns from national sporting infrastructure

## *Participation*

### Health outcomes

Participation in sport delivers quantifiable health benefits. Obesity, caused in part by inactivity, is a major national concern given its link to disease and mortality (e.g. heart disease, type 2 diabetes, stroke and some cancers). These issues are particularly relevant for children. Over 80 per cent of children do not get enough physical activity and 27 per cent of children aged 5-17 are overweight or obese.<sup>6</sup> Sport and exercise can also have a positive impact on the incidence of depression, the onset of dementia and other mental health disease.<sup>7</sup>

The benefits and economic returns are via:

- **Avoided healthcare costs:** Reducing the incidence of non-communicable disease, mental health conditions, and falls reduces the cost incurred by health providers by approximately \$0.5-\$1.9 billion per annum.<sup>8</sup>
- **Improved mortality:** Reducing the incidence of disease extends life, reduces the rate of early mortality and increases quality of life, amounting to \$29 billion benefit per annum.<sup>9</sup>

**The net health benefit stemming from participation in sport is approximately \$29 billion annually.<sup>10</sup>**



### Education outcomes

Participation in sport is also correlated to improved education outcomes that deliver quantifiable economic benefit children who play sport:

- perform better at school and,
- stay longer in education.

**These education outcomes lead to an economic benefit of approximately \$5 billion annually.<sup>11</sup>**



### Social outcomes

Local sporting clubs generate a host of social benefits for the people involved, such as:

- **Social connectedness:** Community clubs provide an environment where people are more socially connected at every age group compared to other, non-participants. For instance, football clubs are 3 times more useful for developing social networks than work, education or other community group networks.<sup>12</sup>
- **Social support:** People involved with local clubs provide club members greater social support than through their other social networks.
- **Personal development:** Clubs help people develop skills in public speaking, problem solving, decision making, conflict resolution, and dealing with people from diverse backgrounds.
- **Employment:** Clubs provide individuals, particularly those aged 15 to 24, with significantly increased chances of securing employment via the social networks provided by the club.

**It is estimated for every \$1 spent running a community club, there is at least \$4.40 return in social value (including health and other benefits such as education).<sup>13</sup>**

## 2.1 Current drivers of economic returns from national sporting infrastructure

### *Event attendance*

Modern sport at the elite level is as much about the fans and match attendees as it is about athletes. People travel far and wide to witness major sporting events and spend significantly for the right to do so – both at the game and in the days and weeks before and after the event. This brings measurable economic impacts stemming from direct expenditure on local accommodation, ticketing, merchandise and entertainment, and the flow-on incremental expenditure. Similarly, international and interstate sporting teams now travel regularly to play high profile matches around Australia, leading to a similar economic boost in the host city. Our sporting infrastructure is the catalyst for visitation by teams and fans alike, making it a key driver of the economic benefits delivered by event attendance.





# Case study: Cricket World Cup

Australia hosted 26 matches for the 2015 ICC Cricket World Cup (CWC) including the final, across seven host cities. The quality and scale of our sporting infrastructure allowed a number of regions to host matches and hence benefit from the increased exposure to tourism, further enhancing Australia's reputation as a premier location for international sporting events.

The aggregate attendance in Australia was roughly 770,000 people, including three matches that exceeded the 80,000 attendance mark and eight sold out matches. Several of the sold out matches did not feature either of the host nations, highlighting the international pulling power of our sporting infrastructure.

