



Central Coast Stadium Strategy
Consultation report

November 2020



Executive summary

The Central Coast Stadium (Stadium) is a unique location for sporting, entertainment and community events, overlooking the Brisbane Water. It is a 20,000 all-seated stadium, ideal for a regional population, and has been well-maintained over its history. With the 20-year anniversary of the Stadium in 2020, Council has developed a business strategy for the Stadium to ensure it remains a highly valued community asset, delivering significant economic benefits to the region and acting as a focal point for community pride and sense of place within the Central Coast. Now is the time to focus on the Stadium and to develop a strategic direction and business plan for the Stadium.

This Central Coast Stadium Strategy (Strategy) provides Council with a strategic framework to improve the Stadium as the major sporting and entertainment facility in our region and harness commercial opportunities for the benefit of the community. The Strategy seeks to build on the economic, social, sporting and financial value of the Stadium to the Central Coast.

Public Exhibition

At Council's meeting on 10 August 2020, Council endorsed the draft Stadium Strategy for the purposes of public exhibition. Following the 30-day public exhibition period Council was to consider the submissions received during the exhibition period, and a report:

- addressing the submissions received from the public during the exhibition period; and
- proposing any appropriate amendments to the Stadium Strategy with consideration of those submissions.

Summary of Submissions

The draft Stadium Strategy was exhibited from 31 August to 28 September 2020. The draft Strategy was exhibited online on Council's community consultation hub, Your Voice Our Coast.

Of the **17** written submissions received, a total of **17** unique comments were made.

Many comments were supportive and positive. All submissions were from individuals, 99% of which were Central Coast locals.

The **6** themes raised in submissions are summarised as follows:

- The future of Central Coast Mariners and the relationship between club and Council
- Ideas/suggestions for additional/new content
- Pricing and variety of food and beverage options
- Parking options and access to Stadium
- Creation of a precinct surrounding the Stadium for pre and post-match
- Closer analysis of potential threats to Stadium livelihood

Many submissions contained multiple issues or comments, and comments already touched upon by others.

All relevant issues raised are included in this report and have been considered in the determination of the final Strategy.

Objective of consultation

The purpose of consultation for the draft Stadium Strategy was to seek feedback from the Central Coast community on both Council’s role and the community’s involvement in the running of the Stadium. This document will be presented to Council along with the final Stadium Strategy for adoption.

The local community play a huge role in the success and utilisation of the Stadium. It was important to take their feedback and concerns into account before finalising any action. The Stadium is a community asset and needs to reflect the wants and needs of the locals.

Our engagement framework

Consultation was been designed in accordance with Central Coast Council’s Engagement Framework. This framework is available to view at: <https://www.yourvoiceourcoast.com/Central-Coast-Council-Engagement-Framework>.

How we consulted

We carried out extensive and adequate promotion of the consultation period to ensure the community and key stakeholders were aware of the opportunity to get involved and given enough notice to provide feedback.

Your Voice – Our Coast website	<ul style="list-style-type: none"> • Project page was live 31 August – 28 September 2020 • https://www.yourvoiceourcoast.com/all-projects/draft-central-coast-stadium-strategy • 696 visits to this page during consultation period • Stadium Summary document was viewed 87 times
Media release	<ul style="list-style-type: none"> • Issued on 31 August 2020
Print advertising	<p>Advertisement promoting the public exhibition of the draft Strategy ran:</p> <ul style="list-style-type: none"> • 9 September 2020: Coast Community Chronicle • 11 September 2020: Coast Community News <p>Copies of print advertising can be found in Appendix A</p>
Outdoor media	<p>LED screen cnr Dane Drive:</p> <ul style="list-style-type: none"> • 3 September 2020 – 28 September 2020
Social media	<ul style="list-style-type: none"> • Facebook post on 1 September with a total reach of 19,834, and 139 reactions, comments and shares

	<ul style="list-style-type: none"> • Facebook post on 21 September with a total reach of 4,744, and 15 reactions, comments and shares • Instagram post on 1 September with a total reach of 1,390, 25 reactions, comments and shares
Stakeholder email	<ul style="list-style-type: none"> • An email was sent to 4500+ stakeholders who have subscribed to updates on Council’s community consultation on August 31st
Councillor Briefing	<ul style="list-style-type: none"> • 10 August 2020

Demographics

Figure 1: What is your suburb?

Within Central Coast Local Government Area	Count	Outside Central Coast Local Government Area	Count
Copacabana	1	Arcadia	1
East Gosford	2		
Ettalong	1		
Gorokan	1		
Gosford	1		
Green Point	2		
Holgate	1		
Kariong	1		
Killarney Vale	1		
Point Claire	1		
Saratoga	1		
Umina Beach	1		
Wamberal	1		
West Gosford	1		
		Total outside LGA	1
		TOTAL	17

What we heard

We have grouped key comments into themes and provided responses to issues and queries raised in the submissions. The key points of the Strategy are reiterated and expanded upon in our response where the comments indicate a misunderstanding of the topic. If the Stadium Strategy text has been changed in response to the comment, this is indicated in the table below.

