



# EDUCATION RESOURCE



[adelaideoval.com.au](http://adelaideoval.com.au)

Adelaide val



## A brief overview

**Adelaide Oval has long been one of Australia's most recognisable and prestigious venues. Its prominent location as the centrepiece of the Adelaide CBD's revitalised riverbank precinct, along with stunning panoramic views over the city, the Oval's hallowed turf, St Peter's Cathedral and beyond, makes Adelaide Oval an outstanding destination.**

Known the world over as a beautiful and historic sporting venue, the Oval attracts visitors in their thousands from within South Australia, interstate and overseas. Along with sports fans, the Oval has enormous appeal to visitors with an interest in history, culture, food and wine, as well as a large contingent of business travellers.

Established as a cricket ground in 1872, Adelaide Oval's sporting pedigree is among the finest in the world. Football was first played on the Oval in 1877 and the stadium has also hosted rugby league, rugby union, soccer, athletics, archery, hockey and even wrestling. The popularity of track cycling around the turn of the twentieth century faded by 1910, but its influence can still be seen in the Oval's short boundaries and deep pockets, a legacy of the shape of the track.

Adelaide Oval has played host to significant cultural events over the last 140-odd years, including Royal visits and rock concerts.

A \$535 million redevelopment, completed in 2014, transformed Adelaide Oval into an exemplary modern stadium while retaining its considerable history and charm. The redevelopment also increased the number of purpose-built function spaces from six to 23, giving this world-famous venue unprecedented flexibility in its range of offerings.

Adelaide Oval is simultaneously one of the newest in the world and one of the most historic. Design and technology from the 21st century work alongside traditional favourites like the grassy mound, Moreton Bay fig trees and venerable heritage scoreboard at the northern end of the ground to create an atmosphere and experience like no other.

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## Who manages Adelaide Oval?

The Adelaide Oval Stadium Management Authority (AOSMA) is a joint venture between football (South Australian National Football League) and cricket (South Australian Cricket Association). AOSMA employs more than 125 full-time staff, plus 1,700 casual employees, in roles including customer service, chefs, cooks, supervisors, baristas, bar and functions staff and stores attendants, making Adelaide Oval one of the state's largest single-site employer of food and beverage staff.

Refer diagram of AOSMA structure over the page.

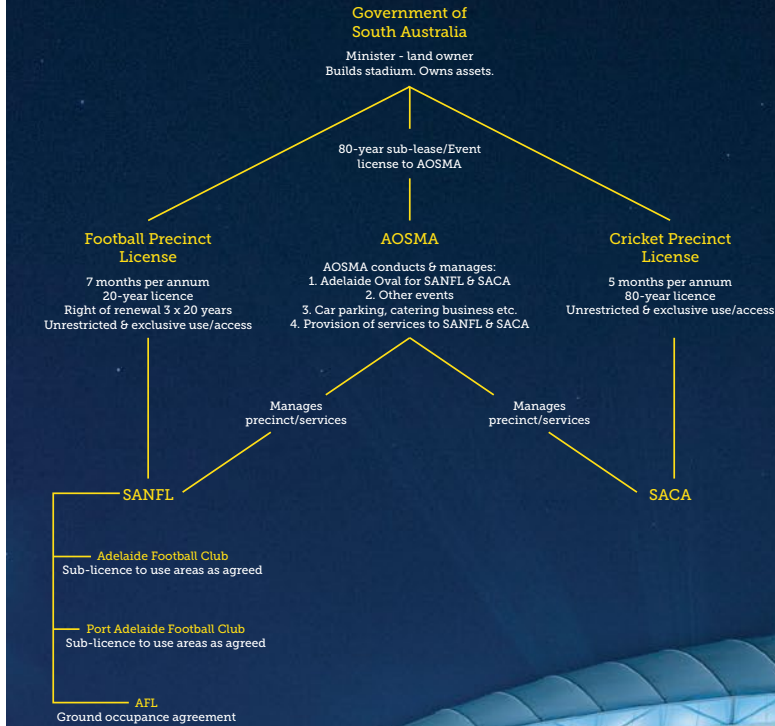


# Mission

To collaborate with our clients and stakeholders to deliver an outstanding customer experience 365 days a year and thereby drive revenue for the benefit of sport in South Australia.