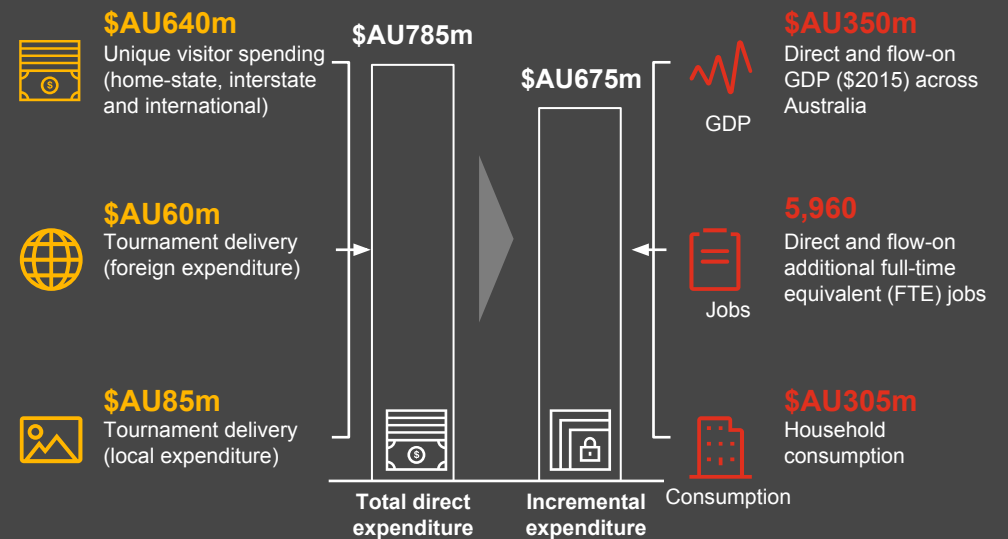
The 2015 ICC CWC final, played at the Melbourne Cricket Ground, had the highest attendance officially recorded for any single day of cricket in Australian history, at 93,013 people.<sup>14</sup>

This high level of attendance contributed to the \$785 million direct expenditure and \$674 million incremental expenditure (i.e. benefits) resulting from the event – see *Figure 1*.

There are also less tangible, intrinsic benefits from hosting such events, such as the pride or spirit that increases well being because of the value Australians place on sporting success. For example, studies have shown that the Australian well-being index increases during Olympic Games.<sup>15</sup>

In addition to the economic benefits from tourism to attend major events, community attendance at grassroots sporting events. The benefits from watching local matches, such as community inclusion and improved access to employment, are less significant than those from the tourism surrounding major event attendance and the discretionary expenditure by attendees.

Figure 1: Cricket World Cup direct expenditure and economy-wide impacts



Source: PwC (2015), Economic Impacts and Benefits Analysis of the ICC Cricket World Cup 2015.



## 2.1 Current drivers of economic returns from national sporting infrastructure

### *Media, broadcasts rights and sponsorship*

Professional Australian sport competes on the global scale. It is big business that attracts a significant worldwide viewing audience, on top of the match day attendees, and:

- revenue from media and broadcast rights and,
- lucrative sponsorship and endorsement deals.

Sporting infrastructure contributes to these economic drivers by facilitating the quality of sport and size of crowds which contribute to the credibility of the product and ultimately drive the demand of viewing audiences.



#### Case study: AFL

The AFL is Australia's most watched television sport, attracting an average aggregate audience of 4,449,465 a week in 2017, and culminating in the AFL Grand Final between Richmond and Adelaide which drew a national average audience of 3,562,254.<sup>16</sup> These types of large-scale viewing audiences boosts the value of rights and endorsement deals, as below.

##### Television broadcast rights deal

The AFL brokered a new, six year broadcast rights deal in 2015 worth \$2.508 billion, representing a 67 per cent increase on the old deal and making it the most lucrative TV rights deal in Australian sport.<sup>17</sup>

##### Player collective bargaining agreement

The AFL players negotiated a new, \$1.84 billion, six year collective bargaining agreement that will deliver a 20 per cent pay rise, lifting the total salary cap from \$10.37 million to \$12.45 million, and raising average player wages from \$309,000 to \$370,000.<sup>18</sup> Broadcasting and television audiences were a cornerstone of the deal, which provided players with a set percentage of revenue generated by the game, including that which comes from the new broadcast deal. Further, the deal was brokered on the premise that the players would provide greater broadcast access, including pre-match interviews and access to player global position system data in an attempt to provide an enhanced experience for the viewer.<sup>19</sup>

##### Marvel Deal at Docklands Stadium

Docklands stadium will be known as Marvel stadium from September 2018 onwards in an eight year deal worth more than \$4.5 million to \$5 million annually.<sup>19</sup> The stadium has generated revenue by attracting high-profile, international naming partners since its inception in 2000, including Etihad Airways, Telstra and Colonial State Bank.

