

Division 65: Western Australian Sports Centre Trust, \$13 278 000 -

Mr Dean, Chairman.

Mr Carpenter, Minister for Sport and Recreation.

Mr G. Moss, Chief Executive Officer.

Mr D. Smith, Finance Manager.

Mr MARSHALL: I refer to the item on naming rights in the third dot point on page 1099. The Challenge Bank sponsorship of Challenge Stadium has expired. What money was involved in that sponsorship and will Challenge Bank renew its sponsorship of that stadium? If not, is it likely that other companies would be interested in the naming rights?

Mr CARPENTER: I am a strong proponent of accessing finance via naming rights. When Jeff Ovens of the West Australian Football Commission came to see me about 12 months ago in relation to the financial situation of the commission, I suggested that it seek naming rights sponsorship for Subiaco Oval. It looks like it will pull that off. If it can get \$1 million because someone wants a stadium named in his honour, that is money for jam. In the sports field, it is hard to get that kind of money through sponsorship. Challenge Stadium basically led the way, certainly in Western Australia, by changing its name from the Superdrome to Challenge Stadium, after the Challenge Bank. The \$250 000 a year naming right has expired or is about to expire. Mr Moss will answer the question about the pursuit of alternative naming rights.

Mr MOSS: The Challenge Bank sponsorship expired towards the end of last year. It had a three-year option for renewal, but given the change of corporate emphasis from Challenge Bank to Westpac, it declined to exercise its option. We are currently in the marketplace for a new naming rights sponsor. Some advertisements have been placed in the financial sections of *The West Australian* and *The Australian Financial Review*. We are making direct approaches to various companies within Western Australia and Australia for an amount of about \$250 000 to \$300 000 a year for naming rights sponsorship.

Mr MARSHALL: What about Arena Joondalup?

Mr MOSS: Arena Joondalup is another venue that is under the responsibility of the trust, and we are adopting a similar approach to that, but with probably a slightly lower amount.

Mr MARSHALL: What about the Speed Dome in Midland?

Mr MOSS: We have not considered it at this stage. Challenge Stadium is seen as the flagship venue by the Western Australian Sports Centre Trust, followed by Arena Joondalup. It would probably be more difficult to attract a naming rights sponsor for the Speed Dome given its more remote location and lower utilisation.

[3.10 pm]

Mr WALDRON: On page 1102 the third dot point of the major initiatives for 2002-03 is the provision of facilities at Challenge Stadium for the staging of the World Lacrosse Championships. What facilities must be provided, is there a large cost and is a financial benefit expected from it, because it is a fairly small event?

Mr MOSS: The playing fields for the World Lacrosse Championships are on University of Western Australia land and comprise a synthetic hockey field and grass fields on the McGillivray Sportsground. Given the size of the event, a number of facilities will be used at Challenge Stadium. The opening and closing ceremonies will be held in the main arena. The players will be using the change rooms, food and beverage outlets etc.

Mr MARSHALL: Page 1103 shows the increase in sporting competitions, concerts and the like at Arena Joondalup. It is very good to see that happening. I believe that Arena Joondalup is on 35 hectares of land of which only eight hectares is being utilised. Is there any vision for the future to open up that extra land to get something out of it?

Mr CARPENTER: It has not been brought to my attention as a pressing issue at the moment.

Mr MOSS: The member is correct. There is about 32 hectares of land, much of which is under-utilised, given that it forms basically a large road reserve to Moore and Joondalup Drives. We have a master plan for the future development of Arena Joondalup. The first stage, since the WA Sports Centre Trust took over, was the development of the aquatic centre. Part of the state facilities plan is the provision of a synthetic athletics track at Arena Joondalup. The master plan incorporates the development of three to four more basketball courts to abut the existing basketball courts. We recently sold some of that 32 hectares to the adjoining Lake Joondalup Baptist College. The proceeds of that will go towards the cost of the synthetic athletics track.

When the responsibility for Arena Joondalup was handed over to the WA Sports Centre Trust, LandCorp placed a memorial on the title, which prohibits the WA Sports Centre Trust from developing sections of the land for

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Mr Arthur Marshall; Mr Alan Carpenter; Mr Terry Waldron

commercial purposes. It is reserved for sport and recreation purposes. If we could get the consent of LandCorp for commercial development, I guess that could take place. However, the master plan does not envisage any future commercial development; it is for sport and recreation.

Mr MARSHALL: Is any extra cost, however minimal, involved in maintaining the extra land because of the amount of grass and the number of fire breaks?

Mr MOSS: All the playing surfaces are extremely well utilised. The grass car park areas in front of the main stadium are marked out for netball because of the demand for netball. All the designated playing surfaces are well utilised. Probably the only additional cost involves the fairly expansive grass reserves that front onto road reserves. Ten hectares of totally undeveloped land is just bushland and does not cost anything to maintain.

Mr CARPENTER: I thank the officers for their good work, not only for today, but also for the entire budget period and the rest of the year.

The appropriation was recommended.