To ensure that our operations build upon the tremendous affection and ownership felt by the people of South Australia, a philosophy of excellence underpins everything we do. Our approach to every event, small or large, is firmly focussed on ensuring every aspect is held to the highest standards. We believe this combination of assets and attitude makes Adelaide Oval one of this state's foremost attractions.

# AOSMA Structure



ADELAIDE OVAL'S  
VISION IS TO BE  
RECOGNISED GLOBALLY  
AS A WORLD CLASS,  
ICONIC DESTINATION.





# What tourism products, experiences and services do you offer visitors?

**The vast majority (96%) of Adelaide Oval's visitors come to see sport. There are 22 rounds of AFL each season, plus the possibility of finals should either, or both, of the local teams do well.**

SANFL matches are played on ANZAC Day and during the finals series. The 2014 AFL figures saw a 78% increase in tickets purchased by interstate visitors (when compared with 2013).

The other major sport is cricket. Test Matches, One Day Internationals, T20 Internationals and the Big Bash League are regular events throughout the summer, and in 2015 Adelaide hosted four matches of the ICC Cricket World Cup. 40% of all daily tickets sold for the annual Test Match are purchased interstate or internationally.

Adelaide Oval also hosts major events, such as Adele, the Rolling Stones, Guns 'N Roses and ACDC concerts, along with countless smaller events that combine to bring in thousands of people from intrastate, interstate and overseas. The Rolling Stones Adelaide concert, the only outdoor stadium performance of the band's tour, attracted over 10,000 interstate/international visitors. English pop phenomenon Adele's record-breaking crowd in excess of 70,000 people is the largest crowd for any concert in South Australia and the largest crowd for any event held at Adelaide Oval.

Aside from the events it hosts, the Oval is a destination in its own right. Stadium tours take visitors behind the scenes, revealing hidden secrets and reliving celebrated moments in history. From the Oval's state-of-the-art technology to its century-old scoreboard, more than 30,000 people take the 90-minute walk through one of the world's great sporting venues each year.

Launched in April 2016, Commonwealth Bank RoofClimb offers visitors the chance to experience Adelaide Oval from new heights on a two hour adventure high above the hallowed turf. Guided by their RoofClimb Leader, climbers are led across the curved roofline of the Western Stand before crossing a link bridge to the Riverbank Stand. Here they also have the opportunity to test their nerve with a lean out point, 50 metres above the ground.

The Bradman Collection, on loan from the State Library of South Australia (SLSA), is Sir Donald Bradman's priceless and personal collection of memorabilia spanning from 1927 to 1977. Housed in a purpose-built museum, the collection includes Bradman's personal possessions such as bats, balls, trophies and clothing, and entry is free of charge.

The Hill of Grace Restaurant, a unique collaboration between two South Australian icons, is also a drawcard. Diners are treated to an exceptional fine dining experience overlooking Adelaide Oval, with a menu inspired by the bounty of South Australia's truly magnificent produce and ingredients. A range of acclaimed Henschke wines headlines an extensive wine list, including more than 160 wines – all of which are South Australian (other than two Champagnes). The unique collaboration also means Adelaide Oval is now home to the world's only complete set of Hill of Grace wines on display – a priceless collection from 1958 to the current release. More than 20% of guests are interstate travellers and international visitors to SA.