These three examples of media, broadcast rights and sponsorship benefits in the AFL are made possible by Australia's professional-grade ovals. The AFL has a number of recently redeveloped facilities at its disposal, including Optus Stadium (WA), Adelaide Oval (SA), Spotless Stadium (NSW) and Metricon Stadium (QLD), along with a number of new professional and community level facilities to be provided in Victoria via the \$500 million sporting infrastructure funding package in the 2018/19 state budget. These facilities raise the profile and standard of the AFL and make it a platform for media, broadcast rights and sponsorship deals.

## 2.2 Future trends in economic benefits from infrastructure

Sports are constantly changing new types of sport, new formats for existing sport and growth in demand from new demographics. Viewer preferences and viewer demographics are also changing. Those trends and changes require sporting infrastructure to evolve to accommodate the new spectacle and realise the full range of economic benefits on offer. Key future trends are:

1. **Sporting entertainment precincts** may unlock additional economic returns – creating a multi use facility allows for agglomeration and optimised sporting pathways.
2. **Women in sport** (both grassroots participation and increasing professionalised leagues) presents an opportunity to increase returns from infrastructure, but will also present a threat of crowding out other use and benefits (or being crowded out) if appropriate planning is not considered.
3. **Complementary use of sporting infrastructure** (i.e. concerts, esports) presents both a threat and an opportunity in economic returns. Operation of infrastructure should ensure these trends use spare capacity but do not crowd out key value.
4. **Development of sporting infrastructure atop of rail tracks** is a popular method across the world and there is an opportunity for Australia to follow suit.





