

Date: Wednesday 26 February 2025
Time: 3.30pm
Meeting Room: Room 1, Level 26
Venue: Te Wharau o Tāmaki - Auckland House
135 Albert Street
Auckland

Governing Body Workshop

OPEN NOTES ATTACHMENTS

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Workshop objectives and intended outcomes


Workshop objectives

- Provide the opportunity for a political discussion on the purpose of Auckland’s regional stadium network.
- Provide early direction on the outcomes you want achieve through Auckland’s stadium network.
- Understand how the investment objectives can guide future decision making on individual venues in the network.

Intended outcomes

- We have direction from you on what you want from the investment objectives and principles for the stadium network. This will enable us to develop a proposed stadium investment plan which will be presented to governing body to endorse in March.
- This document will be used to help guide future decision making on individual assets and will form the basis for a more detailed plan for the stadium network.

Note: Today’s session is not focused on individual venues or decisions. We will have an opportunity to discuss these in coming weeks.



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Why are we doing this?

The 2020 CCO review and recent staff advice to the mayoral proposal has consistently highlighted the lack of and therefore an urgent need for a comprehensive stadium strategy to define Auckland’s future needs, assess costs, and improve asset management.

Over the coming weeks, we have some significant decisions to bring to you regarding individual venues within the stadium network that. Over \$111m is currently committed to stadiums through the LTP, and we want to ensure that the decisions made on individual venues contribute towards achieving strategic and future focussed outcomes for the stadium network as a whole.

As elected members for the Auckland region we need direction from you on the priority for this strategic asset that will guide these decisions now and into the future.

The focus of the proposed stadium investment plan that will be developed from this direction is on multi-use, outdoor stadia with a minimum total capacity for sporting and concert events of 10,000.



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Stadium network current state

The Auckland region currently has four multi-use venues, hosting a wide range of sporting, cultural and concert events that are in the scope of the proposed Stadium investment plan. Eden Park, currently the region and countries largest stadium is owned and governed by the Eden Park Trust Board. The remaining three are currently operated by Auckland Stadiums which is a part of Tātaki Auckland Unlimited.

Council has already committed significant investment into the stadium network through the LTP but there remains however an absence of a clear and implementable strategic direction for the stadium network beyond maintenance and renewal.

There are approximately **90** large scale sporting and concert events across the network in a typical year. This is projected to increase however with factors such as the increase of women's professional sport and proposed franchises across several codes.

Scheduling content is becoming more difficult as different codes seasons run over with each other and conflict with other content such as concerts.

Estimated 10yr renewal and maintenance cost:

- NHS - \$33m
- GMSMS - \$38.2m
- WSS - \$20.7m
- Essential & regulatory renewals - \$19.6m

= \$111.5m total
Eden Park estimated 10yr maintenance/refurbishment: \$62.8m

Stadium	Concerts	Sport
Auckland Stadiums	35,000	14,000
North Harbour Stadium	35,000	14,000
Western Springs Stadium	85,000	13,000
GO Media Stadium	42,000	25,500
Eden Park	60,000	50,000

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The opportunity

Auckland's stadium network is critical for delivering positive outcomes for Aucklanders. By taking a strategic approach, we can optimise our venues to deliver economic, social, and cultural benefits for the region. These include:

For Auckland

- **Unlocking Economic Growth & Jobs**
Investment in stadiums can boost construction, event management, tourism, and hospitality, creating jobs and driving economic activity.
- **Enhancing Partnerships & Private Investment**
Collaboration with private investors, sports organisations, and event promoters can help fund upgrades and sustain long-term vibrancy.
- **Supporting Youth Development & Community Engagement**
Creating more accessible and affordable venues can foster grassroots sports, arts participation, and career pathways for young people.
- **Showcasing Auckland on the Global Stage**
A world-class stadium network positions Auckland as a premier international events destination, enhancing its reputation and attracting future investment.

For Auckland Council

- **Establishing a Strategic Vision**
A clear direction from Council can ensure stadium investments align with Auckland's economic, social, and cultural priorities.
- **Maximising Council's Role**
Council is well-placed to facilitate collaboration, advocate for Auckland nationally and internationally, and drive a cohesive stadium strategy.
- **Future-Proofing and Enhancing Venues**
Strategic investment can modernise aging infrastructure, making stadiums more versatile, sustainable, and attractive to world-class events.
- **Optimising the Stadium Network**
Streamlining venues to reduce duplication, improve efficiency, and better align with the needs of sports, entertainment, and cultural events.
- **Driving Efficiencies and Exploring Management Models**
Exploring options such as a single operator or alternative models to enhance coordination, reduce competition, and improve service delivery.

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Stakeholder Insights

Given the broad impact of these decisions on stadium users and stakeholders, the project team has engaged—and continues to engage - to gather insights, understand their experiences within the stadium network, and share the vision and needs of various sporting codes and industries.

Several themes have consistently emerged across these conversations that highlight overlapping challenges and opportunities experienced by stakeholders.

Stakeholders agree that:

- ✓ **Auckland needs a network of stadiums of the right configuration that is well used**
- ✓ **Decisive action must be taken instead of continued delays**
- ✓ **High-performance training facilities should be prioritised**
- ✓ **High stadium costs place pressure on stakeholders**
- ✓ **Stakeholders across codes would welcome greater collaboration across the network**



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What do we want to stadium network to achieve? - Objectives

Assuming that we want to

- a) **Make the most of our current infrastructure and,**
- b) **Maximising usage across the network through appropriate size and scale of offerings**

Why do we have stadiums? Possible examples include:

1. **Wide accessibility/affordability for fans**
2. **Positive financial return on investment**
3. **Stimulate economic activity for the region**
4. **Facilities for high performance pathways**
5. **Attract significant amount of world class events to Auckland**

Anything missing?



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Next steps

Stakeholder engagement will continue in the coming weeks.

Further GB engagement:

Date	Format	Description	Action required
5 March	GB Workshop	Main stadium feasibility study update	For information
12 March	GB Workshop	Western Springs EOI process update with TAU	For information
27 March	GB Meeting	Stadium investment plan. If approved, this investment plan will be developed further to a more comprehensive document.	To endorse
		main stadium feasibility findings	For decision
1 May	GB meeting	Western Springs EOI recommendations	For decision

Several other projects continue such as the North Harbour Stadium EOI, and options for Go Media Mt Smart Stadium. All of which will require ongoing strategic planning and relationship management with stakeholders.