

TO: Stadium Model Subcommittee

FROM: Policy Analyst

MEETING DATE: 30 November 2012

SUBJECT: **STADIUM REVIEW – SUMMARY OF COMMUNITY FEEDBACK**

SUMMARY

Community feedback has been sought on the review of the community use and affordability of the Forsyth Barr Stadium (the Stadium). Specifically, feedback has been sought on how costs can be reduced, how revenue can be maximised, and how to optimise community use of the Stadium. This report provides a summary of the community feedback on the Stadium review.

IMPLICATIONS FOR:

- | | |
|--|---|
| (i) Policy: | No. |
| (ii) Approved Annual Budget: | No. |
| (iii) LTP /Funding Policy: | Yes – the outcome of the Stadium review may have an impact on the Funding Policy. |
| (iv) Activity Management Plans: | No. |
| (v) Community Boards: | No. |
| (vi) Sustainability: | Yes – the Stadium review is seeking to ensure a sustainable financial model. |

RECOMMENDATIONS

1. That the Stadium Model Subcommittee considers the community feedback on the Stadium Review, and provides advice on which ideas require further consideration.

INTRODUCTION

This report provides a summary of the ideas and comments provided by the community on the review of the community use and affordability of the Forsyth Barr Stadium (the Stadium).

BACKGROUND

At the Council meeting on 14 May 2012, it was agreed:

"That the Subcommittee establish a forum to receive input from the community and interested parties on the potential uses and user groups for the Stadium, and suggested commercial/community models, including ideas on affordability/financial sustainability."

In October and November 2012, community input on the Stadium review was sought on how costs can be reduced, how revenue can be maximised, and how to optimise community use of the Stadium. The feedback was sought through:

- a survey to organisations who had used the Stadium facilities (57 responses);
- an online 'People's Panel Survey' (375 responses); and
- an open invitation for submissions via the Council's website (52 responses) and hardcopy (3 responses):

In total, the Council received 487 responses.

COMMUNITY FEEDBACK

Increase revenue

There were 37 ideas on how revenue could be increased. 75 respondents suggested that the Stadium should attract more events and usage. This is closely linked to optimising community use of the Stadium as, if there are more events it is likely that there will also be more community use of the Stadium. A number of specific events were also suggested and a list of these suggestions is provided at Attachment One.

The following table provides a summary of the ideas on how revenue could be increased:

Ref	Idea for increasing revenue	Frequency
R1	Attract more variety of events and usage	75
R2	Seek money/donations from the original Stadium supporters	24
R3	Charge for carparking when not in use / develop carparking building / park n ride scheme	23
R4	Charge rugby more / full charge for using facilities	20
R5	Unlikely Stadium will break-even / make a profit	12
R6	Introduce an events fund from targeted rate of business/hospitality	11
R7	Change management structure / run like a commercial business	11
R8	Provide Stadium tours for a nominal charge	9
R9	Build relationships with promoters / encourage use of Stadium	8
R10	Sell Stadium merchandise (e.g. FBS t-shirts, mini-Stadium, etc)	7
R11	Reduce costs for all groups, not just community groups	7
R12	Create a multi-deal ticket including entrance, food, drink, transport, accommodation	4
R13	Explore sponsorship opportunities (e.g. internal signage)	4
R14	Ask for donations at events / install 'Support our Stadium' bins	3
R15	Get \$45m in private funding as promised	3
R16	Add a \$2 surcharge to all commercial events for Stadium costs	3
R17	Unsupportive of targeted rate on business/hospitality	3
R18	Ensure there are no complimentary/free tickets for events	2
R19	Give naming rights to another entity (e.g. Emirates)	2
R20	Charge a tourists "bed tax" / introduce a tourism tax on cruise ships	2
R21	Sell Stadium bonds / public shareholding	2
R22	Lease the pitch for grazing	2
R23	Introduce a second tier ground membership (\$500-\$800 pa)	2

Ref	Idea for increasing revenue	Frequency
R24	Revenue for intellectual property of design/grass system	2
R25	Use as office accommodation / relocate ORC to East end of Stadium	2
R26	Fundraising (e.g. sausage sizzle at Sunday Market)	2
R27	Introduce an alcohol tax to go towards Stadium costs	2
R28	Use Wi-Fi to push content to mobile phones	1
R29	Create a hospitality package for the members lounge	1
R30	Convene half-time competition/jackpot/raffle	1
R31	Allow living bequests which have a charitable status	1
R32	Create a one-off Dunedin-wide income stratified tax to pay off debt	1
R33	Secure industrial tenant at Stadium for 25yr lease	1
R34	Develop private/public partnerships	1
R35	Create a special lottery	1
R36	Increase ticket prices	1
R37	Create a walk across the top of the Stadium and charge for the experience	1

Reduce costs

There were 10 ideas on how costs could be reduced, and the following table provides a summary of those ideas:

Ref	Idea for reducing costs	Frequency
C1	Review and reduce staff/management/consultancy costs	49
C2	Use more volunteers at events / create a 'Friends of the Stadium Volunteer Trust'	35
C3	Decrease staffing levels at events (e.g. security)	31
C4	Wind turbines / solar panels / own generator for electricity	15
C5	Reduce lighting/heating costs (install sensors on heaters and lights)	5
C6	Maximise daytime use to minimise lighting costs	1
C7	Remove requirement to use commercial operators (incl. caterer, Ticketek, security)	1
C8	Close the Stadium during Autumn	1
C9	Fully enclose the Stadium to reduce cleaning costs from dust/birds	1
C10	Minimise remediation costs by appropriately covering turf	1

Community use

There were 16 ideas on how community use of the Stadium could be optimised. 38 responses suggested that the ticket prices for events be reduced. This is closely linked to increasing revenue as, if there is higher attendance at events it is possible that revenue may also be increased.

The following table provides a summary of the ideas on how community use of the Stadium could be optimised:

Ref	Idea for optimising community use	Frequency
U1	Reduce costs for not-for profit/community groups to use the Stadium	73
U2	Improve promotion/awareness/marketing of Stadium and its facilities and potential uses	59
U3	Increase attendance by reducing ticket prices for events	38
U4	No need for community to use it, it should be run as a business/for profit	27
U5	Greater use for University/Polytechnic regularly for orientation, exams, graduations, teaching	13
U6	Provide grant/subsidies for community events and usage	7
U7	Create a 'break-even' policy for community usage	5
U8	Provide support/advice to community groups on sponsorship of events	5
U9	Provide free / discounted /preferential tickets to ratepayers	4
U10	Use as a sports ground with a \$2-3 entry fee when no other events on	3
U11	Create a fund for people to donate towards community events	1
U12	Provide subsidised transport to Stadium events	1

Ref	Idea for optimising community use	Frequency
U13	Setup a 'wotif'-type website for community groups to use Stadium when not booked	1
U14	Provide initial 'discounted offers' to increase usage of Stadium	1
U15	Subsidise fees for businesses with head offices in Dunedin	1
U16	Host major fundraiser events to donate funds towards projects that give Dunedin an economic benefit (i.e. hospital facilities)	1

Other feedback

There were 51 issues and comments raised by the respondents. Whilst they do not relate specifically to reducing costs, increasing revenue, or optimising community use of the Stadium, a summary of the comments and issues is provided in the following table for the Subcommittee's consideration.

Ref	Type	Comment	Frequency
O1	General	Close/sell the Stadium	52
O2	General	Unhappy Stadium was built initially and the process that was used	31
O3	General	Need greater transparency and communication around finances and performance	25
O4	General	Concern with the affordability and impact on rates	24
O5	General	The Stadium is a good asset for the city / good venue facilities	17
O6	General	Concern with competition to other venues (e.g. Town Hall, Edgar Centre)	8
O7	Issues	Sound at Stadium is poor quality	44
O8	Issues	Issue with temperature and wind in the Stadium/conference facilities	18
O9	Issues	Improve accessibility through railway station, public transport, taxis, parking	12
O10	Issues	Poor access to exits/parking and steep stairs	11
O11	Issues	Issues with parking at stadium	7
O12	Issues	Need to develop the Airport for large international events	5
O13	Issues	Lack of accommodation for large events	3
O14	Issues	Ventilation system is very noisy	3
O15	Issues	Lack of atmosphere in grounds	3
O16	Issues	Place a stage in the middle of grounds to improve viewer experience	2
O17	Issues	Install sound baffles to improve sound quality	1
O18	Contracts	More competitive pricing for catering/food/drink and at reasonable costs/allow people to bring in own food	45
O19	Contracts	Ensure local procurement and support local businesses	16
O20	Contracts	Improve the catering / ensure a more efficient process for purchases	6
O21	Contracts	More competition for contracts (e.g. taxi, security)	2
O22	DVML management	Improve user-friendliness of staff and Stadium operations (e.g. customer service, ticketing)	19
O23	DVML management	Ensure stadium management and staff have the right skills/training	11
O24	DVML management	Work with University/Polytechnic students to market Stadium	2
O25	Facilities	Need more toilets	6
O26	Facilities	Improve the conference and entertainment facilities	3
O27	Facilities	Signage around facility needs to be improved	3
O28	Facilities	Improve waste management (e.g. use less plastic cups, more bins)	2
O29	Facilities	More facilities in Stadium: a gym space	2
O30	Facilities	More facilities in Stadium: climbing wall	2
O31	Facilities	More facilities in Stadium: 25m swimming pool	2
O32	Facilities	More facilities in Stadium: smaller meeting spaces	1

Ref	Type	Comment	Frequency
O33	Facilities	More facilities in Stadium: velodrome track	1
O34	Stadium use	Convert to artificial turf / multi-use	6
O35	Stadium use	Convert into an indoor garden / place for growing crops / greenhouse	6
O36	Stadium use	Develop as a hub for tourists and cruise ships	5
O37	Stadium use	Convert into a library	4
O38	Stadium use	Convert into accommodation for people in need	3
O39	Stadium use	Convert into a film studio	2
O40	Stadium use	Grow and sell medical opium / cannabis	2
O41	Stadium use	Convert into a construction/logistics depot	1
O42	Stadium use	Convert into a teaching space	1
O43	Stadium use	Convert into an IMAX Picture Theatre	1
O44	Stadium use	Convert into a Sport Science Centre	1
O45	Stadium use	Convert into a park for dogs and dog walkers	1
O46	Other	Encourage cafes, restaurants and businesses in area at all times	8
O47	Other	Don't support rodeo / animal cruelty	4
O48	Other	Increase tourism marketing in general	1
O49	Other	Review the event management strategy	1
O50	Other	Digital backdrop on Stadium to promote Dunedin	1
O51	Other	Lack of vision/coordination across Dunedin and DCC facilities	1

Subsidies for community events

In addition to the above feedback, respondents in both the 'People's Panel' and the Stadium Users' surveys were also asked whether community events should be subsidised by commercial events or by a ratepayer fund. The response to those questions is provided below:

Question	People's Panel 375 respondents	Stadium Users 57 respondents ¹
Should community events be subsidised by commercial events?	67% Yes 33% No	52% Yes 48% No
Should community events be subsidised by a ratepayer fund or subsidy	45% Yes 55% No	51% Yes 49% No

CONCLUSION

The Council received 487 responses from the community on the Stadium Review. A summary of the ideas and feedback has been provided for the consideration of the Subcommittee.

Prepared by:

Approved for submission by:

Tami Sargeant
POLICY ANALYST

Nicola Pinfold
CORPORATE POLICY MANAGER

Approved by: Sue Bidrose
GENERAL MANAGER CITY STRATEGY AND DEVELOPMENT

¹ Respondents who were 'unsure' have been excluded from these results.

Date report prepared: 16 November 2012

Attachment

Attachment One – Events suggested by Respondents

Specific events suggested by respondents

Suggested event	Frequency
Shows and concerts (international acts)	29
Markets for craft and local produce (incl. Farmers Market)	25
Hosting Festivals (e.g. iD fashion, Cadbury, Seafood, Mid-winter, Southern Music)	12
School sporting events / academy of sport	12
Wine and food events	10
Arts event/expo/exhibition	7
Fun runs (e.g. Moro Marathon, Relay for Life)	7
Big sporting events (e.g. FIFA, Phoenix, All Blacks)	7
Children's playground/Big Rigs for Kids	6
Community concerts for local musicians	6
Family events (e.g. Teddy Bears Picnic)	6
Conferences	5
Exercise space / fitness centre / tai chi at a \$5 charge	4
Tattoo	4
Local club rugby and football	4
Dog competitions and shows	3
Regional sports events	2
Bungee/rope swinging from the roof	2
Horse/equestrian events	2
Sporting tournament (code v code)	2
Movie nights	2
Weddings	2
Cirque du Soleil / circus	2
Masters Games	2
Kids sleepover events/camps	2
Big Day In	2
New Years celebrations (incl. Matariki, Chinese New Year)	2
Flower show	2
Themed events (e.g. Halloween, Oktoberfest, Medieval Times)	2
Private parties with 5ft balls	1
Book sales	1
Charity events	1
Future disaster recovery centre	1
Christmas in the Park	1
Special Olympics	1
Mobility scooter training course	1
Dancing competitions	1
'WOW' events	1
Religious events	1
Light laser shows	1
Athletics	1
Fence painting competitions	1
Boxing	1
Kiwi music festival in May during New Zealand music month	1
Gymnastics events	1
Dunedin Idol	1
Toaster Stadium Challenge (incl. run, cycle, swim, climbing wall, wire)	1
Auto events (e.g. classic cars, racing)	1
Expos (e.g. home show, tradeshow, A&P show, travel expo, healthy living)	1
Go cart racing	1
Bull rush events	1
Dunedin winter show	1
RIANZ music awards	1

Tami Sargeant

From: Bill Allen
Sent: Wednesday, 24 October 2012 11:10 a.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Leonora Allen has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Leonora Allen

Organisation**Postal address**

979 Highcliff Road, R.D.2, Dunedin, Dunedin, 9077

Email address

billen@xtra.co.nz

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

I have attended two musical entertainment events at Forsyth Barr Stadium and the sound reproduction was extremely poor. The stadium is designed for spectators to view the centre of the field, so sitting facing a stage at one end of the stadium is very uncomfortable. To, hopefully, alleviate these two factors a stage placed in the centre of the playing field would enable people to sit in chairs around the stage, those in the stands could face forwards towards the stage and the sound would be coming from the middle of the grounds. Another factor to enhance sound could be the installation of sound baffles hanging from the roof at regular intervals along its length. Sound specialists would be able to assess these ideas.

Ideas on how Forsyth Barr Stadium costs can be reduced:**Ideas on how revenue generation can be maximised:****Any other comments:****Attach additional information**

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Tami Sargeant

From: Judy Spillane <Judy.Spillane@southerndhb.govt.nz>
Sent: Wednesday, 24 October 2012 01:09 p.m.
To: 'policy@dcc.govt.nz'
Subject: Stadium Market

Good Morning

I went to the stadium market last Sunday. Not a lot of fun. We have a brilliant facility, an excellent idea and something that a lot of people enjoy doing but for some reason it's not working. Could we perhaps try to encourage more interesting stall holders by personally inviting them and perhaps keeping the costs down by not charging too much for their stall. Also the south side entrance to the stadium was open allowing a freezing wind to come through. There were very few people looking at the stalls on that side. I would enjoy going to a market on a Sunday so perhaps we could take some ideas from Christchurch's market. Sorry to be so negative but I would love this idea to work. I also think the Stadium is so fantastic for Dunedin.

Judy Spillane

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Tami Sargeant

From: Calvin Oaten <calvino10@xtra.co.nz>
Sent: Wednesday, 24 October 2012 01:25 p.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Calvin Oaten has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Calvin Oaten

Organisation

N/A

Postal address

82 Hillary St Pine Hill, , Dunedin, 9010

Email address

calvino10@xtra.co.nz

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

See other comments

Ideas on how Forsyth Barr Stadium costs can be reduced:

See other comments

Ideas on how revenue generation can be maximised:

See other comments

Any other comments:

The official level of Stadium debt assumed by Dunedin Venues Ltd. is \$146.6million. This capital is to be paid down by DCHL at \$5ml per annum. This will take 29.32 years. Interest at 7per cent pa. would, on standard table mortgage terms, cost \$5.131ml pa. Therefore total annual outlay is \$10.131ml. This spread over 53,000 rate payers would give a median level of \$191.15 pa for 29.32years. The total cost would be \$297.04million. To this would be the risk of DCHL not producing the \$5ml pa, plus any variation of the interest rate from 7% over the term. Added to this would be the operating costs/ losses over the period which, in view of the fact that DVML (managers) are already operating at substantial deficits plus DVL totally relying on DCHL's subvention payments of over \$7million pa being extremely problematic, it is clear that the costs per rate payer will be considerably increased over the \$191.15pa. All this points to the fact that if council was competent, forthright and did its own due diligence, it would then, if honest, front the people with the unvarnished truth, own up and tell them of the real situation. It would admit its failings in having seen this project ever being put into place, own up and apologise. It should then recommend that the Stadium should be shut down and the costs stabilised as outlined above. It should point out the fiscal risks of continuing operations in a true, no frills manner. It should then invite the public to a referendum on whether they wished to carry on this extremely high risk activity or whether they are prepared to continue supporting the project regardless of the extremely high risk of escalating costs to be borne directly by the rate payers. Anything less would be a deceit perpetrated by council upon the very people it is pledged to protect. All it would take would be an act of honest fronting the people with the truth, something which has for far too long been manipulated, obfuscated and denied all along. Will this happen? Not in a month of Sundays. Why? Because they are all so compromised as to be in a position that none would have the

intestinal fortitude to come clean. They would just prefer to continue to hoodwink the people for as long as they can until they can slip out the back door and be away.

Attach additional information

No file uploaded

Tami Sargeant

From: Jean Park <jean.park.jp@xtra.co.nz>
Sent: Wednesday, 24 October 2012 02:48 p.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Jean Park has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Jean Park

Organisation

community advocate

Postal address

102 Helensburgh Rd , , Dunedin, 9010

Email address

jean.park.jp@xtra.co.nz

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

1. open the taxi contracts to all local firms as this will increase business and get community attendance to increase and get the community behind you. 2. allow external caterers to use the facilities for external functions 3. Do you have tours of the facility and then a social function for community groups? 4 publicise the Sunday Market particularly with students - I think it is a great asset. Use local radio to get sellers to talk about what they sell particularly the artistic ones.

Ideas on how Forsyth Barr Stadium costs can be reduced:**Ideas on how revenue generation can be maximised:**

Use local businesses for such things as sound and light etc as you will get much much more in community support, donated assistance and many other ways. Using outsiders, you only get what you pay for even if the figure on the contract is less.

Any other comments:

It needs to be sold to the community rather than just seen as using the cheapest commercial option. Value the community support and don't underestimate the value it can bring.

Attach additional information

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Tami Sargeant

From: JeanPark <jean.park.jp@xtra.co.nz>
Sent: Thursday, 1 November 2012 09:38 a.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

JeanPark has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

JeanPark

Organisation

Community Advocate

Postal address

102 Helensburgh Rd, , Dunedin, 9010

Email address

jean.park.jp@xtra.co.nz

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

Ideas on how Forsyth Barr Stadium costs can be reduced:

Ideas on how revenue generation can be maximised:

put a \$2.00 charge on all the cheap cartons of beer sold at local supermarkets and use this to assist the cost of the stadium. It would be easy to do and certainly contribute to cleanup costs etc.

Any other comments:

Attach additional information

No file uploaded

Tami Sargeant

From: Jean Park <jean.park.jp@xtra.co.nz>
Sent: Tuesday, 6 November 2012 09:19 a.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Jean Park has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Jean Park

Organisation

Community Advocate

Postal address

102 Helensburgh Rd, , Dunedin, 9010

Email address

jean.park.jp@xtra.co.nz

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

Ideas on how Forsyth Barr Stadium costs can be reduced:

Ideas on how revenue generation can be maximised:

Having discussed this with members of the community I believe it is time for the Otago Farmers Market and the new Stadium Market to be combined into one larger one at the stadium. Then the Stadium Market could be held on a Saturday to make best use of the timing for the customers and for the vendors. The station carpark could then revert to a place to park campervans and also give car parking for people wanting to travel on the train, visit the Settlers Museum or our city. This would bring in revenue to our city as the Farmers Market Trust does not pay for the use of the carpark. The Stadium Market is already proving itself to be successful and the Otago Farmers Market has shown a steady decline even prior to the opening of the other, and the fewer number of people buying there and the obvious gaps in the rows of vendors is all I believe an indication that it has had its day. Secondly the stallholders that go to both, divide their produce between the two, not a long-term economic venture for them and the choice to go to the stadium is obvious. The Rotary run the market at the stadium extremely well and the income benefits the stadium both ways, through the actual market rent, and with the Rotary fundraising which will ultimately benefit the facility as well. The stadium must become an asset for the city. We need to make best use of it and to do so must bring in revenue for both facilities.

Any other comments:

Attach additional information

No file uploaded

Tami Sargeant

From: John Brookes <jlbrookes@hotmail.co.nz>
Sent: Wednesday, 24 October 2012 05:23 p.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

John Brookes has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

John Brookes

Organisation**Postal address**

2/62 Trias Road, Glenfield, Auckland, 0629

Email address

jlbrookes@hotmail.co.nz

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

A festival of Kiwi music in May during New Zealand music month

Ideas on how Forsyth Barr Stadium costs can be reduced:**Ideas on how revenue generation can be maximised:****Any other comments:****Attach additional information**

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Tami Sargeant

From: Eric Lord <lordclan@xtra.co.nz>
Sent: Wednesday, 24 October 2012 10:42 p.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Eric Lord has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Eric Lord

Organisation**Postal address**

153 Scott Street, Waverley, , Dunedin, 9013

Email address

lordclan@xtra.co.nz

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:**Ideas on how Forsyth Barr Stadium costs can be reduced:****Ideas on how revenue generation can be maximised:**

More revenue can be generated by selling merchandise, such as caps, beanies, T-shirts, hoodies, momentos, etc. with the FBS logo. These were available for Carisbrook so why hasn't this been done for FBS? I noticed that caps and T shirts with the FBS logo were worn by helpers at the first open day during construction of the stadium, but haven't seen them since. I would like to to put my Carisbrook cap and beanie into safe retirement and replace them with FBS attire. Cast miniatures of the stadium could also be a good seller. When I did the tour of the stadium I was disappointed I was unable to buy a memento to take away with me.

Any other comments:

The FBS is a tremendous asset (I have attended almost every event held there so far) and everything should be done to make this a continuing success.

Attach additional information

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Tami Sargeant

From: Andrew Wylie <wynot@xtra.co.nz>
Sent: Wednesday, 24 October 2012 10:50 p.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Andrew Wylie has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Andrew Wylie

Organisation**Postal address**

44 Hocken Street, Kenmure, Dunedin, 9011

Email address

wynot@xtra.co.nz

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

Set up New Zealands second Imax picture theatre within. Would be night time occassional use. The height of stadium roof should be sufficient for the required large Imax screen, which would be dropdown. Only stand with largest seating used and an upper area required for a projection box.

Ideas on how Forsyth Barr Stadium costs can be reduced:

Regular Imax film shows would bring in the money ! The about to be released James Bond movie is available in Imax format and many others already available. Why should Auckland have all the fun ?

Ideas on how revenue generation can be maximised:

Visiting Bus tours could take their clients for an evening filmshow in our wonderful showcase stadium ! There has been complaints from tourists about nothing to do at night. Show could include a Imax 3D short of Otago's wonders !

Any other comments:

Council should be able to do a good deal with Imax company, who would provide setup free for share of profits. I reckon this would be a winner for Stadium regular night use ! I look forward to getting my 1% commission on profits for idea ... lol

Attach additional information

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Tami Sargeant

From: Brett Larsen <larsenbrett@hotmail.com>
Sent: Thursday, 25 October 2012 09:03 a.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Brett Larsen has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Brett Larsen

Organisation**Postal address**

4 Dunnet Street, , Karitane , 9440

Email address

larsenbrett@hotmail.com

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:**Ideas on how Forsyth Barr Stadium costs can be reduced:****Ideas on how revenue generation can be maximised:**

I have been involved in the New Zealand film for 15 years, over this time one thing has become abundantly clear, that is that there in no film studios in the South Island. We have a facility which is not weather dependant (a huge problem when building sets) the infrastructure exists. we are close to many locations, airport, harbour etc. Because of the nature of film, it is short term, high rent, also as is common practice, the ground would be returned to its original condition. The whole city would benefit from any production, hotels, restaurants, hire companies, the creative community etc. If the Primeministers sojourn to Hollywood was successful, then I believe we have a real opportunity & asset to capitalise on.

Any other comments:

I hope this idea is given due consideration, if so, then I welcome the opportunity to help this come about, as I have many contacts nation wide.

Attach additional information

No file uploaded

Tami Sargeant

From: Phil Coakes <info@moromarathon.co.nz>
Sent: Thursday, 25 October 2012 03:01 p.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback
Attachments: 2012-Half-Marathon-Start-Clock-Tower-Railway-Station-149.jpg

Phil Coakes has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Phil Coakes

Organisation

Caversham Harrier and Athletic Club

Postal address

PO Box 5378 Moray Place, , Dunedin, 9016

Email address

info@moromarathon.co.nz

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

There must be a balance between " local " events and " international " events. I hope that the main focus will not be on events that make the most money for the stadium.

Ideas on how Forsyth Barr Stadium costs can be reduced:**Ideas on how revenue generation can be maximised:****Any other comments:**

We used the stadium for the first time this year for the Moro Marathon over four days, it served as our Race Headquarters and Prize Giving and look forward to the same in 2013. We have a fear that should some other events occur at the same time we will be pushed aside. This has occurred in the past We have advised Dunedin Venues of our 2013 date and will look forward to being based there once again.

Attach additional information

2012-Half-Marathon-Start-Clock-Tower-Railway-Station-149.jpg, type image/jpeg, 1.7 MB

2.20



Tami Sargeant

From: Shef Rogers <shef.rogers@gmail.com>
Sent: Thursday, 25 October 2012 08:44 p.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Shef Rogers has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name
Shef Rogers

Organisation

Postal address
22 Birchfield Avenue, North East Valley, Dunedin, 9010

Email address
shef.rogers@gmail.com

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

Ideas on how Forsyth Barr Stadium costs can be reduced:

Enclose the stadium down to the ground to stop wind and dust from the quarry and thus reduce costs of cleaning from dust and birds as well as warming the place up. May not help the grass grow, but the grass is going to have to go if the stadium is to be truly multipurpose.

Ideas on how revenue generation can be maximised:

Relocate the ORC to the East End of the stadium with a nice view of the harbour and fill up a lot empty area. Expand into the parking lot if need be. It would still be cheaper than a new building for the ORC.

Any other comments:

Attach additional information
No file uploaded

Tami Sargeant

From: Dave Campbell <davidcampbell@orcon.net.nz>
Sent: Friday, 26 October 2012 02:01 p.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Dave Campbell has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Dave Campbell

Organisation**Postal address**

12 Stour Street, South Hill, Oamaru, 9400

Email address

davidcampbell@orcon.net.nz

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

Make it free to access parts of it.

Ideas on how Forsyth Barr Stadium costs can be reduced:

Solar power on roof of grandstands

Ideas on how revenue generation can be maximised:

DCC are the ones that decided to build it, so how about a review of the revenue information provided and a justification as to why this didn't materialise. DCC have a management company in place, so surely it is their role to generate revenue so that there is no additional expense to ratepayers.

Any other comments:

It is a great venue to watch sports and events in, but as a ratepayer that is contributing to its build cost, I don't see that ratepayers should then have to further subsidise the operating costs. If these are higher than the revenues, then whoever prepared the budgets forecasts needs to be held accountable.

Attach additional information

No file uploaded

Tami Sargeant

From: Lindsay Facer <linfacer@gmail.com>
Sent: Wednesday, 31 October 2012 09:23 a.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Lindsay Facer has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Lindsay Facer

Organisation**Postal address**

8 Melrose Street, Roslyn, Dunedin, 9010

Email address

linfacer@gmail.com

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

Use the stadium for University & Polytech graduation ceremonies. Advantages: 1. Allow many more relatives and friends to attend 2. Alleviate car parking congestion in CBD on graduation days, there would be plenty of parking in the stadium car park and surrounding area on a Saturday 3. Degree presentations could be displayed on big screens allowing people a close up view 4. Students could march in other direction instead of closing centre of city to traffic on major shopping days 5. "After match" function could be catered for on site

Ideas on how Forsyth Barr Stadium costs can be reduced:

Allow casual parking for a daily fee in unsued sections of car park on week days. 200 cars at \$2/day would bring in \$2,000/week

Ideas on how revenue generation can be maximised:**Any other comments:****Attach additional information**

No file uploaded

Tami Sargeant

From: Fiona Morton <fiona.morton@hospitalitynz.org.nz>
Sent: Wednesday, 31 October 2012 01:04 p.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Fiona Morton has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Fiona Morton

Organisation

Hospitality NZ

Postal address

PO Box 426, , Invercargill, 9840

Email address

fiona.morton@hospitalitynz.org.nz

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

Regular events that bring people to Dunedin and the Otago area. There are plenty of bands and artists coming to NZ yet they are still going to the North Island. They need to have an incentive to come to Dunedin over the North Island. The South Island people will fill the stadium for the right performers.

Ideas on how Forsyth Barr Stadium costs can be reduced:

The more events that are held at the stadium the cheaper the running costs will be, which in turn will reduce costs.

Ideas on how revenue generation can be maximised:

When having test matches ensure that there are enough outlets providing food and beverage and that you don't need to queue twice once for product then again for payment. This has been a big complaint for the hospitality operators as they are getting negative feedback on this matter

Any other comments:

Reduce the costs for room hire and F&B so that more groups can afford to utilise the stadium.

Attach additional information

No file uploaded

Tami Sargeant

From: Paul Blackie <paul@profloor.com.au>
Sent: Wednesday, 31 October 2012 02:25 p.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Paul Blackie has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Paul Blackie

Organisation

Profloor Portable Flooring

Postal address

PO Box 650 , Altona North, Melbourne, Australia, 3142

Email address

paul@profloor.com.au

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

Promote and use the stadium as a multi-use facility (concerts, product launches, dinners etc). This is best done with the tools in place or remediation costs can outweigh the advantages.

Ideas on how Forsyth Barr Stadium costs can be reduced:

When using for multi-use, cover the turf with suitable products to minimise remediation.

Ideas on how revenue generation can be maximised:

See above. Does require active promotion, discounting to get the facility recognised and possibly partnerships with the private sector, eg concert promoters, ticketing, seating/staging/flooring companies.

Any other comments:

Before you dismiss my comments as an Aussie. I would like to point out that I am a Kiwi and my family on my mothers side are all from Dunedin. So I feel an affinity for the place. In addition, as a company, we have made representations to your management (prior to the RWC) for supplying turf protection and access systems. We would be happy to revisit this on a simple B2B relationship, or a partnership. We have just supplied the London Olympics and we do many worldwide major events. Please look at www.pro-floor.com

Attach additional information

No file uploaded

Tami Sargeant

From: Eric Repphun <erepphun@xtra.co.nz>
Sent: Thursday, 1 November 2012 08:51 a.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Eric Repphun has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Eric Repphun

Organisation**Postal address**

51 Bayfield Rd, , Dunedin, 9013

Email address

erepphun@xtra.co.nz

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

This may sound a bit daft, but the stadium would make a world-class covered park for dogs and dog walkers during those many days that Dunedin is beset by wind, rain, and other meteorological unpleasantness. On such days, I would gladly pay a nominal fee to use the stadium for exercising my two dogs, and, as a responsible dog owner, I would be only happy to clean up after them. If the stadium could be modified to include a velodrome track (or even a modest mountain bike park), it would also be a great place for people to ride and train during those many days when riding outside is a soggy and dangerous proposition. This would be another way of generating a small but steady stream of income, which is more than the stadium does at this point in time.

Ideas on how Forsyth Barr Stadium costs can be reduced:**Ideas on how revenue generation can be maximised:****Any other comments:**

All of this is rather after the fact, of course; a city like Dunedin, which is a small regional centre, not a world-class tourist destination, never had any chance of supporting such a costly and impractical investment. Given future rises in fuel and transportation costs, and the consequent decline in visitor numbers, the DCC needs to start focusing on the people who actually live in the city, not the people who may or may not come to visit it, for rugby games, concerts, or other events hosted in the giant white elephant sitting idle on the harbour.

Attach additional information

No file uploaded

Tami Sargeant

From: Owen Graham <AreaMgrOS@historic.org.nz>
Sent: Thursday, 1 November 2012 10:08 a.m.
To: policy@dcc.govt.nz
Cc: Tami Sargeant
Subject: FW: Input sought - Forsyth Barr Stadium review

Hello Tami,

We received this email and invitation to comment.

The NZ Historic Places Trust does not in its usual activities have a need for the services of the Stadium.

It does however have an interest in the economic viability of other venues in facilities that are of heritage importance, and that may be seen as competing with the stadium. In that regard, NZHPT has been very involved and supportive of the extensive capital redevelopment works undertaken on the Municipal Chambers and more recently the Dunedin Town Hall to bring these facilities up to world class standards for concerts, events and conferences. Both of these facilities are registered historic places and are listed in the DCC schedule of heritage items.

NZHPT has supported the works at the Town Hall complex on the clear understanding that the viability of these places as event venues was assured, and the management of the heritage buildings ongoing. This was on the basis that any new addition of an event venue should not compromise the economic viability of these central city sites. The stadium has clearly been adapted now as a competitor to the Town Hall complex in the conference market as such, that poses a direct threat to the viability of a substantial community asset. We would suggest that rather than a one-off approach to resolve matters for a single location ie. the stadium, that DCC consider a review of its event management strategy. This would then allow a proper assessment of the potential for impacts between facilities and identify ways in which these may be avoided or mitigated.

Owen Graham, Area Manager - Otago/Southland
 New Zealand Historic Places Trust/Pouhere Taonga | Floor 4, 109 Princes Street, P O Box 5467, Dunedin 9058, New Zealand
 Phone (64 3) 4779871 | DDI: (64 3) 4702362 | Cell 027 431 6701 | Fax:(64 3) 4773893 | Shop online at <http://www.historic.org.nz> Help keep New Zealand's heritage places alive

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From: Tami Sargeant [<mailto:tsargean@dcc.govt.nz>]
Sent: Thursday, 25 October 2012 3:35 p.m.
Subject: Input sought - Forsyth Barr Stadium review

Kia ora

The Dunedin City Council is seeking community input into its review of the Forsyth Barr Stadium's operation and funding. The DCC's review includes an invitation to the community to make suggestions for improvements. Of particular focus is:

- how to ensure that the community (who are subsidising the facility) can use the Stadium
- how its operating costs can be reduced
- how revenue generation can be maximised

We have sought feedback from organisations and groups who have used the Stadium over the last year, but as you are a community organisation in Dunedin, we would like to encourage you to provide your thoughts and ideas online at www.dunedin.govt.nz/consultation until **Friday 9 November**. In particular, we are interested in whether your organisation has considered using the Stadium.

Once all of the community input has been received, it will be considered by the Stadium Model Subcommittee, comprised of Mayor Dave Cull, and Councillors Staynes, Brown, Wilson and Vandervis in November 2012.

Thank you for your time.

Kind regards
Tami

Tami Sargeant
Policy Analyst – Strategy and Development, Corporate Services
Dunedin City Council

50 The Octagon, Dunedin; P O Box 5045, Moray Place, Dunedin 9058, New Zealand
Telephone: 03 477 4000; Fax: 03 474 3594
Email: tami.sargeant@dcc.govt.nz; www.dunedin.govt.nz



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Tami Sargeant

From: Glenda Roberts <gr8productions@xtra.co.nz>
Sent: Thursday, 1 November 2012 11:28 a.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Glenda Roberts has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Glenda Roberts

Organisation**Postal address**

8 Hugh Street, Sawyers Bay, Dunedin , 9023

Email address

gr8productions@xtra.co.nz

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

Ensure affordable hire charges, and offer broader range of events for public. It is also necessary to link in with NZ national promoters who are EXPERTS in their field, and have long standing existing relationships with artists and entertainers etc. which will allow for better promotion and inticement of national and interneational events. Currently the Stadium lacks appropriately experienced staff to carry this out, and the reputation both nationally and internationally for this venue is already tarnished by poor communication, and venue use being too difficult and too expensive. This is inexcusable.

Ideas on how Forsyth Barr Stadium costs can be reduced:

Encourage greater use by national and international promoters/acts. This will require initial 'discounted' enticement offers, and open door policy, BUT it wil pay off in the longer term by allowing the venue to become part of the circuit for touring productions and events. Currently it is widely known/perceived that the Forsyth Barr Stadium is both difficult to access, and difficult to operate within. Cut some of the staff. Limit roles to maximise work output.

Ideas on how revenue generation can be maximised:

Increase access to the venue by non-sport related events, nation and worldwide. To do this, it will be necessary to involve professional, EXPERIENCED promoters and industry experts outside of Dunedin. Those with the 'know-how' at this level, leave town. Offer Community rates, release bar/food supply contracts to allow multiple options - competition to extend. Provide better use of carpark area, and stadium rooms - promote widely!!!! AND AFFORDABLY, get people in the doors, offer good service (NOT GOOD AT THE MOMENT!) and then increase hire pricing etc once customer satisfaction is secure.

Any other comments:

This is one of the least professional, and non-user friendly venues of this type I have experienced worldwide. I have over 20 years experience working on large scale events and proejects worldwide in a broad range of Stadium and other venues. In my current role we have had cause to 'book' and hire the Stadium for Orientation 2013, it has been one of the least pleasant, and very unprofessional experiences of my career. The current staff are entirely inexperienced, arrogant, and prone to unclear and less than honest communication. - Double booking of venue, inconsistent agreements, unreliable and difficult operational

process. This venue has all the potential by design, but is so badly run/managed/operated, it does not stand a chance of getting close to breaking even/making money with the current DVML management style.

Attach additional information

No file uploaded

Tami Sargeant

From: M. Stojanovich <looksalittlegreentome@gmail.com>
Sent: Thursday, 1 November 2012 08:05 p.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

M. Stojanovich has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

M. Stojanovich

Organisation**Postal address**

5 Margate Avenue , , Dunedin, 9014

Email address

looksalittlegreentome@gmail.com

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

It should be used for all different types of community events. NOT just Rugby. Art Exhibitions, Gardening Exhibitions Dunedin Collective Schools Concerts/ Polynesian Festivals, Carnivals, International Musicians, Cultural Festivals - Chinese New Year, Matariki, Winter Solstice, Christmas, Organic Gardening Festivals, Food Festivals, O-Week Events...The list is endless if you consider looking out side the limits of just sport.