## 2.2 Future trends in economic benefits from infrastructure

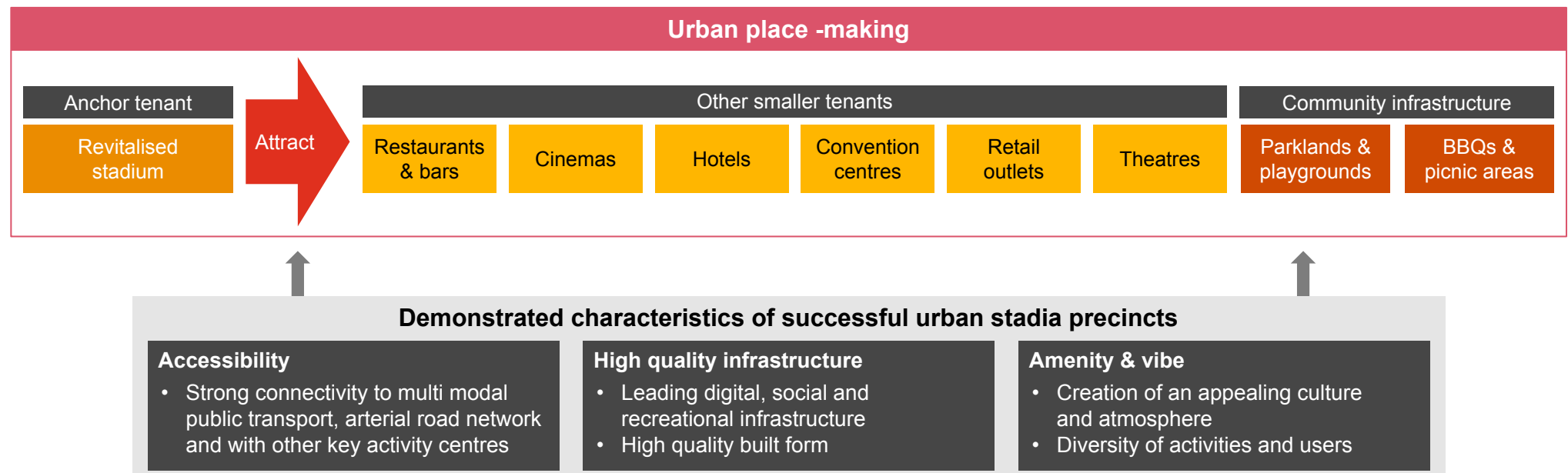
### *Sporting entertainment precincts*

New stadia and sporting fields are beginning to form part of wider entertainment precincts, creating the potential to realise a host of untapped benefits. These precincts create a hub of family entertainment by incorporating the surrounds to provide various activities and services such as cinemas, restaurants, bars and retail outlets, with easily accessible hotels, convention facilities, nightlife venues and parklands.

To be successful, these precincts require accessibility, high quality infrastructure, and a commitment to improved amenity – see Figure 2.



Figure 2: Sporting entertainment precinct





## 2.2 Future trends in economic benefits from infrastructure

### *Entertainment precincts*

Entertainment precincts with newly refurbished stadia unlock the potential for a host of new benefits:

- Co-locating stadia with entertainment services will **create greater demand** for the stadia and the surrounding infrastructure **from a wider audience**, generating more revenue from new streams.
- Creating a multiuse facility allows for **optimised sporting pathways for athletes** (i.e. can train, access allied health and conduct team planning in a single environment).
- The demand generated by the precinct is accompanied by underpinning **agglomeration benefits to the city and attracting other tenants** who seek to leverage off the anchor tenant, in this case, the stadium – see Figure 2. Two key agglomeration effects are:
  - **public amenity** – a revitalised entertainment district draws a wider amount of commercial activity in a single location, providing locals with a vibrant entertainment hub
  - **wider city integration** – a fully integrated precinct with planned events and access to urban infrastructure will be used all year round.
- **Improved international reputation** of the city given the broader range of sporting and entertainment events hosted at the precinct. This has the likely effect of improving tourism numbers and enticing investment more broadly.
- The development of **flexible, technology-enabled facilities** will make the whole precinct incrementally more attractive to visit and hence increase returns. Modern stadiums across the world are creating more immersive, high-tech spectacle by implementing technology such as:
  - new materials, screens and lighting that create a more energy efficient, immersive game day experience with greater advertising opportunities
  - improved stadium connectivity via Wi-Fi and smartphone apps has made for a more seamless user experience as well as improved safety
  - more flexible stadia with features such as retractable roofs and moveable seats give patrons a more comfortable experience and better vantage points.