## Adelaide Oval's contribution to the tourism industry

**Adelaide Oval makes an enormous contribution to the tourism industry in South Australia and Australia as a whole, attracting large numbers of people from within the state, around Australia and overseas. Infrastructure Minister, Mr Mullighan described Adelaide Oval as a “jewel in South Australia’s crown” and said the venue had “delivered beyond expectations, resulting in an economic boost and ensuring visitor numbers and hotel occupancy rates continue to grow”.**

More than 60 events are held at the Oval each year. Since November 2014, more than 5.6 million people have visited the Oval. An increase in crowd numbers at AFL, SANFL, and cricket matches since the redevelopment demonstrate the importance of the Oval in encouraging greater participation in these events. Increased interstate and international visitation flows on to benefit the entire tourism industry in South Australia.

An Economic Research Consultants study revealed that Adelaide Oval provided the State with an economic benefit of \$170 million in 2014 and an associated gross regional value of a further \$74.5 million.

This total of \$244.5 million grew to well over \$330 million in 2015 off the back of the ICC Cricket World Cup which alone generated approximately \$90 million in direct spending.

The increase of 53% on 2013 AFL crowds translated to a boom for accommodation in the city of Adelaide, with revenue in city hotels up 26%.

International Visitor Survey results released 29 July 2015 show the number of international visitors from India to South Australia has reached an all-time high (a rise of 90.1 % compared to the previous year and well above the national average of 25%). Tourism Minister Leon Bignell said much of the uplift can be directly attributed to the hosting of the India versus Pakistan game of the ICC World Cup at the Adelaide Oval.

Major events also stimulate travel to Adelaide, with more than 10,000 people travelling from interstate to attend the Rolling Stones concert.

We also attract significant numbers of visitors with our Tours & Museums, Commonwealth Bank RoofClimb and Functions & Events operations listed above.



# Adelaide Oval's impact on local economy

**The Adelaide Oval has had a remarkable impact on the local economy. A study carried out by Barry Burgan for Economic Research Consultants Pty Ltd showed that the Oval provided South Australia with an economic benefit of \$170 million in 2014, and an associated gross regional value of a further \$74.5 million.**

This total of \$244.5 million is expected to grow to well over \$320 million in 2015 off the back of the ICC Cricket World Cup which alone generated approximately \$90 million in direct spending.

To put this in context, the Adelaide Festival delivers an economic benefit of \$74 million, while the Fringe delivers a benefit of \$68 million and the Clipsal 500 delivers an economic benefit of \$60 million. The India versus Pakistan match was a huge coup for the State and the weekend of the 14-15 February 2015 was amazing, with intrastate and international visitors flocking to Adelaide – many were forced to sleep at the airport because accommodation was full.

As a result of activity associated with the Adelaide Oval redevelopment, 570 jobs have been created with a further 520 jobs created for the 2015 ICC Cricket World Cup.

AFL at Adelaide Oval is also proving to be a major game changer for the city's hotel industry with winter weekend occupancy rates almost doubling.

New STR Global Accommodation data for Adelaide shows football in the city has generated significant increases in revenue for the hotel industry. The 2014 AFL season resulted in a 26% increase in hotel revenue on the night of AFL games compared to the previous season.

The growing vibrancy of the city has also seen strong investment interest in Adelaide with four hotels built in the CBD since 2013 - Ibis Adelaide, Mayfair Hotel, Quest King William South, Quest on Franklin and the Watson Art Series Hotel in Walkerville, with a total room number of 787.

Major events such as the Rolling Stones concert attracted interstate and international visitors to South Australia, injecting \$10 million into the economy. The night of the Rolling Stones concert saw hotels at 100% occupancy, at an average daily room rate of \$268.

Our determination to enhance the economic wellbeing of SA is reflected in our commitment to using local suppliers and contractors wherever possible. For example, the Hill of Grace Restaurant acts as a showcase for the finest local produce, using locally grown, farmed or fished produce at every possible opportunity. Our Functions & Events business is committed to offering a five-star food and beverage experience with seasonal cuisine from South Australia's leading producers. Some examples of SA products sold at Adelaide Oval include Beerenberg, Haigh's Chocolates, Spring Gully and Pangkarra Lavosh.