Ideas on how Forsyth Barr Stadium costs can be reduced:

Close it during Autumn.

Ideas on how revenue generation can be maximised:

Perhaps consider leasing car-parks to students, selling tickets at a lower price for certain events to generate more sales.

Any other comments:

Whoever the individuals were in charge of allowing the stadium to be built and waste so much money, should have seriously considered ALL of the options of usage and taken their time instead of building it just for the Rugby World Cup. Consider that, yeah Aotearoa is famous for Rugby, so what, that's not all we are known for, and we are limiting ourselves by only emphasising this idea to the community of Dunedin. Not everybody is fan of Rugby, you could probably make more money having a ONE DIRECTION concert or COMICON event. We should also be channeling the vast amounts of ethnic diversity and culture within our small city to the rest of the community and beyond. Maori, Pacific Islanders, Chinese, Japanese, Korean, Thai, Malaysian, Indian, American, Canadian, African, Scottish, Irish, Welsh, European! Why are we limiting ourselves to only cater to a certain type of people. If it was built for community use then it should be trying to engage with all different peoples within our community together. NOT dividing it.

Attach additional information

No file uploaded

Tami Sargeant

From: Paul Campbell <paul@taniwha.com>
Sent: Friday, 2 November 2012 09:34 a.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Paul Campbell has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Paul Campbell

Organisation**Postal address**

4 Alsion Cres, , Dunedin, 9011

Email address

paul@taniwha.com

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

I think the city has to realise that they created a 30,000 seat venue in a city of 120,000 - it will almost never ever be able to be filled, if that's what you want you either have to grow the city or move the stadium to a larger one.

Ideas on how Forsyth Barr Stadium costs can be reduced:

don't spend any more ratepayers money on it, let it sink or swim on its own. Close it if it's not covering its running costs

Ideas on how revenue generation can be maximised:

Simple business 101: don't rent it out unless the people you are renting it to are prepared to pay at least enough to cover the actual costs of opening it plus a fair share of DVL/DVML's fixed costs

Any other comments:**Attach additional information**

No file uploaded

Tami Sargeant

From: Ross Carroll <roscocarroll@yahoo.com>
Sent: Friday, 2 November 2012 10:02 a.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Ross Carroll has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Ross Carroll

Organisation**Postal address**

41 Greenhill Ave, Wakari, Dunedin, 9010

Email address

roscocarroll@yahoo.com

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:**Ideas on how Forsyth Barr Stadium costs can be reduced:****Ideas on how revenue generation can be maximised:**

I thoroughly support the idea that hospitality and accommodation providers receive a targeted rate to go towards stadium running costs. They are the businesses that directly benefit financially from large events at the stadium. The average rate payer has, and will continue to be hit in the pocket to support the stadium. Lets see more effort made by the people who have their pockets lined by stadium crowds to give a little back to Dunedin and help ease the financial pressure on those who have no interest in stadium events.

Any other comments:

A Council fund to help attract events to our city would perhaps increase DVML facilities usage for events other than sport.

Attach additional information

No file uploaded

Tami Sargeant

From: Dierdre O'Neill <dierdre.oneill@otago.ac.nz>
Sent: Friday, 2 November 2012 03:10 p.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Dierdre O'Neill has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Dierdre O'Neill

Organisation**Postal address**

305 Hillingdon street, Mt Mera, Dunedin, 9010

Email address

dierdre.oneill@otago.ac.nz

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

A big flower show similar to Ellerslie show. Fashion shows. More rock concerts.

Ideas on how Forsyth Barr Stadium costs can be reduced:

Charge the NZRFU and Otago rugby to use the stadium. Everyone who wanted the stadium should donate towards ongoing costs associated with it's upkeep.

Ideas on how revenue generation can be maximised:

See above.

Any other comments:**Attach additional information**

No file uploaded

Tami Sargeant

From: David <aliasgolem@aim.com>
Sent: Saturday, 3 November 2012 12:59 p.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

David has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

David

Organisation**Postal address**

P.O. Box 6564, Dunedin North, Dunedin, 9059

Email address

aliasgolem@aim.com

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

The stadium is having a malign impact on the Dunedin community in that the cost of maintaining it seems to be crippling Council activity in areas that would provide community benefit.

Ideas on how Forsyth Barr Stadium costs can be reduced:

The best path for Forsyth Barr stadium is sale to try and avoid as many of the ongoing losses as possible and to reduce outgoings to servicing the debt only.

Ideas on how revenue generation can be maximised:

The losses are so severe that the emphasis needs to shift from revenue generation to loss mitigation to prevent the further erosion of community welfare.

Any other comments:**Attach additional information**

No file uploaded

Tami Sargeant

From: Steve Ensor <ssensor@ihug.co.nz>
Sent: Saturday, 3 November 2012 02:48 p.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Steve Ensor has completed the online feedback form on the Community Use of Forsyth Barr Stadium.
 Below are the details

Name

Steve Ensor

Organisation**Postal address**

6 Armstrong Street, , Balclutha, 9230

Email address

ssensor@ihug.co.nz

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:**Ideas on how Forsyth Barr Stadium costs can be reduced:****Ideas on how revenue generation can be maximised:**

In my opinion the stadium can be relatively easily turned into a tourist attraction. The NZ sports museum (currently located at the railway station) should be moved to a designated area at the stadium with a section dedicated to the old Carisbrook, featuring all the people and events that made it so great. The stadium itself is very interesting especially if there was a guided tour around the place taking in views from the aerial walkway above the speights stand. Marketing this could be done in conjunction with other tours ie a Dunedin tour for cruise ship passengers. The staff for such a venture could be volunteers as used in by the MCG for instance. As the stadium creates its own history the more appealing it will become to NZs own sports fans and tourists alike. As with all good tourist attractions the tour would end at the gift shop where people can purchase Otago sports and stadium related products.

Any other comments:

I can see Bev Butler putting her hand up to volunteer right now.

Attach additional information

No file uploaded

Tami Sargeant

From: Penelope Sell <penny.sell@gmail.com>
Sent: Saturday, 3 November 2012 03:48 p.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Penelope Sell has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Penelope Sell

Organisation**Postal address**

50 Oates Street, , Dunedin, 9010

Email address

penny.sell@gmail.com

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

What happened to all the rock concerts? Persons running DVML need to communicate with the international music touring community. A suggested yearly event of "Dunedin Idol" would be fun. A set play list for band and entrants to choose from - judges - serious judging but also not that serious - all encouraged, several will make fools of themselves, maybe a duet belted out by Cull and Butcher? To be followed by big dance for all.

Ideas on how Forsyth Barr Stadium costs can be reduced:

I like Vandervis idea on using a special lottery. Should also be redirecting some lottery money into it - then all ratepayers will benefit and be reimbursed for the harm gambling does to the whole community.

Ideas on how revenue generation can be maximised:

The council spends too much money on salaries to their own and consultants. This must stop. Too much management and no action. Directors of DVML should be made to compensate for their stuff ups that conveniently lined their own pockets and made everyone else pay!

Any other comments:

Get a new lot in charge of DVML. Someone with some street appeal , a bit of cool, someone who lives in the 21st century and knows what they are doing unlike the lot currently in charge.

Attach additional information

No file uploaded

Tami Sargeant

From: Steve Jackson <steve.jackson@otago.ac.nz>
Sent: Saturday, 3 November 2012 04:56 p.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Steve Jackson has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Steve Jackson

Organisation

University of Otago

Postal address

School of Physical Education, , Dunedin, 9015

Email address

steve.jackson@otago.ac.nz

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

In 2011 the School of Physical Education hosted a seminar to discuss the possibility of a developing a Sport Science Centre at the Stadium. The idea is to draw upon local expertise to develop an interactive sport participation-science learning experience for people of all ages. As an example, using digital technology that is readily available people would be able to bat against the world's best cricket bowlers to get a sense of how difficult it is. In many ways it would be like a super charged SONY Wi game. Similarly, race car driving simulators (already in use in the School of Physical Education to test and train New Zealand's elite young driver's) could be made available to enable people to try their skills on the world's most famous race courses. Such a facility would be a collaborative project drawing upon the skills and resource of Animated Research Limited (ARL) whose Director, Ian Taylor who spoke at the 2011 Seminar. The School of Physical Education has one of the world's leading Sports Biomechanists, Professor Roger Bartlett and in conjunction with the new Sports Technology specialisation there are many opportunities. Not only would this attract local primary and secondary students and the Dunedin public to the stadium it might also attract potential tertiary students and national and international academics and other visitors.

Ideas on how Forsyth Barr Stadium costs can be reduced:

How costs can be reduced; A range of volunteers already support the Stadium but drawing upon the University to a greater degree will help. As one example, the School of Physical Education operates a Practicum/Internship programme for 4th year students and is looking to expand this. A win-win situation could be developed such that students (many of whom are specialising in Sports Management, Marketing and Policy) could gain real world experience but also work at the Stadium not only in terms of existing tasks but also to help with ideas for the future – in short, some of the things that existing staff just don't have the time to do.

Ideas on how revenue generation can be maximised:

Clearly this is the biggest challenge and it will not be easy to fix. The Stadium (like most of its kind anywhere in the world but particularly those in small markets) will never generate a genuine profit and this should have been made clear before it was even built. The Stadium should have been promoted as a Dunedin "public good" in the same way that the community supports libraries and art galleries that require subsidisation. If it would have been approached this way, where citizens were truly "owners" of the facility,

it might have generated greater buy in and enabled the city to develop a truly multi-use stadium rather than the limited use one we now have. However, there things that can be done: 1. Invest in the airport landing strip to enable large planes (eg. 747s) to land so that music and other performance groups will actually consider Dunedin as a concert venue. 2. Some form of public subsidy will likely be required to attract events. This is not only for concerts etc but for conferences. Speaking from personal experience the city could attract a greater number of national and international conferences but there is no incentive. I have been asked to host the 50th anniversary of my international professional association in 2015. I met with the DCC and a range of local providers but there is very little offered to help support such a venture. I applied for a grant from Tourism NZ which helped support a feasibility study of the costs of hosting but beyond that the city currently offers very little. I am invited to do site visits at cities all over the world (Vancouver, Copenhagen and Havana, Cuba included) all of whom hope to secure hosting rights to our conference. They offer complimentary VIP hotel rooms, tour buses, a welcome reception hosted by the Mayor etc. All of these cost very little in the big picture of attracting 200-400 delegates all of whom are spending money while in the city. As it currently stands it is likely I will be recommending that the 2015 conference be awarded to Paris (even though our Executive Board and most of our members would prefer Dunedin). Bringing this point back to the Stadium one option would be to offer use of the stadium for such events for free or at very subsidised rates but knowing funding can be obtained via catering etc. and that ultimately visitors would be spending money in the city. There are few facilities in the city that can host large conferences and since these can only be hosted when the university is not in session (because of the need to access lecture theatres) alternative venues such as the stadium would work. However, I can state clearly that if I was to be charged for the use of the stadium it would make hosting the conference economically impossible. 3. Related to #2: the city needs to make a major push with the NZRU to get another leg of the World 7's tournament. As it is currently run the 7's is a bit stressful on players with many having to fly out directly after the Wellington tournament ends. Instead, a plan where a 2nd tournament was held in Dunedin around Orientation week has enormous potential – it would keep teams and visitors (and their money) in the country for another week, and allow players more rest (versus getting on a plane to fly back to the USA etc). This is not an easy thing to achieve but Dunedin has the ideal facility for 7s. 4. Avoid the recently proposed plan to tax local businesses – this will only alienate many hard working people (this is a side comment but if the DCC wants to introduce a sales tax it should be one where all the money goes into funding University of Otago programmes including scholarships – this will ensure Dunedin attracts the best students many of whom are already spending a significant amount of money in the city now -- it would help cement the town-gown relationship. 5. The “Zoo” idea to attract tertiary students to the stadium is a good one but needs to be expanded in a major way – there are a number of options and a look at North American college sport would be a start. 6. The Stadium desperately needs a huge sign at the blank end during televised Highlanders games and NPC games (and other events). It could be as simple as a huge banner that displays images of the City, Harbour etc in order to brand “Dunedin” for TV viewers. Perhaps the University would be willing to co-sponsor such a promotion. The ideal would be a digital backdrop with changing images and while this would be expensive today in future this will be possible quite cheaply.

Any other comments:

Dear DCC Thank you for the opportunity to offer ideas on how to maximise use of the Forsyth-Barr Stadium. I think there are a few key things that need to be put into context prior to offering some specific suggestions. First, the DCC (and in particular the key people who drove the stadium) need to offer an apology to Dunedin citizens so that we can open, honest and move forward. As it currently stands there has been no admission that major mistakes have been made. The errors are far too many to list here but are now becoming evident with each passing week and this will continue over the next decades. We cannot reverse history there needs to be an apology. Now, having said that there are some initiatives that can be undertaken to improve things.

Attach additional information

No file uploaded

Tami Sargeant

From: sally and steve ensor <ssensor@ihug.co.nz>
Sent: Sunday, 4 November 2012 12:19 p.m.
To: policy@dcc.govt.nz
Subject: Re: Community Use of Forsyth Barr Stadium feedback

Hi

One more thing. Have you considered volunteers to help staff the stadium especailly on the gate and assisting with security. You could have a "freinds of the stadium volunteer trust".
 Must save money.

Steve Ensor

----- Original Message -----

From: policy@dcc.govt.nz
To: ssensor@ihug.co.nz
Sent: Saturday, November 03, 2012 2:47 PM
Subject: Community Use of Forsyth Barr Stadium feedback

Dear Steve Ensor,

Thank you for taking the time to give us your thoughts on the Forsyth Barr Stadium. The Stadium Model Subcommittee, comprised of Mayor Dave Cull, and Councillors Staynes, Brown, Wilson and Vandervis will consider your thoughts and ideas in November 2012.

Below are the details of your feedback

Name

Steve Ensor

Organisation

Postal address

6 Armstrong Street, , Balclutha, 9230

Email address

ssensor@ihug.co.nz

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

Ideas on how Forsyth Barr Stadium costs can be reduced:

Ideas on how revenue generation can be maximised:

I my opinion the stadium can be relatively easily turned into a tourist attraction. The NZ sports museum (currently located at the railway station) should be moved to a designated area at the stadium with a section dedicated to the old Carisbrook , featuring all the people and events that made it so great. The stadium itself is very interesting especially if there was a guided tour around the place taking in views from the aerial walkway above the speights stand. Marketing this could be done in conjunction with other tours ie a dunedin tour for cruise ship passengers. The staff for such a venture could be volunteers as used in by the MCG for instance. As the stadium creates its own history the more appealing it will become to NZs own sports fans and tourists alike. As with all good tourist attractions the tour would end at the gift shop where people can purchase otago sports and stadium related products.

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Any other comments:

I can see Bev Butler putting her hand up to volunteer right now.

Attach additional information

No file uploaded

Tami Sargeant

From: Kevin O'Kane <kevin.marion@xtra.co.nz>
Sent: Sunday, 4 November 2012 01:36 p.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Kevin O'Kane has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Kevin O'Kane

Organisation**Postal address**

75 Evans Street, , Dunedin, 9010

Email address

kevin.marion@xtra.co.nz

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

Annual Otago Wine and Food Festival hosted at the stadium. Wellington already has a blue-print of this. Why not copy what they are doing so successfully?

Ideas on how Forsyth Barr Stadium costs can be reduced:

Just use the stadium more and the costs will reduce accordingly.

Ideas on how revenue generation can be maximised:

Host more events there.

Any other comments:**Attach additional information**

No file uploaded

Tami Sargeant

From: Beth O'Connor <beth@rabar.co.nz>
Sent: Monday, 5 November 2012 01:18 p.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Beth O'Connor has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Beth O'Connor

Organisation

Ra Cafe & Bar

Postal address

PO BOX 195, , Dunedin, 2054

Email address

beth@rabar.co.nz

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

Perhaps by charging them less if they are ratepayers or preferential booking if they are ratepayers. For local organisers to have something there is to ensure it is viable. i.e a big corporate may be able to afford the exorbitant hire costs whereas a local business will need assessing

Ideas on how Forsyth Barr Stadium costs can be reduced:

Dont hire consultants at exorbitant prices. We have a wonderful marketing department here in Dunedin why don't we give them a go under direction from an authorised capable person. Too many chiefs plus a network of old boys that get things for nothing. Stop freeloaders.

Ideas on how revenue generation can be maximised:

DO NOT CHARGE THE BUSINESSs RESTAURANTS/BARS ANY MORE. Perception is that we rake it in - think twice. Business is difficult and most owners of hosp businesses that are doing the right thing dont even get a minimum wage. Increase prices and you will find a town full of \$2 shops and chain outlets.

Any other comments:

THE ratepayers cannot afford any more either. Cut internal salaries. Get rid of dead wood and use the university. The university should pay rates like us all.. Theres a huge revenue gathering system for the council. If our international airport is too small for bands to bring there gear in then make it bigger.

Attach additional information

No file uploaded

Tami Sargeant

From: ROY MILLER <roy.jan.miller@actrix.co.nz>
Sent: Wednesday, 7 November 2012 12:06 p.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

ROY MILLER has completed the online feedback form on the Community Use of Forsyth Barr Stadium.
Below are the details

Name
ROY MILLER

Organisation

Postal address
7 KERERU CLOSE HALFWAY BUSH, , DUNEDIN, 9010

Email address
roy.jan.miller@actrix.co.nz

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:
Build a giant climbing wall, you have the hight utilize it !

Ideas on how Forsyth Barr Stadium costs can be reduced:
Sell the stadium to the University, they have the money and the people to utilize it

Ideas on how revenue generation can be maximised:

Any other comments:

Attach additional information
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Regarding the Stadium use

7th November 2012

Dear Sir

There is a couple of BIG issues that have been overlooked and if these things can get addressed then any/all future events will run at a Profit.

1. Parking. I just watched a movie Men in Black 3 it showed an aerial view of a stadium and around it was a big big car park. Now if I won a overseas Lotto of 200,000,000 and wanted to build a stadium my self as with any new building I would be required to provide adequate parking but not at our stadium we have none available to any standard ticket payers as the small one there is for them only. So we are expected to walk or get a bus from somewhere in Dunedin's changeable weather, with no undercover shelter available like the shops in town had up to the Exchange on the way to the old Carrisbrook Stadium. This experience would put anyone off coming back, especially anyone over 35 which if you didn't notice is mainly what is left in Dunedin.

The Fix-Maybe-most the roads around the stadium could be partially blocked off so cars could park on those areas – 3 lines wide – one line down the middle and no parking tickets except for blatant bad parking e.g. over someones drive way – Butts road could have a gravel strip put down the Quarry side so ½ on ½ off park down the w hole way to the school.

2. Tickets. You need to price the tickets as cheaply as possible for the first few years to get people to actually go. Most things of the 2000's are done on a charge as much as you possible can – maximize the price attitude for everything so most of the type of people you want go and buy tickets have been hammered with so many cost increases to there budget – if the price to too high (remember Families only have one earner for 3-5 people. 5 x \$100 tickets is \$500 – hey we are staying home and watching it on the T.V for \$80 a month for our Sky.)
We are only going once.
3. The cost of food & drinks there is way too much – so the same for No 2 applies
A modest profit is OK

Good Luck –

Remember unless you can get people close to the stadium with there car's they just aren't coming. As much as you think you might want them to walk they won't.

Scott Meason

Tami Sargeant

From: Bruce Newton <profdentco@xtra.co.nz>
Sent: Wednesday, 7 November 2012 08:38 p.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Bruce Newton has completed the online feedback form on the Community Use of Forsyth Barr Stadium.
Below are the details

Name

Bruce Newton

Organisation**Postal address**

1 Wardlaw St, , Dunedin, 9013

Email address

profdentco@xtra.co.nz

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:**Ideas on how Forsyth Barr Stadium costs can be reduced:**

It is patently obvious that the Stadium will never ever make a profit and will cost this city 5 million dollars plus a year forever. From an economic view there is only one solution, PULL IT DOWN. Now who has the political gumption to make that call?

Ideas on how revenue generation can be maximised:**Any other comments:****Attach additional information**

No file uploaded

Tami Sargeant

From: Stewart Stevens <stewart.stevens@gmail.com>
Sent: Thursday, 8 November 2012 11:02 a.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Stewart Stevens has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Stewart Stevens

Organisation**Postal address**

177 Shetland Street, , Dunedin, 9010

Email address

stewart.stevens@gmail.com

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

The community of people who are interested in watching the two biggest local rugby teams are already using the stadium. This is a sizeable minority of the total community. From this perspective the project should be recognised as an achievement. Anecdotally it seems similar numbers are going to games as at Carisbrook - they are now watching the game in better facilities. It is a mistake to see the stadium as anything other than a rugby stadium. Just look at the design, event history and calendar. Activities such as the "Stadium Market" are publicity stunts that can at worst detract from the rest of Dunedin. (On this subject, I suggest a local craft market would be very well situated at the railway station platforms. It could be timed to proceed a departure of the Taieri railway and be a great buzz for locals and cruise ship passengers.)

Ideas on how Forsyth Barr Stadium costs can be reduced:**Ideas on how revenue generation can be maximised:**

Ticket prices should be increased. It is a brand new, world class facility so looking at prices for similar sporting events overseas, \$100 for a regular ORFU game appears to be great value for the fan. How much money do we get from Sky? Hard ball should be played in such contract negotiations. Can an actual \$40 million in private funding be pursued? (NOT the seating packages that the PWC report correctly identified as revenue.)

Any other comments:

We were promised the stadium would cost us no more than \$66 / year on our rates bill. We were told that the stadium would be profitable. None of this has happened. Despite overspend and large losses the stadium has no credible ongoing business plan. It cannot be seen as a viable business venture. Throwing more of our money at some kind of "events fund" or other would be foolish. In summary I think we need to learn from our mistakes and then go on to make the best of the current situation. Keep costs at DVL / DVML down and rise ticket prices to break even point. We urgently need a full and open inquiry into all aspects of the decision making surrounding this project. The numbers speak for themselves. I trust these comments are both critical and constructive.

AN IDEA FOR THE USE OF THE

FORSYTH BARR STADIUM

Graeme Furness
38 Marion St
Macandrew Bay
Dunedin
03 476 1955

graeme.furness@gmail.com

Following calls for ideas for the continued use of the Forsyth Barr stadium, I would like to suggest one here, with a rough draft plan and a few sketches.

The ideal event for the Stadium, is a yearly one that gains continual momentum as it increases in popularity year by year. It will attract good sponsorship as this happens, and will only benefit the city more and more.

It appears that events that are not too damaging on the field surface are desirable, and, if an event can be found that attracts not only sports spectators, but also people who like more of a show that illustrates technology and skill. Then we would have a successful event that fills seats and sells TV coverage.

So...

What would happen if we took bits of events that we know are successful, like,

The Triathlon

Or

Athletic meets

And

Cycling events

And

Pentathlons etc

And events that require some technological advancement, (Americas cup has to be the ultimate example), where contestants push the boundaries of strength and ingenuity to achieve a result.

If we took all the bits of events that are suitable for the Stadium environment
And mixed them up, we would have....

THE FORSYTH BARR STADIUM

PRESENTS



The Toaster could be the ultimate multi-skill challenge, that's takes place entirely inside the Stadium compound, and utilizes all the benefits of a covered stadium. It will be designed for excellent spectator viewing and excellent camera coverage.

It attributes the nickname 'The Toaster' that was raised during construction of the Stadium (I liked it), to an event, rather than the place. I couldn't tell you the official and sponsors name of the 'Cake Tin' in Wellington.

There are many ways to pitch a multisport/skill Challenge.

We could pitch it to individuals like the Triathlon and the Coast-to-Coast etc does, and hope it attracts overseas interest as the New York Marathon has done. This would probably be good for National interest, and eventually get good international attention if all goes well.

The race would probably be more suited to a 'first across the line' style of event, which, for the stadium, has some disadvantages.

You would need wide lanes/tracks and plenty of space around logistical segments to the event, so that if everyone is neck and neck, there is room for them all.

It could be quite damaging to the turf for say cycling parts, or some sort of cross-country styled running segment.

The other way to set up a "race" is to have it a time trial and teams or individuals go separately for the 'best time'.

This is the style I will concentrate on here.

For the event I have roughly planned in the pages ahead, a team of three or four I believe would be ideal. Only one would be competing at any given time, but the others would be able to give assistance at various stages.

It may mean that the event needs more than one day, but that can only make it better if we get the bums on seats.

We could attract teams within New Zealand and overseas, and this could be successful, but we could also shoot for the big time straight away and invite Countries to attend, so each team represents their Country like the Olympics. This would make it very watchable!

Either way, we need a seriously good event and some serious prize money sponsorship of course, but we have a seriously good location!

So, let's look at possible parts to an event like this.

To begin with, our spectators have a large time clock in view, and we have the usual pre-race build up. The teams would start the clock and stop it at the finish, and have a baton of some sort to pass to whoever is doing the next leg. It is likely that each team would have two attempts at the course.

RUNNING

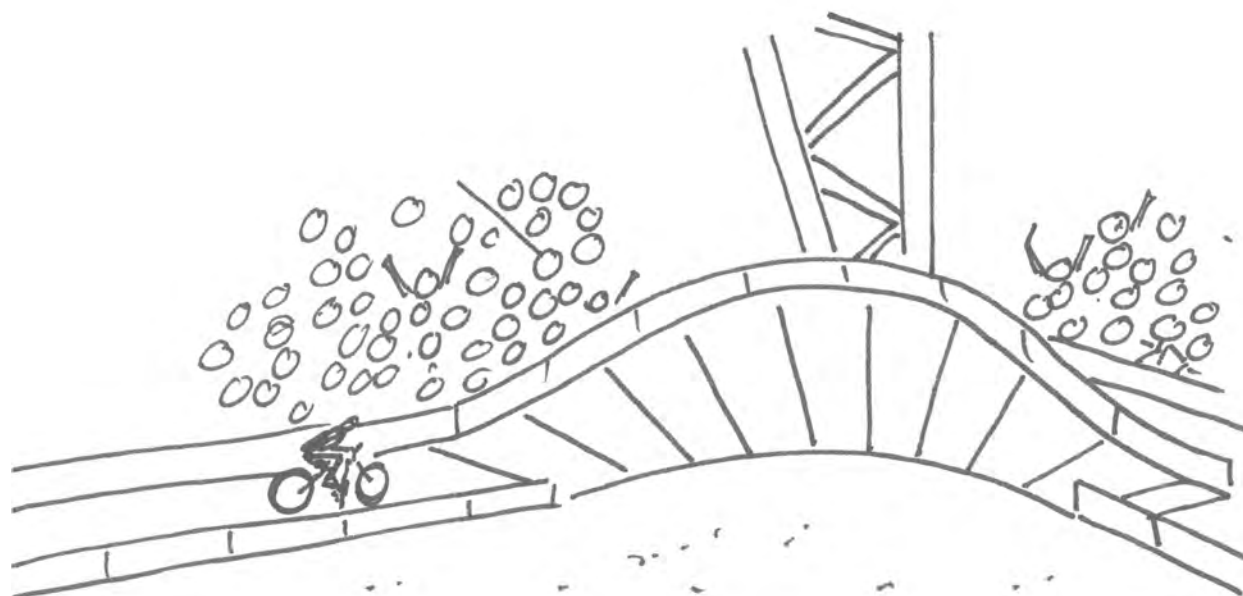
Plenty of room for a track around the perimeter, but we can also include the stand area for a 'Gut buster' segment, that can go up the stands and along then down.

The loss of a row or two of seats may be worth it. An advantage of having only one person running is that we only need narrow lanes like the terraces are up there.

Obstructions can be set up but not too problematical, as later in the race there will be specific segments for this.

CYCLING

The same track around the perimeter could be used, but with the construction at the corners of Vela drone style plywood constructed banks where they could maintain some serious speed round the corners.



SWIMMING

If there is only one person swimming, it would not be an insurmountable problem to build a dismantlable pool, that only needs to be one metre deep, one point five wide and the length of say, the end where the market is held. The event could go without the swim, but it would bring in a lot of people who are skilled in that area. Two lengths?

THE WALL

This is one part where technology could come in.

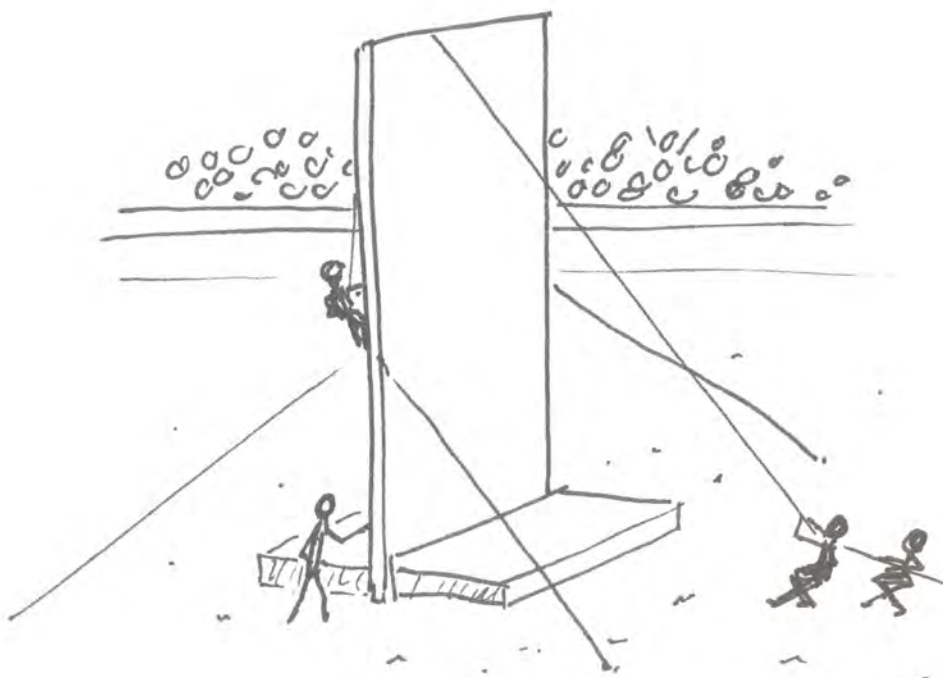
This is a wall eight or ten metres high, three or so metres wide is enough, and cushion pads at the base for safety.

Right in the middle of the field would be good, as it would make minimal impact on the turf, only needing four wire stays to hold it up.

It could be like climbing walls where there are small hand/foot holds.

It could also be smooth, just with a rubber not slip coating. Then, the team will be able to use what ever devices they could dream up to get one member up and over the wall.

It could that a backpack with all extras needed for the race (ropes for the wall etc) is to be carried all the time (except for the swim). This would force teams to keep these extras simple but clever.



THE WIRE

There is plenty of support in the Stadium to string up a wire perhaps the width of the field or less and three metres above.

Once again, teams can be left to their own devices to invent ways for one team member to manually propel themselves along the wire..... Or walk a lower one?

More thought on this event will I am sure come up with imaginative ideas to add or subtract to what I have proposed here. The key will be to have just the right amount of different aspects to the race so it is not too long and just the right amount of technological difficulty.

The point though is that this could be a great event for the stadium that can only build year by year. It doesn't sound too expensive to set up, and is the sort of thing that could be sold to a sponsor for an attractive prize pool.

Graeme Furness

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Tami Sargeant

From: Jan Butcher
Sent: Thursday, 8 November 2012 11:53 a.m.
To: Tami Sargeant
Subject: FORSYTH BAR STADIUM

I would like to add my comments to those already received.

My husband visited Forsyth Barr Stadium to purchase our "early bird" rugby tickets recently and a group of school children and their teachers from Whangarei arrived at the Stadium hoping to have a look through our magnificent stadium, only to be told 'NO'. When my husband asked why they said no, he was told that if they let them through then they would have to let others through. SO? How mean we thought. We should be showing off our lovely new stadium, especially to north islanders and overseas visitors. We could charge a gold coin donation which would help the coffers would it not?

Jan

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Tami Sargeant

From: Danny Moorwood <danny@dannymoorwood.co.nz>
Sent: Thursday, 8 November 2012 04:48 p.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Danny Moorwood has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Danny Moorwood

Organisation

Postal address

53 Signal Hill Rd, , Dunedin, 9010

Email address

danny@dannymoorwood.co.nz

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

Ideas on how Forsyth Barr Stadium costs can be reduced:

Up the insurance and tow it into the harbour and sink it, along with the morons from both Councils that voted for it.

Ideas on how revenue generation can be maximised:

Any other comments:

Attach additional information

No file uploaded

Tami Sargeant

From: Russell Garbutt <russandbev@kinect.co.nz>
Sent: Thursday, 8 November 2012 06:57 p.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Russell Garbutt has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Russell Garbutt

Organisation**Postal address**

3 Gibson Street, , Dunedin, 9010

Email address

russandbev@kinect.co.nz

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

The problem is "for what"? The turf is hallowed, and frankly delicate - only allowed to be used by mentally impaired people wearing football boots.

Ideas on how Forsyth Barr Stadium costs can be reduced:

Not rocket science - knowing that the main user being professional rugby doesn't cover the costs of running the stadium, then the costs of hire to professional rugby MUST be increased to meet the costs of providing the venue. No mucking round, just re-negotiate the terms of the contract. Getting something like 10% of the gate take is ridiculous. Get rid of all the highly paid CEO's of DVML and put it under a DCC operation. Of course the best suggestion would be to get rid of all operational costs by shutting the place down. You know that already. Problem is that the majority of idiots round the Council table that voted to build it still form the majority round the Council table.

Ideas on how revenue generation can be maximised:

Just tell professional rugby that they have a simple option - pay the costs or go away. The PWC report tells you that the venue is only really a rugby stadium so make rugby pay.

Any other comments:

We all know that the thing will never make money and the only suggestion I have is that we should put all those that voted to build the thing in sets of stocks on the turf and the ratepayers could avail themselves of the opportunity to pelt the idiots with a good selection of rotten veggies.

Attach additional information

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Tami Sargeant

From: Liz Dickie <jdickiedunedin@xtra.co.nz>
Sent: Thursday, 8 November 2012 08:38 p.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Liz Dickie has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Liz Dickie

Organisation**Postal address**

1 Malvern Street, Woodhaugh, , Dunedin, 9010

Email address

jdickiedunedin@xtra.co.nz

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

The DCC needs to understand that ratepayers are really suffering in Dunedin because of this lunatic construction. There are a lot of us who will never, ever set foot in the place. Coming up with lame ideas for Cub scout meetings and Model car shows there merely rubs salt into our wounds. Every time any event, community or otherwise, is held there, there is a cost and that cost is habitually borne by ratepayers. Do not fall into the trap of thinking that by increasing the foot traffic there by allowing free access that ratepayers will be fooled into thinking this is a good facility. It was and is a bad idea. Please consider this point of view, rather than writing it off as "negative" as your Council spokesperson seems to be doing already. Why not try actually LISTENING to what ratepayers are saying rather than selectively choosing the bits you want to hear.

Ideas on how Forsyth Barr Stadium costs can be reduced:

1) Rugby must be made to pay its way as this is essentially a rugby stadium. Increase rugby ticket prices, stop bailing out the ORFU and paying large sums of money to ORFU board members. Under no circumstance should ratepayers pay another cent towards rugby. 2) Sack the hopeless management team at DVML who continue to show their ineptitude and assign tasks to existing DCC staff. God knows there are enough of them. 3) Get rid of the ridiculous number of security people who wander round the stadium with nothing to do the vast majority of the time. 4) DO AN AUDIT OF CST /DVML/DVL costs - you will find all sorts of things in there that should not be. Some of this may be recoverable.

Ideas on how revenue generation can be maximised:

Tax the only people who ever benefit from events at the stadium - motel, hotel and central city bar owners. DO NOT TAX RATEPAYERS FURTHER TO COME UP WITH AN ILL CONCEIVED EVENTS FUND. I suspect that you will end up with a rates strike if you go down that route.

Any other comments:

I am a former senior Strategic Planning Manager with Mobil Oil Europe and despair at what has happened to this city. The current situation was all too obvious to anyone with any sort of planning or business acumen. The obvious answer to the problem is to close the Stadium, sell what components you can and then sell the prime industrial land. I am all too aware that this is a solution which will be disregarded by Council but this is in fact the only way out for this City if it is not to continue to decline. Once maintenance costs

start to kick in, which they will shortly, then the overwhelming losses will really bleed this City dry. Dunedin is already a laughing stock of the South Pacific and you are all set to make it even worse.

Attach additional information

No file uploaded

Tami Sargeant

From: Colin WEatherall <weatherall.colin@laminex.co.nz>
Sent: Thursday, 8 November 2012 11:05 p.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Colin WEatherall has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Colin WEatherall

Organisation

Self / Personal

Postal address

1118 Brighton Rd , , Brighton, 9035

Email address

weatherall.colin@laminex.co.nz

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

With some 10 years plus involved in event / game management at Carisbrook during 80s & 90s , i I sincerely offer some background (Community involvement) in running a successful venue for Rugby Tests (up to 43000 patrons) Edinburgh style Tattoos / Concerts etc with a volunteer team on match / event days. handling crowds of 30 000 plus was a regular occurrence to the team with significant contribution of small "Event management team" involving Police/ City (Liq & Safety) & venue owners .. managing this facility with up to 200 volunteers on event days ...by use of various community groups (including 6 Rotary clubs & others) we recycled \$000 each year back into the wider community .

Ideas on how Forsyth Barr Stadium costs can be reduced:

Restructure management to a small focussed team & recruit Volunteers / community groups to gain \$\$ by being of significant "added value " to give efficient management to our Community facility

Ideas on how revenue generation can be maximised:

Happy to assist develop "a structure" that involves the community & gives strong & successful event management to our superb facility that attending crowds enjoy the environment / event .