## 2.2 Future trends in economic benefits from infrastructure

### *Entertainment precincts*

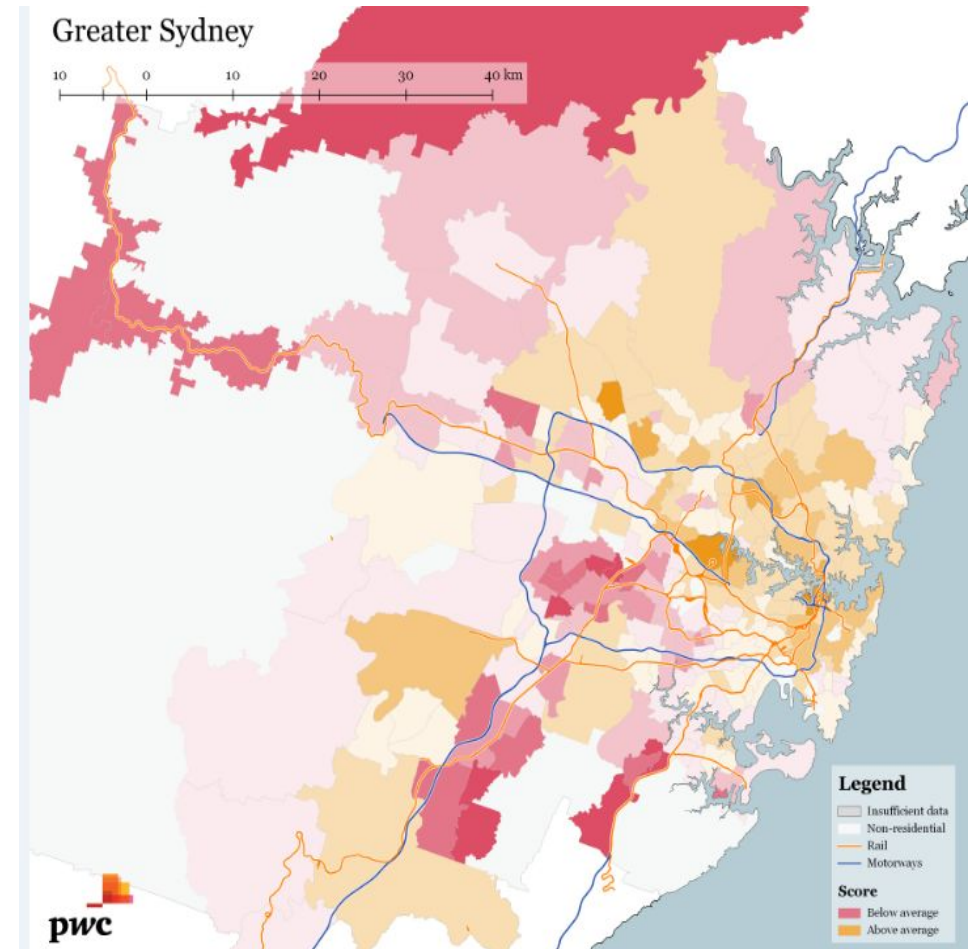
#### Case study – Sydney Olympic Park

Sydney Olympic Park stands as the largest sports and entertainment precinct in NSW and has been a catalyst for the renewal of the Homebush area. It is integral to the growth and revitalisation of Greater Parramatta to Olympic Peninsula – the geographic and demographic heart of Sydney and one of its most promising areas.

PwC's City Pulse <sup>20</sup> shows that the Homebush Bay – Silverwater area, which houses Sydney Olympic Park, is the third highest performing area in Sydney for economic output, due to the substantial investment in essential infrastructure, transport, housing and services over the last decade.<sup>21</sup>

Olympic Park's contribution to the economic outcomes of the area is due to the precinct's facilities. It features a range of multi-purpose infrastructure, such as ANZ Stadium, Spotless Stadium (home of the GWS Giants AFL team), the Sydney Showgrounds and an indoor sports hall, as well as a number of food and drink options, parklands and the ability to host business events and school education programs.

Further growth in the area will be catalysed by improved accessibility. The proposed light rail route, as part of Stage Two of Parramatta Light Rail, and the commitment to Sydney Metro West, will provide essential improvements in the links between the precinct and the city.



Source: PwC CityPulse

## 2.2 Future trends in economic benefits from infrastructure

### *Increased female participation*

The trend of increasing female sport participation presents an opportunity to increase utilisation of existing capacity and hence increase the returns from sporting infrastructure. Although women have traditionally had lower rates of sporting participation than men, this gap is beginning to close. The inception of new professional female sporting leagues such as the AFLW and WBBL is having a noticeable impact on the uptake of female sport at both the professional and community levels. This rising participation has the potential to deliver a range of economic benefits, providing adequate steps are taken to facilitate the upswing in female participation.