We also provide significant local employment, with our staff of 120 full-time employees and in excess of 1,700 casuals. As a part of this commitment, our apprenticeship and traineeship programs guide and mentor local young people towards a world-class career in their home city.



## What benefits does Adelaide Oval offer to the local community?

**In addition to the significant economic benefits outlined above, Adelaide Oval has had a noticeable positive impact on the psyche of South Australia. We believe the Oval is a symbol of pride for Adelaide and South Australia. In much the same vein as Eiffel Tower in Paris or Sydney's Opera House, the Adelaide Oval can be our beacon to the world.**

Adelaide Oval is not just a venue, it's an active participant on the civic and cultural life of the city of Adelaide. We are constantly engaged with other stakeholders in the hospitality, tourism, conference, charity and sporting sectors to ensure that the Oval becomes and remains a part of the fabric of life in South Australia.

Adelaide Oval works with a number of not-for-profit organisations and the underprivileged to offer the Adelaide Oval experience to those who would otherwise not be able to obtain it.

Adelaide Oval's official charity partner is scosa. In addition AOMSA makes donations of vouchers to the Hill of Grace Restaurant, Audi Stadium Club, Commonwealth Bank RoofClimb and Adelaide Oval Tours.

The Adelaide Oval itself is a not-for-profit organisation, returning its profits to stakeholders the SANFL and SACA in order for them to invest in grassroots sport in our community.

Adelaide Oval also plays host to many community events including Bay to City, Adelaide Running Festival, Australian Freestyle Football Federation Titles, Southern Cross Care National Open Day, Stadium Stomp, Come Out Festival, Beyond Bank TeamKids Easter Appeal Live Sight, ICC Cricket World Cup host venue, Rotary International 110th Birthday Celebration and many more.



# What sets Adelaide Oval apart from its competitors?

**Able to seat 50,000 people, with standing room for 3,500, the Oval is the only permanent venue in South Australia that can cater to crowds of this size. On the flip side we have the ability to accommodate more intimate events for 12, which demonstrates the venue's great versatility.**

When it comes to AFL, and national and international cricket, the Oval has been drawing substantially larger crowds to football and cricket matches thanks to our emphasis on providing a more enjoyable and accessible experience on game day.

Adelaide Oval is also an ideal venue for major events, such as the Rolling Stones concert and Nitro Circus. The thoughtful design of the redeveloped stadium means 77% of seats are protected from the elements, and every seat is in close proximity to food outlets, bars and toilet facilities. Giant replay screens, integrated audio-visual technology, the DAS upgrade that caters for all 50,000 using their mobile devices at the same time, and a range of hospitality options mean the Oval is unmatched in this state for major events.

## What considerations have Adelaide Oval made for special need visitors?

**Plans for access for disabled patrons were drawn up in consultation with the State Government's Transport Accessibility Advisory Group (TAAG), to ensure Adelaide Oval is Disability Discrimination Act (DDA) compliant. A series of new initiatives were implemented to further improve access for patrons with a disability at the Oval.**

### **These initiatives include:**

- AOSMA increased the number of daily parking spaces for people with a disability in the northern car park from 35 to 60
- Similarly, AOSMA increased the number of designated parking spaces on the Torrens Parade Ground from 150 to 250
- A new drop-off area for disabled access has been created in the Eastern Plaza
- Two temporary covered rest areas have been erected on the Telstra and Eastern plazas, providing designated sheltered areas for patrons with a disability as they access the Oval
- Courtesy carts operate along the length of War Memorial Drive and Pennington Terrace to assist patrons in reaching their destination.

Adelaide Oval's on-site parking for people with a disability is now well in excess of that which is specified under the DDA.

Our location, just 400 metres from the CBD across the new Riverbank Bridge, makes pedestrian access easy – the journey across the bridge has become part of fans' pre/post event ritual.

