

VISION2030

MEDIA RELEASE

CREATING A
SUSTAINABLE FUTURE
FOR WA CRICKET



3 September 2015

HISTORIC WACA GROUND SET TO BECOME A WORLD-CLASS BOUTIQUE STADIUM

Test Matches To Be Shared With Perth Stadium

The Western Australian Cricket Association (WACA) today announced a landmark decision that will see the WACA Ground developed into a modern boutique stadium, sharing Test Matches with Perth Stadium, and remaining the home of cricket in WA.

WACA Vision 2030 highlights:

- **Cricket in WA will be transformed by the new 'WACA Vision 2030' blueprint;**
- **WACA Ground to become a modern boutique stadium with a permanent capacity of up to 15,000 and a complementary partner to Perth Stadium;**
- **Proposed new stands and significantly more shade among the range of upgrades to be provided to spectators;**
- **New dedicated player facilities and high performance training facilities to play a fundamental role in the future development of cricket;**
- **Test Matches shared between the WACA Ground and Perth Stadium;**
- **The flexibility for co-location of the Western Australian Football Commission at the WACA Ground;**
- **Vision 2030 supported by Cricket Australia potentially resulting in more premium cricket content for Western Australia;**
- **The WACA will now prepare funding submissions to State and Federal Government to support the delivery of Vision 2030.**

The decision was announced at the release of the Vision 2030 Report, the result of a wide-ranging investigation over 14 months by a special WACA Board appointed committee.

The committee headed by highly respected company director and businessman Michael Smith was charged with making recommendations on the future of the WACA Ground with associated funding options aimed primarily at benefiting cricket, WACA Members and the public.

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Mr Gannon said that the development of the iconic WACA Ground, estimated to be between \$150 million and \$200 million depending on the final design, would transform cricket in WA and secure its future as a major participation and spectator sport.

“The recommendations will see growth of cricket at all levels from grassroots to the elite,” Mr Gannon said. “We now have the opportunity to showcase the best of world and domestic cricket at two modern stadiums, providing players and spectators with facilities expected for modern sport.

“Cricket patrons in Western Australia acknowledge that the WACA Ground facilities need improving and the WACA Board has committed to a clear framework to invest in upgrades and ensure the ongoing viability of the WACA Ground and cricket in Western Australia.

“By adopting the recommendations, the Board and management have a clear direction for taking cricket forward. The next stage will be about bringing that Vision to reality by refining the structural requirements of the Ground, developing a staged building program and securing the funding.”

Mr Gannon said that the WACA would seek to fund the development with contributions from State and Federal Governments, sponsorships and Cricket Australia.

“The WACA Board will be formally advising Premier Colin Barnett of its adoption of Vision 2030 and that it will be making a submission to secure a financial contribution from the State Government for the development program which is expected to occur in stages over the next six or seven years, subject to Government support.

“As a result of this significant investment in infrastructure, the WACA Ground will have world-class spectator, Member and player facilities as well as an elite high-performance centre.

A world class sporting precinct

“The new sporting precinct created with the nearby Perth Stadium will be first class and allow for Western Australia to benefit from additional fixtures, bigger international games and more tickets to high-demand matches.”

Mr Gannon said this would provide a significant boost to tourism and hospitality, which already received considerable benefits from cricket.

“In the past five cricket seasons more than 17,000 public tickets have been sold to Interstate and International visitors for Tests and ODIs at the WACA Ground. Together with touring teams, support staff, broadcast and media, these visitors significantly contribute to the WA economy annually and this is only expected to grow with greater capacity at the Perth Stadium,” he said.

The WACA has also endorsed the key recommendations of the Vision 2030 report in relation to the allocation of cricket content between the WACA Ground and Perth Stadium. This will see Tests and One Day Internationals with England, South Africa and India and all BBL played at Perth Stadium. All other Tests, One Day Internationals and Sheffield Shield matches will stay at the WACA Ground.

The hierarchy and allocation of matches will be based on each venue’s capacity, aligning with the Government’s State Sporting Facilities Plan.

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“The potential to involve other sports administration will further strengthen the WACA Ground’s role within WA sport,” Mr Gannon said. “In particular, the opportunity to incorporate the Western Australian Football Commission’s administration and WAFL matches at a boutique WACA Ground within a modern sporting precinct presents significant potential for both sports to grow.”

Mr Smith, who led the negotiations with the State Government, commended the Government for its very positive approach, reflecting its genuine desire to support cricket to continue to grow and develop into the future.

Cricket Australia chief executive James Sutherland said the game’s peak body strongly supported the Vision 2030 blueprint.

“The strategy for Australian cricket is all about putting fans first and that’s exactly what this move will do. It will provide cricket with world-class facilities for patrons and players and further strengthen our position as Australia’s favourite sport,” Mr Sutherland said.

“The popularity of cricket has never been greater in this State with different forms of the game capturing different demographics and markets.

“I’d like to pay tribute to the Western Australian Government for its efforts throughout these negotiations and more broadly to its commitment to cricket, ensuring the game remains central to the future of sport here in WA.

“Having two world-class cricket grounds will be a tremendous boost for Australian and Western Australian cricket.”

WACA CEO and Future Development Strategy Committee member Christina Matthews thanked all stakeholders who had contributed to the extensive investigation and consultation process and said that the WACA would continue informing its Members, Western Australian cricket fans and partners as Vision 2030 moved ahead into the detailed design and implementation phase.

ENDS

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