Key issues raised	Summary	Response
Theme 1: The future of Central Coast Mariners and the relationship between Club and Council		
<ul style="list-style-type: none"> • Council should 'partner' with the Mariners to promote the game and club • Council should provide 'full support' to the Mariners to ensure they stay on the Coast • Council should not create an agreement with Mr Charlesworth • The Stadium should be sold to the Mariners • Council should not be relying solely on the relationship and success of the Mariners 	<p>Page 16 of the Strategy clearly highlights that the Central Coast Mariners are our sole permanent tenant and the financial stability of the Stadium does rely on the success of the Mariners. Recent comments in the media of the team being sold or moved to another location has meant that a lot of the submissions voiced their opinions on this matter.</p>	<p><i>It is recommended to add the 'Challenges' section on Page 13 of the Strategy to be updated.</i></p> <p><i>Council will continue to work with the Mariners on game day promotional activities and social media platforms.</i></p>
Theme 2: Ideas/suggestions for additional/new content		
<ul style="list-style-type: none"> • Enthusiasm to hold local finals to engage with the community • Suggestions of non-sporting events, such as markets, carnivals and live music/concerts • Suggestions for conferences and other corporate functions • Insistence on more NRL content, and team, and to incentivise these clubs • Suggestion to convert the rectangular oval to accommodate cricket and AFL 	<p>The community would like to see more local, community and non-sporting events held at the Stadium.</p>	<p>As outlined in the Strategy Priority 1.2 an Event Strategy will be developed by November 2021.</p> <p>This plan will see Council continue to actively bid for varied content including markets, live music / concerts and encourage more non-sporting hirers to utilise our facility.</p>
Theme 3: Pricing and variety of food and beverage options		
<ul style="list-style-type: none"> • General belief that food and beverage is too expensive for families • Catering is seen to be limited in variety, with no healthy alternatives 	<p>The community are requesting a broader range of food and beverage options that are also affordable for families.</p>	<p>Stadium Management identified limited variety in our food and beverage offerings in the Challenges section as outlined on page 13 of the Strategy.</p> <p>We are restricted in our offerings and pricing due to the</p>

		<p>lack of a commercial kitchen and external catering contract.</p> <p>Stadium staff will continue to work with the contracted caterer to deliver on a more diverse food offering that includes healthier menu options and engaging with mobile food vendors.</p>
<p>Theme 4: Parking options and access to Stadium</p>		
<ul style="list-style-type: none"> • Concern regarding limited parking options, and the access to stadium for senior citizens • Request for parking station behind stadium • Request for parking maps 	<p>The community are calling for more parking options closer to the Stadium.</p>	<p>Stadium Management identified limited spectator parking in the Challenges section as outlined on page 13 of the Strategy.</p> <p>Within Strategic Priority 3.1 (page 31), parking is outlined within the development of a master precinct plan.</p> <p>Stadium staff to also ensure that the community are aware of all the free parking options available around the Stadium, including Gosford City car park.</p> <p>This plan is to be completed by December 2023.</p>
<p>Theme 5: Creation of a precinct surrounding the Stadium for pre and post-match</p>		
<ul style="list-style-type: none"> • Suggestion to create a 'community area with eateries & bars on game day' • Desire to have 'an activation on the foreshore on the Western side of the Stadium' to extend the game day experience 	<p>The community have identified the need for more activations and attractions around the Stadium to extend and enhance the game day experience.</p>	<p>Within Strategic Priority 3.1 (page 31) a new precinct master plan is proposed within the development of a master precinct plan.</p> <p>Our recommendation is that Council delivers a master precinct plan that improves the connectivity between the CBD waterfront and the Stadium, and enhances the game day experience. This plan is set by completed by December 2023.</p>
<p>Theme 6: Closer analysis of potential threats to Stadium livelihood</p>		

<ul style="list-style-type: none"> • Financial impact of the Mariners of local economy • Financial impact of naming rights partner • Financial impact of management rights partner 	<p>The community have identified that there are financial implications that not only affect the Stadium but have a knock-on effect onto the local tourism industry.</p>	<p>Council have reviewed the financial benefits of selling the naming rights and outsourcing the management rights as outlined in the Strategy on page 17.</p> <p>Under Strategic Priority 5.2 an outcome on these decisions must be made by January 2022.</p> <p>Page 13 of the Strategy identifies the financial impact of the Mariners on the community.</p>
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Response

The Stadium staff responded to all survey participants on 20 October 2020:

Thank you for your submission on the Central Coast Stadium Strategy. We greatly appreciate that you took the time to give your valuable feedback.