Any other comments:**Attach additional information**

No file uploaded

Tami Sargeant

From: Julie-Ann Ross <julie-ann@design-arc.co.nz>
Sent: Thursday, 8 November 2012 11:08 p.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Julie-Ann Ross has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Julie-Ann Ross

Organisation**Postal address**

46 Bremner Street, Fairfield, , Dunedin, 9018

Email address

julie-ann@design-arc.co.nz

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

I think the community has lots of opportunities to use the stadium and are excited to see more are coming on line. Myself & family have been to all the Highlanders matches. It's easy now as you can get tickets during the week & not have to wait to what the weather is doing on the day. It's a real bonus with small children. I have been to several conferences /seminars in the lounges, the service etc was top notch. I have organised an award dinner at the stadium & I couldn't fault it. I have also been to some of the corporate boxes. Not so keen on the ones under the concrete stand but still a good view of the field. The Sunday market is brilliant! Perfect multi-use of the area. Elton John was awesome, I'd dearly love for more concerts. Even thinking of going to the winery tour this year as I don't need to worry about the weather for the kids etc. Only event that was a disaster was the Menopause musical. It was TOTALLY in the wrong venue, and was very disappointing. I like that the top school / uni rugby teams have had the opportunity to use the facilities as well. The people that say it would be better to just close it as it's costing too much have clearly not been to an event in the Stadium, that talk is just rubbish.

Ideas on how Forsyth Barr Stadium costs can be reduced:

On a stadium tour earlier in the year I noticed that the heaters / lights in the change rooms were only manually operated. Some had been left on & this is a waste of money. I realise that money was tight during construction however there should be a review on these as the cost of implementing automatic timers / sensors & the like could be cheaper than the energy lost. The toilets in the lounges are on sensors why not the other areas?

Ideas on how revenue generation can be maximised:

Bring back volunteer organisations assisting events, lots of groups would be happy to do this work for a donation. Definitely cheaper than paid staff. It's a win-win, reduces costs & the community benefits twice.

Any other comments:

While there has been issues with costs, overruns & maybe less than clear processes. I'm quite happy to pay extra rates for this facility, just as I am for the services like buses etc that I don't use. It's what community is about, assisting all needs. Totally sick of the negative talk that are only looking from their perspective. I am proud to show off the facility to visiting friends & family and very happy the stadium is in our city.

Tami Sargeant

From: Teresa Stevenson
Sent: Friday, 9 November 2012 12:39 a.m.
To: Tami Sargeant
Cc: Teresa Stevenson
Subject: Submission to stadium review.

Thanks,

Its fairly simple:

1. (assuming the key high profit days and times for the stadium will be rented out at a full commercial rate), Identify less desirable times for commercial use and offer a percentage of these time and date slots for the community to utilise at cost only, priority to be given to groups providing a community well being outcome, and not returning a profit to the event.
2. Should the stadium host a major fund raise, that will contribute towards an assett that will bring an on going return to the DUNEDIN community, then the council should have the ability to fully waiver the normal commercial fee. The reason for this is that a stadium concert or event could greatly contribute towards a new ' economically sustainable' asset in the city, and while this may not be a cash return, the economic benefit to the city could be considerable. There would need to be a priority given to items that bring an "on going direct economic return to the community" as opposed to items that are 'nice to haves' that do not bring an economic return to the city (ie improved sports or arts facilities, that does not directly increase the economic viability of the city)
3. The stadium should have a procurement policy that with cost and quality being comparitable, utilises local goods and services. In addition to this a small ratio of additional price will be acceptable for local goods and services that also provide opportunities for those who have been previously marginalised from employment. Ie cargill enterprises, or willing workers etc.

These are my key issues,

I might email you if I remember the other one.

Thank you and regards from Teresa.

From: Tami Sargeant
Sent: Thursday, 8 November 2012 12:36 p.m.
To: Teresa Stevenson
Subject: FW: Re stadium use review.

Hi Teresa

Please see below for the Mayor's feedback on how you can be involved in the review of the Stadium. Whilst the deadline for community feedback is Friday, I will leave the opportunity open for your thoughts and ideas until next week.

Cheers
 Tami

From: Dave Cull
Sent: Thursday, 8 November 2012 10:22 a.m.
To: Tami Sargeant; Sandy Graham
Cc: Nicola Pinfold
Subject: RE: Re stadium use review.

I'll suggest to her that she should put a submission in by email.

Tami Sargeant

From: Bruce Spittle <spittle@es.co.nz>
Sent: Friday, 9 November 2012 08:40 a.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Bruce Spittle has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Bruce Spittle

Organisation**Postal address**

727 Brighton Road, Ocean View, , Dunedin, 9035

Email address

spittle@es.co.nz

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

Offer a free public square facility with a sound system and bookable time slots, perhaps in conjunction with the market on Sundays so that a public forum for the discussion of issues is available. This would be like a Hyde Park corner. Minimize the charges for the use of the stadium for community groups without paid staff.

Ideas on how Forsyth Barr Stadium costs can be reduced:

Increase the use of volunteers and minimize the use of paid staff.

Ideas on how revenue generation can be maximised:**Any other comments:****Attach additional information**

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Tami Sargeant

From: Ross Marshall-Seeley <ross@marshall-seeley.net>
Sent: Friday, 9 November 2012 09:37 a.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Ross Marshall-Seeley has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Ross Marshall-Seeley

Organisation**Postal address**

5 Eton Street, Roslyn, Dunedin, 9010

Email address

ross@marshall-seeley.net

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

Free (i.e. fully subsidised by the rate payer) room use for community (i.e. non-profit) organisations, and charitable organisations. Subsidised (by rate payers - since we are doing that anyway) room use for businesses that have a head office in Dunedin. Full cost recovery for use by businesses with head office external to Dunedin. Work out some way of using the carpark more fully for parking during the week, and events in the weekend (when the weather permits). If the change in the pitch to fully artificial would provide a more resilient surface for more (amateur) sports then that would be one (further) expense that I would support. Let's not be too precious about the maintaining a 'Rugby stadium', make it a 'Community Stadium' - if professional rugby don't want to play there, then that's less money out of our pockets, subsidising the patrons (and associated businesses) of Rugby.

Ideas on how Forsyth Barr Stadium costs can be reduced:

Scrap the idea of large international acts appearing at the Stadium This was a 'pie in the sky' idea - Elton John plays New Plymouth, so having him play Dunedin was no indication that anyone big was going to come here. I see little chance of return if we pour more money into a fund for attracting large acts.

Ideas on how revenue generation can be maximised:

It's time for Rugby to pay its way. I appreciate that some subsidising by the rate payer is important to all sport (for instance the upkeep of other sports grounds), but Professional Rugby is receiving a disproportionate share of this subsidy. If an event cannot at least break-even, then there needs to be thorough assessment of whether it is in the best interests of the 'community' to host it at the community's expense. The assessment needs to be more stringent than just saying it will provide income to the hospitality industry.

Any other comments:

There should be an opportunity for those (in the community) who supported the stadium (and chastised those of us who didn't) to put their money where their mouths were*. Set up a fund for those 'supporters' to pay into to show their continuing support and devotion. *'were' because their silence is now deafening - I only hear from people who didn't support the stadium now - the supporters seem to be a bit more sheepish now we have the stadium and the debt!

Tami Sargeant

From: Ian McKay <ian.mck@clear.net.nz>
Sent: Friday, 9 November 2012 10:05 a.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Ian McKay has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Ian McKay

Organisation**Postal address**

28 Minto Street, Andersons Bay, Dunedin, 9013

Email address

ian.mck@clear.net.nz

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

The Stadium was not designed for the general public to use. It was "put upon" the ratepayers of Dunedin to be an upmarket place for the rugby supporters to use. If the public were to use the venue on an on going basis there would have been ten times the parking provided. The edgar centre is the place where there is plenty of parking and a "multi purpose " use is available.

Ideas on how Forsyth Barr Stadium costs can be reduced:

Make the rugby both the Local users - a gold coin admission was charged at the local college/high school finals rugby. At one of the All Black Test match games held at Carrisbrook, 2006/2007 the then Otago Ruby Union received \$400,000 from the New Zealand Rugby Union and the DCC funded report stated some \$M12 came into the local acconomy. With 4 World cup games and 2 recent test matches at a better venue the returns should be at least \$M500,000 per game charged to the NZRU. If not why not. There are to many people involved being paid directors fees to manage debt. We have DVML, DVL and DCHL pluss the DCC staff and DCC councillors who are being paid directors fees and meeting fees to oversee this money making loss. The Otago Daily Times reported that the DCC councillors didnt even read the report, which was reported as being "lost" in a pile of papers, and just listened to a verbal report as the "official" report. Mr Farry stated that the Stadium was to make a \$300,000 profit in its first year. That was on a stadium that had \$M92 of rate payers money involved. Now that it has \$M140 of rate payers money invested - where did this come from? No wonder it is loosing money and will continue to do so as long as the DCC allows 3 so called companies to dip into any profits that may be evident gfo to pay a whole lot of so called directors. It was reported that the recently DCC bailed out Otago rugby Union was to make a profit due to the large crowds - 5/6000 max at the recent ITM cup games but the stadium makes a loss. David Davis stated in his passing out report that the Stadium needs at least 10,000 patrons to make a profit.

Ideas on how revenue generation can be maximised:

To charge market prices. The pricing is possibly on a stadium that Malcolm Farry, Jim Harland, Peter Chin, Athol Stephens and a most of the DCC councillors voted for not a cent more than \$M192.6 . These same people were able to convince a High Court Judge in Christchurch that none of the costings or developement of the construction had changed and were able to proceed with construction. But as has been the final cost of some \$M240 the charges need to be adjusted to make a return on the investment.

Any other comments:

Mr Orders and the DCC staff and councillors have had time to have sifted through the report that cost the ratepayers some \$55,000 and find out where the additional costs have gone - as Malcolm Farry stated he and his team delivered on time and on budget the stadium. This is a figure of some \$M50 over spent. It is time for Mr Orders to bring in the Serious Fraud Department and take control and bring charges against those responsible for the over spending of ratepayers money.

Attach additional information

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Tami Sargeant

From: Fay Haszard <fay.haszard@gmail.com>
Sent: Friday, 9 November 2012 10:08 a.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Fay Haszard has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Fay Haszard

Organisation**Postal address**

9 Dalrymple St, , Dunedin, 9010

Email address

fay.haszard@gmail.com

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

Ideas on how Forsyth Barr Stadium costs can be reduced:

Ideas on how revenue generation can be maximised:

Create a walk across the top of the stadium - like walks across bridges in other cities. These are great experiences and people pay a lot of money for that experience.

Any other comments:

Attach additional information

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Name: Allan Rodgers

Postal Address: P.O. Box 6191, Dunedin, 9010

Background:

Without in-depth knowledge of what has already been attempted, technical challenges of different approaches etc, and having spent much of the past 15 years based overseas it is difficult to do anything more than just throw out random ideas. However, having spent a number of years as a Programme Manager and Business Advisor on large global infrastructure projects for a number of well known international organisations (some with more employees than the population of Dunedin), hopefully I can provide some useful input. This document started last night as a short list of event ideas but it has grown somewhat as I feel there are a number of underlying challenges. Apologies that it is somewhat of a brain dump and a little disjoint but I don't have the time right now to be presenting it better. I am more than happy to provide further input (within time constraints) if required.

Although a born and bred Southlander and despite having spent a lot of time overseas, I have considered Dunedin home since I attended Otago University, and have been a rate payer for over 20 years. I love Dunedin and could write several books about what is "all right here" but on the other hand there are some significant & frustrating challenges:

- Lack of vision/coordination: Dunedin seems to be excellent at doing 90% of something extremely well but it's that last 10% that makes all the difference. There are many examples of where our ability to work together has made things happen only for our "she'll be right" attitude to prevent us reaching the finishing line. The Chinese Gardens are a perfect example of an awesome facility that has failed to reach expectations because there wasn't enough thought put into it's final use. Dunedin tends to do things in isolation, often with volunteers who struggle along to generate **their** vision, but there is no big picture. A coordinated historic transport system (eg. Tram,/rail/bus) that operated on a route benefiting both locals (a service) and tourists (a tourist attraction) would be fantastic for Dunedin but a cable car up High Street would be predominantly a tourist attraction & is highly likely to be a financial disaster. In many ways the stadium has gone down the same route – fantastic facility with enormous potential but for one reason or another the execution has been sub par (Lack of vision? Lack of coordination? Poor management? I suggest it's possibly a combination of all three)
- Complacency: Things are pretty easy in Dunedin - there is an expectation that there will always be space as events do not get booked out in most cases. This gives Dunedinites the ability to decide on the day whether to attend or not. Living in cities like London and Tokyo made me realise that we needed to get ourselves sorted or we would miss out. We need that to happen in Dunedin, or at least to recognise the challenge and come up with a solution to ensure people are motivated to book early.
- Propensity to complain: Unfortunately there is a small but somewhat vocal group who would rather focus their energy on complaining than putting it into something positive. Some of this stems from there not being too many real issues in Dunedin when put in global context, and some from the lack of vision/coordination above. You can't please everyone but if these groups were given the opportunity to feel more engaged with an overall plan (for example events which they **are** interested in) you may find that a number can be turned and stop harping on about it being a rugby only stadium.

These challenges are not stadium specific but I strongly believe that Dunedin could be vastly

improved by doing that final 10% a lot better.

Ideas on improved use of Forsyth Barr Stadium

Disclaimer: I have only been to a couple of events since returning to Dunedin and have yet to check out the corporate facilities plus much of my knowledge of operations has come from ODT reports. This is likely not an entirely accurate depiction of fact but perception is reality and it seems that the Stadium has some ongoing PR challenges.

1) Improve the usability of the main stadium

Use of field: A number of the events thus far have been shoe-horned into the empty ODT stand area which limits how many “premium” seats can be sold & seriously limits viewing options for others. Going to any event needs to be a positive experience to encourage return visits and good word-of-mouth publicity. Surely there is some sort of matting that could be used for many of the events to protect the playing surface. For concerts, a central stage area would improve the viewing experience and possibly the acoustical challenges. Although central stages are a little more challenging, I have been to concerts in much larger stadia where it has worked.

Increased usage of the field area is essential for making the stadium a success.

2) Improve usage: Capacity & Frequency of Events

Cost of day to day operations, field maintenance etc will be the same whether the stadium is open or not so the more events held naturally spreads the cost.

Success breeds success. Events which fill the stadium is a good look for Dunedin, will encourage more to attend in future, will counter Dunedinites' historic complacency about booking in advance, will bring in more revenue in refreshments and **encourage more sponsors**. To help make this happen may mean more complimentary tickets to encourage more to attend. Giving blocks of complimentary seating (on the condition they are used) will likely bring in more nett revenue than having empty seats. One possibility would be to have a block of free tickets for schools, rotating the schools that are eligible on an (applicable) event by event basis. An example would be that tickets would be free to students of the school(s) and there must be a minimum of one adult per 2 children (and maybe that adult could get half price).

It's not just about University students but there is a potential captive market only minutes walk away. Where possible, schedule appropriate events when students are around and find ways to encourage more to attend. It has worked well with the rugby (but could still improve) and should be extended to other events.

Work to attract events that could grow into regular occurrences e.g. it was recently announced that there will be a Women's World Rugby 7's tournament which will not (at this point) include NZ. Our stadium should already be putting together marketing material to convince the IRB that they should not only be including NZ but that the Forsyth Barr Stadium is the perfect venue. These types of events are more about the pageantry than the actual games and Dunedin has proven we can compete with the best.

We **must** have good working relationships with promoters and even if something doesn't go our way we can not be seen to be laying blame/making disparaging remarks about promoters. Without the promoters on our side, we will struggle to get events. I fully accept that my information is based on ODT articles but I was astounded to see the reports around dealings regarding Meatloaf & Rod Stewart.

The Sunday market is a good initiative but without something more to attract people back, Dunedin's population is unlikely to sustain something like that every week. As above, increasing the capacity is critical but with "themed" events rather than just selling more stall space.

There are almost limitless possibilities for events outside sports & international concerts. A few suggestions based on things I've seen elsewhere:

- Themed events:
 - Oktoberfest,
 - Christmas Markets (as they do in Europe),
 - Halloween
 - Medieval Times
- Some sort of Guinness World Record attempt (good publicity)
- Auto events
 - Dunedin lacks a decent swap meet. Thousands attend McLean's Island (ChCh), Ashburton & even Winchester (pop c. 265). Weather reliability is always an issue – not so with our stadium.
 - Classic cars/trucks/motorbikes/caravan displays.
- Home show
- Orientation activities
- Wine & Food (like they used to do in Woodhaugh Gardens)
- Local Bands/Battle of the Bands. Another advantage of having more local or smaller acts is that it gives a good opportunity to get the sound right. Having had some experience in live entertaining, it was pretty unrealistic to get a major act into a brand new venue and expect it to work without a considerable number of practise runs
- Schedule events that would attract tourists/cruise ship passengers so that they fall on dates when ships are in town then ensure the event is marketed to the cruise company.
- Garden show
- Trade shows
- A & P style day
- Antiques Roadshow (either official or just local)
- Healthy Living expo (food/exercise/lifestyle – all an issue for a growing number of New Zealanders)
- Vintage Fair (along the lines of www.thevintagefair.com/)
- Circus (with emphasis on the old style of circus rather than theme rides - would be an ideal venue for a Cirque du Soleil show)
- Travel expo
- "Tough Mudder" style event
- Go cart racing
- Free Community Sundays where a conference room is made available for community groups to book & hold meetings (catering etc not included). Good PR for the stadium as well as encouraging people along to the market and associated events

Most of these events could stand on their own but a safer approach may be to incorporate them as a theme alongside the Sunday market, with an additional charge to get into the main event in some cases or increased revenue from vendors in others. They should also consider coordinating with

other events in the city (e.g. gold coin donation hop on, hop off bus ride from Octagon to event at Stadium then on to another, ideally related, attraction before returning to Octagon. I'm sure these guys would love to be asked <https://www.facebook.com/otagoheritagebus?ref=ts&fref=ts>)

We need to walk before we can run but we also need a vision of what we want from the stadium and Dunedin as a whole so that more ambitious goals can be reached in smaller steps.

Has any research been done into what is missing in markets where there are direct connections from Dunedin Airport? How can we attract people over to events held at the Stadium that will coordinate with flights (or even offer charter packages). This is a Dunedin wide challenge rather than just a stadium one. **Coordination is one of the keys to success of the stadium.**

3) Improve value add.

For spectator events, there needs to be a more efficient process for providing food & drink – there is undoubtedly a high margin on refreshments so it makes sense to sell as much as possible. I have been to games in stadiums around the world and most have had hawkers selling food and drink. In fact, in games I attended in Japan & the US, there was no option to purchase at a bar area that I was aware of. Hawkers were generally university students who made a small commission on each item sold (generally in the form of a mark-up) so there was no salary commitment for the venue. It meant more sales through increased convenience for the patrons and improved enjoyment through less disturbance from people constantly leaving their seats to get drinks.

Encourage package deals to allow Dunedin businesses to add value (e.g. accommodation providers, bars, limo services). Some are prepared to pay extra for an experience rather than just a seat – some thought would need to be put into how this can be achieved.

4) Finances

Paying off the capital faster is obvious but that requires income over & above what is required to stay in the black. Naturally, increased use should equal increased revenue but there are other avenues that could be explored.

Fund raising – this is not something you would normally expect from a business but the stadium is part business, part community asset and some Stadium fund raising events would go a long way towards improving the image. Even a fund raising sausage sizzle at the Sunday Markets (the Mad Butcher had a lot of good things to say about the stadium so maybe he would be interested in sponsoring this & providing supplies).

Support Our Stadium donation bins – likely to be small but every bit helps. Along the lines of a lot of museums around the world, put them in a few strategic positions around the stadium with a bit of background on a billboard and you may be surprised how many people put some loose change in to show their support. Always a good idea to already have some money in there though to make it look like others have donated :)

Can't comment on management costs without detail but there are undoubtedly improvements that can be made there. There needs to be caution however – cheaper does not necessarily mean improved bottom line. A good business structure with quality people is better than an organisation that does not have the capacity to achieve anything. However, I suspect that there are roles that

overlap with other areas (eg Tourism coordinators etc) and this would benefit from a wider review.

5) Other comments

Where possible support local. Dunedin is a relatively small city and there are obvious economic and PR benefits from using Dunedin businesses where possible. The recent decision to not use Taylormade for audiovisual services appears to have been a shocker (I have absolutely no connection with Taylormade or Ian Taylor although I wish Dunedin could attract more like him, but that's a whole other discussion). I'm not advocating pandering to local businesses if they aren't in the ballpark or prepared to negotiate but Dunedin needs to be encouraging more people like Ian to operate out of Dunedin rather than alienating them. It keeps jobs & revenue in Dunedin and promotes a more positive working relationship. This is wider than just the stadium.

It is easy to criticise without the facts and it may well have been the correct decision taking ALL aspects into account. However, without justification, decisions like that are a PR nightmare for the Stadium and call the management into question, especially when the Mayor also expresses doubts. I agree with the concept of DVML but disagree that it should be at arm's length from the council. There is a (perhaps incorrect) perception of arrogance from stadium management and this needs to change. Are the basics in place? Does stadium management have clearly defined Key Performance Objectives and Critical Success Factors? Are they held accountable? If this is to be run as a business (even if loss making is acceptable), basic business practices and reporting metrics need to be in place.

Other uses of the facilities: What happened to the Sports Analysis facility idea at the stadium? In addition to events, we need these kinds of facilities, run and supported by local businesses in order to make better use of the facilities and encourage international teams over here for more than just games.

Targeted Taxation. I do not agree with targeted "taxes" on specific sectors for single events as where does this end? If it starts with bars, how do you define which bars benefit and when? How about those who supply the bars? It could become pretty tenuous very quickly and will not help the stadium's image (I am not associated with any group that would benefit from the use of the Stadium). I firmly believe that success for any group or individual in Dunedin ultimately benefits all and this should be encouraged. Targeted taxes have their place but need to be looked at in a wider context (e.g. a blanket Licencing Trust style alcohol tax, and/or per-head/room accommodation tax as is commonplace throughout Europe and North America) rather than for specific events.

PR and marketing needs to be significantly improved. We have a fantastic multi-use facility and we're doing an average job of selling it to ourselves and others.

Tami Sargeant

From: Julie Butler <manageradards.otago@xtra.co.nz>
Sent: Friday, 9 November 2012 11:47 a.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Julie Butler has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Julie Butler

Organisation

Alzheimers Society Otago Inc

Postal address

P O Box 5304, , Dunedin, 9011

Email address

manageradards.otago@xtra.co.nz

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

Greater awareness needs to be created of the availability of the Stadium to the community. Work with non-profit organisations to enable Stadium use at a cost we can afford.

Ideas on how Forsyth Barr Stadium costs can be reduced:

Using volunteers from organisations in return for a donation, venue use or the opportunity to publicise an organisation.

Ideas on how revenue generation can be maximised:**Any other comments:**

Encouraging and enabling community organisations of all sizes and types would be a positive move for the Stadium and benefit both the organisations and the Stadium.

Attach additional information

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Tami Sargeant

From: Craig Werner <craigww@ihug.co.nz>
Sent: Friday, 9 November 2012 11:53 a.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Craig Werner has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Craig Werner

Organisation**Postal address**

30 Howard, Macandrew Bay, Dunedin, 9014

Email address

craigww@ihug.co.nz

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

The idea below would require that Council strike a deal with the U for shared use of a bit of their facility in the near term. However, that should not be required as other spaces abound in the city.

Ideas on how Forsyth Barr Stadium costs can be reduced:

Secure an industrial tenant for the stadium on a 25 yr lease, and DCC will be paid by them for maintenance, etc..

Ideas on how revenue generation can be maximised:

The stadium is a huge blunder at present, but we may be able to afford it 25-50 years ahead. At present Dunedin can only afford Carisbrook without any updates. If certain sport events can't take place there that is a small sacrifice compared to the alternative of not having funds to cope with sea rise effects, sewerage, etc.. Lease out the stadium to an industrial corporation. A large, covered, high ceiling space within a few hundred meters of a sea port is a huge asset. Have the company pay to temporarily remove a section of wall and build a transfer track/rail to the harbour. Oil rigs, wind turbines, tidal generators, and other bulky projects requiring sea transport could be built there. There is certainly a world demand for such facilities as growth in Australia and Southeast Asia looks promising. There aren't many giant firms in these construction businesses, so the a DCC business development would be a snap and low cost. Start with Bechtel Corp., for instance. Our stadium with its key space and location attributes will virtually sell itself.

Any other comments:

Expect the hospitality industry to howl. Tell them there will be business housing and feeding the cyclical surges in workers, and the company's customers, inspectors, etc.. Get tough. Get solvent.

Attach additional information

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Tami Sargeant

From: Bill Chisholm <gm@footballsouth.co.nz>
Sent: Friday, 9 November 2012 01:04 p.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Bill Chisholm has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Bill Chisholm

Organisation

Footballsouth

Postal address

PO Box 969, , Dunedin, 9054

Email address

gm@footballsouth.co.nz

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

*There should be a clear price differentiation, reflecting differentiated markets, for clearly identified community (esp non profit) use *Charges for use should be clear - it has been difficult to find out how much it is going to cost to use the stadium *The different areas for use in the stadium could be better promoted in the community *Staff need to communicate to community

Ideas on how Forsyth Barr Stadium costs can be reduced:

*Is rent paid by Stadium to Council owned company realistic? Probably not. *Look at cost sharing with other Council depts - this should be part of integrated approach mentioned below to increase revenue i.e. reducing costs at same time *Seems too many organisations involved in Stadium i.e. DCC,DVL,DVML,DCHL

Ideas on how revenue generation can be maximised:

* Better promotion within the community that doesn't have to cost much - marketing staff already employed should be getting out into the community / communicating with community groups *Right from the beginning there seems to have been little working together/ real communication between Stadium and Council staff/groups *In the bigger picture the Stadium/Logan Park precinct needs to be part of Economic Development/Tourism/Recreation/Education integrated, innovative approach (eg see Ian Taylor's ideas that he has promoted - Stadium as huge laboratory - Promoting Dn as off season training base to Northern hemisphere sports teams) Also we are in danger of missing out on events like the FIFA World Cup Finals if we don't get our act together *Between events the Stadium should be providing office accommodation for organisations who pay rental 365 days of year (see Alexandra Park, Ak) - it will mean extra expense to start with but long term benefits - and we could look to get some of this funded by outside organisations. *Prices charged for alcohol/food during Masters Games was counter productive / reduced revenue as competitors and supporters went elsewhere *To compete with other centres DCC needs to est fund to seed/subsidise the events to a certain extent - maybe public/private partnerships could be established here

Any other comments:

We definitely can't afford to be defeatist, even if against the Stadium to begin with We have to look at

innovative ways to move forward. There is evidence of too much compartmentalised/silo type thinking within existing organisations

Attach additional information

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Tami Sargeant

From: Paul Douglas <blkdoug@hotmail.com>
Sent: Friday, 9 November 2012 02:32 p.m.
To: policy@dcc.govt.nz
Subject: Community Use of Forsyth Barr Stadium feedback

Paul Douglas has completed the online feedback form on the Community Use of Forsyth Barr Stadium. Below are the details

Name

Paul Douglas

Organisation**Postal address**

PO Box 553, , Dunedin, 9054

Email address

blkdoug@hotmail.com

Ideas on how to ensure that the community get to use the Forsyth Barr Stadium:

Bullrush... Organise Bullrush events on a variety of fronts according to age, areas, sexes. You could have touch bullrush, tackle bullrush, allsorts.

Ideas on how Forsyth Barr Stadium costs can be reduced:**Ideas on how revenue generation can be maximised:****Any other comments:**

Needs someone to start it, locally first, then perhaps nationally. A new sporting craze.

Attach additional information

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Tami Sargeant

From: Ann Barrowclough <ann@cityheights.ac.nz>
Sent: Friday, 9 November 2012 03:14 p.m.
To: Tami Sargeant
Subject: RE: Input sought - Forsyth Barr Stadium review

Hi Tami,

Hope this isn't too late as it is deadline day today for the Stadium Consultation. I am involved in a couple of organisations who would potentially use the stadium, which I must admit I haven't visited yet, so I am not sure what it offers. My suggestions are for conferences and sports events both national and international. A big plus for using the stadium is that the OU Halls of Residence are nearby and ideal for delegates' accommodation during varsity holidays. The two main early childhood organisations, ECE and NZCA each have a large conference every year with up to 800 delegates and Kidicorp has its own too. I'm not sure how many they have at their conference but it'd be quite a few - in the hundreds I would think. There is also an Early Childhood Convention which is an international event held every 4 years that has been in Dunedin.

I have been involved in Gymnastics for many years and it would be fantastic if the Nationals could be held in Dunedin combining different gym events as was the recent event held at the stadium, but on a bigger scale especially if they included some other disciplines such as martial arts and boxing and wrestling, which I have seen sharing gym club premises in Europe. Even international gym competitions such as Australasian and Pacific basin events could be housed with the Stadium/Halls of Residence combo. The photographic community have an annual event (Congress I seem to remember it was called) - smaller numbers but would also probably like the Halls/Stadium combo. There's also organisations such as the National Council of Women who have an annual conference they also meet internationally each year too. I would suggest you develop an advertising package in conjunction with some of the University Halls of Residences who do Holiday accommodation and the Dunedin North motels and contact all the large groups who have annual conferences such as I have mentioned - and these are only outfits I have personally been involved with but there are lots of others: professional bodies such as teachers, lawyers, doctors, engineers etc.

Finally I was sorry to find that Ringo Starr and party aren't coming to Dunedin as I would certainly have gone to it and I think that is just the sort of event that the stadium should be hosting.

Anyway Good luck,

Kind regards,
 Ann Barrowclough

From: Tami Sargeant [<mailto:tsargean@dcc.govt.nz>]
Sent: Thursday, 25 October 2012 3:35 p.m.
To: undisclosed-recipients:
Subject: Input sought - Forsyth Barr Stadium review

Kia ora

The Dunedin City Council is seeking community input into its review of the Forsyth Barr Stadium's operation and funding. The DCC's review includes an invitation to the community to make suggestions for improvements. Of particular focus is:

- how to ensure that the community (who are subsidising the facility) can use the Stadium
- how its operating costs can be reduced
- how revenue generation can be maximised

We have sought feedback from organisations and groups who have used the Stadium over the last year, but as you are a community organisation in Dunedin, we would like to encourage you to provide your thoughts and ideas online at www.dunedin.govt.nz/consultation until **Friday 9 November**. In particular, we are interested in whether your organisation has considered using the Stadium.

Once all of the community input has been received, it will be considered by the Stadium Model Subcommittee, comprised of Mayor Dave Cull, and Councillors Staynes, Brown, Wilson and Vandervis in November 2012.

Thank you for your time.

Kind regards
Tami

Tami Sargeant
Policy Analyst – Strategy and Development, Corporate Services
Dunedin City Council

50 The Octagon, Dunedin; P O Box 5045, Moray Place, Dunedin 9058, New Zealand
Telephone: 03 477 4000; Fax: 03 474 3594
Email: tami.sargeant@dcc.govt.nz; www.dunedin.govt.nz



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Submission To The Stadium Model Subcommittee: FB Stadium, Financial Destiny

From: Terry Wilson
Pine Hill
DUNEDIN

I ask that you consider the following as part of your current consultation:

Community use of the stadium: The FB Stadium wasn't built for community use, is not the most suitable place for these things and should not be considered, given the far more serious matter of the financial damage that it is causing to the DCC/DCHL and the local economy.

Potential to improve profitability: There is negligible scope to reduce losses and costs. A long running campaign of misinformation by Council staff encourages us to believe that DVML's financial losses represent the losses of the whole stadium. You need to recognise that four entities are suffering the effects of this stadium; they are DVL, DVML, DCC and DCHL. It is very foolish for this sub-committee to consider any aspects of stadium finances without being aware of the total impact of all the losses, subsidies and costs. You should have learned by now that Council staff have their own agenda and have actively tried to misinform Councillors.

The Future: There are inescapable reasons why The FB Stadium will continue to consume large amounts of the City's wealth. You should aim to demolish it as soon as possible. Carisbrook should be retained.

TW

282

Tami Sargeant

From: Dunedin City Council <CUSTOMER.SERVICES@dcc.govt.nz>
Sent: Monday, 12 November 2012 10:38 a.m.
To: Tami Sargeant
Subject: FW: Feedback Submission -289493 [#17B68A]

Dear Tami

This was received via email/website. For attention.

Thanks,

Kristy Cayford

**Customer Services Officer
Customer Services Agency
Dunedin City Council**

50 The Octagon, Dunedin 9016; PO Box 5045, Dunedin 9058, New Zealand
Telephone: 03 477 4000; Fax: 03 474 3366
Email: dcc@dcc.govt.nz; www.dunedin.govt.nz

-----Original Message-----

From: "charlie.wilson@xtra.co.nz" <charlie.wilson@xtra.co.nz>
Sent: Sunday, 11 November 2012 5:04 p.m.
To: "dcc@dcc.govt.nz" <dcc@dcc.govt.nz>
Subject: Feedback Submission -289493

Feedback submitted: 11 Nov 2012 5:04pm

Charlie Wilson has made the following comments via the www.dunedin.govt.nz website:

Forsythe Barr Stadium Some ideas for the above's use from me include: Garden related displays (along the lines of the Ellerslie Flower Show). Boating and or other water related craft displays. The holding again of the Winter shows that were once a feature in Dunedin's winter. Our Dunedin Poultry Pigeon & Cage Bird Club would be an interested participant. Cat, dog, model, baking, embroidery etc etc clubs could also decide to resurrect the interest they once had in this feature when the Dunedin Winter Show was a major attraction in Dunedin. Good luck with your responses.

Response required: **Yes**

Phone number: 034882667

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Tami Sargeant

From: William Miller <bill.no8@xtra.co.nz>
Sent: Monday, 12 November 2012 03:53 p.m.
To: policy@dcc.govt.nz
Subject: Stadium Idea -William Miller 0273577260

Hey DCC

My Idea for the Forsyth Barr Stadium is The RIANZ Music Awards .

It can be easily done

i am happy to explain the idea more.

Cheers
William Miller
211 Oxford St
St Kilda
Dunedin

39 Woodglan Drive ²⁸⁴
WOODEND 7610
Nth Canterbury.
8th November

DCC

12 NOV 2012

Business Information

Dunedin Mayor
Dave Bull

Dear Mr Mayor,

I noticed in a ~~print~~ stage paper last week that "ideas were sought" for activities in Dunedin's covered stadium.

May I suggest that Dunedin could run a festival over a few days emulating (or stealing some of the ideas from) the Edinburgh festival. After all Dunedin is supposed to be the Edinburgh of the South.

There are ample pipe bands and marching groups for competition and ^{Hallband} dancing if you like.

Dunedin has a rich Scottish heritage why not use it?

As a Timaru Girls High pupil in the 60's we had marching patterns on display days that were truly mesmerising. Perhaps the schools could have competitions.

There's plenty of space for market stalls of local product - merino or others.

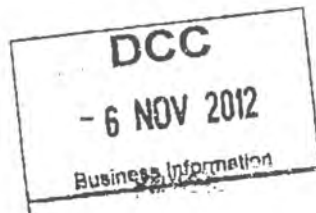
I have lots of ideas but as this initial idea may be too hard to grasp I won't go on.

You have such a rich culture in music, theatre and arts & sport this could be your annual showcase to N.Z. and the world.

I'm a retired ex-southlander with a love of the South.

Yours sincerely

Wendy D. Wills.



3 Anne St,
 Waikouaiti,
 Dunedin 9510
 8th Dec. 2012

The Mayor,
 Mr. Cull,
 Dunedin City Council,
 Box 5045,
 Dunedin.

Dear Sir,

I see you are asking for feedback from the Public about the Forsyth Stadium. I see there are 7 games for the Highlanders starting 22nd February right thru to June 29 against the Crusaders. Also there are All Black games + a South African game as well. Surely there are Concerts that can be put on by touring musicals. I notice they go to other centres but don't come to Dunedin. Surely with some follow up they can also find their way clear to come here as well. I think you have a good year ahead next year. With help from 220 Organisations that used Stadium in its

first year surely someone can come forward to suggest some great ideas. I've always wanted the Stadium in Dunedin. It is progress, we can't stay in the doldrums, to stagnate down here in our beautiful City.

I read that Mr. Davies before he went back to the U.K. was not allowed to do things that he wanted to do. If it was for the Stadium why knock him back it was for the cities progress.

Mr. Cull don't knock back good suggestions that come forward. We have a great asset for the City. You have finally asked for help, Christchurch.

We have people living down this way now & my new neighbours are loving living here in Waikowaiti. We have about 11 or 12 families here & more in Dunedin. We are just so lucky down this way. Keep your good work up & take notice of what people will suggest, stadium will be great asset.

Yours Sincerely,
Mrs. Bev Diehl.

465 7993

DEAR SIR, (1) I WOULD HEARTILY AGREE WITH THE EDITORIAL. (2) REMEMBER ONE OF YOUR ELECTION PROMISES WAS TRANSPARENCY. ANYWAYS WANT THE FULL FACTS & FIGURES, NOT SMOKE & MIRRORS. (3) I' DREAM WITH THE REST OF THE RATEPAYERS, NEED TO BE ADVISED ON OUR RATE INCREASES WHAT OUR STADIUM CONTRIBUTIONS ARE. (4) I KNOW OF DOZENS OF CITIZENS THAT WANT JOHN WILSON DRIVE OPENED UP TO VEHICLES, ESPECIALLY DURING DAYLIGHT HOURS.

Otago Daily Times • Saturday, November 3, 2012

Yours faithfully
Bolder 35 BALCONIE CRES ROSLYN DUNEDIN 9010

EDITORIAL

DCC
- 6 NOV 2012
Business Information

Council must keep eye on the ball

JUST as it seemed the Dunedin City Council was determined to focus on a different attitude towards debt, revelations that a worse-than-expected \$3.2 million loss by the company running the Forsyth Barr Stadium was not even discussed at this week's full council meeting have put it back in the firing line and raised questions about its priorities.

The loss — nearly \$1 million greater than forecast — was recorded in Dunedin Venues Management Ltd's (DVML) 2011-12 annual report, which was released a day later to this newspaper. But it had flown under the radar at the council meeting, with no mention of the reports on DVML or Dunedin Venues Ltd (DVL), which owns the stadium, on the meeting's public agenda, and no indication those reports had been circulated publicly and to media — as required under the Local Government Official Information and Meetings Act — ahead of the meeting.

The lack of any debate on the million-dollar loss does seem negligent at best and suspicious at worst, particularly as the full-year result was impatiently awaited, given the half-year result of a \$1.9

million loss prompted the council to launch a review of the entire stadium operation in May.

It is worth noting that it slipped through the net during a meeting in which councillors spent two and a-half hours discussing — again — the fate of John Wilson Ocean Dr.