The historic aspect of Adelaide Oval is also a unique selling point. The heritage scoreboard on the grassy mound, the fig trees, Bradman Collection and the hallowed turf itself are significant drawcards. Watching sport from the 'hill' is a unique experience that the likes of the MCG and SCG cannot provide.

The Hill of Grace Restaurant is also an important point of difference. Believed to be the world's only fine dining restaurant located within a stadium. Adelaide Oval and the Hill of Grace Restaurant were named in the New York Times article that featured Adelaide as the only city in Australia at number 24 of the top 52 places to visit globally!

Adelaide Oval has 23 purpose-built function areas. The size, flexibility and exceptional standards on offer at the Oval are unique in Adelaide and South Australia.

The entire stadium was constructed with accessibility in mind. Each entry has a wide access gate and an accessible ticket counter. For people with hearing aids, hearing assistance is available via infrared neck loop receivers available at the accessible ticket counters, and many of the function rooms and bars. Wherever there are stairs or escalators there is a lift or ramp nearby. Wheelchair and scooter seating is available on every level, including corporate areas, and provision is made for assistance animals. Toilet facilities feature grabrails and extra space for people walking with sticks or frames, unisex accessible toilets are also located alongside male and female toilets. Tactile ground surface indicators provide warning of nearby hazards for the vision impaired, and signage is designed to be easy to read, using clear text, pictograms and braille. All bars and service counters are at an accessible height, and safe refuge spaces are provided for wheelchair users in the event of an emergency.

**Companion Cards are accepted at all events.**





## How are the funds loaned to complete the redevelopment being paid back?

The SA Government funded the project with the aim of bringing AFL football and the significant AFL business back to the city. The economic flow on effects to the city of Adelaide and wider SA community are significant, estimated to be in excess of \$330m in 2014/2015.

AOSMA pays \$1m per year to the State Government which is invested into other sports (non-football and cricket). It is also responsible for contributing approximately \$3m each year to a long term sinking fund for future asset replacement at Adelaide Oval.

**ADELAIDE OVAL  
AS A WHOLE RECYCLES  
IN EXCESS OF 500,000  
CANS AND BOTTLES  
PER YEAR.**

## Adelaide Oval and the environment

**The Oval is controlled by a building management system that ensures maximum efficiency by controlling lights, air-conditioning, blinds, refrigeration units and escalators. The system also alerts staff to any faults, allowing timely repairs and minimising potential waste.**

There is a Sustainability Management Plan in place to ensure the use of renewable and recyclable resources, while minimising energy and water use, as well as waste generation. To support this plan, water efficient hydraulic designs included a designated main from the Glenelg Adelaide Pipeline (GAP) that supplies the stadium toilet facilities and oval irrigation with recycled water. The toilet facilities are fitted with electronic timed tap ware and hands free tap ware. This system used 12.8 million litres of water during the qualifying period, water that would otherwise have come from the potable mains supply.

A purpose designed automatic urinal flushing system is designed to minimise the volume of water used during an event by only operating while areas are occupied and staggering the flushing across the urinals.

Our energy efficient operable window system automatically shuts off air-conditioning in large spaces when open.

Lighting incorporates presence detection to ensure lighting is not left on when areas are not occupied. The lighting will turn on with movement, and the 'lighting off sequence' will occur once 20 minutes have elapsed without the detection of movement.

Additionally the stadium is setup with functional zones which are disabled/enabled dependent on event requirements ensuring that only lighting and equipment required for events are utilised.

Adelaide Oval as a whole recycles in excess of 500,000 cans and bottles per year. We have 100 x 120-litre can and bottle bins and 300 x 240-litre bins for recycling only. Waste is also sorted at staff desks, using boxes to collect recyclables.

We are undertaking a green waste initiative, where all biodegradable products will go in compost or mulch, rather than general waste.





Adelaide Oval