# 62%

“of girls actively engaged in sport cite professional female sporting role models as a significant factor contributing to their involvement.”<sup>23</sup>

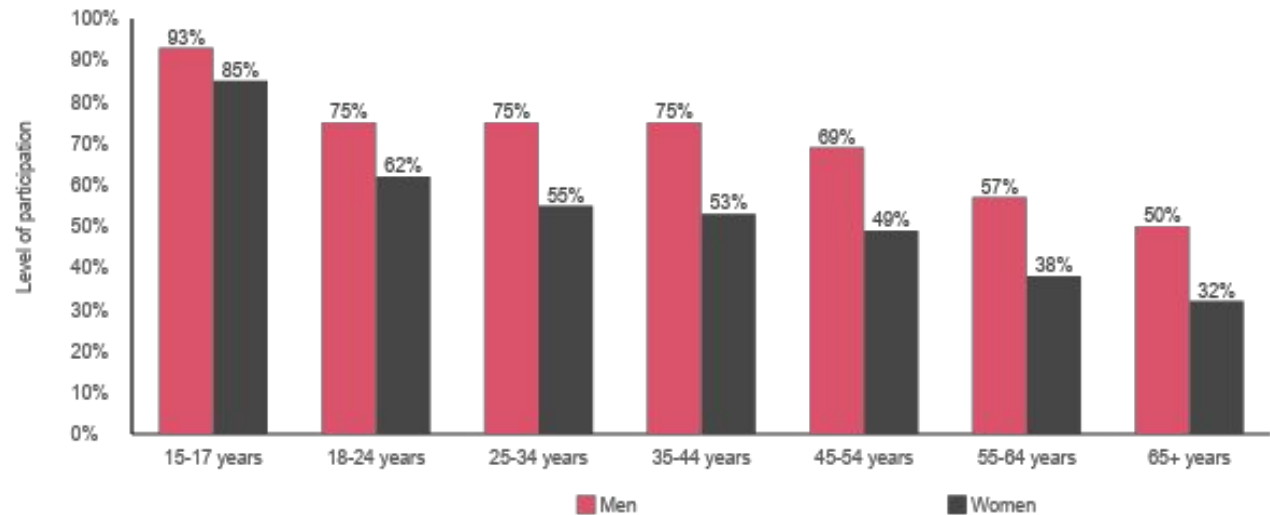
#### Female participation trends

Women currently have a substantially lower rate of participation in sport compared to men (see Figure 3). However, this trend is improving, with female participation in football of all codes, for example, steadily increasing by 4.4 per cent since 2013.<sup>22</sup>

Much of this trend is driven by the rise to prominence of professional female athletes in new competitions such as the AFLW and Women’s Big Bash League in T20 cricket. The presence of elite female role models in a particular code is known to influence grassroots participation.

Governments have recognised the paradigm shift and acted to further promote female participation via additional program funding. The Victorian Government for example, has pledged \$6.2 million for a range of female-focused sporting initiatives such as the Inquiry into Women and Girls Sport and Recreation: a Five Year Game Plan for Victoria, and the Change Our Game initiatives. This program funding will need to be complemented by additional sporting infrastructure, at the grassroots and professional level, to unlock the full potential of the benefits on offer from increased female sporting participation.

Figure 3: Female participation in sport (2017)



Source: Australian Sport Commission (2017), AusPlay Focus: Women and Girls Participation



## 2.2 Future trends in economic benefits from infrastructure

### *Increased female participation*

#### Infrastructure challenge

Detailed planning is required to ensure a balance in the opportunity cost of infrastructure and the associated benefits.

There are **two key challenges** in planning infrastructure to optimise female participation:

1. there needs to be enough infrastructure to accommodate this growing cohort of female athletes, and
2. infrastructure needs to be fit for purpose.

The appropriateness test is required because while many of the benefits resulting from providing infrastructure to facilitate female participation in sport are gender-agnostic, there are 'some key gender-specific enablers which must be considered' in order to realise the potential uplift from female participation at the grassroots and professional levels.

This dual challenge of amount and appropriateness of infrastructure is shown in the following case study of the AFLW.