Despite the lengthy debate, that long-standing saga is still not fully resolved. Councillors did change decisions made last year, voting at this week's meeting to reopen the road to vehicles from 11am to 3pm on weekdays from next year, reseal it, and install a 5m-wide carriage-

way and 4m-wide shared pedestrian/cycle path separated by a low concrete barrier. However, they could not agree on a speed limit for the road and called for a report on that. Information about the possibility of Ski Dogs New Zealand installing a training strip on the road will also be prepared, bringing to at least 17 the total number of reports on the issue.

Cr Kate Wilson said this week that despite many people thinking the stadium issue was hard, the John Wilson Ocean Dr decision had been "far, far harder". But the

comments by Cr Neil Collins that the road issue was a "long, sorry saga that had more plots and sub-plots than a Greek tragedy", by Cr Bill Acklin that the issue had "been through the wringer so many times, it's making a laughing stock of the council" and by Cr Lee Vandervis that it was probably "the most acute public embarrassment in the history of the city council" are on the button. While there are undoubtedly extenuating issues around the road — notably public safety and coastal erosion — and debate has polarised the community, it must be put into context, and put to rest.

The cost to ratepayers of the latest proposal (now \$160,000), although relevant, is small try when compared with the cost to build and maintain the stadium,

which should surely be a bigger priority for the council.

It is to be hoped the latest reports on the road will clarify — not further confuse — matters, and see a final decision made, rather than requiring recourse to the drawing board again.

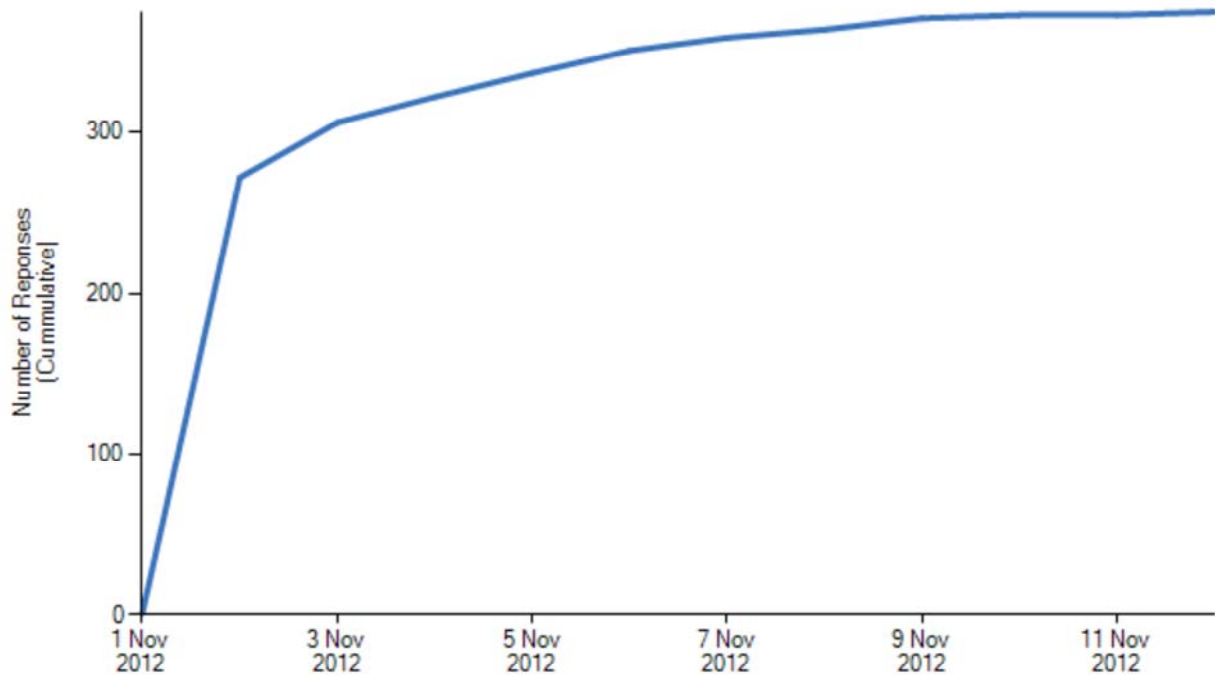
And then it is to be hoped the mayor, chief executive, councillors and new DVML chief executive Darren Burden will turn their full attention to making our new stadium a profitable investment of which the city can be proud.

The council is seeking public feedback on how to make the most of the stadium. It is suggested a first step might be for the mayor and councillors to read and familiarise themselves with the details of the first annual report on it — particularly as they are now contemplating asking the public to pay for it again with more rates rises or through a targeted rate for bar and restaurant owners.



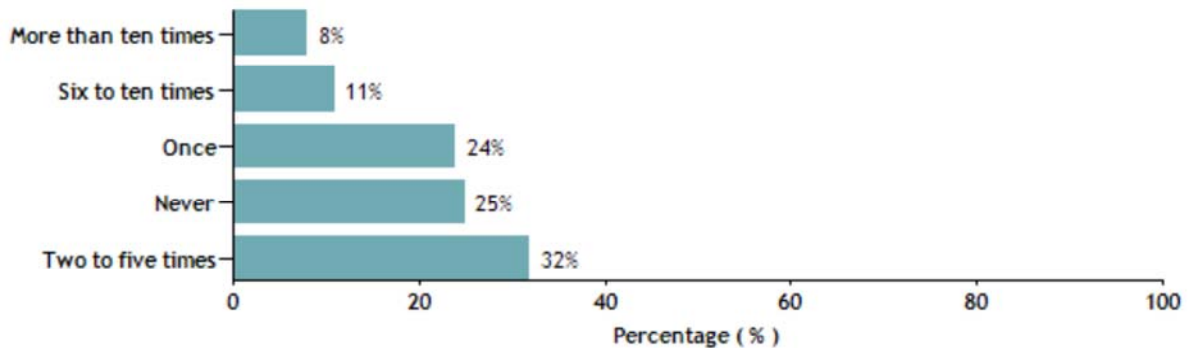
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Use of the Forsyth Barr Stadium Summary



Total Responses 375
 Average time to complete About 7 minutes
 First Response Thu 1 November 2012, 10:59 a.m.
 Last Response Mon 12 November 2012, 8:36 a.m.

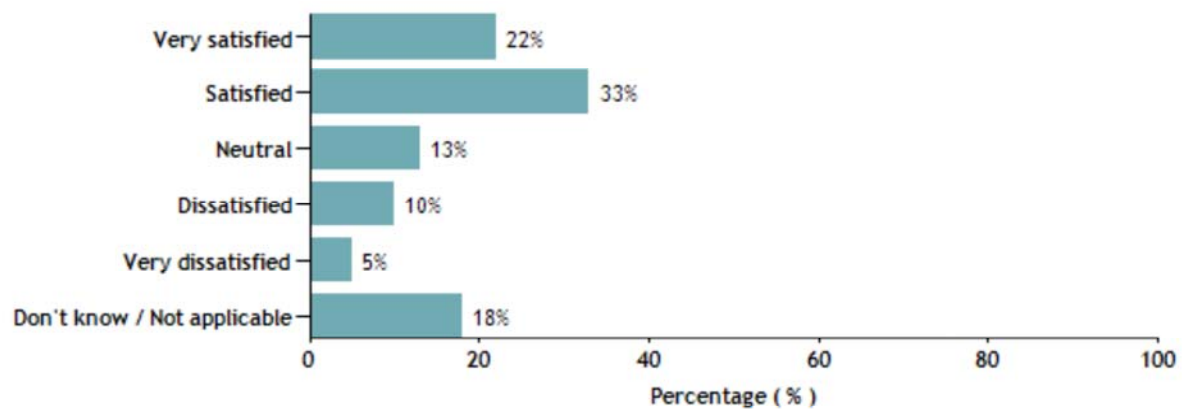
Question 1A How many times have you been to the Forsyth Barr Stadium?



Number of responses to this question 367 (98%)
 Total number of responses for this survey 375

Answer	Count	%
Never	92	25
Once	87	24
Two to five times	116	32
Six to ten times	41	11
More than ten times	31	8

Question 1B If you have been to the Stadium, how satisfied were you with your experience of the Stadium?



Number of responses to this question 337 (90%)

Total number of responses for this survey 375

Answer	Count	%
Very satisfied	73	22
Satisfied	111	33
Neutral	43	13
Dissatisfied	33	10
Very dissatisfied	16	5
Don't know / Not applicable	61	18

Question 1C If dissatisfied, please give details of the event and explain why you were dissatisfied:

Answer

The stadium was made for a past era and seems unfit for all the future holds, with its design limitations making it unlikely ever to be able to cover costs (elements built into it make it very expensive just to use).

I did not think we needed this stadium to begin with.

Poor sound system. I have been to Otago United games and have not been able to understand a word the announcer was saying because of the echo.

The temperature and sound were the issues.

Poor running of food outlets. High prices of same. Insufficient toilets. Poor access during big events.

No vehicle parking for mobility holders.

Gates late opening with large crowds waiting. Catering is poor and expensive. People should be able to bring their own water and food if they want sure search the bags.

The holes on the corners should be blocked to stop the wind blowing through during events. Improve the sound system, Elton concert sound was substandard in some areas.

Friends from Chch came to Elton John. Very disappointed. Freezing cold and in a draught

I walked through when dropping a friend off tho the masters games and could not understand how it was possible for such a relatively small space to cost so much

It was a presentation to the public in one of the conference rooms, and the air conditioning was extremely noisy all 'events' trace back to 'the beginning'... the stench is still strong... i

Big Night In - extremely poor sound quality ruined the entire evening. Unable to hear the music - it just sounded like a loud indecipherable noise. Sat half way up in middle of the South Stand. Elton John Concert - sitting on grassed area in middle of arena. Sound quality still extremely poor. Unable to decipher words or tunes at times. Went to back of stadium and stood for rest of concert. Also annoyed that people who bought tickets later on got the better seats for far less than I had paid.

Very confusing the first few visits -- got conflicting information about disability access/parking/drop offs etc.

lots of people in charge but only a few doing the work why is it run by 30 odd people when it has less events than the regent (run by 3/4 people)

It is built in the incorrect situation in a corner of any area where large numbers of people congregate is simply a NOT BRAINER. . There are very FEW ACCESS ROADS. Getting a park is good. After the show it is a complete headache.

Having TWO LANES IN and ONE LANE OUT is simply non workable. That is the reason people will not go to the stadium. I DON'T THINK I WILL EVER GO AGAIN. I attended the ELTON JOHN CONCERT. I never heard a word that

Answer

was spoken. Only when Elthan sang his encore at the end of the concert that I heard him speak. The SOUND IS SIMPLY APPALLING. Access to the stadium is a nightmare. Staff didn't know where different entrances were.

"Big Night Out" event first . Accoustics were really poor. Assured would be great for Elton John concert. This was not true. Accoustics where we were seated were shocking. I would never attend another musical event there again.

It was a Highlanders rugby game. The sound quality, the big screen and the over bright lighting not good. It felt cramped and exiting was very slow - which didn't feel comfortable should emergency exiting be required. The atmosphere was not good as the crowd - at least where I was seated was rude and abusive and negative. In all these aspects I'm afraid I far preferred Carisbrook as a venue for rugby. I did not experience it for myself but reports are the catering is expensive and known to run out. Lack of rubbish where to put - the place was pig sty by the end.

The incessant loud noise from music and ground announcements at Highlanders Rugby games make the experience very unpleasant.

Very steep stairs to climb and can be slippery when wet.

Elton John concert - poor acoustics Rugby game one month ago - poor acoustics

terrible experience. sound impossible. seat uncomfortable. all round embarrassing as we had brought guests

Elton John. Couldn't hear a single word he was singing or saying. We couldn't even tell what the songs were.

Visiting to explore business opportunity; the stadium was draughty, very sparse and without 'soul', and it felt like a shrine to rugby alone; that everything else would have to 'fit' around rugby and concerts.

Sound quality was not the best but otherwise everything was great

I've only ever been when invited to a Corporate Box but the sound is not good up that high - you can't hear the person on the ground speaking. Also, often there is no music during the game when there's an injury etc. The North vs South game was terrible - not the numbers to give it atmosphere. Should have given students cheap seat for that game (even though it was around exam time - a bit of relief from studies!) I am not a rugby fan but the odd time when I went to Carrisbrook there was atmosphere, noise and celebration. Bums on seats = great crowd and lots of fun and noise!

It is a goddamned awful ugly edifice to a bunch of old codgers.

Over priced beer

Sound quality on the far end of the stage ('city side') was quite bad compared with the sound quality closer to the stage it's smaller than I thought.

The reason I have never been to the stadium is NOT because I am disappointed it was built, rather that I haven't had a reason to go there yet. See rugby better on TV plus as an oldie, I don't have to walk a long way to get there (and back).

It was at opening and sound & viewing was not good

I went to the welcome event in the stadium when it was first opened and enjoyed some of the local acts that had been programmed in the afternoon. However, I did not stay for "The Big Night In" as I thought the event presented a mediocre entertainment programme.

Very expensive for food and drink for the children. I bought 2 medium boxes of chips with 1 piece of fish in each and it cost \$19!!!! My husband bought 4 small beers and 4 small bottles of fizzy which was \$47!! It seems a shame to spend more on food for your family than what the tickets cost, it means that most events held at the stadium are well out of reach of most families that would like to attend. This means we will not be attending any more events held at the stadium.

have heard sound quality poor in places at concerts, and cold draughts from open areas. has put me off attending events at stadium.

The Community Event I could not hear or see the stage performers or big screen as the seat was too far away. I moved closer to the stage to hear but then could not see.

I went to the free concert for the opening. The stage was so far away I could not see the performers. A TV screen was a poor substitute as it could only show one or two of the performers at a time. The sound was so distorted we could not hear anything clearly. I do not think the stadium is suitable for such events. It is a rugby stadium.

Terrible acoustics. Ugly concrete monstrosity. This is not a state of the art stadium! Ever been abroad!??

I have never been to the stadium but the things I have heard about it as a venue horrify me. I hear that they have very few (if any) permanent hospo staff and rely mostly on people from a temp agency. This is horrific! It means when the temps arrive they have not been shown around the venue, they do not know their jobs properly and they are less competent and have less invested that permanent staff would. It also means you are spending extra money paying the temp agency to organise the staff when it should be included in someone's already inflated wages. I also hear such stories as their are certain gates in the stadium that have to have a human stand on for every event to hold them open as they hook attached to the gate is actually too short to fit into the hook to hold the gate open. I bought a family

Answer

member tickets to the Menopause show for Christmas and she was horrified that there were no toilets on the level that the show was on. They were not told where they were on arrival and there was no signage. In addition the staff were useless at answering their questions. There were also a considerable number of visible wires on an apparently finished building. This was the second report I had of people going to events in rooms that did not appear to be finished. The standard set by this stadium has been so poor it should be named the Forsyth Bar Stadium and they should have to pay for it not the tax payers. I owned a cafe in this city for a few years and understand customer service but it is very obvious from the things I heard in my cafe from customers that the Stadium organisers do not.

I found the place had a lot of noise rebound, it was difficult to hear the vocalists and commentary clearly and during one concert the strong wind made the north end cladding vibrate so much all vocals/commentary was overshadowed and virtually impossible to hear. Sitting on the seats for more than 30 minutes was uncomfortable too, so any further visits will require the use of a cushion.

Sound at Community Concert was not good.

Not dissatisfied, but I was in the Mitre 10 Mega stand at the recent All Blacks test and got caught in the half time crush for the bathrooms (and was also 8 month pregnant at the time...!). So that needs to be avoided again, am sure there's a better way to organise it.

Signage poor, hard to find the quickest way in. Food and drink outrageously expensive. Bag checking intrusive. .
Phoenix game

I'm not dissatisfied, it is a typical stadium...lots of concrete....

ON occasion, I've been there for meetings/conferences, and found some of the common areas in winter to be freezing - apparently due to the heating systems heating "all or nothing".

I was satisfied with the environment and atmosphere, but was surprised how cold it was to be seated in the stands with the wind and rain driving in from the ends.

I only walked in one day when it was being cleaned and had a look.

Sound system is disgusting. - Elton John Concert and Allied Press Concert are two examples of this.

Both ruby matches: seated on fourth level. Content of sound system insulting, incomprehensible and far too loud!

At rugby matches we have met with a succession of unwelcoming experiences that have made us feel like we were nasty strangers. I can't tell you them all but try these - not being able to park briefly to pick up tickets and being told this by a grumpy person who did not know why we couldn't. Disinterested ticket sellers, who seemed to have more to say to each other than find out our needs and preferences; officious bag checkers - what's so wrong really with us bringing food rather than have to starve because we don't want to pay the ridiculous prices: So, so many security guards everywhere - really what is some-one expecting that the good people of Dunedin are suddenly going to do??

Mostly I was satisfied. The work ons, which seem intractable, include managing people flow through the concourse area and small seats in the West Stand. The extra side pieces on the East Stand are good. The DCC needs to decide whether it wants event there in terms of the noise control people. It's not a great deal of fun when they threaten to shut down your event. By the way, given the ownership structure there is no point the DCC wiping its hands of DVML operations, crying they are an unrelated party.

Too far to walk (I am elderly) - too many officials (what on earth do they do?) - I consider I was cattle-fodder there to be exploited, e.g. outrageous prices for beer, chips etc. A not friendly place at all, and the acoustics (for me) were disgusting.

Price of refreshments is extortionate. People should be able to bring in their own drinks and things within reason.

I went to one of the world cup matches and sat high in an expensive seat but had trouble hearing the commentary clearly.

The ODT's 'Big Night In' I could hardly hear the items, and couldn't see what was happening on the stage or on the big screens.

The sound was terrible

Rugby world cup - very satisfied - good atmosphere - queues for refreshments and toilets not too long - quick to get out of stadium at end of game. Elton John- very dissatisfied - paid for good seats (executive box) - view of stage poor (band and backing group obscured) - sound awful. Soccer matches - neutral - matches good - bar service in executive lounge poor - see below. Toastmasters Conference weekend - lunches and morning and afternoon teas laid out in a way that caused slow self- service and long queues. Saturday dinner/dance - service sooooo slow that dessert came out at least an hour after the main course. Portions very small and disappointing. All events: In executive lounge the bar service is very slow. Had bar food once (prawns) and they were so garlicky they were hard to eat. Sometimes there seem to be plenty of staff on the bar but they are young and don't know how to serve a lot of customers. Sometimes they seem to

Answer

hang around at back of the bar rather than serve. They need someone with more bar and catering experience to be in charge.

I never wanted the stadium. I wanted you to put a roof on the grounds at Carisbrook but Farry and his gang sold the idea to you because he wanted to flog off his land at twice its value and have a big project to claim recognition for. I wont ever go to it and I'll be paying for it x3 because I pay rates x3, I dont want to contribute but I have no choice that was taken away from all the people who said dont build it

Elton John. Poor acoustics.

Horribke accoustics, zero ambiance, like sitting iin a plastic lunchbox,

I have not been to the Stadium but family and friends have - most report they will not return. Reasons include - discomfort - cramped seating/poor access to seating, cold winds whistling through some seats, long walks to stadium, traffic jams after match, limited public transport/difficulty getting taxi's and similar. Also - expensive to attend events, security 'over the top', difficult to access food/drinks - expensive when/if you finally get to front of Q, difficult to get back to seats, lack of toilets for large crowds and similar - these issues should not be happening in a new and very expensive facility.

corporate meeting, room long, thin, appalling accoustics, no ceiling

the opening of the last Master Games, the entrance from the car park was windy and cold. The speakers could not be understood and I was sitting in the first line of seating next to the grass. So I wasn't impressed.

Visited while under construction only. Bad design, inflexible spatial planning. Stadium construction has been afforded almost entirely from public funds (ratepayers) - not private sector funding. As noted by the PwC report. Stadium massively over budget and running very substantial operating losses that are of cost to the ratepayers and residents of this city. The stadium project, decided by councillors with no idea of high finance (and likely only, in some cases, capable of running a home mortgage...), is an abysmal FAILURE by any local authority standard in NZ and worldwide. NEVER EVER GOING TO STEP FOOT INSIDE THE STADIUM. The Dunedin City Council is CORRUPT.

Long lines for food and drinks.

It was for a comedy show and the sound quality was not very good.

Sport Otago awards. The venue was a disgrace - cold, concrete bunker, toilets floors above, exposed wires etc

Very average service. Alot of waiting in qese for food. Security staff weren't as efficient as they could have been, settling noisy crowd around young children.

Acoustics need attention - the announcer can not be understood, and it is deafening when the crowd gets excited.

Install sound absorption panels in specific areas? Screens need to be larger.

Elton John concert - Seated in middle of ground - Sound quality was shocking. I will not attend another concert at the stadium and those seated with me are the same. Based on the Sound quality and the response

At the Elton John concert, I paid for good seating but was annoyed by the constant stream of people obscuring our view by making their way to the beer tent set up at the back. Also, people in that same pathway would stop and watch or dance also blocking our view. Many people in the same block were also getting very angry at this and had to tell security numerous times to do something about it. I don't understand how the organisers of this event didn't forsee this situation happening and in future need to put the beer tent somewhere else.

I did not like the way my 15 year old daughter was told to tip her water bottle out when we went to the rugby, yet could buy tghe same brand/size in the stadium for twice the price.

It is cold, the wind blows through

Sound was terrible, wind was freezing . But happy to go if there was anything relevent.

RWC matches plus School Robot competition. Venue very good - food/drink far too expensive. Food at school function (chips) almost inedible (excessive salt)

How can you make money out of a "WHITE ELEPHANT"

ODT Concert: The acoustics for the music were terrible

Beers are too expensive

While the event I attended, a corporate event in one of the lounges, was fine, it reminded me once again, as if I needed reminding, what a SOW'S EAR in economic terms the Stadium is and how much it is going to cost me and my fellow ratepayers in my lifetime and that of the next generation at least.

All the events I have attended have shown up deficiencies in the catering, it is simply rubbish.

Answer

stadium should never have been built it is a white elephant now other things suffer like roads and footpaths gutter cleaning etc. i live in st Kilds stormwater drain grill hasnt been touched in 3years i occasiionally clear it. i ride a scooter so get a birds eye view of the road patched and patched pot holes ruts all very dangerous for motorcyclists

Elgin John sound quality, odt concert terrible sound quality Traffic management Lack of parking

Once we were in the west stand (All Black vs Springbok game). Lack of toilet and food facilities let the experience down.

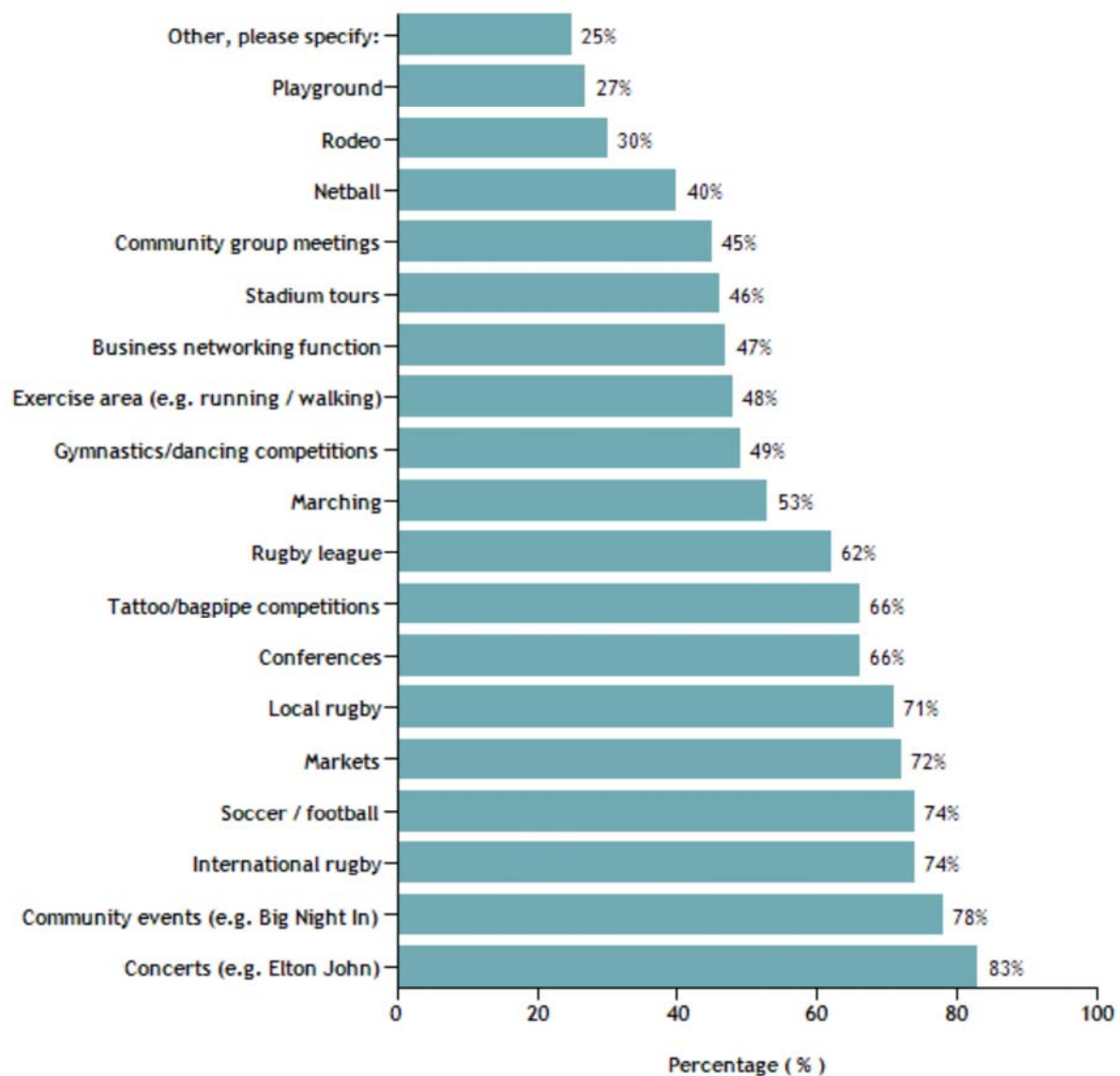
Rugby and soccer games. I enjoyed the Stadium itself, but the difficulty of finding parking close enough was a real pain. I used to be able to walk to Carisbrook. Now, I have to take the car, but I find I still have just as far to walk as I used to (sometimes further). After some stressful driving round the block several times looking for a park, I am exhausted before I ever get to the game!

Music was too loud. Food and drinks too expensive and I was cold. Seating was not good to view the artist performing. Music was distorted.

Number of responses to this question 85 (23%)

Total number of responses for this survey 375

Question 1D What kind of events and activities would you like to see at the Stadium? (Please select all that apply)



Number of responses to this question 363 (97%)

Total number of responses for this survey 375

Answer	Count	%
Concerts (e.g. Elton John)	303	83
Community group meetings	165	45
Conferences	239	66
Markets	263	72
Community events (e.g. Big Night In)	283	78
Soccer / football	268	74
Playground	97	27
Exercise area (e.g. running / walking)	176	48
Gymnastics/dancing competitions	178	49
Marching	194	53
Tattoo/bagpipe competitions	238	66
Rodeo	109	30
Local rugby	258	71
International rugby	268	74
Rugby league	224	62
Netball	146	40
Business networking function	172	47
Stadium tours	166	46
Other, please specify:	89	25

Question 1E Have you any ideas on how revenue for the Stadium can be increased?

Answer

Creating an events fund that is funded by those businesses that get the biggest benefit from large crowds attending events at the stadium, such as bars and hotels. This can be used to lure large acts here, and put the stadium well up the list of venues that promoters look at. As it is a new venue there are still a lot of unknowns for promoters who are taking the chance in bringing someone here. Personally i was frustrated when it was made public that neither Meatloaf or Rod Stewart were playing at the stadium, as both would most likely have sold out, but the operating company had nothing to bargain with as they were not in a position that to give the facilities for free (although i believe more thought should have gone into that)

It could be sold.

their need to be no free tickets for any one. rugby must raise the 50 million thats was promised rugby must charge more as we are losing every time the gates open. if any act wont pay what it costs to be in the stadium whether its a marching band to professional sport if it not covering the opening coast then don't rent it to them, it is cheaper to have it closed then to open at a loss as the loss is worse if open.

Offer one off hospo packages so people can go up into the Memebbers lounges and book out unused boxes. I would love to take myself and a few mates up into a boxes and would be happy to pay good money to do so. Keep the ZOO! Do more to attract students to Otago rugby games by having the same kind of concept. \$15 bucks gets you a beer/coke and entry into the student areas i.e. Razors Pit or something like that! Hold exams at the stadium!

Lower the costs for groups to use the stadium and then claim a percentage of ticket sales. (This may already be done but if the costs were lower the percentage could be higher.) The parking is virtually non existant if you are wanting to buy tickets. Last time I went to the ticket office I was not allowed to park so I did not end up attending the event.

Motivate the locals to attend with cheaper events

Is there an area where there could be a gym? I dont think many of us are aware of what other areas there are apart from the actual grounds. For example Carisbrook had an area for functions and conferences. Does the stadium??

Get a better city promoter who can book concerts in the stadium. Or several promoters. We have the population, and the venue now, but still we have only had Elton John in that stadium. Music promoters have to be convinced that their stops in NZ should include Dunedin. Incentives for first bookings? It is terrible that we have to go to Auckland, Wellington or Christchurch for big concerts.

It is possible to use a local area network (wifi) to push content to mobile phones and that content can be monetized. Run a student project through Audacious under Upstart to develop the concept. Advertise more broadly that there are great conference dinner venues in the stadium too. I was part of a team that used it in September. The cost for the food and drink was very reasonable and we could entertain our 70+ guests to southern hospitality in an environment that they will not forget. We vene paid extra to have the lights on for a bit - worth every cent we were told the next day.

Answer

We were promised the stadium would attract a huge number of concerts - we have had one reputable international act since it was built?!! I would like to see some rock acts encouraged down here. Promoters are bringing a number of acts to Christchurch, but Dunedin still gets nothing. If you have to provide a discount to the promoters to encourage them to bring bands here - do it!! The economic benefits to the city from having a popular artist in town far outweighs the cost of hiring the stadium. Rumours are circulating in Australia that Black Sabbath, Aerosmith and Bon Jovi are touring next year - you should be making contact with their promoters now!!

Don't hold cruel events such as the rodeo; I now wish to boycott the stadium due to this - and I pay a substantial portion of rates towards it.

How about we as a city demand that Malcom Farry pay us millions of dollars for forcing this idiotic idea on us? We could tar and feather him if he refuses.

Management need a better understanding of how events work and to listen to the experienced staff they have involved. I've had numerous conversations with promoters who won't touch the stadium because they're too much hassle and "don't know what they're doing". Even catering staff have had issues seeing too many people crammed in which reduces the enjoyment of the event. Take a hit, and build it up over time.

Charge more to commercial operators. At big events allow more food/drink vendors in at a fee. The existing setup is plainly inadequate for larger crowd numbers. Have a special fast entrance/exit with a surcharge. Ask for donations with signs that say something like "your visit has cost the ratepayers \$50 (or whatever the real figure is). Please make a donation to mitigate their anger. Have a rail platform at the stadium (this does not need to be expensive). Charge to use it. Why not let people preorder food/drinks via phone/internet and have them delivered to their seat? Better access to stadium.

Try to reach that \$45 million figure in private funding that Malcolm Farry promised but has never been reached. Try to attract shows, concerts and conferences. Try to get more sports events including regional, South Island and national competitions for various sports. If the council had listened to the people in the first place we would never have this huge drain on our finances. I am still very angry and sad that the council bulldozed this project through despite all the evidence that it did not stack up financially – and now we opponents (of public money being used on this project) are being proved right, unfortunately.

Charge rugby more

No, let's face it people probably want to use it for free!

Hold more events and reduce the price so more people get a chance to go.

Make other sporting facilities available on the site. A 25m Swimming pool with spectator seating & coffee area

Get better management

Ensure Rugby Union organisations pay the full price for the use of the facility.

There appear to be too many assistants in and around the stadium during rugby games. Many stand during games without getting orders. Surely people can get their own food and drinks before, after or during intervals. This would help cut spending.

MORE EVENTS AT FAMILY BASED PRICES THIS IS NOT AUCKLAND AND THE AVERAGE FAMILY CAN NOT AFFORD \$100.00 FOR 2 ADULTS & 2 CHILDREN FOR A COUPLE OF HOURS ENTERTAINMENT

Close it

Fine the perpetrators of the monstrosity, past and present

more use = more fees and charges.

Have to have as many things as possible there. Forget about keeping it just for rugby or worrying about the ground.

You lot wanted it, it has to be used. I certainly do not want to pay more than I already have for the thing

For large events offering bus or train to the event from Invercargill or Christchurch. Offering schools \$2 tickets to Highlanders or Otago games. Initially it's going to be the bread and butter stuff the keeps the place ticking over.

Getting more groups to use it. I don't know what the costs are for an event, but it might help if the charges were negotiable, so that smaller users might be more encouraged to use the facilities.

By having a realistic look at event partnerships with major promoters - trying to make a profit on Stadium gigs where the city already benefits through increased visitors is stupid. Cost + is the way to go. Being the place promoters like to deal with is also a good starting point. Fly in and wine and dine the major NZ/OZ tour promoters and offer benefits that other cities cant - we have a world class recording studio within 500m of the stadium - look to adding value to performers visits here and understand the seasons of major musical acts touring. There is minimal cost to building these relationships something the ex CEO did not even come close to understanding. Spend local and support local business - Make the stadium a place people are proud of and not a constant target for kicking.... Understand its a city asset for this and

Answer

future generations of Dunedin residents first and foremost. ANY Event that has a rain/inclement weather associated risk should be welcomed with open arms and the staff bending over backwards to accommodate this EG Big rigs for kids - could it be on the pitch if the weather stopped it? or Wine and food fairs - when ever weather is in question the stadium should be uppermost in peoples minds as a truly viable option and NOT considered too hard/too big/too mysterious to deal with. Do some really out there stuff that engages world media - look locally for unique Dunedin stories that can be scaled up to Stadium size

No. I don't believe it will ever come close to making a profit, and will be a continual drain on rates revenue.

Close it for three years, grow three crops of medical opium. Problem solved, \$stadium paid off in full with money in the bank.

Make entry prices cheaper, more people would come.

\$5 entry for exercise in winter - with a punch card that would take it down to 10 entries for \$40 or so. Not using pitch, but using corridors and stairs.

Sell it.

Public floggings of the people who said it would be a revenue earner for the city.

More events like Elton. Though maybe some more up to date big names? A free ticket to EVERY event per rate paying household would make people more inclined to go and pay to take a friend or partner. You must show ID when presenting your free ticket so you can't onsell. Or maybe you go and collect in person with ID and also present with ID so you know there won't be tons of empty seats for no shows.

No. In todays world and given that all stadiums world wide run at a loss, there is no way we can make this pay and never were going to be able. Charging the Rugby Association would be a start in breaking even but even that is unlikely.

By making it affordable for non profit community events. Then more people who are already paying for it can get to use their forced investment

for this to make any revenue, you need to use it for EVERYTHING you aren't going to make money on ticket sales - you need to make money on the secondary sales food / drink / merchandise for each event. using the stadium only for BIG events sounds like an easier hit, but at the moment, the public in Dunedin feel like it's an elite club venue only - nobody cares

Looking outside the square at events/acts that normally would not be held in a stadium.

Add on an extra two dollars (\$2) on each and every ticket sold to every event to go directly to the stadium as an extra .Surely those who use and enjoy this wonderful amenity would not begrudge this extra small amount. There is too much negative comments being made all the time from the usual knockers in our great City. How about some positive positive feedback. The moaners and knockers are mostly of the grey brigade.

Increase accessibility to the stadium - find cost efficient ways to correct the poor design and decision making around transport - the rail system has been overlooked and presents a massive opportunity to attract larger numbers to the stadium. Public Consultation around events - the stadium needs to broaden its events portfolio to events the south island population value. The focus on large international acts that the stadium is ill equipped for is unrealistic with operations in their current state. Improve Service and communication - the stadium is not user friendly on any level to the community, customers and event professionals. The philosophy behind the stadium needs to be re-imagined and strategies to secure community engagement need to be developed.

easy! make the pricks that drove the building of it now dig deep into their pocket\$ and profide!!!

Dont be so fussy who to choose for entertainment eg Meat Loaf Rod Stewart and others didnt perform for whatever reasons. We couldve had those people. Use for more NZ talent we have heaps.

Use it as much as possible.

Invent a new sport that involves people swinging on ropes tied to the roof. Offer it as a venue for big private parties - several at a time, with 5ft tall balls for people to play with.

Have a low rate for community/local group use and make sure it is used 24/7.

Increase the cost of tickets to ALL the rugby games. Do not subsidize the rugby fraternity. Make them pay their way.

Run it like a business

Chasing more big names for concerts etc.

More events

events like chch's teddy bears picnic family events

Answer

Surely we can have some decent concerts? Elton John was great and I looked forward to the next big concert, but nothing has happened? Why? Surely that would bring in revenue

Special rates levy on all properties owned by Malcolm Farry et al. Compare revenue for if the structure were used as e.g. a construction/logistics depot

NO

It is not a big opportunity but I understand that there is a demand for parking and that the Stadium has an excess. Can the parking be rented out?

This question should be directed to the top brass who wanted it built

Yes. Ask Malcolm Farry, Peter Chin and their mates. They seemed to have all the wonderful ideas at the time! Come to think of it, we haven't heard from Malcolm for a while. Funny, that..... Stop using the "smoke and mirrors approach" when reporting on the losses this venue is incurring. And stop the borrowing that is being done to prop the place up.

Hire out to University as much as possible. Look to do something with the cruise ship tourists. Gift shops, more catering, cafes....? Discuss with University about hosting national university competitions - make up new ideas for such competitions both serious and fun. Dog competitions as on TV.

This question requires some thinking outside the square as under the present set-up the Stadium the Stadium is doomed as the city cannot afford it. I am a fan of the facility but cannot how just things like trying to interest shows etc will ever succeed. My suggestion is to have dialogue with someone like Emirates Airlines who could pay off the debt with a stroke of the pen and give them the NAMING RIGHTS. Having a stadium called Emirates Stadium gives it a highly recognised International name which would do wonders for the city. No disrespect to Forsyth Barr but "who are they" really.

By using it. CHARGE FOR THE CAR PARK DURING THE WEEK. Don't pay such a high wage to manage the place?

I think concerts and conferences are two areas where there's more income potential.

More events. A wedding function centre.

more diverse events

Have more markets.

people really don't have discretionary income and the economy is not going to improve - so am not hopeful for increasing revenue.

put a \$2 surcharge on all tickets sold for the stadium. User pays.

