

Rebecca Watson

From: official information
Sent: Wednesday, 19 June 2019 08:55
To: [REDACTED]
Cc: official information; Sean Murray
Subject: Re LGOIMA 19163: Different Events At FMG Stadium Waikato

Kia ora,

I write to acknowledge your information request of 15 June 2019 in respect of 'Different Events At FMG Stadium Waikato' I am now able to provide Hamilton City Council's response.

You requested:

Just thought I would email you to ask whether FMG Stadium Waikato could potentially host music concerts at the stadium when there isn't any rugby being played. I have talked to a few residents that remember when it got upgraded and council promised that any event could be hosted there once it got upgraded.

If there is something holding the stadium back for hosting a music concert there in terms of cost or infrastructure could you please explain how council can change this?

Also wondering whether a future Warriors, other NRL match or a Wellington Phoenix could be held there once a year? What are your processes of getting these sorts of events at the stadium?

Our response:

Please find below a response to your request from Sean Murray General Manager Venues, Tourism and Major Events.

The simple answer is that yes FMG Stadium Waikato (and Seddon Park and the ground at Claudelands) can be used to stage large outdoor concerts and festivals etc. Our facilities are ideally suited for these types of events and our team at H3 is continuously talking to various promoters and event organisers. The solution to actually attracting these types of events however is not so simple and we are not achieving the results we want on this front.

Securing large outdoor concert for Hamilton faces a number of challenges; mostly economic as these are very expensive events to run that require a great deal of certainty over revenue (ticket price x number of tickets sold). When we talk to promoters we tend to face the following hurdles;

- The perception that Hamiltonians will just as easily travel to Auckland for a concert up there and therefore why add the cost of an additional show venue on an overall tour.
- The perception that the Hamilton market is small for shows that require 25-30,000 ticket holders for example.
- The lack of holiday makers in Hamilton in the summer months (that's why The Mount, Napier Hastings, Nelson does very well on a summer holiday circuit).
- Hamilton City Councils non-financial support or shared-risk approach to these types of events.

These are hurdles that we face however please be assured we are not giving up on this front and looking at ways of attracting a great outdoor show to FMG Stadium Waikato and we are confident that once we do get a break through that our job in attracting large scale outdoor shows will become easier. Although is not a concert type event our ability to attract the HSBC Sevens into Hamilton is an example of how we have been able to find a viable economic solution to enable us to hold that event.

On the matter of the NRL we do attract games into Hamilton from time to time, however in some instances depending on the teams the attendance numbers are not always what they need to be. With regards the Warriors and Phoenix we talk their management every year and we are very keen to host them in Hamilton. However this is where the "economics" comes into play. These codes require substantial input from host cities, appearance fees, the cost of travel accommodation and meals for both teams, and some guarantees over attendance levels. In most instances we are finding the costs simply outweigh the benefits to the city.