#### Case study: AFLW

Australian Rules Football is one of the leading increases in female participation, as the fastest growing female sports in Victoria since 2014.<sup>24</sup> This demand spiked in 2016, in anticipation of the AFLW launch in 2017, growing at 19 per cent nationally.<sup>25</sup> AFL Victoria data reveals they had 9,354 female participants in 2016; a 41 per cent increase from the previous year.<sup>26</sup> This growth is predominantly driven by strong support for the youth girl's competition and the increase in the number of women's teams across Victoria.<sup>27</sup>

However, relative to other sporting codes establishing women's leagues, the AFL received significantly less funding in 2017-18, drawing just 7 per cent of the funding allocated to basketball and 17 per cent of the funding allocation to soccer.

The first season of the AFLW highlighted the need for additional sporting infrastructure to accommodate women; the next tier of stadia after AFL venues are sub-standard for professional level football and there are simply not enough facilities to accommodate participation at the community-level. For example, Ikon Park was declared a lockout by Victorian Police just prior to the commencement of the inaugural AFLW match amid fears for fan safety. Approximately 2,000 fans were unable to enter the ground.

At the grassroots level, modelling undertaken by the AFL indicates 90 to 120 new, grassroots ovals are needed over the next five years to keep up with demand in Victoria alone.<sup>28</sup> This shortfall of ovals is attributable to the spike in female participation numbers.

## 2.2 Future trends in economic benefits from infrastructure

### *Increased female participation*

This dual infrastructure challenge can be met with either new investment, enhanced management of existing facilities or a combination of both. For example, Australia requires a number of new, appropriately sized and equipped professional-grade stadia to foster the development of new professional female leagues (see AFLW case study above). This challenge can only be met by investment in new infrastructure that is fit for purpose.

One fit for purpose requirement is ensuring there are appropriate change room facilities for women. Where there are limited facilities, this could be remedied with infrastructure upgrade, but it could also be addressed through scheduling. As an example, an increasing number of suburban football matches are being moved to midweek and under lights. This serves the purpose of ensuring enough matches can be played to accommodate the female demand, as well as ensuring appropriate separation between men and women in change rooms. A significant portion of grassroots sports programs are run out of schools and universities which will likely have the appropriate facilities to accommodate men and women, scheduling may be a more applicable course of action in many situations.



## 2.2 Future trends in economic benefits from infrastructure

### *Increased female participation*

#### Potential benefits from increasing female participation

The economic benefits arising from providing and appropriately managing sufficient sporting infrastructure are different for professional and community level facilities.

Providing new professional-grade stadia will generate the following benefits:

- the boost to GDP and employment during the construction of each stadium
- an increase tourism expenditure from event attendance as a direct result of hosting professional level matches at these new venues
- new commercial opportunities (i.e. media and sponsorship) opened up by an increase the profile of the professional league
- social welfare benefits from the value the community places in simply knowing that high level female competition is being supported and could be attended if they so choose
- community health and social benefits from participation as supporting the development of the professional league is key to growing female participation in sport.

This final point links closely to the need to complement professional grade stadia with grassroots facilities, as the rise in prevalence of professional female sport will instigate further participation at local levels.

Providing new community facilities to accommodate female athletes at the grassroots level will generate the health, education and social participation benefits outlined in previous sections. However, the potential for higher economic returns is greater in relation to supporting female athletes as it is targeting a currently underrepresented cohort with greater upside from increased participation.





## 2.2 Future trends in economic benefits from infrastructure

### *Complementary use of infrastructure*

Sporting facilities are increasingly being used for a variety of purposes. New, multi-purpose stadia are capable of addressing underutilisation inherent in the older, single-use stadia to generate economic returns.

The new Optus Stadium in Perth for example, is a multi-use facility that has already hosted AFL football and cricket, and is scheduled to host soccer, the Nitro Circus tour <sup>29</sup> and international music concerts.

The complementarity of sporting infrastructure extends beyond traditional sports and concerts, as well. Facilities are being built to accommodate eSports <sup>30</sup> as well as tenant brands that provide alternate experiences for fans and revenue streams for the facility.

