

ENTERTAINMENT VENUES — NAMING RIGHTS

**277. Dr A.D. BUTI to the Treasurer:**

Why can the state not afford to do what the previous Liberal–National government did and pay millions not to sell naming rights for entertainment venues?

**Mr B.S. WYATT replied:**

I thank the member for Armadale for the question. Some things get a lot of attention and commentary and raise passions, and it seems that naming rights, the sale thereof, to the Perth Stadium and Perth Arena is one of those things. Rather like the issue of daylight saving, it would seem that people have firm views on the matter—they are either agin it or for it. But I was surprised to learn that by not selling the naming rights the government is not only missing out on revenue, but also paying money to not have signs on one of our facilities—Perth Arena. Let me make it clear. In 2012, the former government, in one of its cunning financial decisions, gave AEG Ogden, the operators, the right to sell the naming rights. Somewhere along the way, I suspect that the former Premier, the member for Cottesloe, decided to reverse that, forgetting that Ogden had contractual rights. Since 2012, the state has been paying about \$1.5 million a year to not have signage on Perth Arena. I assure all members and the people of Western Australia that this government will no longer be doing that; indeed, we are seeking to sell the naming rights for Perth Arena. If we get less than \$1.5 million, we will share that cost, but if we get more, we will share the profit. However, either way, we cannot afford to keep throwing millions of dollars to not have signage at Perth Arena. Perth Stadium is one.

Several members interjected.

**Mr B.S. WYATT:** I know that the member for Cottesloe—Colin from Cottesloe—in high dudgeon called into radio yesterday. I understand the argument that the member for Cottesloe raised, and I understand the position of the former government of not having naming rights for three years and then selling the naming rights. We are bringing that forward now because, ultimately, the days of simply throwing money at things and hoping that they work without generating a return are over. I am pleased to say that interest in the stadium, unsurprisingly, has been strong. There are organisations that are very keenly and unsurprisingly attached to the stadium, like stadia around the globe. We will be pursuing that to ensure that we maximise the return for Perth Stadium and the taxpayers, and to ensure that we remove the liability that the member for Churchlands left of paying Perth Arena \$1.5 million a year to not have a sign.