It needs to become a 'destination' for people, in the same way as the Edgar Centre. When I visited, it was pretty clear that everything came second to rugby games and concerts, and other options had to fit around these. It therefore needs to have facilities that ensure regular visits by a broad spectrum of the population - kids, parents - so they grow up with the stadium as integral to their lives. Hence the idea for a climbing wall, and a kids recreation centre. You could also run mass activities like tai chi, Guinness Book of records challenges, even bungee or rope swing from the roof beams, a heck of a lot cheaper than Kawarau gorge and accessible to tourists from their ferries. The issue is that much of the population is deeply hurt by the way the stadium was 'forced' through, and are cynical about it. So, you have to change that perception, and trying to do it from behind the battlements of fortress forbar will simply not work. The stadium needs facilities that will act as a daily magnet to people - I keep going on about a climbing wall, but think about it, what a great way of getting kids into the facility, and adults too if you use Clip 'n Climb judiciously. It could also be used as the start and finish point for competitions - fun runs, the Moro half/marathon, cycling competitions.

Decrease permanent staffing levels

Anything to get numbers through the gates. What about ID Fashion week?? and other big events like Cadbury Festival, Science festival etc BUT costs must be kept low so that people can afford to go!

Yes, very clearly you should go to the rugby world cup people and tell them you were too damn stupid to charge fees for the 4 matches played here, and that now you have come to your senses you want the money please.

obviously the stadium cannot just be used for rugby as we lose money everytime they use it. The RFU must pay us to use it, not take 90% of the income. If the gate money was actually used for the stadium upkeep then it would actually encourage more people to use it.

Pay actual good bands to play (that the student market will dig) Making people pay to see Malcolm Farry get food thrown at him.

With the Town Hall and Dunedin centre coming back on line in March/April 2013 some if not most of the current number of conferences and meetings will return or relocate back to the CBD. This must impact on revenue streams for the FB Stadium itself. However there may be an increase in revenue for DVML as traditional (and possibly new) conference organisers come back to the Town Hall and CBD. Many have stated before and it is pleasing that the City Councillors

Answer

are starting to voice the same in that a major event fund should be created funded primarily by those who benefit most from large professional events i.e. the hospitality & accommodation sectors. Rugby should pay its way more equitably for the city as the rugby season is so long that other potential users have difficulty arranging access for their events as rugby takes prominence despite lowish attendance numbers.

to put on more events, no matter what kind. That would also increase peoples awareness and positiveness about the stadium (having good experiences with it)

by charging tourist a bed tax.

Use it for absolutely everything that it can possibly be used for, reduce significant overheads by employing overseas managers at ridiculous cost who stay for two minutes!!!

We need to stop being so precious about the grass and encourage as much use as possible from all sectors. Hire fees should not be set too high. Make it a desirable place for events and this will drive income.

could the Farmers market be moved into there???

Use it as much as possible

The anchor users - rugby in all its guises - needs to pay its way.

Start charging people to use it eg those that perform should be charged

Actively Promoting the Stadium as a one stop shop for ALL types of entertainment, and ensuring that prices are pitched at a level that will get a very broad cross section of people attending. Just put on more events.

A difficult one. Probably only by attracting all of the above suggestions and hopefully someone with more imagination than me will come up with more ideas.

Ensuring that acts that use it actually pay to do so.

It's difficult to say because I don't have a clear idea of the extra facilities available at the stadium. I've been inside the main stadium but haven't seen any of the conference facilities or meeting areas. Maybe some expo type events? One thing there is a bit of a shortage of in Dunedin is venues for kid's parties, with lots of room so they can tear around like crazy - not sure if the stadium areas could be used for something like that

Offer different pricing structures for the facilities. For example, offer a sliding scale for community and/or independent groups to hire the venue and include Audio/Visual equipment into the hire to enable more people to choose the stadium as an option for functions, events, meetings, etc. This would also help create the feeling that the stadium is a community asset rather than just a corporate asset. Consult with the arts community and allow them to create an innovative large-scale event.

Open up the corporate boxes for conferences

Give a discount to schools or community groups to use the stadium. Better to have a small amount of money coming in than nothing and will allow more of the community to use it. Just use it for every available event

Use it as the Dunedin information site so that all tourists coming in from the port stop there in buses, see what is available to tour in Dunedin, then go out on tour buses. Will draw attention to the stadium so that it is in the minds of people when they think of their visit to Dunedin/future visits, and will draw on the university as a central point to city. Means potentially more future students at uni. Use it regularly with tourists coming through - potential to offer the cruise ships deals for evening dining in the corporate boxes etc. Could put craft and local produce markets in the stadium or surrounding area for tourists too.

Use it as often as possible. Keep ticket prices as low as possible so more people will want to attend. Make ticket office hours more user friendly (I tried 3 times to get tickets for big night in but never found the office open)

A Southern Edinburgh Tattoo every, say two years . As a point of interest, i have been to Rugby matches-- World Cup, ABs v St Africa and Otago semi because i enjoy the outing while not really a rugby fan at all. More All whites would see me at every one. What about dog trials. You could do the hunt and yarding well on the ground. Townies loved country Calander and dog show. Dressage events for horses ,

Cirque du soleil type events using the centre of the stadium Horse Shows Base for Dunedin marathons. Start/finish and presentations Masters Games so we can watch more than one event at time International Medical Conference base. Displays for equipment/research/pharmacy/treatment Ballroom dancing competitions Wearable Arts (WOW) event would bring in the crowds as long as the big screen was BIG

user pays have functions/events that generate lots of interest not a piddly amount stop relying on subsidies and run it properly like an actual business ie. stand alone from other council businesses rather than one lame duck propping up the others

Hard to comment without a better understanding of the current business model

Tax the rich guys who pushed so hard to get it built. E.g. Malcom Farry.

Answer

High profile business events Religious evangelical extravaganzas Attract national sporting events or tournaments (eg of the Auckland Tennis Open) Keep as many of the revenue generating parts of organising an event in house as far as possible and offer national & international managers/ entertainers/ conferences a full package, including contracting all set up activities and catering, accommodation, local travel, keeping non-participating entourage members busy and sightseeing. Charge XXXXloads for this. Travelling medicine shows... ?(!)

Yes, consult with Ian Taylor's world famous 'Natural History Unit' and use the huge walls of the stadium that are visible from all around the city for projecting 'Light Laser' image shows on these walls, promoting events, Dunedin City's Attractions, Air New Zealand, all major airlines infact, The University, Dunedin as a Fashion Centre of Excellence, let's create a 'Fabulous' Fantasy', a vision of lights, lasers and colour. Make that a project of the Otago Polytech and University, involve our clever 'Young Ones' to be creative. Use the space to create revenue when not in use with other than events. Let's 'Get' the 'Big Boys' advertising budget revenue off them !!!!! If you don't ask you won't get !!!!

No I'm sorry I haven't.

Family fun days Weddings Dog shows with sheep dogs etc Wine and food Winery type concerts Tie in with cruise ships for market days Conferences

Sorry, not really. Raffles for tickets to events?

This is farcical! Who wanted the stadium?? Not the ratepayers! If there were significant areas that could practically increase the revenue on the stadium someone somewhere in the world would have discovered it. It will lose money. It's what they do. You won't increase revenue. It's easier to cut expenditure. Mothball it. Let's get honest. Just for once. How angry are we?? Very.

Actual concerts people want to see. Great Elton was on but that was over a year ago and was only targeting a few people in town. Then by selling tickets first to rate payers as a "reward" you didn't help the rest of the city because if the whole stadium had been filled with people coming here it would have brought more revenue to the city. The Sunday market in the stadium is the first thing ever that has interested me to enter the stadium and I will not be here to go until next year. We need to be getting one All Blacks Game a year and I don't even like Rugby but as soon as Christchurch gets their new stadium ours is redundant.

I thought we employed a CEO and team of staff for this?!!

Sell stadium bonds (like bonus bonds) at a price well within the reach of ordinary Dunedin citizens and have monthly draws for prizes, not necessarily cash (though that is likely to be more of an incentive) but maybe donated goods or services of a value greater than the cost of each bond. There are many ratepayers of limited means who find themselves having to pay for something they have no real stake in, while suspecting that the construction of the stadium had nothing to do with their best interests and everything to do with 'fat cat' Dunedinites maximising profit from land they owned in that area of our city. Perhaps we'd feel less resentful about that if we had a little bit of the stadium to call our own and had an opportunity to benefit from that.

by using it more! Simple really!! Don't put hurdles in the way - make it easy, and don't be greedy. The stadium will work, is a wonderful asset for the city; but it's not an overnight thing. All businesses need several years to work well.

Collaborative events, multiple activities linked festivals/train trips or other transport packages. Link with packages/accommodation to attract families especially from other centres or Southland

Use it as a big greenhouse to grow vegetables Lease the pitch for grazing

Reduce cost of use so more groups can afford to use it - as I understand it the cost to rent the place is high enough to prevent people from using it. Hold more affordable functions where the rental can be skimmed off the top. ask for donations from all the supporters? especially the likes of Malcolm Farry et al ;)

by attracting a wide range of events and use local supplies and services

Nothing specific, but I think it needs to be open to any kind of event. Think outside the box. I like the new market, the Saturday one is too early for me! And the rodeo is a great idea. I wonder if there is something that could happen when the cruise ships are in. Sorry, I can't think of anything, but someone might come up with a good idea. What about school concerts, concerts in general. Maybe Dunedin could have the equivalent of Gore's Golden Guitar.

We need to work on getting international shows and concerts.

I'm right out of ideas. Perhaps Mr Farry could make a huge financial donation, after all it was his bright idea!

Make sure that all organisations who use it are charged realistically - not special rates for some.

No

Better to have a stadium used, even on a small event, rather than an empty stadium making no money
Only by having as many events as above as possible.

Answer

Merchandise - Selling Stadium based merchandise, everything from caps to iphone cases (fancy ones not 'branded' ones). Also selling merchandise on behalf of other parties and taking commission eg Rugby, League, Soccer shirts etc at each game. Arena events - Big Day Out or othewr similar concerts that involve sitting on the pitch eg Winery tours, Wine and food Festivals etc. Moonlight Cinemas for community and great way to attract tourists to visit. This could be done in a partnership arrangement eg sponsored/subsidised by a local (if financially viable) business eg some sort of food company and they could provide food to sell to people as snacks during movie. Improve Stadium Tours - Was talk of gantry tour. Would sell more tours as more 'adventure' element similar to bridge climb in Auckland. This would eliminate tours becoming redundant as the stadium ages. Increase levels of staff out there actually trying to schmooze promoters, win conferences - both locally, domestically and internationally. Despite what people think their sales staff are understaffed and are the ones that can help increase revenue and utilization on a daily basis eg conferences, meetings, functions etc.

More special events (concerts, international sport) would help. There aren't enough concerts down here and it's a great venue.

While I am unlikely to attend any of these, except maybe the market, it obviously needs greater use with a wider range of activities to help break even. One difficulty could be taking away from other providers - eg conferences from the Town Hall and the University, but conferences during University semesters are a possibility.

Reduce entry prices so more people can afford to come. Make it more readily accessible for community groups and schools so they can easily hold events there for their communities. sell more sponsorship deals - but with a care to what is appropriate for the community.

see below - Use dunedin contractors and people will be more supportive

Council needs to go all out to promote the stadium in its initial years. This may mean charging less for big draw cards. Rumour has it Rod Stewart was turned away because of the exorbitant cost of hiring the venue. This is false economy as his concert would have put the stadium on the map and brought huge benefit to retailers and the hospitality industry in the city. The stadium has two major issues to deal with - the lack of a decent sized international airport at Momona and the lack of five star accommodation in the city. Council needs to go out of its way to promote and back any developments in these areas. We have a limited window of opportunity before Christchurch is rebuilt to really claim back Dunedin's status as the capital of the South.

Only by havind all of the above use it.

Not off hand - I thought that was why they employed a manager for the stadium who was paid megabucks to promote it and what it had to offer? Maybe we should hold a public 'brain storming' session in the stadium to come up with some ideas? Prizes/awards could be offered for the best ideas. Turn this into a community challenge and involve businesses - they could get exposure. Get the community involved in coming up with ideas for revenue generation so that they feel like more part of it. The District Health Board does this with their staff as part of their process improvement strategy. At the moment, a lot of people I talk to see it as just another expensive, white elephant....but then, maybe they don't realise that it is a reality that stadiums never make money. How about approaching the University's marketing/management depts and asking if this could be a research topic for post graduate students or a project as part of one of their papers. Free expertise and buy in from the University.

A second tier ground membership. For people such as myself who want to support the stadium, but the current price is perhaps out of my league a wee bit. Would be happy to pay something around the \$500 - \$800 mark PA.

I'm not really sure but maybe if the cost to go to an international rugby game was not so expensive, more people could go.....though I guess so far there has been enough people to fill it?

Excellence and high performance is a great opportunity, surely. There is a hub of sporting support in the stadium area. Supported by the University and Polytechnic there are departments that focus on fitness, nutrition, health, medicine, physical education, physiotherapy etc, therefore there's no reason why Dunedin oughtn't be the place where all Olympians and athletes are honed and trained. Scholarships could be developed to support this. Dunedin needs to be seen as a place of not only educational excellence - but we have the facilities to be THE city of sporting excellence in all fields, supported by facilities, science, and passion.

Make Malcolm Farry accountable for his "private funding claim" and take the burden off the taxpayers. Encourage Councillors and others belonging to the "Our Stadium" clan chip in \$100,000 a piece. Institute a 'tourist fee' to collect from cruise ship visitors. Increase taxes/rates on licensed premises and limit alcohol sales to bottle shops, at an increased levy. Cut back on glossy promotional ads and webpages. Cut back on DVML staff and perks. Sell it to Christchurch - they want a covered stadium. Hope for a natural disaster to flatten it and cash in on the insurance. USER PAY - I didn't want it, I don't use it - so why should I have to pay for it?

Sorry cant see it happening, from day of inception it was evident it would always run at a loss

Answer

Stop turning down those that want to come just because someone wanted to be first!!!!!!!

Don't turn away concerts like Rod Stewart! The publicity would have helped even if the profits weren't as high as we would normally require for a concert event. The University should use the stadium for ALL of their major events, ALL graduations they wanted the standium, now they need to start using it!! OUSA orientation events too. University can relieve the parking problems on and around campus by paying for the use of the parking lot at the stadium. Use the parking lot for public parking when not in use.

Design a Competition around this question - there will be some excellent ideas out there in the public arena.

nil

Lower salaries for stadium administrators. Using local businesses as suppliers.

I like the suggestions above. It could become good for the community if you have a lot a little events that we pay for. But there would have to be a balance between what the community can afford, not easy to do

no

Not really. :(

Well when it rains on a farmers market day (saturday mornings) this deters many people - perhaps you could offer the use of the stadium thus giving the farmers market owners mor eincome - the stall owners income could increases as their customers would prefer to be warm and dry, it is better for the environment as it endorses the use of local fruit and vege's etc. and it makes happier customers, perhaps you could charge a fee for the number of stalls and boost the income - it isn't major but it does add up!

The ORFU and the highlanders franchises need to pay for their full use of the facility and therefore need to increase admission fees. No free tickets for anyone.

use it for more events conxerts

better international music acts - appeal to younger people. Any minute now some idiot will invite Cliff Richards! The Hollies were old when I was young and I am 50 + for heavens sake.

Cope Edgar centre--use for children's events--all types, and build a future "fan" base.

No

Make it welcoming to be used as a community place, not an 'expensive big event' place. I suppose the market is a start. Make it somewhere where the carpark is very often full like the Edgar Centre - school and community events. Make it come alive and a place where we feel at ease, not like an alien person under scrutiny. It is not the people's stadium. It is the organising company's stadium. Somehow, give it to us.

Keep entry fees as low as possible to encourage to use the place and take ownership. Improve conference and entertainment facilities by beautifying level 2(?A) space and add toilets. Devise ways to hide the bars on level 4 to make the space more useable for non-rugby customers. Improve the catering. (A group of us looked at using the stadium for a conference dinner next year & decided against it due to above mentioned reasons)

The DCC has to allow greater freedom to use the Stadium as a Stadium. If you wanted a quiet garden you should have planted one.

By making sure that you are offering events that suit across the board e.g. not everyone enjoys rugby or really any sort of sport, use it for other events like popular band/singer concerts including classical singers

Yes, get rid of the thousands of attendants that seem to swarm everywhere. Provide more ready access - provide parking and transport to and from parking - put in a bridge across the Leith so people can park in the wharf area and not have to do a 5 km walk to get there. Use more volunteers. Get rid of these over-the-top security measures - there isn't a threat for goodness sake. ORGANISE some functions yourselves - stop chasing entrepreneurs (they aren't going to use the stadium until you buckle under and give it to them for free) Put up a wooden fence, have a fence-painting competition. Use it for south island/national athletics meets.

This should be the top priority for the highly paid CEO and all the other brains involved in trying to make the stadium viable,which it will never be off-course and if we had an artificial turf a lot more events could be accommodated as they already play football and rugby and hockey on these surfaces.

* Increase the numbers of people with ground memberships - provides a guaranteed income regardless of attendance * Encourage people to "use" it for a variety of purposes that will then encourage them to come to paying events. Grow a sense of "ownership" and of "a return" for the extra rates they are paying. It might not generate any direct income but have a number of "free" "community" events each year as a "thankyou" for ratepayer/community support * With regular bus services past the Stadium and as it is in walking distance from City Centre/University etc lease/rent car parking spaces during the day from 7.30 - 5.30pm. Levy a \$2.00 "tax" on all cruise ship visitors Create a "Stadium Trust Fund" (That has Charitable Fund status for taxation purposes) that citizens and ,businesses and benefactors could

Answer

leave bequests etc that would create a capital base from which income would be generated to support and advance the stadium over the years ahead. Promote the idea of "Living bequests." Bequeath it now rather than later when no tax concession will apply With IRD status as a charitable trust persons who donate to the Stadium Trust could then receive the 33% rebate for their donations. So if a donation/"bequest" of \$10,000 is made in year one then the rebate of \$3,333 could be donated in Year 2 and the rebate of \$1,111.00 in Year 3 and so on!!

lower prices - more people should attend. Reasonable family tickets.

Sell a proportion of the carparking for daily use during times when functions are not happening.

Stop charging so much for booze and with people buying more often it could possibly show a better profit.

More concerts - the big acts like cliff Richards, Rolling Stones, etc

No

No. Frankly the thing is a white elephant and always will be.

I was against it, and now it's too late. I gotta pay for it with my rate increases for decades. Thanks alot.

Expand the potential uses, so that it is in use every day

No

New Zealand have a habit of charging high prices for there venues and torist attractions, If your a family of 4 or 5 and they charge 30 to 40 dollars a ticket , by the time you go to an event with food drinks and maybe transport it ends up costing \$150 to 250 for a night out. If not a major event the venue are normally half full and families will go ever 2 to 3 months. If the price was lower people would go more often and to more events and the venue would probably be full so more profit in the long run. Also remember only 120 odd thousand people live in dunedin so your trying to get close to 30 percent of the population to use the stadium more often. Hard ask. Lower prices more people more often = more profit

If more events are held and entry fees for spectators/participants are low (or at least reasonable) more people will attend. Would that help?

Get a decent fund to encourage events to come to Dunedin

Would like to see more concerts but only if sound and view of stage was guaranteed to be an improvement on Elton John. I probably wouldn't risk paying a lot of money for tickets otherwise. Better restaurant and bar service might encourage more bookings for functions. Probably a good idea to see how other stadia around the world make money and see what you can learn.

lower prices

Lower the charge out rate and make it more affordable for the public to use.

sell it to someone else who has a clue how to run it properly

Yes, start charging sports teams for use, particularly the Otago Rugby Union and the NZRU.

Absolutely none.....please stop loading local citizens : yesterday when I was a few minutes over two hours because my voluntary work took a little longer, I was charged for the full extra hour. Never before have I been charged for a full hour for using only a few minutes past the previous full hour. Citizens who are paid for their work might manage this, but voluteers cannot.

Dont reduce services to the extent that people have a poor experience, thats a downward spiral to nowhere. Support local businesses, more likely to get buy in from the local community. Make most of wider area, links with sporting ground, university. Sort out the airport issue, so that large international acts can actually come here. Who owns the intellectual property on the design and grass system - could it generate revenue? Develop relationship with FIFA and get big games here.

All people who were in support of the stadium before it was built, pay an extra annual rate of 25% of their own personal net worth.

Ensure it is used most weekends / evenings. Having the likes of a wine and food evening where people can enjoy live music and sample a variety of foods. Entry is free but there is a fee for stallholders. Attracting more acts, local as well as international.

I think if you charge less at the gates you will get more bums on seats.

Honestly no, its pretty devoid of atmosphere and is very uninspiring.

Reduce staff

1. Moth ball it. 2. Sell it. 3. Parking building. 4. Accomadation for people in need. 5. Indoor garden.

I doubt that it can

Answer

Regular events that bring in some revenue and make the stadium part of the community. The kinds of things Moana Pool give an idea of what can be done (but not simply duplicating what they do). Usage equals acceptance even if it does not bring in terribly much revenue. A large "outdoor" venue with good facilities and settled 'weather' could be used for many things. What about tennis for example?

We need more people using the Stadium. Also the budget must be fine tuned so EVERYTHING is covered with no surprises. Every month it must be balanced to the budget for each month and not let any over spending ie the extra million they have now have.

Locate the stadium in a bigger city. Introduce incentives to attract big name performers.

I really can't believe the council is asking this question. Ask the councillors who voted to build the thing.

Most people cannot afford to attend too many functions there as the cost is usually significant. Maybe by hiring it out to national or international organisations so the revenue is coming from outside Otago? Or better still sending the bill to Malcolm Farry and co who are well heeled and can probably afford to donate some of their \$millions to pay for their pipedream.

I would rather more events happen over returning a profit to the council.

Bring more events like concerts for example

There is no way the stadium can break even or generate profit while paying down the council's debt funding is not met. DCC and DCHL are now at their borrowing limits. DVL and DVML are generating substantial (multimillion dollar) losses. The stadium has to close. Ratepayer subsidy of events in the stadium has to stop. ALLOWING DVML TO ESCAPE MAKING RENT PAYMENTS IS CRIMINAL SINCE THAT MEANS DVL CARRIES AN EXTRA \$4M PER ANNUM IN DEBT AND ASSOCIATED BORROWING TO FUND INTEREST, WHICH OIS A FURTHER COST ON THE RATEPAYER. DCC DEBT: RENTERS OF DUNEDIN ARE AS BADLY IMPACTED AS THE RATEPAYERS DUE TO THE UNWISE DECISIONS OF DCC COUNCILLORS TO APPROVE THE STADIUM PROJECT AND PROP UP ITS OPERATION BY RATEPAYER SUBSIDY. ALL COUNCILLORS MUST RESIGN. DVML AND DVL SHOULD BE DISSOLVED. WE DO NOT ACCEPT THAT DCC - FACING SUBSTANTIAL DEBT AND HAVING THE INABILITY TO PAY IT OFF - WILL CONFRONT DUNEDIN RATEPAYERS AND RESIDENTS WITH PRIVATISATION OF THE WATER ASSET. WE WILL SEE YOU IN COURT FIRST.

try to schedule as full use as possible. Isn't the University supposed to be using it for things as well? maybe graduations?

Offering break even costs to other artists. Elton John is not my taste, but there were reports that Meatloaf and Rod Stewart were interested in coming. I spent my money going to Meatloaf in Auckland. Look at other types of entertainers e.g. Dame Kiri the first opera singer in the stadium. By bringing other sports like the Warriors and the Phoenix to the stadium even if it is just for preseason games, even better if the are competition games. Is it better to have a half empty stadium with high entrance prices that a full stadium with lower prices that could bring in more money. I don't see a lot of advertising for the use of the stadium for all kinds of events. Build a car park. Lease the parks when events are not taking place although it may involve spending money to make more money. Even if you do not do this think about charging to use the car parks that are already there as parking around the university area is at a premium.

Get right bands in e.g. winery tour good! Rodeo, Equestrian/ Hollies bad/ mad?!?! "sports academy" - course for high quality athletes/ link with Otago rugby and Highlanders re rugby development/ coaching courses and workshops (use Unipol too)... small fees from attendess and schools...? use rooms for other workshops e.g. art, drama, music, cooking market the concept i.e. patent the unique "grass under roof" idea and sell/ offer consultancy fees to ChCh and other cities abroad most of the events listed above are worth exploring (i only ticked ones that i would like to attend) market more shrewdly to students i.e. the "zoo" student discounts for Higlanders good! but not sure if enough discounts offered on other events - and better to fill the stadium to creat atmosphere than to have empty seats? 20,000 students so worth thinking about events that would attract them and other "youth" - but try and avoid alcohol fueled binge which could lead to damage...

Using it more frequently seems to be the only real option since Dunedin will not attract a huge number of large events. Staging community sports and events at a reasonable cost frequently would increase revenue. Obviously the issue of grass maintenance would have to be considered.

The Stadium needs to be run as a commercial venture and from that activity all costs met. In doing so it must be allowed to operate without interferences from political or rugby bodies. All users must pay commercial rates.

use it

Use the car park, have some of the events that are held in the Edgar Centre eg car show, night tours, kids sleepover parties, scout jamborees/ adventure camps, use the roof trusses for hanging events, art exhibitions or art fairs,

Answer

use it for a lot more events. charge entry fees.

By charging reasonable amounts of cash so the average family can afford to go.

Reguar, but lower paying events rather than a few large events - open it up to more community use for a small profit

More popular events and an events development fund to be established.Sell off some city assets.

More events - utilise it to it's full capacity

Charging for the use of carpark when not in use. Stadium tours and associated food drinks available for purchase.

Relevant souviners available, partnering with relevant businesses.

sell it to Christchurch

cater for more of the comunity and dont be so restrictive on what u can bring into the stadium like food. This will make it cheeper for families to go to event. Is there any way of increasing parking for the old age ???

no

Build a multil-level carpark abooove the carpark near the portchalmers side. Have more community events with a low charge entry. Free house-hold passes for families that are paying for the stadium to come through and have a tour of the venue. Have a funtioning friday night bvar open ion the concrete pad. This will allow revenue to be increased and also for peoploe to see the stadium. More BIG CONCERTS - Rolling Stones , Jack Johnstone, Jo Cocker, Rod Stewart, Rugby League games. Community focussed events would be great. If there were cultural nights held there with all cultures in Dunedin represented, that would be great. \$2 door charge would certainly cover the costs.

The stadium must be more readily usable - like the Young Farmer Finals. Relying on a few "international" events will do work as these cost the stadium more than they earn for the stadium.

No ideas, sorry!

Don't annoy promoters by being precious? Wish we got big rock acts - Dunedin is such a musician's town, and anything as classic as Fleetwood Mac would bring thousands of musos out from the woodwork (as long as the price was under \$150 for a ticket).

It's perfectly clear by now that there won't be any revenue - just greater and greater losses

Get stadium volunteer groups going with benefits

Charge for carparking during the week. We all know why you don't but sort out the issue with the tarseal and make use of the space. Charge increased prices for the big ticket events. If we don't get rugby here then I could care less, I would rather see kids able to play sport there on Saturday mornings. Put the artificial grass in and then make the 'elite' beg for it just like anyone else, with an increased fee. Otherwise, treat it like Moana Pool and charge \$2-3/head to use the space. There is no excuse for any large outdoor event in Dunedin to ever be cancelled again. Saturday morning sport etc should all use the Stadium in winter. It is clear that you've been robbed by professional sport so make sure the community gets the use the paid for.

I think that in addition to sporting events, there needs to be a series of arts / entertainment events that attract people to travel to Dunedin. This series could combine international acts with innovative events that highlight Dunedins talents / strengths; International acts could include dance, teatre and performing arts and a "local event" might be something like a grand fashion show hiighlighting all the wealth of design talent in the city.

Yes - organise something which is attractive to tourists. On cruise ship days buses with hundreds of tourists pass by. Attract them to stop in the carpark for sufficient time to spend some \$\$\$ on a worthwhile event or purchase perhaps a special souveneer fro a market? Organise a tattoo over several days, copy the Edinbrough tattoo, military events, races etc.

No

If hospitality businesses are to be targeted with a special rate, why have accomodation providers, eg hoteliers and hostel owners been apparently let off the hook? After all, all Dunedin residents use the bars , restaurants etc regularly-- they are more of an amenity, whereas hotels and hostels are only used by those who are in the city for a specific purpose, eg to attend a rugby game, for business, etc. Dunedin residents are already paying THEIR share through targeted rates!

No

The more you use it, the more it will pay for itself. Open it up for schoolboy rugby, get the parents along and then they will support the stadium. We have to get the young people of Dunedin behind the stadium. It is a wonderful asset and we need to use it more

\$2 surcharge on tickets for all sports games and \$5 surcharge on AB test matches. User pays!

More functions! And don't put off any Entertainers that are keen to come down to Dunedin!

Answer

Get as many acts here as possible as soon as possible, before Christchurch builds an even bigger and better stadium. Maximise its daytime use to avoid the need for lighting.

Improved relationships with touring companies to secure large name musical acts. DCC employing a staff member who actually has the industry knowledge and ability to interact successfully with touring companies to ensure such events take place.

Stadia do not make money. This has been shown time and time again! I suggest you sell it. David Davies (the rat that left the sinking ship), got his previous employer into Queen Park Rangers into a financial hole that saw the club relegated. He did try to sell the club and stadium to the moonies as a mass wedding venue. That never eventuated as the moonies recognised it would never be a viable concern. We could try to sell off the Forsyth Barr Stadium to the moonies, but I do not think they would care to pick up the tab for a financial white elephant. My preference is that we should pass the cost onto those idiots who forced the whole miserable debacle onto the people of Dunedin. It would dsave money in the long run if we pulled it down

Sorry I have no idea. I am also unfamiliar with what sort of business plan was in play when it was recommended it be built in the first place.

use for festivals like wine tours or lolapolooza with music with markets, esp anything multiday. use for circus and fringe acts and other events. seafood festival, other festivals. more events with lots of local and other not -big name' but up and coming bands. Use for orientation. use for exhibitions and art shows. make it more of an art and culture space not all about sport.

Thats a very hard question - however to generate more income the staium must be utilised much much more than what it is. This was always going to be a problem.

Get it used more

by bringing concerts to the stadium, bands that arnt 50 years old would be a good start Examples: Adam Lambert. One Direction

Go through the list of every single club, activity be it craft, sport or leisure pursuit and ask: is there anything that you do for your sport or activity that you could imagine could be held here, and what would it take for you to do so? The unlikeliest could have something; for example, I saw a Japanese article about golfing events with a catching wall one end and golfers the other. Set up Direct Debit accounts for Farry and his mates, and for those who wanted this thing. Bill them by how big a part they had in creating it. Sorry, just had to get that off my chest.

more concerts - big name artists that will be able to sell out the venue

Increase events & activities!

Find activities where the "promoters" don't take most of the profit.

Yes. Community activities at the stadium at present attract a gold coin donation, which is then given to a charity. These funds should instead be used to help fund the running costs of the stadium. There may be many activities which most people would be very happy to pay a gold coin for. Volunteers could be found to collect the entrance fee.

advertising for companies

Yes - let the corporate box/lounge ticket holders spend their money at the facilities until 11.30 - 12 . Easy revenue at the prices charged for hospitality. Compared to Carisbrook the staffing is overkill. There is no need to have one staff member in every box and others patrolling the corridors. Let them spend their money - everyone will leave at 12

Make sure all users of the Stadium pay a reasonable fee, even charities should at least cover operating costs. Rugby should pay much more.

More local concerts with our talented Dunedin bands. More reasonable charges for meeting rooms, and more reasonable prices for refreshments.

Look at and get rid of the high costs, eg. salaries on the top level and number of people involved to run it, bring back the volunteers as carisbrook use to be run. by round table, lions etc, the small price gain they made went back to charity.

Sponsorship on internal signage i.e. Toilet signs, directions to meeting rooms. You put the sponsors sign/logo at one end of the sign taking up no more than 25% of the sign. To make it worthwhile you would probably need to sell the sponsorship on all or groups of signs. Are there any stadium souvenirs available, i.e. postcards, keyrings, T shirts, etc? If not, why not. If so they are not well promoted. Taxi and bus drivers, and FOH staff at hotels should have a Free tour of the stadium so they can recommend same to visitors. The same should apply for the Chinese garden - but thats another issue!

A big day in. Featuring local bands, two stages one at each end of the ground, just like the big day out. Make it an annual event, it will slowly grow.

Answer

I wish i did folks. Even if I did, I suspect that all of those ideas would involve shifting revenue from other Dunedin venues and organisations to their detriment. One point, the Dunedin Community should NOT be subsidising professional sport, that is a job for the corporate sector.

Use it for growing crops.

haha obvious let it be used by all free of charge

Moth ball it! Indoor playground for children/teenagers. Hot house for growing food. Accomodation for people in need. Mobility scooter training ground.

Concerts! I'm sure there must be a way to protect the grass over here (like they do at Wembley Stadium etc) so lots of concerts can be held without people damaging the ground. Concerts are a huge pull, and we need to start attracting the good bands down here (working with Dunedin Airport perhaps to improve access). I'm fed up at how Dunedin, and the South Island in general, misses out on a lot of good shows, we need to market ourselves much better.

We are not the only city with a stadium in the country. Why not look at what other cities do and what their revenue model is. What about conferences - they might be worth concentrating on - could a package be put together with tourism, team building, hotels, etc to make it a more attractive option. When the conferences do come, we need to have material available to promote how wonderful Dunedin is. Can we use the stadium to promote Dunedin?

imaginatively identify one or more major, fully sponsored exhibitions - cultural, technological, horticultural. environmental, sporting, automotive, whatever - held regularly (yearly, biennially) at a fixed time of year, which become (s) Dunedin's unique, very distinctive thing, a must visit event which quickly establishes sufficient (national/international) standing to attract massive visiting from north of Cook Strait and overseas.

the electricity to run it could be from wind turbines onsite and solar panels. Could use the parking area for park and ride for people working in uni/polytech and town

quality Stadium merchandise

This is the question that should have been asked by Councillors before it was built I was asked to represent 6500 ratepayers that signed the Ratepayers & Householders Assn Inc petition that said befor the stadium was built that it would not generate enough revenue to make a profit. May be that Council needs to cell of one of ita assets to pay of the debt, then thing about generate revenue.

The Otago University needs to commit more use/money (\$4M.pa) toward the stadium (otherwise it can start paying rates on its properties as well as student flat land titles that sleep over 5 students should pay commercial rates) and that money is directed to DVML so they can pay rent and capitalize events properly.

Use the stadium more, even if the charge is smaller at least there will be some income coming in!!

Well it's not the rate payers problem. We didn't ask for it!

Grow cannabis or other cash crop Park and ride - use car park and run bus to centre of town on regular basis
more concerts

Unsure

Sell tickets, sponsorship for a halftime competition to see if anyone can kick a ball high enough to hit a target on the roof ! Prize could jackpot to something big.

Shows that bring about 10,000 people. Maori or multicultural performing arts Edunburgh Tatoo New Years Celebration, weather won't be a concern then. Keep as cheap as possible then people will come. eg I can only go to one expensive concert and 3-4 rugby games a year at current prices. second tier concerts which are cheaper maybe don't attract a full house but still generate alternative revenues. A Stadium Train station could be establishe right besdie the gates with all weather transfer. Train can pick up all the way from Chch to Dn or from invercargill and return same day or evening. A World Title Boxing Match

If there was a significant increase in tourists to Dunedin then there is more scope for holding events. Tourism marketing for Dunedin was reduced because of the stadium cost therefore there are far fewer tourists and the local economy is suffering as a result. Make a big investment in tourism marketing and there will be a lot more money and people around making events more viable.

Stadium tours, hosting concerts

no

I think to consider the stadium revenue in isolation is short sighted.If there are economic benefits to the City to accommodation, hospitality and retail then we need to compete to attract events to the stadium. Even if this means foregoing revenue for use of the venue there is a benefit.

Increased revenue can only be generated by increasing prices or incrasing the number of events held. Both are difficult as it is largely the same people who will attend - attracting people from a wider catchment will only occur for a "mega"

Answer

event or one where the Stadium is the only South Island venue. People have limited discretionary income so buying dearer tickets or more tickets is not likely to happen. Presenting events that appeal to a new audience would help. There will be additional challenges as the Town Hall comes on stream again - it will compete with the Stadium for customers. Sorry to not be able to provide a potential solution - the solution to me lies in cost reduction and that is probably not a simple task.

A wide variety of events, at a reasonable cost, to ensure all walks of life people can enjoy and afford the event they are going to watch or participate in. A good selection is as above, but how about schools using it as well, for sporting events.

By actually using it. At the moment it appears to sit empty most of the time. It is a potential gold mine if it is used to its full potential, and given the credit it achieved during the World Cup, the poor management in the year since is ensuring it is becoming a white elephant. Tourism in Dunedin is vital, there is no question, and bringing people to the city for events massively boosts the local economy, whilst also showing local people of the benefits that can be achieved. The RWC2011 and the Elton John gave just a taste of the potential for the stadium, and the severe lack in tying down concerts are disgusting when you see venues in Auckland, Wellington and Christchurch benefiting. Perhaps that is a Dunedin thing? Who knows? But it was evident from the sheer volume of people who came through the city for each of the events mentioned before, that there was the potential to really harness the stadiums assets. It has something Carisbrook never had, and is without any question a significant asset. It should never have been handed to Dunedin Venues, as managed correctly, it could have saved rate payers millions. Instead, the ratepayers foot the bill for a venue that spends maybe ninety percent of its time empty. Shocking really. I don't know how the council think they will ever get ratepayers on side if they don't stop making ridiculous decisions like this, and start using the assets they have. So in short events, conferences, functions, weddings, pop concerts, sports tournaments, all have the potential to really put FB on the world stage as a venue to be reckoned with.

No I don't know. we would want to work in with other assests the City has, like the Edgar Center, not take events away from them. We have to be mindful of the turf, no use having an event if it is costly to put the park back together again. Bring in experts from stadiums that are profitable to advise. Promote the venue as something other than a rugby venue. The best way is to make sure it is used as much as possible. No good raising ticket prices, people won't go. Lots and lots of things on, get people used to going there, and they're more likely to go to things that can charge more realistic prices.