For example, the new 'Marvel' stadium in Docklands, Victoria will have its own designated 'Marvel' area to sell merchandise, and will likely host a large-scale global movie premiere for one of the popular Marvel movies.

Complementary use of these multi-purpose facilities presents an opportunity for larger economic returns if increased utilisation can be achieved through uptake of spare capacity. These stadia may be able to reach a bigger, wider audience to generate additional, larger revenue streams and commercial opportunities.

Although there are significant benefits that can be captured via multi-use stadia, they do present threats to the economic returns associated with sporting infrastructure. This may occur in several ways:

- Other uses may 'crowd out' sporting uses if they are deemed to generate greater financial returns for operators of infrastructure, even if they are not returning the same broader economic and social benefits. This may reduce sporting use or limit sporting use to inferior times and reduce economic returns.
- Other uses may damage the quality and integrity of the sporting product. For example, a series of concerts in 2010 at the then Etihad Stadium in Victoria just four days prior to the opening of the AFL season contributed to a substandard, slippery surface which led to a poorer quality of game and several injuries.
- Infrastructure designed specifically for multiple uses may fall into a trap of being 'a jack of all trades, and a master of none'. This may lead to the infrastructure not being well suited to any purpose and therefore be less attractive to potential users and lead to the same underutilisation issues of single use stadia.

It is therefore integral that design, scheduling and management supports the intended uses of the facility to ensure the quality of the product is not jeopardised.



## 2.2 Future trends in economic benefits from infrastructure

### *Development atop of rail*

Developing on top of rail tracks is a popular method of development across the world, particularly in densely populated locations. For example, to cater for a growing population, Hong Kong and Singapore are two countries that use residential and commercial development over rail tracks. There is an opportunity for Australia to think through following this trend and create land for much needed sporting infrastructure.



# 3. Conclusion

Sporting infrastructure, both at the professional and grassroots level, is driving a range of economic benefits, predominantly via its influence on participation, event attendance and media, broadcasts rights and sponsorship. However, the landscape for sport and its infrastructure is changing. Along with significant population growth, the rise to prominence of sporting precincts, female participation and complementary use of sporting infrastructure will change what we need from sporting infrastructure.

If these needs are successfully met, future sporting infrastructure will be able to cater for this changing landscape and generate a host of new benefits at the grassroots and professional level, additional to those currently in play.

Consideration also needs to be given to the optimal mix of professional and community-level facilities. The benefits derived from sporting infrastructure are closely linked to the type of competition they hold; benefits from participation tend to come from community facilities whereas professional facilities have the potential to deliver benefits through inducing tourism and through event attendance and as enabling growth in the commercial sporting industry

When considering the case for future provision of sporting infrastructure, the role of the government needs to be carefully and international reputation of a city and influence the attraction, vibrancy, well being and economic growth of a city, and the business case should be judged accordingly.



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# Appendix

20. PwC's CityPulse tool uses a data-driven approach to examine liveability in Australian cities through measures for 'live', 'work' and 'play'. CityPulse goes beyond the economic opportunities that exist in each area to the other things like the availability of the services we need, and the other facilities we like to use. Together, the three factors – 'live', 'work' and 'play' – offer a unique perspective of the city and let us look at it in the context of what makes it truly liveable
21. According to PwC's CityPulse, the Homebush Bay – Silverwater area is the third highest performing city in Sydney based on the 'work' measure which captures economic performance, job accessibility and welfare dependency in the area. In particular, 'work' assesses a range of economic factors such as business activity, employment rates, access to jobs and economic performance to determine whether a city provides its residents with economic opportunity through access to viable employment options.
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29. Nitro Circus incorporates FMX, BMX, Skate, Scooter etc.
30. eSports is a growing business. By 2019 it is expected eSports will have a revenue of more than a billion dollars, with more than 5 million people tuning into the International (the superbowl of eSports). Both the Staples Centre in Los Angeles and Wembley Arena in London have hosted eSports events, with the Sang-am World Cup Stadium in Seoul attracting 45,000 fans for a World Final.

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