We're currently reviewing all the submissions we have received.

We will be in touch when we progress this document to its next stage.

Consultation outcomes and next steps

Central Coast Council thanks all participants for their time in submitting a response to the draft Stadium Strategy.

In response to feedback from the community, the following minor amendments and clarifications to the text were made to the Strategy:

Revisions

- Page 5 – include 'football' as the first 'major event' listed. This was previously omitted.
- Page 13 – Update the 'Challenges' section to include the potential ramifications if the Central Coast Mariners were to fold or move their base.
- Page 29-34 -Update the timeline for strategy deliverables in line with the submittal of Council report.
- Page 32 – Update 5.1 to reference the postpone of the 20th anniversary promotional program with inclusion of a 21st birthday campaign.

ENDS

View all Central Coast Council's recent media releases at www.centralcoast.nsw.gov.au

To keep up to date with Council's breaking news like/follow our [Facebook](#) and [Twitter](#) pages.

Appendix A – Print advertising September 2020

WWW.COASTCOMMUNITYNEWS.COM.AU - COAST COMMUNITY CHRONICLE 9 September 2020



Issue 15

Community Bulletin - COVID-19 Information

YOUR HEALTH

Reach out for help

The constantly changing news and restrictions about COVID-19 can affect your mental health, leading to anxiety and even depression. Restrictions on visiting friends, elderly family members and celebrating milestones and events such as birthdays, school graduations and weddings are also creating distress for many people. Others may be concerned about going out and risking contracting the virus when they are using public transport or in busy shopping centres. Whatever your concern, it's important to acknowledge it and to seek help if it is affecting your wellbeing. We've provided a comprehensive list of support services and resources on our website – as well as general mental health support, we've also included links for specific issues such as domestic violence, homelessness or practical help. For details, search "COVID help" at centralcoast.nsw.gov.au. Exercise is also an important aid to good mental health. We've produced videos to help increase your physical and mental fitness through exercise and meditation. Search "exercise" at centralcoast.nsw.gov.au/youtube

YOUR COMMUNITY

Time's running out for grant applications

Community groups experiencing a COVID-related surge in demand for their services are running out of time to apply for Council's 'Working Together Staying Strong' grant program. The \$300,000 program was established to help local groups and organisations meet the needs of our most vulnerable community members during the pandemic. It closes on 30 September or when funds are exhausted. Not-for-profit and community groups can apply, particularly those supporting the physical health and mental wellbeing, social connection and safety of vulnerable and at-risk groups. This includes projects such as:

- food hamper preparation and delivery
- swags for rough sleepers
- mental health support
- counselling services
- organisational volunteer support
- helping people get around
- small equipment purchases

Eligible applicants can apply for between \$1,000 and \$10,000 per project in combined funding and in-kind Council services. Search 'grants' at centralcoast.nsw.gov.au

YOUR BUSINESS

Backing businesses to grow

Although it has been a difficult year for the local economy, the Central Coast is now seeing an influx of visitors to the region, and promising sales figures in areas such as retail and restaurant spending in key tourism destinations. While ATO data shows 47.2 percent of Coast businesses are accessing JobKeeper payments, many have also used the downturn to review their operation and give their business a makeover, moving to new delivery methods, revamped services or increasing their visibility. Our website has a range of information to help businesses during this difficult economic period. This includes:

- enabling businesses to become a Council supplier
- Bigger Backyard local business program
- Shop Local campaign
- 'low-touch economy' webinar
- Central Coast grant finder
- small business water audits
- dedicated customer service support
- COVID-safe resources

Search "business support" at centralcoast.nsw.gov.au



Central Coast Stadium Strategy

We're developing a plan for the future of Central Coast Stadium – the Central Coast Stadium Strategy.

This strategy outlines the objectives and options for the ongoing future of the stadium, as well as a potential naming rights sponsor and management of the stadium.

You're invited to have your say. Submissions and feedback will be accepted until **5pm 28 September 2020**.



yourvoiceourcoast.com



Join a forum - Disability Inclusion Action Plan

Do you have ideas or feedback about how we can make the Coast even more accessible and inclusive?

We are inviting people who live with a disability and their family or carers to join an online forum to help Council develop our new Disability Inclusion Action Plan 2021-2025. Forums are taking place on 17, 22 and 24 September 2020.

To register go to yourvoiceourcoast.com or contact:

Celia Pennycook, Social Planner
P: 4350 5340

Jodie Frost Foster, Disability Inclusion Officer
P: 4325 8109



yourvoiceourcoast.com