Obviously it has to be used regularly to generate income. We need to establish some stand alone annual events such as a Scottish Festival or Caledonian Games type events which would become iconic for Dunedin, such as Wellington has with their WOW exhibition and the Rugby 7's.

turn it into a flim studio

Paid public parking during the day. Annual showacase of Otago Wine and Food Festival (but on the covered playing surface)

attract more shows (like Elton John) to Dunedin - if the stadium was to make venue costs attractive to such shows/events, the whole of Dunedin would benefit from the 'spend' of out of town visitors

Sell it without delay

No the problem is that it was built as a ruby stadium. Go back to the orignal supporters of the stadium and ask them for ongoing financial support i.e put their money where their mouth is or was. Open a zoo in it for white elephants.

More concerts, especially international artists.

Greater flexibility for users - i.e. the current catering contract is in many cases too expensive for community groups. Perhaps have a clause that allows not-for-profit type organisations an excemption from having to use the existing catering services. The car park should be available during times when the stadium is not being used. Car-parks could be available at \$3 per day; or have s subscription scheme.

Number of responses to this question 274 (73%)

Total number of responses for this survey 375

Question 1F Have you any ideas on how costs for using the Stadium can be reduced?

Answer

The costs for hiring different parts of the stadium for various events need to be on par with other venues locally, if it is too pricey then obviously people will move for the cheaper option

Other larger cities may want a kit-set stadium

Answer

the best option for the d.c.c and the rate payers is to sell the stadium, yes their will be a loss but over all its will be better then the losses it will keep incurring not to mention the 20 + years of debt.

Reduce the number of staff especially in areas such as food preparation and security. My biggest gripe with the stadium is the plastic cups. Why not just give cans and crack them before giving them to people? Or just give them and reduce the price to \$5 a can; I would buy more knowing it was a sly \$5 a game. Having cans will save costs on staff, packaging and cleanup; not to mention it is good for the environment. Those 600ml coke bottles could do just as much damage!!!

Should there be a cover for the turf when events are held that are not a sports fixture? This would reduce the need to have all of that security around. Make the costs cheaper to hire the venue and then this would generate more income.

Management overheads are a bit over the top. I've worked at Carisbrook and the stadium. The stadium brought round coffee. Carisbrook we brought our own. Have discussed these overheads with contractors and that is the first comment that ones out. Whose paying for all the tedium staff

I think it all comes back to basic economics of supply and demand. If the cost is less more people will use it.

The stadium will have a min cost structure for it to be the great experience it is now. Anything less, and it will defeat the objectives.

No

don't hold the rodeo!

Encouraging promoters by being flexible and not crossing over events and maybe even incentivising them by allowing them to take a percentage of the food and beverage sales. The issue is the stadium is locked in with suppliers, therefore people who already have sponsorship relationships can't use them, and there is no drive for stadium locked in sponsors to put forward any money to help fund and event as their product and their branding is already right throughout it. The stadium would not have the overheads of bringing in stock if a sponsor was allowed to supply it and then the stadium AND the event holder could take cuts from that. There are too many hidden costs when dealing with them. Shipping, production teams etc. Also TicketDirect are awful and out dated.

Why is the overhead structure so high? Is the variable cost really cost \$100,000 to open it for each event? Why not make whoever hires it responsible for cleaning and waste disposal? How can in cost so much to put up the temporary seating? Put stadium management out to tender with enforceable penalties for non performance.

Pay less to the DVL chief executive. Use local firms. Don't pay huge amounts to consultants. Don't hold expensive parties.

Put in an artificial surface

Reduce some of the ridiculously high salaries such as for the CEO. Shut the office at Queens Gardens.

If I am correct, the council owns the stadium and also the Company to which the stadium pays rent. Therefore , excuse me if I am thick, but isn't the \$4m that the Stadium has to pay just a paper entry and the true stae of finances is not as bad as detailed in the Otago daily Time yesterday.

Need to keep costs to a minimum, however, to do not want to let the Stadium get in to a state of disrepair due to not being maintained properly.

Times a tough, the people at the top need to take a pay cut.

Reducing costs can only occur is there is little or no value from its existing use. So no.

The DCC are paid to do that, as it was their idea.

Go back to Rotary/Volunteer groups to run the security / functions / etc as was done at Carisbrook.

As above.

LOOK AT THE WAGE BILL THESE GUYS ARE THE BEST PAID PARTY PLANERS EVER

Close it

Sell it for the level of its debt

Review the catering operation, and security. Security appears overkill at times (eg George Street Normal end of year production didn't need a guard at every door and exit and entry) Catering is pricey but not high quality and no range. Little choice of beverages. If you just want to supply junk food/fizzy then just have coin operated vending machines. Purchase own power generators rather than using the national grid for large events.

No ideas here.

Its a community asset - reduce the costs (thorough review of staffing to bare minimums) and have a ground up approach to the costs to actually run it - dont look to profit but to "how much can we do this for/what will it cost us"

Large events need to be looked at holistically - how does the city overall benefit as opposed to how much profit does the stadium make?

Answer

Sell it, and at least recoup some of the cost.

Tear it down, sell it for scrap and sell the land. Maybe to the Chinese for a "Five Star" ugly hotel? How about recovering the millions extorted by the ORFU for years from the residents of Dunedin?

Fire the incompetent management

Use volunteers for ushering for big events. I did it for the RWC, and for the Fortune Theatre ongoing - would happily for Highlanders and/or Otago Rugby

Close it down.

Why would we want to reduce the income

Don't know what people are paid but I imagine it is a lot so a wage review?

Again, get rid of it to a private investor. That we are paying for it is a travesty. Previous council should be sued for malpractice.

Take it out of DCHL hands. Stop paying corporate salaries to men who clearly are not managing to improve an unwinnable situation.

No

Radically re-invent the organisational plan to include a culture of sustainability as a key value. Review current staffing - Employ highly skilled professionals, quality not quantity! Focus on relationship building between key events industry professionals in New Zealand. Sort out the ticketing structure!

how about starting with!! turn the fucking lights off when its not being used!!! sack Compass... get LOCAL PROVIDERS!!!!!!!!!!!!

Would it be possible to give some groups access to the stadium in return for doing something to benefit it? That would be instead of paying for services. Maybe some sports teams could act as ushers for certain events?

Invest in more efficient lighting e.g. LED arrays As I understand it, the stadium uses 25% of Dunedin's power.

Public share holding in return for lower rates???

Top end salaries are far too high. Use a proper business model of accounting. The car park stands empty for most days. On week days turn it into another metered parking area for everyone, at, say \$3.00 a day. Get rid of the paid security people. Use volunteers from community groups like Rotary, Lions etc who can set up their own donation/collection boxes for various events.

Run it like a business

Catering Staff. Too many staff (or not enough some times), wastage etc.

reduce the amount of people running the stadium use local contractors/ suppliers (get better services) use locals then money goes back in to the local community

Pay debt as quickly as possible. The longer it takes to pay, the more interest you pay

Make CEO a grad student job.

NO

by getting those who wanted it built to come forward with a few million dollars

As above

Dis-establish DVML and absorb a few key staff within council operations without the ridiculously high salaries and run as in the past co-ordinating with Parks & Recreation/Arts and the Economic/tourism people. Do not give the Rugby Union any more slack! If they are in there they must pay their way.

Must pay off the capital debt which Dunedin cannot do alone. Must get a wealthy international partner.

Reduce the managers wages. Allow more stalls for the craft market. Who gets the money for the gym Varsity Council?

Get rid of the gormless morons, who stand outside the lift as people access the corporate box area. Never sure if they are meet and greet or security, but they do nothing except stand around looking gormless and don't look as if they would be any good as security.

use local resources and services

really think it was a mistake to build it in the first place and it is proving so - at the very least stop the increasing debt to the ratepayers - be creative in how we can cut losses and be realistic in future planning - could we sell off part of it for parts to CHC for their stadium?

Difficult to know unless we see the accounts and where the costs are currently being spent, so no, sorry!

Use all of it more thru the week not just weekends

Answer

While changing the grass surface to attract more events seems like a good idea, it's NOT IF the stadium can't be used effectively for its primary purpose which is high quality sports events. Sadly, we've built a lovely structure that we can't afford.

Increase rates a little to pay off debt. Most people I spoke to would have been happy to have a 5% increase in their rates in the last financial year just to get rid of some debt. Why don't Councillors ask people in the community and get the Community Boards to feedback what they have heard?? Is not the grass an issue? Does it need replaced every so often? Did designers not think about other countries? When the grass is not in use roll it out into the car park to grow as per usual outside and prior a game, roll it back in (I think they do that in China).

Turn the lights off, lock the doors and pop the key back through the letter box and forget about the place. OR; Dismantle the place and sell off chunks of it to the former council members, or to the tourists.

look very closely at the management structure, how many sinecures are there. If they were really passionate about the stadium they would work for a much lower wage to try and get things working properly. There seems to be too many levels of management, all with directors, all with accountants trying to make the books look more rosy than they really are. Cut the crap and get down to the basics, cos if that isn't right then all the rest is flummery

Tear it down. Make Malcome Farry pay.

Reduce staff numbers including managers. There is some speculation around the management to staff ratio ranging from 1 manager per 2 staff to 1 manager per 4 staff. Employ management and staff who are experienced (and have a commitment to) in events and conferencing, much like the Dunedin Town Hall used to have.

to put on more events :)

to lower CEO,salaries.

Reduce overheads and staffing costs. Don't get me wrong, the facility needs to be staffed with competent people, but surely we can find them in NZ. The recruitment of that overseas dude was a debacle from start to finish and an insult to the competence of the NZ workforce. Its not inventing penicillin, its running a medium size stadium- pretty of competent local people could have done it

No, I'd need to look through the financial reports and expense accounts to properly understand the current costs.

If the turf is expensive to maintain replace it with artificial turf. I have *no* sympathy for the Rugby Union. We were conned into this stadium. Now we are stuck with it. If they will not play rugby on artificial turf, play soccer, rugby league, hockey....

Reduce staff: There seems to be a huge administrative overhead - a razor gang is needed here Vouluteers for casual work - tickets, food and bev, hosts & ushers etc Share staff between council units e.g. gardeners, grounds, maintenance All except a key skeleton team should be on part-time casual so that the stadium as a whole can "shutdown" if there is nothing on for a fortnight or month. Simplify ownership and reporting lines, therefore overhead for accountants, lawyers etc. These should be on pro-bono too!

use it more

A: Get local contractors, with good reputations, to provide services, and they will support the stadium with advertising and other services at a better cost. B: Make more use of volunteers to man gates etc;, like the Taeiri Train system. C: Reducing the apportioned debt to a level that reflects the true cost of construction. D: Unbundle it from DVML and let it stand alone.

If more attractions come to stadium, perhaps costs can be reduced but other than that - no idea.

Not building it in the first place would have worked wonderfully.

Turn off the flood lights when not required. I have often driven past the stadium when it is dark and there have often been lots of flood lighting still in operation when clearly they are not required.

no.

I think that like DCC there to many chiefs. While I do not know the number of staff employed , i think that a manager, groundsman and receptionist should be able to manage the place. I write having had 5 years managing Dolamore Park near Gore with the added responsibility of 26 playgrounds and boundary boards. Strict watch on power consumption. No more lights on than needed

Yes. Dismantle it and sell it to Christchurch.

reduce overheads pay market rates for legitimate goods and services no favours to friends allowed contracts awarded in the open market and full disclosure of conflict of interest all conflict of interest must be disqualified for transparency and public faith to be restored all service clients must pay rate that recovers costs

Again hard to comment without understand current expenditure line items

Answer

Be savvy about space utilisation and eg how lighting is used Have more tiered ticketing structure linked to hospitality as well as seating Guarantee community service card users and free access (sorry, I realise that's the opposite proposition, but linked to above idea) Sell off huge bits of the thing! Eg meeting rooms/ a seat of stands/ the whole thing - with clauses around the name, community access and use Sell on the rugby union debt and associated debts to huge mercenary foreign loan sharks...

Make events affordable, more so in these lean times, fill seats with 'Bottom's', in these troubling financial times, you can charge more and half fill or charge less and fill. It will never make money by pricing it of reach. Dunedin is not a high income city, see Govt. Statistics on medium income for this city, sobering infact.

it seems that when we have events so much money goes back to the users. Be nice to find users who did not take the bulk of the profits.

Revamp the ridiculous multi-tiered governance structure of the Stadium. Council > DCHL > DVM and so on - all with Directors. meeting expenses, overheads etc.

This s really difficult to comment on because I am not aware of detailed financial information. Maybe using volunteers more as fundraising rather than paying staff

Sorry, no.

Mothball the wretched creature. I have a small business here in Dunedin. So does my wife. We are all going to suffer s a result of Farry, Chin Guest and all the other idiots that pushed the stadium through. Malcolm Farry and his fellow conspirators should be made to run the stadium at no cost to us and explain exactly what it was he envisaged. He's made a joke of Dunedin. And got very rich. Time to hunt the buggers down and make them responsible Not ask us how we can fix their devious dealings!

Reduced wages for the people who set it up and currently run it because they are all being grossly over paid. Increased investment by those who wanted it not just rate payers.

My best suggestion is to sell it off, secondly I would suggest defaulting on the loan and filing for bancruptcy so that it is placed in the hands of a reciever to sell off and recoupe whatever they can.

Make the space available for as big a range of activities as possible, charging rates consistent with each group's ability to pay. It's probably naive of me to believe that you can make as much from a lot of people paying a little as you can from a very few people paying a lot, but I certainly don't think you should be giving wealthy organisations favourable deals just to encourage them to come here. Set up a Friends of the Stadium organisation where volunteers can be called on to do many of the tasks now done by salaried workers - another way of making the locals feel they have a stake in the enterprise.

Levy Malcolm Farry and jim Harland and all those people who foisted it onto us.

Without knowing a detailed analysis of running costs any comment will be without substance. Do not reduce costs to the detriment of the asset.

A team of trained "Kiwi Host" type volunteers as Staff/Ambassadors - as they did in World Cup. Perhaps an incentive of a pass to a major event or game?? Give them a name, develop a culture and pride around them and the Stadium

I dont know just please don't put up our rates again for something most of us thought was an exceptionally stupid idea - and isn't the loss it will perpetually run at a nice testament to that

Sell it? Sell part of it? Seriously. This is one asset that could be sold, sadly we would not get what was spent on it but maybe this is the only way. Revisit the running costs for the stadium as a whole - this time use someone who is not going to swedish round the price down.

use local supplies and services as dunedin people will not support if supplies are obtained outside otago .

No.

Yes. Sell the damn thing.

See if volunteers would be interested and able to run some of the services.

No

No.

I am under no illusion that Stadium should be making money in first few years and because I think staff numbers are low in comparison to their competitors throughout NZ, and they dont have as large a marketing budget I think the stadium has done well to perform as it has. After a few more years if they were losing a lot then look to make changes but you cant expect DVL to work miracles in a year where they have to prove themselves. Dont be too precious with the pitch. Everyone wants to use it, but its 'untouchable' often due to risk of ruining grass. DONT change to artificial pitch though as we would lose domestic and international rugby.

How can one get access to the budgets?

Answer

Pay the management of DVL and DVML less and give them more stringent KPIs and more rigorous oversight. Get rid of the catering company and put in a decent one with affordable and delicious food and beverages so a family attending a game can actually afford to buy snacks and a glass of wine.

Firstly contractors should be Dunedin companies then I wouldn't feel so resentful about the costs

The key has to be more events. Parking is an issue - if a parking building could be built nearby it could be used for events and university parking. However, it would take time to recoup initial costs before it started to become lucrative.

No.

Get more tenants? Get more sponsorship? Attract more events. Use the stadium more during the week? That entire area could be beautified and become a destination for R and R at the weekends too. What do they do overseas to maximise stadium revenue? Is the University really paying its fair share? The University tends to 'leverage' lots of free stuff from this city (it doesn't pay any rates)! Lease out some of the parking space at the Stadium during the week (doesn't have to be a fortune...a 6 monthly pass or something.....you have to pay for parking everywhere else around the area and the College of Education has minimal parking. The University charges \$13.00 per week for its staff to park around the campus - you could make it \$10.00 a week. Don't pay whacking great salaries to people to run it if they don't show a profit...make it a bit more performance based.

Less security and food/beverage staff now and then. At times stadium personnel seem to almost outnumber a crowd.

Perhaps by having it used more

I think the city needs to stop the P.R. rhetoric about the Stadium needing to return a profit, or being an isolated profit centre. The thing was sold to us poorly without an apparent solid business case - but some of us are over that now, and we all need to move on. The whole city benefits, and the stadium needs to be regarded as a lost-leader that brings investment to the city. Sometimes the stadium may have to run at a loss in order to compete for conference or event business for the city and for the city's reputation. By isolating the stadium as a stand-alone profit/revenue centre, it is doomed to failure.

Private funding as promised for the ratepayers. "Our Stadium" supporters to pay increased levies. Cut Stadium management staff and use expertise from the University to help run the thing. TURN OUT THE LIGHTS at 10:30!!

Only the Council can do this one

No ideas without actually seeing what their financial cash flow and revenue/expense details look like. Use council staff, or Tourism Dunedin staff, or University marketing staff, (or a combination of all of these in a 'committee') for stadium marketing efforts.

nil

Employ volunteer gate staff as Carisbrook did for many years.

Minimum staff is the only thing I can think of

no

LED lights/energy saving bulbs?

User pays a full and realistic hire fee without ratepayer subsidy.

reduce the number of staff standing around for a rugby match

again use it more

simplify staff and reduce related service costs wherever possible. There seems to be a lot of complicated accounting processes and entities etc. Can them.

The operation is pretentious and over staffed; some one is trying to sell a Rolls Royce to a Ford market. At the World Cup, we were told a lift was not available--"it was being held for a VIP". The only VIP that matters is me--I am the customer.

No

Cut down expenses - eg security guards. I have no real idea about other expenses but I expect there is lots that could be done. Why not get some Dunedin people who live on a tight budget to have a look!

Use it lots to create revenue.

the stadium is in the same situation as any new business, no profit is made or even allowed for in the first few years, please give it time to settle, and advance, perhaps a better rate price would be a good start

No, it's all about the revenue side.

Without knowing the running costs and what they are cannot really comment

All of the above. Especially reducing the staffing - it's not needed - get out of the 'it's gotta be safe' mode of thinking.

Dunedin people are resilient

Answer

Off course if artificial turf was installed,would cut costs associated with the present turf considerably and have another look at the number of people employed to run the show.

Disestablish DVML, and handle that work inhouse within the council. Use volunteers instead of paid staff for events.

Move to a full cost recovery model for rugby games.

* Renegotiate loans in this time of low interest rates.

Lease car parks around the stadium to be used when there are no events. Stadium restaurant.

There do seem to be a large number of uniformed staff at events. Some may well be volunteers:- if so they need gear indicating this.

Less staff

NO

Rent out carparks

No

I don't know much about the stadium. Was it designed to be energy efficient? Was multi-purpose use part of the design? Is it being used to its potential? Have you contracted services out? Is that investment staying in Dunedin or going elsewhere?

Possible use of volunteers?

No

No idea at all - the Stadium has to be staffed by employees and unfortunately, they come at a cost. Apart from lowering the number of employees I have no other suggestions. No employees though, no clean and tidy stadium and the facility would become a mess.

dont use it

Yes, charge local and national rugby for their use of the stadium, instead of expecting the other users to pay for it all.

No. We are in a nowin situation which should never have arisen. This is very sad. No doubt we will see rates and rents, parking and bus fares increase and other city services downgraded to pander to those who need a covered stadium for their rugby. 80% of us said we knew we could not afford it. Many of us were quite keen to see South Dunedin keep the business generated by Carisbrook.

Look at changing charging model, accept that stadiums run at a loss - high ticket price doesnt mean break even/making money. Look at developing a model whereby diverse/regular use is maximised and valued, over purely financial profits. Include benefits to community as a measure of success, eg. hosting kids sporting events for free/reduced cost. Explore the concept of an everyday stadium, rather than the perception of a big empty space with nothing happening for most of the time. Create more life/activity around the stadium, build on activity from gym and cafe. Lease out more space, to business etc. Find tenants to offset operating costs, and add to vibrancy.

Mothball stadium, sell to private interests, bequeath it to any interested party, reduce salaries

Prepay power as so much electricity would be wasted with lights and heaters being left on,

Skeleton staff, mothballing the facilities least used,

let those that use it being rugby,soccer or whatever to supply personnal for crowd control etc,to save having to pay for all the hanger ons that dvml supplies

1. Sell it. 2. Moth ball it. 3. Use volunteers rather than 'proffessional' staff for traffic control, catering, 'security' and the like - worked perfectly OK in the past.

It could be subsidised by the people who chose to build it, in the face of such obvious opposition

What kinds of events make the most money? Large events don't necessarily have the best yield. How often can such events be run?

It mentioned in the newspaper that you could get the acts here for less costs, however, I do not know how this works.

Can we find out what are stadiums or similiar, how they get acts to come to there city - NOT pay a consultant - but ring or email them to find out what they offer -even overseas ones. Also get the other towns/cities around to Dunedin for there suggestions as well because with the size of Dunedin and the recession - people loosing there jobs etc we do not have the population to go the Stadium all the time. It is simple if the costs of bringing acts here are to expensive, then they will not to come. Also the cost of getting to Dunedin must also be a factor. Perhaps a package deal. The other problem is that Dunedin people do not book until the last minute. We really need an on going act or whatever to use the Stadium but what this would be I don't know what

Decrease the salary of the CEO and top level management. Encourage local businessmen (eg. Malcolm Farry) to subsidise running costs.

Answer

No - though I wish I could! But under no circumstance should ratepayers be lumbered with any more costs (via rate increases etc). It was clearly well beyond the means of a city our size - the grandiose idea of a few wealthy men.

Having more events there over the year, will reduce the amount of the fixed cost each events has to pay therefore the cost to use the stadium will decrease, the stadium needs to take the first step and reduce cost to hire.... i.e. 10 events split \$500k into 50k per event but 100 events split it down to 5k per event. The numbers are made up but you get the idea....

CLOSE THE STADIUM. SELL IT OFF.

no - i don't really know what the costs are.

Aim for breaking even until it is a sort after venue, so this involves careful calculations to ensure it happens. Half empty at high prices vs full stadium at lower prices but it makes more money. Approach the electricity supplier to negotiate a lower rate for some naming rights.

mgt group rental to another group sounds weird/ inefficient - try and change! no "fat cat" salaries/ slimline mgt/ staff if possible... develop stadium into an "eco-stadium" i.e. solar panels/ energy efficient and market that too! look for benefactors!

For that we would need a full report on the current operating costs of the stadium. I would suggest that this sort of disclosure be done ASAP and strategies for running the stadium be 'crowdsourced' from the Dunedin community and elsewhere. The next good idea could come from anyone.

encourage schools to use it for their sport events---etc

Look at the staff and the salaries paid (the previous CEO was overpaid and under delivered - got out before it impacted on his CV!!!!!!), all the above suggestions, look at utilities, give memberships for the public to enable discounts at events/ loyalty cards, get real people on a subcommittee

By encouraging the stadium to be used more instead of having it sitting empty waiting for the next big act.

Use more volunteers

more people would use it if you lower the cost of entry - maybe you should have a locals pass that they buy at the beginning of the year that gives them a reduction on the events.

This maynot be possible.

Sell it to CHristchurch

Have a volunteer team stadium similar to what was at carisbrook that can be called on to do the tidy up and man the gates etc That way service groups and the comunity can get involved

no

Not at this point in time.

If a serious number of paying users cannot be found then the stadium staff should be seriously reduced and the place only open for events that pay there actual costs. Maybe a grounds man need be kept on full time if rugby hires actually exceed his salaryotherwise all staff could be let go and users could hire the facility and hire contractors (perhaps from an approved list) to prepare the facility for there event and clean after the event.

By keeping entry fees down so more people can attend. In the summer concert type family events. Maybe 3pm -7pm Picnic type events Not sure about the rubbish type stuff Littering the ground Hope folk would take their rubbish away with them or put in bins supplied

Needs a whole new "community trust' management structure - not high powered executives. Must return to use of community groups to provide "manpower". It makes no sense to employ 800 people to run an event when there is no revenue to the stadium.

Sell it to the Chinese

Stop the event incentive fund idea dead. Better off putting that money into running costs. It is clear that the stadium cannot pay its own way, even without the rent so change the business model. Expect to lose money (shouldn't be hard) but know that at least the community is getting use out of it. Give up the idea that we should chase big name acts, therefore you can get rid of those staff who are involved with, and get Moana or the Edgar Centre staff to manage it so you can get rid of the DVML CEO too.

no

No - need to know where the money is spent first

No

Demolish the FB Stadium and move events back to Carisbrook.

Answer

The only way to reduce costs is to have them out in the open for people to see how the money is really spent. Hospitality costs are a fickle thing - hire 20 staff and you do not require them all that night; hire 20 staff and you couldn't cope and should have had 40!

No but stop making us rate payers pay for something that should never have been built, this should have been considered before construction.

Don't pay the Executive Management team so much.

Maximise use of the concrete slab area for alternative events to avoid the need for significant staff numbers to be employed.

Make the Rugby Union who use it turn over their gate sales etc to the DCC and start to pay rental for its use.

The time I attended a rugby match it seemed that there were inordinate numbers of staff there and I'm not sure what their role was but they were identifiable as they had a uniform on. Maybe we could investigate using volunteers for events? use volunteers more for security etc, students would do in exchange for entry

No idea and again this was always going to be a problem despite what the 'pro' lobby said.

Tell us more about what the costs are? Anything we can do on the energy front? btw please avoid events that will damage that precious grass or cost us as ratepayers big time to fix up afterwards eg rodeo and vehicles.

Review admin. costs

Ask the origin anti democratic "movers"

cut way down on the number of staff in the corporate areas - most stand around doing nothing. If you are worried about behaviour have a bouncer. Carisbrook never had issues with 2 staff on!

Perhaps groups should could gain sponsorship. No ratepayers money should ever be used to reduce user charges.

Look at overheads, especially marketing and management salaries. A hard question to answer without having access to the accounts, to check out ratios that are typical in the hospitality arena.

As above

No, as I don't know what it costs to use it

Use it more

The Stadium is fundamentally a bread and circuses facility. Save it for the really big circuses from out of town and save the bread by finding a way to mothball it over the relatively lengthy periods between big note outside events.

There are far far too many staff at DVML, how they can be justified is beyond me. Currently closing the venue is the most cost effective option, as a loss making venue it makes no contribution to interest costs so operating it is just adding to the bill.

sack the mayor councillors and all those lazy bludgers at the dcc who are mostly new immigrants from uk not a tangatawhenua in sight

Close it! Volunteers to organise/run events.

I'm sure DVML staffing and pay levels could be reviewed!! Maybe they also need to make sure they work within budgets as well??!!! If they reduce the ticket costs a wee bit, then surely it would make it more attractive to more users to help fill the stadium??

We are not the only city with a stadium in the country. Why not look at what other cities do and what their financial model is and learn from this.

I have only ticked the boxes for how you could use the stadium as I imagine we are stuck with it like an albatross around our necks.

Now that the horse has bolted its hard to see how costs can be reduced. More effort should be put in by those Businesses & people who supported & pushed for the stadium to be built to pay a new and bigger share. Make is more affordable for community & school groups to use, "Small outlay, small profit , and regular use will bring in more than relying on big events. We believe those Councillors who voted for the stadium & left us in the position we are in today should be held to account for the lies and misleading information and falsehood they put in front of the ratepayers that has lead us to the situation.

The DCC and Otago University take over all supply , maintenance and running costs on a quid pro quo basis at absolute cost price...

see above

More volunteers

Unsure

Hire me for a 100k instead of the current bloke.

Answer

Reduce salaries and staff. Employ more senior students with relevant qualifications on internships for fixed periods to get their careers going. Employ more volunteers, it works well for the Westpac Bowls Stadium on a smaller scale. Salaries need not be as high as they are especially in the current market. Most professionals have to leave the country so why bring them over here?, use locally trained with perhaps a few rare exceptions. Jobs for the locals please.

Sell it as soon as possible and write off the losses. There will be no ongoing losses as a result. 85% of Dunedin residents were opposed to the stadium being built and most expected it to lose at least \$10 million per annum. The current losses will never reduce (look at the record of stadiums in other cities).

no

use of volunteers as was the case at Carisbrook

Reduce staffing by using volunteer or community groups for non specialist roles I do not know where depreciation sits in the published deficit - it is non cash - are the depreciation rates correct? At least the rates should be checked. Seek sponsorship for energy costs eg Meridian, Contact Check that loans are on best available terms - without extending the repayment period.

Rumours are that if you hire the function rooms, or the whole stadium, you have to have a full complement of staff on duty, even though some of the facilities are not used, or will be used. If this is true, then a much needed revamp of hire conditions need to be addressed. Also there is a very large able and willing group of volunteers (masters games for example) which I am sure would be more than willing to volunteer their time at large or small functions of any type within the stadium. Obviously paid catering, bar, employees would need to run these operations, but maybe with voluntary help as well.

By actually using it! Sitting empty means constant costs dripping away. Use it, fill it, start building some level of local pride in it. You're losing the confidence of ratepayers because of the lack of momentum and ability to see return. Get some decent concerts, attract out of towners, and see the pride that becomes evident in local people as a result. The costs will continue as long as it is mis-managed. It is said locally that the grounds staff have an impact on what is booked at the stadium because of the damage potentially done to the turf. Tell them to suck it up, deal with it and build a bridge. At the end of the day, it's more than just a rugby stadium, it is a massive asset to this city, that is costing ratepayers millions. Listen to them, not the ground staff!

Apart from big, one off events that bring in a lot of money other events could be passive and not damage the turf.

no

Get volunteers for events. Offer use of the Stadium to an organisation at a reduced rental, if they supply their own workers for ushers, food and drink servers, etc.

I haven't studied the actual costs to see where savings could be made, but maybe better use of volunteers rather than paid people - I know there are lots of organisations in Dunedin that only survive through the contribution of volunteers such as Regent and Fortune Theatres.

What about setting up "friends of the stadium" type group and using trained volunteers to staff functions, events and regular stadium tours!

Without seeing all the ongoing costs I feel unable to make an informed comment.

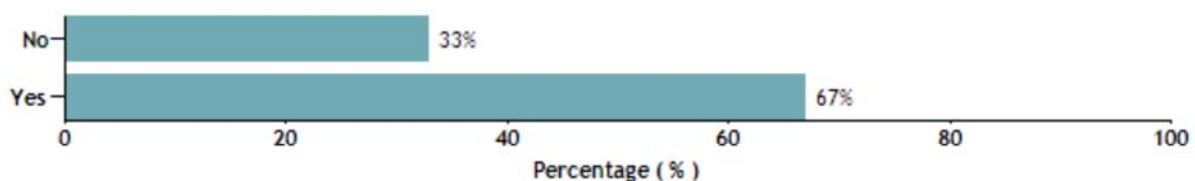
More use of volunteers, cutting excessive numbers of security and gate staff, negotiating a better FSB contract to gain more benefit from food & drink revenue

Use it more.

Number of responses to this question 231 (62%)

Total number of responses for this survey 375

Question 2A Should community events be subsidised by commercial events?



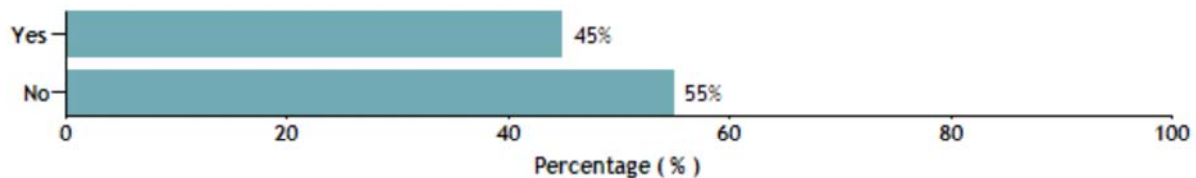
Number of responses to this question 365 (97%)

Total number of responses for this survey 375

Answer Count %

Yes 243 67

No 122 33

Question 2B Should community events be subsidised by a ratepayer fund or subsidy?

Number of responses to this question 366 (98%)

Total number of responses for this survey 375

Answer Count %

Yes 166 45

No 200 55

Question 2C How can community use of the Stadium be improved?

Answer

Make it more available at the right price. It seems that there are a lot of limiting factor that put community groups off hiring the stadium. I am not sure if subsidizing is correct way to do it but groups need to be encouraged to use the facilities that effectively they are paying for. It would be awesome to have something like a theatre restaurant or similar in the lounge upstairs but i highly doubt any group is willing to put one on when faced with high rental charges.

1. A high worth donor buying naming rights and getting rid of stadium induced city debt would allow attitudes towards the stadium to move and people might start attending whatever events the stadium can attract. 2. However, without a miraculous change around in economic conditions, it is unlikely that residents and community groups will ever be able to use the stadium in a way that will provide economic value to the stadium. 3. If the economic conditions of the city improve substantially, large grants and subsidies (even if only covering the costs of running the stadium) to community groups and for community events from a ratepayer fund will enhance community use of the stadium, but at this point there are far better uses for the small amount of ratepayer funding for the community sector than promoting use of a facility that is really not fit for purpose for the community sector.

forget the feel good factor, this is a business for making money not a free for all use as we cant afford it.

I like the idea of the market. Long may it continue! If it looks like it is going to rain you should have the Saturday Farmers Market there!!!

Expand proximal parking. Close the ugly quarry.

Have more events, have a wine and food festival. Hold community concerts for up and coming musicians.

I think hat is tarting to work

Let us know what other facilities are available.

You built it, you figure it out. The council did not listen to the vast majority of people in Dunedin who were against this project, and now you want US to fix the mess. That money could have been more wisely spent on many different projects promoting tourism in Dunedin and surrounds. Instead we have an empty stadium that a few people made a lot of money building and the rest of us will pay for for decades. Shame on the DCC.

The field invasion on Sunday is great. Having markets around it will help, giving school access for importnat rugby or soccer games may be cool. Just as long as we can maintain the quality of the pitch.

I have no idea.

Don't hold cruel/objectable events there i.e. rodeo. events need to be affordable - perhaps have a separate fund that people can contribute too, or opt in to help subsidize those that can't afford to attend events.

The public needs information of how they can use the facility and how affordable it is. I don't believe it's community use that's needed, it needs events that will also put some money back into the stadium to reduce the deficit that needs to happen. They need to attract promoters and events that people not just from Dunedin would like to go to, that will have the flow on effects not just for the stadium but for Dunedin itself.

Every event is already subsidised. I am of the opinion that we should use it now that it is built but commercial operators should pay their share. Why not have kids sport there? A playground? A bouncy castle operator? With a small user fee these could be cost neutral. Proper food/service operators would help reduce the cost and community goodwill would increase. Gardening centres etc have a cafe as their main income. There could be specific short term advertising at kids events.. Parking/transport would need to be sorted.

As a member of several community groups I'm not interested in using the stadium. It is inappropriate for the kinds of community groups I'm involved in.

Answer

Farry to admit he lied, proponents stump up and admit they got it wrong and they are sorry for costing everyone so much

Not sure sorry.

reduce the price to hire and it will be booked out everyday.

Make available for inter club rugby and football competitions for local clubs - although this probably won't generate income, the community would value its use for its community. Encourage people to use the venue.

Just advertise and make sure you put on what people really want.

set up a scheme where community groups can apply for a grant to use the stadium.

Carpark and concrete covered areas (Eastern end) be made available more often.

The stadium is a marvellous asset to the city. However there are doubters who will not attend because of the extra they have to spend on rates. i remember when Moana Pool was first mooted and at first I was in doubt because as a teenager thought that the old Moray Place was big enough for the city. How wrong I was and how I enjoyed the facilities there which suit all ages.

MORE EVENTS AT REALISTIC COSTS

I realise the current council is trying to make the best of a bad decision to build the stadium in the first place, but it angers me that in order to justify the stadium's existence, the PR push is to "make the public feel that they "own the stadium". It's just a public relations exercise designed to make us feel better at having to part with our hard-earned cash to pay for it. Had there been a referendum in the first place, it may have been easier to swallow.

It cannot, and never will

Promote it to the community as an option - offers on the website (if there is one, I don't know, don't know how to find it to contact anyone).

By having as much diversity in the events held there as possible

Good marketing, getting the information out there.

By making the cost of using the stadium negotiable, rather than having a fixed charge for all events.

Question 2A/2B are disingenuous as subsidies to community events come from a wide variety of sources - and NOT necessarily are only stadium related

There is no need for the community to use it

Use it for a public trial of all those involved in making it happen in the first place - councillors, ex- City CEO and CST personnel. Kind of like the Nuremburg Trials. THAT I would pay good money to see.

Make it free for community or non-profit groups

Just use it!!! - publicise for community groups. Private functions should not be subsidised, but should be allowed - eg using the corporate suites

Run events - nothing much seems to happen there other than it losing money...

It is pretty good so far.

It cant. We cant afford to use it for nothing because it all comes out of the ratepayers purse so there is no way that community events are free to anyone. The more of them we have the more the ratepayer has to fork out in bank interest.

Yes. Except for one market, I do not recall it actually being used for a community event. Remember that the community paid for it, so it is ours - not ORFU's. Although they are ours too really, given we have been forced to pay for them. I would love to see an art competition with teams of painter, sculptors, printmakers etc from all over the country. They could compete in an all day/ weekend competition, where the public comes to watch them in action, strolling amongst the teams. At the end of the day / weekend, judges would judge the best of different genres. There would be a people's choice too. At the same time, there could be educational talks and films about art. It would be a festival of DOING kids events by the hundred

By reducing the cost to "local" community events

Improved communication and consultation with the community!

mass alienation still lingers with this stadium.... I use to go to at least 10 games a season... season on season... NOT been to ONE GAME in the stadium... why am i alienated?

Maybe more advertising of what is available. Some groups may not know that they could hold a conference there for example.

Via a simple web-based booking system

Answer

By proactively suggesting or marketing lower rates for community meetings. ie like the airlines, the important thing is bums on seats.

Subsidised transport

drop pricing of hire of parts of stadium at the moment it prices most community groups out using stadium

Not sure how the community uses it at the moment except for a market that recently started

DON'T KNOW

it can't because most of the community didn't want it

Ask Mr Farry etc, as answered above

as per previous suggestions under 1D & 1E

Sunday Market is great

Off the stadium to community groups. What about the mid winter festival? Fringe festival events?

Markets Amateur shows Advertising Make it more accessible (cheaper)

I'm not really sure. Maybe encouraging small events to use facilities.

I don't think the community should have to pay for the use of the stadium (because we are already paying thousands thru our rates!

Publicise better what rooms are there and what they are available for.

See previous comments, give the stadium a soul and make it a destination first.

Have community social tournaments monthly onsite eg bowls one month touch another tennis. Code against code or the likes

I think that International commercial events could subsidise local events. If it's a local community event then lets get in behind the local community and support them. The community has no idea of what's available and at what price. Could contact non-profit organisations and businesses and do personalised tours to "show-off" what the Stadium has on offer.

Sell it

make it easier for groups to use it

Free

I don't think it can. Community use needs to be better/clearly defined.

Offer the use of the stadium cheaper to community groups that want to use it

not sure?

The more the better. I am Ok with some ratepayer support for genuine community events but NOT for Otago rugby

Just make community events welcome. Advertise the stadiums availability. Tell people that we want them there and that we will not make it onerous for them to use the facility. make it easy to contact the facility and have someone helpful and friendly dealing with these inquiries and making the necessary arrangements (don't have this done by a faceless, bureaucratic group).

Not sure. Moving the Stadium to a better location is impractical. Perhaps should zone the surrounding area for shopping/cafes etcetera. But that would hurt other parts of town. The centre of commercial activity is moving north, but has not moved that far yet.

I'm sure the stadium charges would be out of most community group's reach - it would be better to shut down for a month rather than stay open for the Forbury Knitting Club Expo.

do more things there

More Fun run type events either in the Stadium or starting \ finishing at the stadium. More open days and walk throughs when things change

Keeping costs and difficulties to a minimum

more of it. Market day is great use of space. But more use of being able to sitting area would be good maybe sitting up overlooking the market while one has a coffe and food. Creating a play area for children while adults walk around the stalls

Make it cheaper, after all the community funds it anyway.

There might be a perception that it's a big venue only for big events - might need to promote its use for smaller events too. If anyone suggested it to me as a venue I would immediately think "too big and too expensive", so if that opinion is wrong, people need to know that.

See previous suggestion, eg. offering a sliding scale to hire the facilities. Consulting with, recruiting and coordinating community use. Consult with the local community who work in the arts and events.

Answer

Improve public knowledge, I was unaware that the stadium could be used for community events
offre discounts

More accesable - currently little information about how the stadium can be used is circulated. Really focus on O-week at the beginning of next year - make sure to advertise the zoo as a place students will want to go watch a football game. Comunity use should be focused on the students - who have the most accessability and the biggest demographic in Dunedin. If it was used as the Dunedin info site - then there are loads of students not from Dunedin who don't have a car, and never go past the octagon. Could have buses leaving there touring the peninsula, port chalmers etc. Students will pay a fee for this in the weekend - especially at the beginning and end of year, near summer. Please refer to Unipol Recreation Activities for this. Could make party buses - party at the stadium then bus out to one of the many stunning beaches we have.

The make up of the city is like me Retired or students. The Students would be the ones who could make a better suggestion. Pricing is most important as many pensioners have little spare cash , so they should be considered to help fill seats. 26000 at 10 dollars is better that a half full place at 20

As mentioned previously plus Mass School/church Choirs like they had in Christchurch town hall Flower Festivals ie Rhodos (I hear the International daffodil venue was poor) Antique Road Show

use it for a wider range of functions/events sound system needs to be fixed to attract more current/relevant international music acts - get a refund from whoever stuffed with the existing one stop getting music acts from the 1970s - it is cringe -able please get some current acts. the stadium is covered right so it can work all year round when other outside events cant. This said we really need to capitalise on the times of the year that other parts of NZ cant comfortably host an open air event. Winter shouldn't be just about the rugby. Summer music concerts work well here and other places but mid winter festivals music, art, fashion (id week is always sold out at the Railway station). Man you could have a 'bigger runway' in the stadium. Get the World of Wearable Arts to do a show here.

Again hard to comment without fully understanding current approach to community use

More visible advertising of what is available?

There is too little knowledge of how accessible it is for community use. The public perception is of cost and expense, both to use and attend. I would suggest greater emphasis on use of commercial events to subsidise community use, with a branding strategy framed around this. Create proactive and sustainable relationships with community groups and organisations - such as the OUSA

Create an event and considering that Dunedin has such a high demographic group, 15 to 25 year olds with the huge Otago University student population lets build on the world famous 'Dunedin Sound Experience', why not a 'Festival' along the lines of the New Orlean's Jazz Festival or the 'Byron Bay Blues Festival' ???? A week long event that will have venues such as the Town Hall Centres, 'The Regent', the cities Bars playing music. The Stadium can host 'Big Events', concerts of 'Big Name' musicians. Let the city dance for a week. Make Dunedin a destination, let's entertain the visitor's with fine food from our great restaurants, the cities bars and fill the city with colour. Entice one or two cruise liners to stay overnight when a 'Big Name' concert is on, that would take care of accomadation. Have Musical Daytime Picnic's on Logan Park, something for the Children, the possibilities are endless. Let's think big !!!!! Let's have a big Jazz/Music Parade through the city. Bring the NZSO to the Stadium and have a fabulous summer pops 'Picnic' concert, with opera stars. Must be held in the February/March to cater for the students return and warmer weather, fingers crossed. Make it an event that Musican's want to come to, let them enjoy the Dunedin Sound Experience, not just about money, a get together for them as well. Promote as the World's Southern Most Music Festival. etc etc....

REduce overheads. It is absurd that no money is made when a good-sized crowd turns up to a match. Keep salries more in line with avaaerage earnings - don't buy into the fallcy that you have to pay international rates to get a good person. David Davies was no better than many other local administrators who would have done the job for far less. (ditto Shim Paul, but this review is not about the Museum). The level of salary and perks is insulting to many ither good administrators working inlocal body, university, hospital etc administration.

Have the staff of DMVL gone out to community groups and outlined what is availale?

I don't know what it costs to use the Stadium, but keeping costs to a minimum is always going to help. Making sure there is lots of convenient and free parking.

Community use should be secondary to making this thing less of a financial burden. Will 'community use' really disguise the dollar signs on the rates bill??!!

Family days/Picnics markets Community based events: ie Brass band/Pipeband/ marching Competitions allowed to use stadium at reduced rates..

2B above it would depend on the event and what type of subsidy you would use I really do not like that question.

Answer

Realistically, I do not believe that Dunedin has a large enough population to make using the stadium more efficient. In previous times the cost of having community concerts/dances at the town hall became so expensive that most people withdrew and likewise, now the cost to the general public is likely to be unrealistic for them to be able to afford. Once or twice a year maybe, but families could not meet the cost of regular weekly or monthly entry in my opinion.

(a) By organising orientation visits, introducing organisers of community groups to various configurations of the space that might be available to them. (b) By including a section in the Star or the D Scene about events and opportunities. (c) By having a facilitator to work with any community group wanting to use the space. (d) By not pricing the venue out of the market.

I'm not sure that it was ever going to be a venue that community groups could afford to use.

By making it financially attractive; market the asset to those potential users.

Good communication about the assets, facilities. Flexible packages

It just needs to be the most useful and cost effective option to host local events &/or the price of admission at a level that a average/low income person can make use of it as well

Lower the costs so it can be used.

by involving community groups in planning and keeping costs down .

Not sure.

Get out there and let them know what a great place the stadium is.

Be careful not to duplicate other events that are already happening in the city and surrounds. The new Sunday Market sounds like a good idea and fundraiser for Rotary International, and after a couple of weeks appears to be attracting some interest. But to hear it said that there is also an intention to close down the longstanding, world-reknowned and popular Otago Farmers Market, is disappointing, to say the least. It will be interesting to see if there are sufficient growers coming through to provide fresh local product for both markets. Perhaps to concentrate on the crafts and imported goods for the Sunday market might be preferable.

Need to be mindful of the charges to get in.

Get as many bus routes as possible to go past the stadium eg the ones that go to Forth street, even st clair/ normanby could be diverted once an hour. Access for most of the Dunedin population is difficult, especially during the day when university use up all the parks. Is the stadium carpark available to public for smaller events? On a day in winter a family picnic day would be great, giving families a chance to bring their own picnics and sit on the grass, bouncy castles etc for kids, local bands, all the fun of the fair.

By inviting community groups to use it - making them aware of its facilities and availability

Make it more accessible. Accept that stadium is an asset to the city regardless of whether it loses money, and adds to the 'greater good' of the economy, with regards to increasing Tourism into the region. therefore council subsidising community use to show its true value.

Maybe putting on University rugby games or similar in the stadium. Or using it for training for rugby and other sports.

May need smaller spaces.

Reduce fees where possible. Promote it better to community groups - figure out how they can use it and market that to them.

Schools could use the stadium for sports days and concerts - this has worked well at Sydney Olympic Park.

Don't know.

It seems to me that the community sees the Stadium as mainly a sports venue....when it clearly isn't. We haven't effectively 'sold' the stadium as a community venue or the 'possibilities' that the stadium offers. I for one wouldn't have the faintest idea what else it has to offer because I have only ever seen it advertised as a sports venue...with a focus on the ground and seating for such. Isn't there much more to the stadium? We could encourage any and every community group to consider it for their use...welcome them with open arms and explain what the stadium has to offer them.

Haven't thought about it. There are plenty of places for all sorts of groups to meet and do their thing. It will come down to what the facilities being offered are, and the price. The community has plenty of opportunities to use/access the stadium now.

Please define "community events" for the above mentioned questions. Let people in at lower prices, have free concerts and free events.

More information on ideas for stadium use put out to the public so everyone knows what the possibilities are for using the stadium. Pressure ODT to do a better job of highlighting the stadium uses and ideas, possibly through The Star. Or use D-Scene.

Answer

Improve the draughtiness of the stands, by installing something like windbreak 'curtains' at the ends. It can be very cold in the stands [even in the summer] when the wind blows through.

nil

Lower costs so that high entry fees do not have to be charged.

You need to put on events etc that interest people. I haven't been to the stadium as I am not interest in rugby possibly by making the hire cheaper and the entry fee cheaper. The people who can least afford the extra rates can never afford to go to anything because it is beyond their budgets if for instance they are on National Superannuation.

No idea. :/

Offer the rooms and area to community groups which need a place to hold meetings etc. Perhaps

By staging realistic events which are going to attract ordinary people and their families. By not over charging for food and drink. Making more regular events affordable. Let Rugby charge realistic prices to reflect their hire of the stadium.

the market is a start. And you are letting us go in for free and stand on the turf for 2 hours next weekend. Is it really mine? Or is it for some old rugby elite. Well let me in then.

Think of it as the hockey turf; it should used 24/7 as long as variable costs are covered and some contribution is made to fixed costs.

More advertising of stadium's availability

The answer to 2B above is only yes if it means a little bit to some events to make them happen, and then hopefully there will be a profit and/or hopefully we will all get used to going to events at the stadium. Apart from big events it just does not seem to be in our psychi yet. I think we need to think more creatively - mass brainstorm of possible uses. Little kids, older people, art, gardening, green, recycled, swapping, singing, fitness, charity etc etc I think having the Relay for Life there is great.

Offer free tours of the facilities to community groups and aim for competitive pricing

from what I have observed, it is being used by community, schools etc need to have the opportunity to use a reasonable cost like the Caledonian

Community markets - in reach of the average person - car boot sales - markets like they have in the UK where people can sell their goods. Utilise it for school sports days, church like events like Promise Keepers, movies as an alternative concept

As above - it is not a people friendly place - its restrictive, bureaucratic, over protective and expensive to visit

This is a very difficult problem,because you will be dammed (subsidy) if you do or not But if community events are allowed they should be mainly free,so subsidised by the rate payer, but my preference is to keep it all commercial to try and maximise profit,as we are loosing to much money already.

See previous responses. Sponsorship should be sought for community events with sponsors gaining some benefit re paid events such as xx tickets to a Super 14 game etc.

not sure

Maybe a policy of "breakeven" for community use with tight guidelines.

By local government helping community groups find businesses to sponsor events so costs are reduced.

Make it affordable.

Look for more regular (weekly? monthly?) events like the Market to establish some regular trickle of income

Educating the community about the different spaces available at the stadium

less red tape freindlier costs

Is it easy to use public transport to get to the Stadium? Is it easy to find a park if you drive? Is the stadium accessible to people with less mobility / visual impairments / pushchairs? If not, this needs to be addressed urgently!

Commercial use is more important until the Stadium is running at a profit

I do not agree that the community events should be subsidised by the commercial events. If the cost is too high, we will not attract the large commercial events.

shouldnt all this have been addressed before investing our money?

Make it affordable through sponsorship, financial support. Make it affordable by charging NZ and Otago Rugby Unions rent to use, so poorer community groups aren't essentially sponsoring rugby. Funds for community support should be set aside as part of the DCCs Annual finacial plan for use of the stadium. Discounts should be offered charitable trusts for their use of the stadium.

No idea to all of the above. Very sorry to not have the business acumen nor stomach to put money before well-being nor to be able to magic the finance to manage the white elephant.

Answer

The IRB should be paying their way, so there is less burden to the ratepayer(who should be able to use this facility for little cost, since they basically paid for it)

More events and greater publicity.

Always charge but make that community are well looked after for there moneys worth.

If those that make a profit from the stadium,being motels/hotels/taxis paid a levy,then some community events might be able to go ahead at low cost.Leave the poor ratepayer alone.

No ideas really - it is an expensive 'folly' - unwanted, unneeded, unaffordable and unsustainable.

Find something they can use it for and a source of funds to pay for it, but I doubt you'd have much luck with that

My answer to 2B depends on the events. Events need to be assessed on the basis of their total benefit and not just the return to the stadium.

Not sure

Did everyone expect Carisbrook to have a large community use? No. It is a rugby stadium. If it was developed with and by community for community use, then perhaps it would have been obvious what use it could have been to the community, but this was not to be. This is a rugby stadium.

A stadium is not a very suitable thing for community use.

It's hard to say. With such a big venue there are only going to be a certain number of events that would want to be there.

Make it available to local groups at a very cheap rate!

Inform community groups how they can use it and weekends that are available.... Commercial events should have the first dibs in the booking preference, a community event (if subsidised) would then be more flexible within reason...

Cheaper

CLOSE THE STADIUM. SELL IT OFF.

not sure

Work with schools more - especially Logan Park as most local... sure they can pay a fee to cover costs at least and as mentioned above school athletes from across Otago e.g. to attend workshops/ see Highlanders/ Otago training and meet the players... broaden to other sports and grow the "sports academy" feel and feeder into poly/ uni for sports related courses as mentioned make rooms available to run other workshops e.g. art, music, drama for students of any age...

Providing stadium use at only slightly above the cost of running the stadium for the allocated time. Encourage other businesses to open in the vicinity of the stadium. Businesses for public consumption rather than office workers.

As a community, I don't think we know how we can use the stadium. Some effort need to be made to inform us about when and how we could use it. If I was organising an event right now, I'm not sure if it would have occurred to me to consider using the stadium.

I doubt it can if community users are not heavily subsidised

markets, open days, local groups

White elephants!!

By allowing community groups to use it for as many events as possible

Having the right management team.

I like the Stadium to be used for the people - but it would have to be monitored on a case by case basis. I'm not sure how much more the ratepayer will tolerate??

Costing and ability to fund ease.

make it affordable for all

refer to 1F

Reduce charges for use

Cheaper rates

As already noted the ratepayers cannot afford to subsidise the stadium any further. All users should pay full rates.

There are plenty of other meeting rooms available . There should be no staff and any events that use the place could hire their own contractors to prepare and clean.

cheaper rental for ground hire maybe

Reduce the cost structure (not talking about capital repayment). Reduce the number of loss making international events and focus on the real value of the stadium to the people of Dunedin.

Answer

Parking is a pain. I think people aren't using it in part because it's an intimidating structure, and in part because people still hold a grudge against it being built in the first place. In these respects, I have no ideas on how to help.

I didn't even know there was community use of the stadium. I did not know it was a possibility.

Perhaps a "white elephant" stall for a school fair.

In answer to 2B, they already are being subsidised, remember? By about 5 million a year. Open it all hours. It should be open similar hours to Moana Pool, for a gold coin fee. If a group wants more exclusive use then they pay a premium. Basically, the reverse of what you have now. Open door should be the rule not the exception. Put the artificial turf in and get on with it.

Communication and publicity. I am involved in several community groups and do not feel that the stadium is "open to me" as a potential venue for events. There would need to be some publicity to advertise that the stadium as a venue open to all with details of how and who to contact. I am also a mother of young children and would love to see and indoor play ground / gym in the stadium. Dunedin lacks good affordable venues to take children in wet weather. Many mums head to the museum or Ithier local library on a rainy day - it would be great if there were more alternatives.

I am not sure..

Why should it. The main problem with the FB Stadium is its enormous cost to the citizens of Dunedin. Community use of the stadium is a red herring - a dishonest attempt to distract attention from the economic damage being inflicted on Dunedin from owning and running your stadium.

If we don't allow the community to use the stadium, you may as well pull it down now! See how this market goes, advertise it more and get the community behind it

For 2b it is hard to answer a definite yes or now without more details. In terms of increasing community use... costs of tickets to some events should be lower, though how to cover the costs is not something I can answer. I personally am reluctant to go there for anything. In terms of sports I am not interested. In terms of music, I prefer more intimate venues. Also I get claustrophobic in crowds. I am the wrong person to answer these questions!

Just more general availability

Reduced or subsidised venue fees.

We already have community facilities that are underused... community events cannot recover the costs

I am unsure about my response to 2B because if I answered yes it may increase burden to rate payers.
more things not about sport

Simply by offering the stadium at a VERY reduced rate to Otago the community.

let them know it is there to be used

I am not sure of what uses the community uses the stadium for, examples in the FYI would be good

Re 2B my answer is " sometimes". Community events are often subsidised by our council anyway. How dear is it compared with using elsewhere? What would a group gain elsewhere? Make it really really easy to find out what every space would cost to hire or use. From experience, it's much more unlikely our group would consider putting it in our budget if we can't immediately go to the webpage and look it up. Be realistically family friendly : Let community events choose "picnic" self catering when it is appropriate. Many families or poorer people cannot buy food and drink whenever we get active or involved in something. Put in a darned good hourly charge creche. Remember folk can't get the subsidy they do for their regular childcare education centre, so this would have to be taken into account. Invite community groups in to see what's there - without charging for the pleasure. We are already paying for it through our rates but far more so, by funding no longer not going to the community. Set up a webpage freebie board: if a space is empty at any time of the week, a group can instantly book it and use it - maybe at a reduced charge, or by bidding for it? Aim to get the stadium filled every day and hour of the week, so it becomes utterly normal and familiar to us all to use it. Change the advertising style when reaching out to community from "bigger bolder better, corporate etc etc" to a "Local, Practical, Realistic" . The gloss and hype is so far from the reality of running community events and organisations in Dunedin that it risks being insulting and irrelevant.

not sure

Offer reasonable charges for meeting rooms, or a number of free meetings per month/year. Charges need to be reasonable, and this will help fill up rooms, and potential to make more money from refreshments.

You pay the top bloke enough, surely he has the knowledge to sort that out.

Many community groups do not know what facilities are available at the stadium other than the main arena

Stop ripping the community off with refreshments.

Answer

The above questions 2A and 2B, are moot since there is no real possibility of any income that meets the capital and interest costs involved. We are all, corporate or community, subsidising the Stadium itself - and largely in competition with other corporate and community facilities in Dunedin.

Make community events free

let community groups use if free of charge

At least make the grounds available for cheap/free parking.

Why not involved the Community Development department of the council. Aren't they the experts in this field?

by more ambitious and definitive region-wide marketing that better defines the range of opportunity, ways and means, quality expectations, etc.

it should be very reasonable priced for community events afterall the community is already subsidizing it

By making the price they can afford.

More low key events eg Music/Dance nights with local bands... Try out a musical ... A large K Max style movie projector for cheap movie nights and back ground for other events...

Any way it can be geared to multi use vs single use should be considered

Make it more open. At present the turf seems so "precious" it makes the stadium virtually unusable. I think you need to investigate a way of making the playing area available for other activities - either replace the turf with fully artificial or invest in something to cover then turf.

Consult community groups, schools etc and ask them.

Price to use the venue needs to be affordable for community activities, the Sunday market I think will die a natural death as it's to expensive and the selection of what's there isn't something you would go each sunday to buy unlike farmers market on saturday, the model is probably better for the farmers market as I think the Sunday one seems to be a money making event rather than just a fundraiser for rotary, small local crafts people can't afford to rent of a stall, so don't bother, and due to the rent I thought some of the food was expensive as they need to sell a bit to pay for it and I guess the stadium is not providing the space for free either?. It's also a cold location as the wind blows through, being undercover it should be a warm inviting space to visit, not a wind tunnel colder than it is outside!

Unsure. It is a business that needs to cover its costs so unsure how community groups should use it

Can't comment really as I'm not familiar with current process. I hope there is a "go to" person that can advise interested community groups. If not , there should be.

Sports given access to Stadium to play or run fials of their competitions. Maybe as a prelude to a bigger event.

Whenever large numbers of children are involved large numbes of adults and freins will follow. Finiish the Otago Marathon and Masters Games Half Marathon inside the Stadium.

Very low costs so that there is a large volume of such events.

no ideas

unsure how to do so given the scale of the venue. The strategy needs to be considered alongside the other venues operated by DVML.

Providing a "no frills" option for community groups thus reducing the cost. Quoting the "no frills" rate as well as the normal rate would make the customer understanding the difference in the service and thus chooise the level of service rally require. The new initiative of having a Community Market on a Sunday morning is a good idea - brings more people to the Stadium and they may choose to return to another event.

The Sunday market is a wonderful start, and the community concert was great too. Hold the end of year sporting games there at a minimal cost to spectators.

Concessionary prices. I don't know if Dunedin Venues is owned by the Council, but if they ever finally turn a decent profit, then the money should be used to pay off the building costs of the stadium. That way some degree of faith will be realised by the community with whom there is significant apathy currently. The stadium should be accessible and transparent, so that the usual red tape rubbish no longer applies. Furthermore, it should be affordable. When ratepayers are paying extortionate rates for something that is being so obviously mismanaged, there should be some concession for those choosing to buy tickets, or hire facilities for functions. And in truth, that should be the same for all council facilities. To date, most attractions owned by the council are free, with only one that I can think of that needs to be paid for. Community use of the stadium and a variety of other attractions could be improved by stopping putting the financial weight on the ratepayers, but charging concessionary fees for locals. That way the experience is all the more enjoyable with the acknowledgement that the community are important and have an opinion that counts, rather than something to be ignored (which is general consensus today).

Answer

I'm not sure, now that we have this debt, we have to always be mindful that it must be reducing ...no feel good concerts, or subsidised rate payers things, we must be diligent to answer the critics who said , we cannot afford it.

reduce the costs for people to use it; publicise the opportunities that the stadium could be used for

Just keep plugging away, use volunteers as much as possible, and make it simple for organisations to hire it, and for people to get there. At the moment, when there is anything big on, that huge car park is not used, because all the roads around are closed. This is stupid, make it possible to park there, charge a parking fee, and people will be happy to use it.

More junior sport games before the main Otago/Highlander/Football games so that more local people come into the games. South Island (specifically otago and Southland) Sports Hall of Fame/Museum.

give people from the community an opportunity to be involved in a volunteering way - now that we have this stadium it is something unique to Dunedin and there must be many community minded locals that would be proud to help and 'show off' what Dunedin has.

By organising low cost fun events to suit a wide range of ages/cultures. Have school holiday programmes run on a wide range of activities.

Community use should be encouraged, and the default cost to open the stadium for a day could be reduced by easing the rules and restrictions on the number of security/gate staff, along with all the restrictions with the stadium's default providers for catering, etc. There is scope to charge community groups a lower price for hiring, by reducing the on-the-day costs, but not through subsidies.

Don't know because I don't know much about what is already being done.

More competitive pricing. I was a Board member of a local organisation that wished to use a generally un-occupied area of the stadium every Sunday of the year - as much as we tried now competitive pricing was put forward to acknowledge the fact it would be an ongoing hire.

Number of responses to this question 237 (63%)

Total number of responses for this survey 375

Question 2D Do you have any other ideas or comments about community use of the Stadium?

Answer

Encourage groups to use the stadium for any purpose they can find. Its more than a rugby ground!

I don't envy anyone the challenge of the stadium. I always look for the half full glass, rather than the half empty, but the stadium just seems 100% empty and I can't see any realistic solution. Uses: 1. As an example of 'old school thinking'. Impose a one off Dunedin wide income stratified tax to pay it off, and sell off what recoverable elements of it can be sold off, and leave it standing as an example for future generations. Over time low cost uses of it may be found. 2. Future Disaster Centre: for a limited time it may be useful to shelter people when future climatic events create large numbers of refugees in the city. In the meantime only use it for events that turn a profit.

again we need to forget the vote grabbing ""for the community" its a business and need to be run like one.

Play more Club Rugby and Football

Start making it a community venue rather than a business enterprise. The population cannot commercially sustain this venue but we will be paying for it anyway. Therefore make events cheaper for Dunedin Rate Payers. Students get good discounts but the people that are picking up the tabs do not get much bang for their buck. The dream of this becoming an International Venue is just that a dream.

The funding model vs the community use model needs some attention. The need for all events to make a return makes it sometimes too expensive to see for community groups. The museum was a cost effective venue. Not anymore. The stadium is also at the expensive end of the scale to use.,

How many childcare facilities are in that area? Could there be a cafe on site? A lot of trucks pass by and there is nowhere nearby for them to grab a snack. There are also a few industrial work areas .

My rates have gone up astronomically since the stadium was built and now you want us to pay for community events at the stadium as well. Are you crazy?

No

No

I work for an NGO and we take part in and hold events; but we couldn't afford to use the stadium as a venue....oh, and don't host cruel and objectionable events there i.e. rodeo - very off-putting!

The grounds and operations manager has been talked of highly but I worry about the lack of music knowledge the management do have.

Answer

The kids were thrilled to run into the stadium to complete their half marathon. What a shame they were channeled under the concrete at the finish instead of say the goal posts where people could see them. I guess that the grass had to be protected from the 30 kg children in shoes, so that the 120 kg men in sprigs could rip it up later that weekend.

Advertise that it is able to be hired, reduce the cost to hire and people will consider as a viable option to hold their event there.

Needs another sporting facility on site to make the whole place a complex. A sporting facility that isn't going to compete with say Logan Park. A swimming pool makes most sense. There is little you can do with the stadium that isn't already being done or thought of, except it use outside of major competitions - as said to local clubs.

Eliminate any requirement of commercial operators (Security & Catering) only being used at functions. Exclusive contracts for these (and taxi operators) limits community use.

The community will not use the Stadium if it was as cold as when this year's Masters' Games was held. In spite of wearing warm clothing the volunteers froze and the competitors did not stay around for the social events that had arranged for them.

Perhaps the stadium could be converted into something similar to the Eden Project in the UK, and used to teach about conservation and sustainability. More people may be interested in that than are interested in rugby, and it may become a tourist destination as well as being used by local school groups and families in the weekends, etc.

Close it.

The "built it and they will come" theory chanted by Chin, Farry and Harland was fatally flawed

Would the midweeker or DScene do an article about wanting more community use.....

It's here - we own it and we need to turn the spending ship around and understand usage should be focussed locally - where local people/business/enterprise all benefit FIRST and FOREMOST. Be very clear to the community about the difference between paying for the structure and paying the running costs.

No. The priority should be to minimise future financial loss.

The Stadium must be able stand alone at arms length from the DCC and run at a profit without further input by the ratepayers and should actually return a ratepayer ROI at least as good as that offered to the private "investors" involved. The ratepayers should not be subsidising ROI to any investor but the City. Until it can be run under these terms, the "community" cannot afford to use it as it will be subsidised somehow

use the car park for \$3/day parking for uni - little, but all would add up . . . that's how families do things!!

I think there is a huge resistance in the community towards the Stadium. People are still very, very angry at the process by which we got the Stadium. Current honesty from council is helping but there still distrust and deep concern for our young people's financial future in the city faced with increasing costs.

No major performance acts or games seem to come here, so if you don't find someone to use it there is no point in having in continually having to be bailed out and subsidised by ratepayers. It was a terrible decision to build this at this time in Dunedin's history, but we are stuck with it and need to be creative and make it work. I do not see this happening with having Dunedin Venues involved, they have done very poorly so far.

We are already paying for it. Community use should be at a low cost

No.

See above

Community groups should be encouraged to use the Stadium as partners.

yes...

The council were not prepared to listen to ratepayers before the stadium was built why would they listen now.

I didn't actually support the Stadium and still don't however we have got to make it work. We are paying for it.

No, but in discussion more might emerge.

Sorry, can't think of anything else just now.

The Sunday market is proving very successful. Didn't someone from Taylormade want to use the stadium as an interactive venue for families to come and test their fitness etc??

Sell it, even at a loss. Someone will buy it. We can't afford it. It is costing us money even when it is not in use.

How about a big promotional day out for all community groups so they can see what is on offer

If commercial events were to subsidise community events then would that not drive up the cost of putting on commercial events which would make them unattractive for promoters to put on?

not really a community centre, is it?

NO

Answer

Just don't allow it to impact further on our ratepayers.

I think the Sunday market is a great step, & hopefully it will set the precedent for more similar events.

see above

Improve the abysmal acoustics Close the ends to make it warmer

Indoor play area on wet days. Have bikes, skateboards, ping pong tables, etc and let us play for free.

What about getting cruise ship visitors there somehow? How about cultural shows or similar put on there.

You have to think about which activities should be targeting a profit directly, and which events should be targeting a different objective such as delivering use of the stadium by a new demographic, or delivers a 'feelgood' factor, in which case the latter should be operated on a lower profit margin or, in some circumstances, even a loss. Big events such as rugby games, Phoenix or NRL games and concerts MUST be run at a profit otherwise the community will [rightly] continue to remain cynical about engaging.

No but can the ticket office please be moved back out to roadside to make easier to collect tickets

Sorry, but i don't really understand questions 2a and 2b.

Scrap it.

Is the Stadium the best place for many community events when their traditional 'home' has been the Town Hall?

Ratepayers have financed the stadium ,so they should have the right to use it, too.

not sure?

Book some big events. Have open days (no charge or gold coin donation) when no other events are on. Let kids kick a ball around on the grass. Food and wine festival.....

I live alone and find going to the Stadium alone a bit daunting. Perhaps if we had the opportunity to get to know it better then others in the same situation could start to use it and then come up with other ideas.

As much as possible.

Dunedin already caters well for community groups - the stadium was never built for them, and as noted, it is too expensive for them.

Sadly no ideas

See above Maybe the fashion shows held here

No but I could put my mind to it

Summer should be easy as everyone is out and about and people budget to have more disposable income at that time of year so there needs to be a good summer series of events on each weekend at the stadium. More importantly however is making use of the stadium CONSTANTLY. When there isnt rugby on there in the winter then there should be something else to take its place. Community events should involve a large contingent of volunteers to run thus keeping the staff costs down (like OUSA's O week)

I think community and commercial use are compatable, and greater community use will also help to combat a lot of the negative criticism around the stadium as it will then become more of a true community asset, and something the general community will start to value and take ownership of.

There should be more knowledge about who uses the stadium and how.

Do not give media coverage to the negative groups within the city that constantly carp on about this cities newest asset which it is. If they don't like it don't go there, why they get so much attention is beyond me. I believe that Dunedin needs positive inputs and as such we need to stop apoligizing and start promoting and appreciate what a fabulous asset we have built for ourselves and for the future generations that follow, look at Moana Pool which at the time it was built had opponents also, but that venue produced Olympic Champions.

That empty parking lot presents an inlust to all of us who helped to pay for it. The whole question of access needs to be rethought - e.g. the sweetheart deal with one taxi company.

The market day is a great idea It would be a great spot for little children's activities because of roof and safety of enclosed area. It would be a good place for home based care groups to have an event for the children. Some primary schools do not have large outdoor areas. The stadium could provide a great space for sport days Expos

Back when the Taliban ran Kabul they used their stadiums for certain activities which were less palatable. I have this image of Farry, Chin, Guest...Time to stop bailing water out of a sinking boat - and jump. As an import - I've been here for 18+ years - Dunedin is an amazing place. But it's been trashed by a devious and utterly incompetent Council - and a small elite business brotherhood who motive is money power and greed. But hey - this is NZ. No chance of a revolution. Protest is considered taboo. You'll get over it...Move on...She'll be all right...blah blah... Community use? Plant some trees in the 'turf'. Apple tress would be nice. Maybe blackcurrants

Answer

Its a great asset to the city. I love it, thank goodness the council ignored the people who have too much time in their lives to whine and moan about progress!! If we left the future of our city up to the Bev Butlers, Syd Adies and the Lyndon Weggery's of this world our city would be a third world backwater!! I have many overseas guests and visitors through our home and they all comment on how wonderful it the stadium is and what an amazing asset to the city and indeed our country the stadium is. thank you to the dreamers and the entrepreneurs of this city!!

I have not been in so feel this is a tough one, but things like the Sunday Market and the Big Night In appeared to be successful. Perhaps like Christmas in the park?

Organise public opportunities for ratepayers who did not approve of the new stadium being built, to throw rotten eggs/tomatoes at Mr M Farry or give them an opportunity to throw balls at a target and dunk him into a tank of cold water, just might draw enough people to fill the place and raise a few dollars. We as a whole are going to have to suffer the consequences of an egotistic con man selling his grossly under estimated, costly dreams of grandure to our previous gullible council, for many years to come and as a result, a lot of infrastructure and maintenance is going to be neglected. This ratepayer is one of the many who voted against constructing the new stadium and I am appalled at the way we were ignored!!!

Some of the events organised by the DCC which currently take place in the Octagon might very well be more appropriately housed at the Stadium away from all the drinking that goes on in the centre of town. Family orientated affairs might very well be accommodated there, e.g. parades of various sorts, and what about another Edinburgh-style tattoo as was held at Carisbrook a few years ago. The mechanisms for getting large numbers of people to the venue which have proved so effective in the past must surely still be in place.

Start bringing in the people more into the planning decision making, take them on the journey, turn htis thing into a pride issue for Otago Southland. Consult more - this is a good start. Survey potential users ask them what they need?? Make it too good to pass up , Focus on CONSISTENT Excellence at all levels.If it can't be done well - don't do it!

The stadium will never run at a profit so why not just facilitate as much use and good will out of the thing as possible by doing everything that council can to ensure it gets used. Rather than just cost us all and sit empty.

Sadly many community groups can not afford to pay rental on facilities - as much I like the idea I personally think it is not a reality for groups that are already struggling financially to stay afloat. I also think that rates should be used for community groups up to a point - careful how you do this if this option was considered.

No

When I said at the top of this questionnaire that I had visited the stadium twice, that was to eat at the Cafe on the Anzac Avenue side. I have never been to the actual stadium for any event. We are a retired couple and the costs to attend are usually beyond our pocket. My partner has attended two sport events, but somebody else paid for him to accompany a youngster. I do feel that the stadium complex does seem to be on the outer edges of the city, and must be difficult for some people to access. The roading system around it, when driving to Port Chalmers, is quite complicated until one has driven there several times. I have heard stories of people being stranded there after events when all the transport had gone away - one involving a teenager who had been working, but ended up waiting alone for pick-up. It seems a bit late to be asking these questions now - but I suppose now that the stadium is a fait accompli it is good to review its operation and try to think of ways to make it work for the city.

While I enjoy going to the stadium, my big concern from the outset was that we didn't have the population to sustain it. With a population of this size they cannot be expected to support everything that is presented in the city so putting on more things in the stadium is likely to put other things in jeopardy eg theatres and other sports areas

Is it a community stadium? I think most people see it as a rugby stadium or big concert stadium. If it is a community stadium then this coming year is critical to make this idea known to people.

No

Quite frankly I cannot think of any reason the community groups to which I belong would need to use a space like the stadium!

It would be a great venue for Special Olympics events.

No.

Sorry, no I don't. Perhaps the University and Polytechnic could also use it more, rather than building lots of new facilities?

I'm not sure that there is a yes/no answer to 2a and 2b? If you charge more for commercial events to subsidise community events, enough people may not go? And some ratepayers may not like the thought they are subsidising community events.....somewhere between the two there may be an answer.

Other than graze sheep in it, I feel that none of my ideas will be taken seriously.

Answer

The Sunday market is a great idea. What about craft markets or art markets or other Saturday events to coincide with the farmer's market. Community art groups, painters, potters, sculpturers, can have a 'day' at the Stadium several times a year.

Now that we have it [even if we are opposed to it] we need to ensure it's utilized to the full.

depends on the costs

The community is paying for this and has to forgo other desirable facilities e.g. South Dunedin library, redevelopment of Mosgiel Swimming Pool so communities should be able to use it as much as possible.

the more the wider community uses it the more they might feel less antagonistic about the costs.

No.

Ratepayers = community- should not have to pay for the loss which was always going to happen. This is a very squewed survey and does not ask questions about the role of those who benefit from the stadium - hospitality industry along with taxi and transport firms. I get no benefit at all as my rates are paying for this stadium and I do not believe I should suffer as aratepayer to keep subsidising a building which will never ever make a profit. Send the bill to Mr Farry Mr Chin and all those counsilors who voted to proceed with this folly.

Surely if you let lots of people use it we will begin to feel it belongs to us, instead of how it currently feels. Lots going on at least makes it USEFUL.

No

we should be proud of the stadium and it should be available at a fair cost to all in sundry to use and enjoy

As above

I have, but I will keep them to myself.

It doesn't seem clear that community use of the stadium is an effective use of the space.

Until recently there has been a sense that the Stadium is just for the Rugby community or "xxx" That is slowly being dispelled. There needs to be a concerted effort to develop the notion that we all "own" this wonderful facility

not sure

The parking situation seems faulty, Why is only one taxi firm given rights, and better transport between city and site is needed.

The primary emphasis must be the commercial operation. Community use must be a secondary consideration.

No

The community will use it, like it does the edgar stadium, if the facilities are good and it isn't too dear. It needs not to be perceived as too grand to use.

It should never have been built, it is a huge debt for ratepayers and is detrimental to all other worthwhile projects the Council should be involved in, rather than an asset. A very large proportion of stadiums worldwide do not pay their way, why would the Forsyth Barr Stadium be any different. I am definitely not a fan of this stadium, it is too limited in the uses it can be put to, why is the Council so focused on rugby? There are a lot of other sports and activities that would benefit from support.

No, sorry - I've lived in Dunedin for 18 months so missed all the conflict and discussion when the stadium was being planned. I have been in it once for a work event (I work at Otago Polytech).

It is a magnificent facility and one that the city badly needed. Dunedin would become a second class city without it. Students would have been less likely to come to Dunedin without such a facility being here and that could have been economically disastrous for the city. Like NZ Rail, some things should be subsidised by government as they are assets we cannot do without. Local government support for the Stadium is imperative until it is able to stand on its own.

No

Use it to its full potential

Make the facility hiring cost reasonable so everyone can enjoy it. The more people who can use it the better and thus will in the end bring in more revenue.

why don't you move the local government into it & the ORC instead of building and maintaining the premises you now occupy

The rate payer has paid so much in so many ways for this stadium, community use should really be not just encouraged to use the stadium but supported. Also, the facilities that are available for use should be marketed more broadly. We just seem to hear about the special grass.

Maybe we could sell it?

Answer

I foresaw the financial burdens of such an expensive stadium for such a small population before it was built (I was a cost analyst in previous employment). I was in shock at the time, but gathered my wits in time to make a written anti submission to the ORC. I think spending millions of dollars on creating JOBS would have been money better spent. (I also realised the last thing that Chinese tourists would want to see here is a Chinese Garden (If I went to China I wouldn't visit a New Zealand Garden!) I realise we are now stuck with the burden of the Stadium and am quite serious that it may have to be mothballed to prevent further financial losses.

No

The trouble with this is that this takes events away from other council controlled venues. More conferences is ideal, but the DCC is spending 40 odd million on a new conference type centre at the town hall, which will compete against the stadium

1. Parking building 2. Indoor garden 3. Indoor playground for children/teenagers. 4 Library 5. Accommodation for people in need. 6. Showcase for local produce/arts/crafts. 7. Mobility scooter training course (my infant grand-daughter and I were almost run over by an elderly lady user of one of these devices yesterday!).

Grow plants in it

This is the way to get support and community acceptance of the Stadium so it should be encouraged.

No I don't know

Can school rugby or soccer teams use it to play their games? That would be a unique opportunity? I imagine high school tournaments would love to play here! What about the Highland Games? In winter, mid-winter family concert?

Won't increased community use increase maintenance costs?

If the council does subsidise community use, it should be instead of spending it on something else (ie, don't spend more money, just think about redistributing it). It would be nice to think that the people who wanted to build the stadium could now come up with the events that are going to fill it, but it seems not. But it needs to be used a) so ratepayers feel they're getting something out of it, and b) so it doesn't sit empty for most of the year because that will make the situation worse.

Sorry, no.

CLOSE THE STADIUM. SELL IT OFF.

Although i have never been to the stadium, i am glad that Dunedin has it. I think it was a necessary addition to our city. I guess i think of it as a sporting venue and because i don't follow sport, i tend not to think of it as a place i would go. I heard of the market there and will make an effort to go down to that

we are already paying rates for stadium, so not sure about increasing them...

Keep on asking for ideas, neighbourhood events, link it to an event with the walkway,

We have the stadium now so it has to pay for itself and be used by the community when the big acts are not using it.

Encourage more use by Clubs and organizations.

would need more info about who wants to use it

Just it's a great facility and was a no brainer to build it .

refer to 1F

I believe that building the stadium was a mistake from the outset, to put the best interpretation on the actions of the council at that time. It will cost our community millions of dollars over a long period of time - money that I believe would have been better used on social housing or other projects which actually benefit our community. I believe that we would probably be better off to demolish the stadium now, before it costs any more - we haven't even considered the long term maintenance costs when we look at the overspending that has already taken place, and there are no signs that the stadium is ever going to anything but a drain on our city.

Cheaper rates for community groups get more of them in there

school functions.eg sports involving a wide area of nth otago south otago where travel isnt an issue

Community use is the only justification for keeping the stadium open. If it were accessible to the community like the Edgar Centre - then a cost on rates is acceptable. What is not acceptable is the huge costs currently being incurred for a few thousand spectators a few times a year. It is worth remembering that the RWC was not a good idea financially. It cost the stadium money, it cost the DCC money and the actual spending for those weekends was down on the previous year.

Having more people in there (even if the whole thing isn't operational at the time - needs based) more often seems a good idea.

Answer

The entire call for "community use" smacks of desperation. I think the DCC is deluding itself that this financial burden can be fixed or at least alleviated. It can't.

I really believe you have the model wrong. Kids are freezing on the Oval on a Saturday, while the big boys get all the top treatment. This is a community facility, treat it as such. Let the community use it. Patronising events like the Sunday picnic event are all very well, but they should be the norm, not some jolly once in a blue moon.

No..

The community want you, the DCC staff, to stop telling lies about the stadium finances. Councillors, Journalists, and Citizens need honesty not spin-doctoring.

When schoolboy rugby is rained off - I reckon an age group should be allowed to use the stadium for their game. Roster the days for the year, and if it rains they know to go there instead.

Adverse criticism may arise because it wt will draw them away from the existing venues that they use.

Who will pay for it? Will payment cover outlay...be realistic! Why didnt you listen to the community in the first place? If that had happened we would not have been saddled with the expense now!

Sorry No as I don't have any expertise in these matters.

it should focus on 1) a tool to let Dunedites make money not all about profit of DVML. in terms of how it is run, contracts it lets, ability to promote art and culture of dunedin, attracting tourists to events. costs to use should be based on who profits, percentage of profit on site but also people that make money off site should also pay eg hotels, bars etc.

We are stuck with the stadium so therefore we shall have to find a way to make it more "community friendlt". The stadium should be for the community first and foremost. Any event that community organisations require the stadium for should be given priority towards.

Not right now, I only believe that the ratepayers have done more than their fair share of paying for this stadium, it should now start paying for itself and be an assest rather than the burden it has become, like the councilers at the time of building it promised.

Yes but I also have a garden, and a family, a mountain, a harbour and an ocean, a marae and an island. I am faced with doing the best by my local community and economy despite massive climate change issues and commercial politics. What makes us unique, and strong? Pretty well everything that doesn't need a very big box. Sigh.

it should be encouraged if it is the best venue for the community activities.

not yet

There is a justified resentment against the Stadium because of the misleading way that the CST and Council staff imposed the Stadium on the City. Their predictions have been totally wrong. An inquiry needs to be held to hold those responsible to account. It is an insult to the people of Dunedin that Darren Burden, who was CEO of CST, is now head of DVML. If there was some accountability, then community attitudes towards the Stadium may improve.

Need to get people used to going to the stadium, and community using it, but not subsideised any more by us Dunedin ratepayers!! Or else just minimise losses and open it up cheaply to lots of community events

As above

more community promotion as per above

book sales, charity events

The latest episode in the Stadium saga seems to be to sell it as a community facility. It is in no way a community facility in the way that the Public Library and Moana Pool are. I am happy to support the Library and the Pool through my rates. The Stadium as noted above is a Bread and Circuses set up. Use it where warranted, make it dormant in between, reduce the management structure accordingly I wonder if the film or television industry might have input and use the Stadium as a set. Of course a film about the venue itself might be titled Field of Nightmares. The Stadium is a depressing feature of the Dunedin landscape with all that is signifies about our City so I don't think you will want to contact me for further thoughts.

This is a biased question, the stadium was never built for community events. We know that the cost of opening the stadium makes community events cost prohibitive, hence questions 2A and 2B.

close it down we cant afford it

Greenhouse? Picnic area?

YES - the commmunity is paying for the stadium in its rates so they have to be able to use the facility they are paying for.

Answer

Quality control is critical in my view if community organisations wish to attract strong (paying) public and sponsorship support to generate a strong enough revenue flow to meet costs, especially paying the stadium rent, and clear a profit for whatever purposes, including financing future such events.

The use of volunteers are the only way costs can be cut for the stadium, but this maybe impossible because the stadium was built with just highly paid Professional Rugby and until this changes why should people volunteer when the CEO and others get such a high salaries.

Looks like the Stadium may need removable flooring to protect the turf for events that don't require grass.

The ventilation needs to be able to be controlled, if there is a east wind, the temperature can be very cold!!!

Could it be used for junior sports events when not needed for "big name" games?

see above

not at the moment, its a hard one to develop, as community is more about engaging with the public, but the cost of attending events or maybe being a stall holder at the market makes that less of community and more commercial

Sorry I haven't given the subject much thought. I wish I had the magic ideas.

no. Sorry. i like that some community events have a gold coin donation. i think the public needs to be aware that it has running costs that need to be recovered somehow and having 'free' days for the public and community groups mean that the stadium is running at a loss for that event.

I think the answers to 2A and 2B should actually be assessed on a case by case basis.

Keep advance programme up to the public. Sell the idea it is our Stadium

not presently

no

We should try to increase Community use of the Stadium by making it accessible - easy to book, easy to use, fair price. The success of the stadium depends on our citizens feeling proud of it and having regular access to it.

How about a community xmas party, or an expo/join in the fun, on keeping active, eating healthily. Learn a new sport.

Use it! Fill it! And stop crippling ratepayers with bills that with effective management could be cleared. Bring in events for youngsters and older people alike. Concerts with artists that have been around for years, and more recent ones. Get people all around New Zealand, and further afield talking about the amazing stadium that was first seen for 2011 and has the potential to really take Dunedin into the twenty first century.

No, it seems we can't afford the luxury of having staff man it for community groups.

The difficulty of getting there is the main reason I don't go to more things. I am old, and if I have to walk too far to get to the stadium, I am too tired to enjoy whatever is on. Better, closer parking, or cheap and frequent special buses, would make a difference. On the Stadium website, they claim that there are lots of buses going through the student area. They neglect to say that most of those buses stop at 6 pm! It was probably a mistake to build the Stadium, but now that it's there, we have to use it. I don't think it will ever make a profit, but neither do other things, like the Botanic gardens, library, sports fields, etc. We must use it as much as possible, as cheaply as possible, and regard it as a Community asset, rather than a money-maker.

I know it sounds crazy but the film studio idea could work if you can attract film makers to NZ/ OTAGO like many people in dunedin i can't see how you can get enough games a year for it to pay and until the airport can take "wide body" jets not many big act's will tour down here

Approach local community groups to organise concerts etc we have great talent in Dunedin

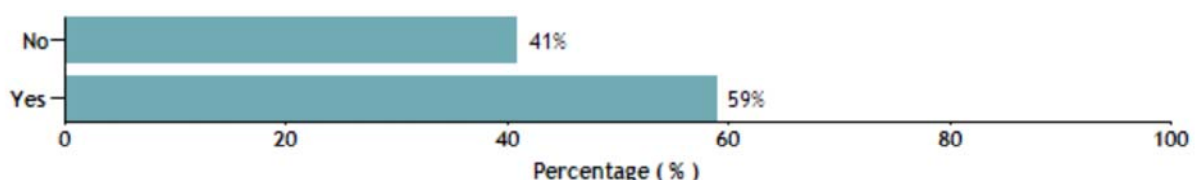
More consultation with the public

ALL professional rugby events (including NPC) must be made to pay their own way and add a little more for the community use subsidy.

Number of responses to this question 186 (50%)

Total number of responses for this survey 375

Question If it were helpful for further work, would you be prepared to be contacted to discuss your thoughts about the Stadium in more detail?
2E



Number of responses to this question 362 (97%)

Total number of responses for this survey 375

Answer Count %

Yes 213 59

No 149 41

Forsyth Barr Stadium Use by Community Groups Review - November 2012



1. Response

Surveys on the use of the Forsyth Barr Stadium were posted to 198 community groups who have used the Stadium. There were 57 responses which gives a response rate of 29%.

2. Satisfaction with Stadium Facilities

	No.	%
Very satisfied	24	42 %
Satisfied	27	47 %
Neutral	3	5 %
Dissatisfied	3	5 %
Very dissatisfied	0	0
Total	57	100 %

If dissatisfied, please explain why:

- Ventilation very noisy and makes it difficult to hear - if turned off, becomes too cool.
- Cost of catering and room hire.
- There are a range of issues with regard to dealing with staff, who lack large scale event knowledge. Food & beverage options are terrible.
- Room was very cold and our clients complained. Also the caterer kept popping in.
- Overall, we have found the level of service very erratic between events. The marketing of events has also been poor.
- The Stadium lacks a large venue that will seat/cater for in excess of 200 people. The upstairs lounges are too small; this necessitates the use of floor 2A which is woefully inadequate - no heating, no toilets, no linings, and no sound system.
- Level 4 downstairs was unattended and function board not on. We had to use our own staff to direct people. Quite expensive.
- Clearer pricing and less change in management/contract people. We have a different person each time.
- Coffee was extremely weak.
- Met all our needs and Stadium staff at the time (K Wolf, M Jones, C Huddy & J Snowball) were all extremely helpful over the two days of hire.
- Outstanding venue and we were looked after extremely well.
- Well organised for courses 8-15. Great catering.
- Fantastic venue and catering was top notch.

3. Is Continued Use Affordable for your Group?

	No.	%
Yes	33	59%
No	6	11%
Unsure	17	30%
Total	56	100%

4. Do you have any ideas on how costs for using Stadium facilities could be reduced?

- A structured costing system tailored for community organisations.
- Not by increasing charge-out for suites.
- Allowing alternative catering. Catering is relatively expensive.
- By using 'basic' facilities - car park or ground with other areas blocked off (less security etc.).
- Might allow outside catering, or provide less expensive options on-site.
- You have to be aware of costs for the hire of rooms - \$275 for room hire is at the top of the scale. We also have the Stadium to play home games for Otago United in the ASB Summer National League. Hire cost at \$4500 is high enough but to have extras like a roaming microphone (\$350) and other costs which were originally asked for is over the top. All costs need to be affordable. We have to make this work otherwise it's a white elephant and this cannot happen. Phone me to discuss.
- Allow a wider range of sponsorship into the venue with events. Link with external promoters. Ease restrictions on the frequency of venue use.
- The cost of compulsory security tends to make hire costs prohibitive.
- Deal with one person when arranging the bookings.
- Allow, or even require, users to bring in their own infrastructure so you don't have to hold as much.
- Reduce overheads - staff and board numbers and outlay (remuneration). Greater use of volunteer and contract staff and more cost effective structures.
- It's more about value than cost.
- Security - far too many people walking around with ear plugs both at private functions and events.
- Having sound systems and projectors etc. owned and included in the price rather than outsourcing these to reduce these costs for a conference.
- The Stadium needs a business centre with photocopiers, printers etc. so people can work there.
- Locking into a resident caterer (not local) constrains community use as they charge too much. The ridiculous security requirements are all unnecessary cost.
- We are planning on reducing the days from five to two, so will need to reassess affordability.
- I think that the AV costs are high, particularly as our requirements are quite simple.
- Suggestion - keep all data as we have to re-submit our information and needs every time we use the facilities.

- Keep the bars open a bit longer. I think they close too early, especially after an early game. Also the staff in the suites need to be more proactive with their service.
- The number of ground staff/security etc. could be better tailored to the scale of the event.
- No need for as much security for our event.
- Stop bagging the Stadium and prevent LGOIMA requests which just waste time and money.
- The costs are market rates, so are fair.
- There are less expensive options.
- Cheaper catering costs, i.e. packages which include room hire + catering + tea/coffee.
- Have greater flexibility in catering options. The current catering is significantly more expensive than it is at other venues. For example, have the ability to provide our own beverages.
- Ask participating groups to provide staff, or use school students, to give them work experience.
- Use it more (current acts/groups).
- Allow "outside" caterers to be used instead of restricting it to just your internal supplier - competition is good.
- Security costs could be reduced by hirers having their own personnel. Based on past experience I believe the costs for usage are very fair in comparison to event centres in other areas of the South Island.
- Reduce catering costs please.
- Appears to be a lot of hired help around, and seems to be "overkill" for smaller events.
- The "add ons" kill it, and catering cost structure makes everything too expensive.
- Food and beverage is very costly - but also understand that the supplier needs to recover upfront and ongoing costs.

5. Do you have any ideas on how revenue for the Stadium could be increased?

- Cut the neutral costs and make it more affordable for all groups.
- Emphasise the multi-purpose regional use. Special trains from Christchurch & Invercargill, fully catered and all part of package. Engage Air NZ for package deals.
- Better selection of food from vendors. Sell combination tickets to multiple events.
- On game days make 'walk up' ticketing easier; at the North vs South game there were huge queues for tickets and couldn't get in yet there were about 100 staff on the gates. Someone should have let people in for cash; instead they couldn't get in and had to leave.
- Selling merchandise and receiving a cut, e.g. rugby jerseys, flags, cups etc.
- More marketing - think out of the box.

- More events and concerts. Had the chance to attract more groups with Christchurch out of the running. Disappointing to see Dunedin is still missed. Bearing in mind ticket prices - more at the low to mid-level price would attract more people.
- More trained bar staff at rugby games - just too long and inefficient getting a drink.
- Increasing prices will drive people to use other venues. We have to make costs affordable. Better to use more rooms at lower prices than less at higher costs.
- Allow a broader use for the venue. Ongoing international promoters and NOT trying to act as a promoter. Just become accomplished as a venue.
- Continue to encourage local community activities, functions and events.
- Focus on lower profile sports and activities that would have trouble getting into the Vector or Cake Tin.
- Reducing costs (returns greater margins or reduces prices); wider/more varied events and continual usage. Improve services on 2A and market it better.
- More top end concerts.
- Exhibitions, car shows, trade shows - put Sports Hall of Fame somewhere - make it a destination tour ex cruise ships (they pay per head).
- More concerts and events. We spent \$20,000 on tickets for Elton John but there's been nothing else in concerts to support the Stadium.
- More community use at affordable rates – the volume will generate a greater return. Reduce the Stadium's final costs; reduce staff; make savings in HR costs; move to a more variable cost structure instead of maintaining the empire that has been created.
- Not familiar with events and functions held in Dunedin.
- Provide a discounted rate for University hire by getting on the Approved Providers List. Many staff have said to me that it was too expensive for their budget.
- You already have top dollar on all food and drinks, so just make them more readily available.
- Obviously more big act concerts and more events tailored to attract the student population.
- Less cost = more use.
- Let the Stadium Board get on with the job and stop politicking around with public groups and committees.
- Make the Speights bar (by main gate) more user-friendly for functions like BBQ's.
- Graduations.
- More concert type events. See below - open air cinema, markets etc.
- Community fundraising ventures.
- Keep costs reasonable for users and increase the profile on the availability of the Stadium for seminars, functions, weddings, etc.
- Have an MOU with KPIS's.
- No - other than the obvious additional events.

6. Do you intend using the Stadium again?

	No.	%
Yes	41	72 %
No	0	0
Unsure	16	28 %
Total	57	100 %

If 'Yes', what will you use it for?

- Community event
- Training courses
- Other events
- Our event will be held annually
- Rugby, concerts and markets
- Sports, concerts, meetings
- Trade show
- School Formal (Ball)
- Inter-school rugby
- Food Festival in 2013
- Social functions
- Workshops
- AGM's and games to Otago United
- Customer functions
- Residential College Ball
- We are based in Gore, Southland.
- Seminar and workshop
- Stadium 2 Surf Fun Run
- All events
- Meetings
- Possible promotions to clients / functions etc.
- Attending events available, maybe another conference if it is back in Dunedin
- Graduate Recruitment Assessment Centre
- Very dependent on cost and greater flexibility.
- Hopefully we will use it again for Dentistry interviews
- Meetings and conference + any events
- Planning meetings
- Rugby and concerts, if any more come to the Stadium.
- Rugby matches
- Meetings, conferences
- Meetings, workshops
- Meetings, seminars
- Regional meetings

- As a not for profit organisation we would have to be convinced our event income could cover the substantial hire and catering costs - this is particularly hard to do as such an event would usually carry significant event costs (travel etc. for speaker).
- Functions for our Grad Research Candidates
- 2013 South Island Leisure Marching Event
- I've used it 5-6 times for meetings - will continue in 2013.
- A one-day seminar
- Functions, attracting acts and events of national interest to the city. Through events and activities, build a sense of community ownership and pride in the Stadium. Transform it from a liability into an asset in the minds of many Dunedin citizens

7. How can Community Use of the Stadium be Improved?

- Lower the dollar value of sponsorship offers. E.g. buy a seat and get a percentage discount on tickets and a drink after show.
- I think the current programme is good - Otago United; Stadium Market. But look at kids – have a sports days on the turf: one Saturday for rugby and one for soccer etc.
- Expand on the market - it's great and can only get better.
- Moonlight cinemas - picnic rugs on the pitch. Too much community use will also impact negatively - think they are doing enough already.
- Utilising all areas available, just the car park or the ground.
- Because of the cost of operating it, this is a very difficult area.
- It needs to be affordable.
- More family events like the ODT one last year. The Sunday Market is brilliant.
- Different charging regime.
- Keep costs affordable for those using it.
- More publicity about what the Stadium has to offer.
- It's difficult because of the competition between the Stadium and other Council-owned venues (e.g. Town Hall).
- Let them know more.
- Have a sliding scale of charges depending on the group and purpose of the activity.
- Ease of running events. These need to be self-supporting or assisted by Council.
- Make it available at cost to non-profit organisations.
- Have more events. Look at Elton John, the accommodation dollars, the hospitality dollars - the town was buzzing. Why has it been a year and nothing else? I heard there is now a market on at the Stadium - it has not been marketed enough as I know no details about it.
- Take a look at how we can help and encourage groups to use the facility. Promote this attitude rather than the current attitude which throws up every conceivable barrier.
- For two to three years host all sorts of local events at a very cheap rate to give the Stadium some exposure.
- The indoor market was a great idea - try themes like mid-winter festivals etc.

- Do more advertising.
- Stop all the negative talk and get more acts there.
- Have realistic and tailored packages so groups and promoters have a better feel for costs and they can hold financially successful events.
- There is already lots of community use.
- Perhaps have more events, concerts, workshops etc. showcasing the local arts and crafts market.
- Make it more accessible (cost wise).
- Have greater flexibility.
- Let all Dunedin schools have a Stadium Day annually and also community groups (say 10 a year). Use our lovely stadium - it seems a waste how seldom it is used.
- It's great to see the Sunday market and it being used for the start of the Moro Marathon - more things like that. Maybe have an open-air cinema in summer?
- Insist that ORFU, NZRFU and SANZAR release their Calendar of Events at least 12 months in advance so that prior bookings cannot be overtaken by rugby events. It is unfair to groups that have made bookings well ahead of time to have to compromise them for the sake of rugby.
- Move the Farmers Market to it. More club sports. Crèche facilities.

8. Should Community Use be subsidised by Commercial Events?

	No.	%
Yes	21	37%
No	19	33%
Unsure	17	30%
Total	57	100%

9. Should Community Events be subsidised by Ratepayer Fund or Subsidy?

	No.	%
Yes	20	36%
No	19	34%
Unsure	17	30%
Total	56	100%

10. Other Comments about the Use of the Stadium

- As the Stadium remains unused most days of the week, I think a working party needs to address these issues.
- Tell the ODT that negative correspondence is now closed - they get too much attention.
- Access and funding should be on a case-by-case, depending on the merits of activity and access to other suitable facilities.
- Council could have an events fund to attract large concerts, events and conferences.
- Need to make the entry affordable.

- As a community we are contributing to the Stadium already.
- One of the objectives of the Tertiary Experience Group is to make the Stadium more accessible to students.
- Don't try to compete with other events/venues/promoters. Dunedin is a small city, and needs a unified approach to events.
- It's just too expensive and complicated (too many rules) to consider for small scale events.
- If this is a community asset, the community need to either pay for events or treat it like the library, gardens and have the stadium assisted by rates.
- Although it should be viewed as a community use, I think it is still seen as a rugby venue and this concept needs to change.
- Not all commercial events are commissioned by local businesses, e.g. us at KPMG
- The opportunity exists to encourage greater community use and generate revenue. Some of these opportunities have been rejected by previous management, it is hoped that new management is more enlightened. (Note: this is a poorly constructed survey that restricts the answers given, and limits the comment that could be made).
- Most people see it as a positive community asset. Encourage the younger generation with inter-school competitions.
- In our opinion we were badly let down by the management of the Stadium regarding securing a game in 2012. The decision to turn us down took so long it was disgraceful.
- It's an awesome experience for children. More schools should use it. We appreciated the 'deal' but the cost of lights was a last minute surprise.
- There is a good mix of community and commercial use now.
- Consideration was given to holding a Fashion Show (400 people) there, but costs were prohibitive to a Community Group (Zonta), e.g. \$15 per person and a corkage fee if we took our own wine.
- It should be accessible to the community.
- The more it is used the better and the more it is used, the less it will be a driving factor in our city. This is important.
- The more people who see and experience the Stadium, then the more favourable the reactions.
- Every opportunity should be taken to utilise this magnificent facility by as many groups as possible. Rugby should not be the dominating factor in its use.
- We're in a user pays society. Community groups always want something for nothing - why shouldn't they pay like us who do similar things?

Results compiled by Corporate Policy Team, Dunedin City Council

Memorandum

TO: Stadium Model Subcommittee

FROM: Policy Analyst

DATE: 26 November 2012

SUBJECT: **DVML RESPONSE TO COMMUNITY FEEDBACK**

The Executive Management Team requested that Dunedin Venues Management Limited (DVML) provide a response to each of the suggestions and ideas put forward by the community. This will provide the Stadium Subcommittee with additional information on whether the suggestions and ideas have already been considered by DVML.

The Chief Executive Officer of DVML has provided comments on the suggestions and ideas, and these are attached for the Subcommittee's consideration.

Tami Sargeant
POLICY ANALYST

Attachment – DVML comments on Stadium review community feedback

STADIUM REVIEW - SUMMARY OF COMMUNITY FEEDBACK

Ref	Idea for increasing revenue	DVML comment
R1	Attract more variety of events and usage	We attract a large number of events, for example only 25% of bowl events are rugby, we held over 200 MICE events last year
R2	Seek money/donations from the original Stadium supporters	Stadium supporters pay to come to events
R3	Charge for car parking when not in use / develop car parking building / park n ride scheme	We are already doing this, awaiting council consents to increase the extent to which we do this
R4	Charge rugby more / full charge for using facilities	Rugby users pay a similar fee to other stadiums in NZ
R5	Unlikely Stadium will break-even / make a profit	Profitability for DVML is measured at EBITDA level (earnings before interest, tax, depreciation and amortisation). Based on current end of year projections there will be a surplus this financial year
R6	Introduce an events fund from targeted rate of business/hospitality	It is understood that DCC are investigating this
R7	Change management structure / run like a commercial business	It does run like a commercial business, however as a DCC company we are also measured on community use
R8	Provide Stadium tours for a nominal charge	These are provided already
R9	Build relationships with promoters / encourage use of Stadium	We already talk to and meet with promoters on a regular basis
R10	Sell Stadium merchandise (e.g. FBS t-shirts, mini-Stadium, etc)	Good idea, except it takes resource. We currently sell caps and beanies
R11	Reduce costs for all groups, not just community groups	While we have venue hire rates we take a flexible approach to many groups. Reducing what we charge would not increase our revenue
R12	Create a multi-deal ticket including entrance, food, drink, transport, accommodation	Good idea, we are already doing this - see Warriors V Broncos option with Air NZ
R13	Explore sponsorship opportunities (e.g. internal signage)	Internal signage is already sold. There are limited further sponsorship properties left to sell
R14	Ask for donations at events / install 'Support our Stadium' bins	We not a charity but could set one up
R15	Get \$45m in private funding as promised	The sale of commercial rights realises over \$4.5 million per annum (\$45million over 10 years)
R16	Add a \$2 surcharge to all commercial events for Stadium costs	We already have a development levy with most tickets
R17	Unsupportive of targeted rate on business/hospitality	No comment required
R18	Ensure there are no complimentary/free tickets for events	Event promoters use tickets for promotion, however we do try and reduce the amount of comps as much as possible
R19	Give naming rights to another entity (e.g. Emirates)	We have a 10 year agreement with sponsors, which occurred as council required the CSCT to sign up sponsors prior to going ahead with the stadium build.
R20	Charge a tourists "bed tax" / introduce a tourism tax on cruise ships	This is a matter for DCC
R21	Sell Stadium bonds / public shareholding	This is a matter for DCC/DCHL
R22	Lease the pitch for grazing	No comment required
R23	Introduce a second tier ground membership (\$500-\$800 pa)	With our venue hirers we have only a certain number of seats available to us, but we do have a membership product on an event by event basis.

R24	Revenue for intellectual property of design/grass system	The patents for these systems do not belong to DVML
R25	Use as office accommodation / relocate ORC to East end of Stadium	Not for DVML to comment on, other than to say office development will require a substantial capital investment
R26	Fundraising (e.g. sausage sizzle at Sunday Market)	No comment
R27	Introduce an alcohol tax to go towards Stadium costs	Beers and wines are priced competitively. This could have the reverse effect and see a drop in revenue
R28	Use Wi-Fi to push content to mobile phones	We have explored this and it is in future plans
R29	Create a hospitality package for the members lounge	These are already offered
R30	Convene half-time competition/jackpot/raffle	Event time competitions or entertainment are in the domain of our venue hirers
R31	Allow living bequests which have a charitable status	Perhaps through the CSCT
R32	Create a one-off Dunedin-wide income stratified tax to pay off debt	Not a DVML issue
R33	Secure industrial tenant at Stadium for 25yr lease	No comment
R34	Develop private/public partnerships	A PPP would need to be considered by a wide number of parties, in the first instance DCC
R35	Create a special lottery	Could be considered in the future
R36	Increase ticket prices	Promoters and hirers set venue prices
R37	Create a walk across the top of the Stadium and charge for the experience	The development of our tour offering is under consideration. A roof walk is one such opportunity

Ref	Idea for reducing costs	DVML Comment
C1	Review and reduce staff/management/consultancy costs	DVML has the same staff numbers to operate both the stadium and Dunedin Centre/Town Hall as it did when the Stadium was opened. Staff costs have been reduced by around 9% since last year
C2	Use more volunteers at events / create a 'Friends of the Stadium Volunteer Trust'	Security use a large number of volunteers and donate to community groups - \$43k in the last 12 months.
C3	Decrease staffing levels at events (e.g. security)	Venue hirers incur the cost of security staff. For certain events these are based on regulations e.g. Sanzar for Super 15 matches
C4	Wind turbines / solar panels / own generator for electricity	Huge capital costs, vs Business case on return
C5	Reduce lighting/heating costs (install sensors on heaters and lights)	Sensors are already installed in certain areas. In other areas the building management systems do not control as much as we would like, however in many instances it is cost prohibitive or impossible to make these changes. A review has already been completed on power consumption
C6	Maximise daytime use to minimise lighting costs	Most of the events where DVML has control are daytime events. Major events which have some TV coverage are determined by the venue hirer and their contracts with TV companies

C7	Remove requirement to use commercial operators (incl. caterer, Ticketek, security)	The build excluded a number of items which required the use of operators in order to inject the required infrastructure. These operators also add value to the organisation. The contracts in many cases are for a 10 year period. Contracts will be reviewed as and when they expire
C8	Close the Stadium during Autumn	No comment
C9	Fully enclose the Stadium to reduce cleaning costs from dust/birds	Costs would reduce from cleaning, however there is likely to be more cost in keeping the turf in good health
C10	Minimise remediation costs by appropriately covering turf	To purchase a turf cover is approximately \$1.2 million. Interestingly there was limited impact to the turf from the recent Rodeo event

Ref	Idea for optimising community use	DVML comment
U1	Reduce costs for not-for profit/community groups to use the Stadium	This already occurs
U2	Improve promotion/awareness/marketing of Stadium and its facilities and potential uses	We do our best on a limited budget
U3	Increase attendance by reducing ticket prices for events	We do not control promoters ticket prices
U4	No need for community to use it, it should be run as a business/for profit	It is unlikely that the community would accept this
U5	Greater use for University/Polytechnic regularly for orientation, exams, graduations, teaching	The University is our biggest non sports user
U6	Provide grant/subsidies for community events and usage	We give discounted prices to community, charitable and not-for profit groups
U7	Create a 'break-even' policy for community usage	Currently being worked on with the DCC in respect of the Service Level Agreement
U8	Provide support/advice to community groups on sponsorship of events	We are happy to do this
U9	Provide free / discounted /preferential tickets to ratepayers	We generally do, but the promoter makes those decisions
U10	Use as a sports ground with a \$2-3 entry fee when no other events on	The turf has a limited use per season, however we will run as many community events as we can
U11	Create a fund for people to donate towards community events	Good idea
U12	Provide subsidised transport to Stadium events	We would like to see this happen as well, but it involves other agencies
U13	Setup a 'wotif'-type website for community groups to use Stadium when not booked	Good idea, but community groups can always approach us directly to book spaces in the stadium
U14	Provide initial 'discounted offers' to increase usage of Stadium	We often do, we take a very commercial approach to discussions of this nature
U15	Subsidise fees for businesses with head offices in Dunedin	We offer members of the stadium discounts on venue use
U16	Host major fundraiser events to donate funds towards projects that give Dunedin an economic benefit (i.e. hospital facilities)	Happy to entertain

Ref	Other Feedback	DVML Comment
O1	Close/sell the Stadium	No comment

O2	Unhappy Stadium was built initially and the process that was used	No comment
O3	Need greater transparency and communication around finances and performance	Agreed, a lot of people do not understand the impact of the stadium rent
O4	Concern with the affordability and impact on rates	Understand
O5	The Stadium is a good asset for the city / good venue facilities	Agreed
O6	Concern with competition to other venues (e.g. Town Hall, Edgar Centre)	DVML runs two of the 3 venues
O7	Sound at Stadium is poor quality	The installed PA system (for sport mode) is low spec to meet the construction budget. To improve this there would be a significant cost. For concerts, entertainment events, and major sports events, venue hirers or promoters bring in their own sound system.
O8	Issue with temperature and wind in the Stadium/conference facilities	Agreed, particularly the main lobby and Level 2A, which was completed to a shell fit out. Plans are being discussed to complete this space
O9	Improve accessibility through railway station, public transport, taxis, parking	Good idea
O10	Poor access to exits/parking and steep stairs	Compared to other stadiums the general access/egress is good. However, improvements for signage and parking are being investigated
O11	Issues with parking at stadium	Currently awaiting council consents to improve
O12	Need to develop the Airport for large international events	Agreed.
O13	Lack of accommodation for large events	There is accommodation available, however we would support more quality visitor accommodation being developed.
O14	Ventilation system is very noisy	There is little we can do to the quality of build of the stadium currently. In future years, as equipment is replaced, there may be opportunity to improve
O15	Lack of atmosphere in grounds	This is probably dependent on the number of attendees at an event. Patrons, players, coaches, artists etc of events have continuously referred to the great atmosphere in the stadium
O16	Place a stage in the middle of grounds to improve viewer experience	Not sure how this would work without damaging the turf
O17	Install sound baffles to improve sound quality	Currently under investigation. This is always looked at for particular events as measures to mitigate against reverberation will be different for each
O18	More competitive pricing for catering/food/drink and at reasonable costs/allow people to bring in own food	Compared to other stadiums, and indeed bar prices in Dunedin, the prices are competitive. However we are working with the caterer to establish 'bundled' food and drink deals in the retail outlets
O19	Ensure local procurement and support local businesses	We are required to procure the best possible deals, however local services always score higher in our assessments
O20	Improve the catering / ensure a more efficient process for purchases	Agreed. We review jointly with the caterer their performance on a regular basis to strive for continuous improvement in customer service
O21	More competition for contracts (e.g. taxi, security)	We can only secure contracts based on what is in the market place. We are not in a position to create competition
O22	Improve user-friendliness of staff and Stadium operations (e.g. customer service, ticketing)	There is a constant requirement for customer service training and to target continuous improvement

O23	Ensure stadium management and staff have the right skills/training	Management and staff are highly skilled, however costs for high level management and staff training can be high. We determine training largely based on the resources available
O24	Work with University/Polytechnic students to market Stadium	This already happens
O25	Need more toilets	General feedback from patrons indicates this is not the case. However, one way signage and additional hand dryers to ladies toilets are areas that have been brought to our attention and are being investigated
O26	Improve the conference and entertainment facilities	An asset management plan is in place to maintain these facilities, however there is limited capital to improve
O27	Signage around facility needs to be improved	Agreed. While this generally works well, there are some areas which need to be improved
O28	Improve waste management (e.g. use less plastic cups, more bins)	We recycle as much as possible and have a reasonably high recycling rate compared to other stadiums
O29	More facilities in Stadium: a gym space	Good idea, but we have two gyms in the stadium precinct already: one at Unipol and one at HPSNZ
O30	More facilities in Stadium: climbing wall	Good idea. A group of people were looking at this and considering how it could be funded. It is understood that discussion were also held with DCC
O31	More facilities in Stadium: 25m swimming pool	Good idea. This is something that was to be considered in the future alongside the HPSNZ building
O32	More facilities in Stadium: smaller meeting spaces	We have at least 21 small meeting places in the stadium, so can cater for meetings between 6 and 250 people
O33	More facilities in Stadium: velodrome track	Limited space to achieve this without impacting on the ability to host other events
O34	Convert to artificial turf / multi-use	While sanctioned by IRB, artificial turf is currently not used for rugby above club level due to risk of limb injuries. It also has costs not dissimilar from natural turf to maintain. This is a developing technology and therefore may be appropriate in the future, but not now
O35	Convert into an indoor garden / place for growing crops / greenhouse	No comment
O36	Develop as a hub for tourists and cruise ships	Good idea. We are developing tours and other ways to attract tourists
O37	Convert into a library	Libraries cost the ratepayer more than the stadium
O38	Convert into accommodation for people in need	No comment
O39	Convert into a film studio	Has already been used to film commercials and as a laboratory for Taylormade Productions to develop ball tracking technology
O40	Grow and sell medical opium / cannabis	Not sure this would be sanctioned and the power bill would be too high
O41	Convert into a construction/logistics depot	No comment
O42	Convert into a teaching space	Our meeting spaces can be used as teaching spaces
O43	Convert into an IMAX Picture Theatre	Consideration is being given to show movies through the big screens
O44	Convert into a Sport Science Centre	At a precinct level we already have HPSNZ as well as other uses in the University building

O45	Convert into a park for dogs and dog walkers	Would not happen due to the risk of dog faeces in the turf
O46	Encourage cafes, restaurants and businesses in area at all times	Good idea. Consideration may be given to opening up one of the lounges for lunchtime when there are no events on
O47	Don't support rodeo / animal cruelty	No comment
O48	Increase tourism marketing in general	Agree. We have a good relationship with Tourism Dunedin
O49	Review the event management strategy	Event delivery is under constant review
O50	Digital backdrop on Stadium to promote Dunedin	Good idea, though there is a cost to do this
O51	Lack of vision/coordination across Dunedin and DCC facilities	Improving