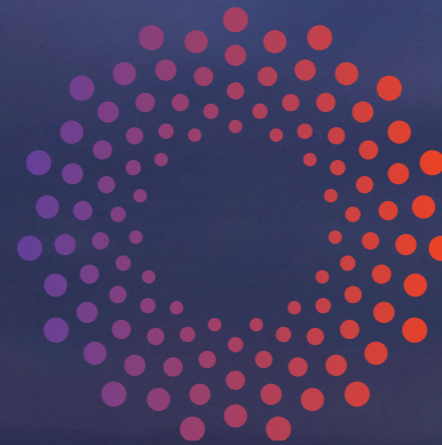


WELCOME TO



GREAT  
BARRIER  
REEF  
ARENA



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ARENA

## BORN OF PASSION

**Great Barrier Reef Arena was born of the unbounded passion of a community that values the power of sport to bring people together, inspire participation and generate new opportunity.**

Prior to development, the Harrup Park venue had been the primary sports venue in Central Queensland, hosting key cricket and AFL fixtures, including international one day cricket matches, Sheffield Shield, WBBL, JLT Community Series AFL matches and AFLW games.

The Australia vs India one day series staged at Great Barrier Reef Arena in September 2021 included the 'Miracle in Mackay, with Australia winning on the final ball and posting the third highest run chase in one day women's cricket history.

A WBBL match between Brisbane Heat and Adelaide Strikers in 2019 set the national venue attendance record for a standalone WBBL game. These major events have also fuelled the aspirations of a region, driving Cricket and AFL participation, particularly among girls and women, to record heights.

The precinct has also long been the home for key regional cultural and community events, a place to gather and celebrate throughout the year.

Now, together with our partners including State and Federal Government, peak sporting bodies and tourism organisations, we have created a superb environment for major sporting, entertainment and cultural events in one of Australia's most desirable destinations.

Here we have built upon passion to deliver a nationally significant precinct inspiring participation, celebrating community and proudly promoting our world renowned natural assets. Great Barrier Reef Arena is a place for all - from our local community to Australia's sporting stars and international athletes.

***We recognise and respect the Yuwibara people as the traditional custodians of the lands that make up our region and the land upon which the Great Barrier Reef Arena precinct is situated.***

***We also acknowledge and welcome all other Aboriginal and Torres Strait Islander people who call our region home.***

## OUR VISION

From project inception in 2017, our vision has been to create the best event destination experience in Australia.

Founded upon the strength of one of the nation's largest regional sports precincts and not-for-profit community Clubs, this magnificent venue is a premier cultural and sporting landmark for Queensland.

Great Barrier Reef Arena reflects the shared aspirations of our Club and community to create a world class event destination that will attract visitors from around the state, nation and globe to enjoy the pleasures of reef, rainforest and region.

The venue's flexible design and expansive spaces deliver the perfect setting for hosting everything from community cultural events to Queensland's very own Olympic Games.

**TERRY DOOLAN**  
CHAIR - MACKAY CRICKET & HARRUP PARK



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MACKAY  
CRICKET  
EST. 1891



HARRUP PARK

Read by 44,000 people daily

## Harrup Park's vision for future generations

# FIELD OF DREAMS

MELANIE WHITING AND CALLUM DICK

A NEW vision for a game-changing community leisure, recreation and events precinct in Mackay has been unveiled.

The *Daily Mercury* can exclusively reveal concept designs for Harrup Park Country Club's Great Barrier Reef Arena project.

The facility is expected to attract national and international level sporting events to the region, and be one of the country's premier sporting venues.

MORE: Pages 4-5

## INVESTMENT

From a field of dreams to a vibrant new event destination, Great Barrier Reef Arena has been made possible by an investment of \$20 million by the Australian and Queensland Governments. Harrup Park also invested \$5.1 million in precinct development.

## CONSTRUCTION

With venue design now completed by leading architects Cox, construction commenced in September 2021.

Following a 17 month build, Great Barrier Reef Arena launched in March 2023.



Australian Government



Queensland Government

The Great Barrier Arena project has been made possible by generous funding support of the Australian Government and the Queensland Government.

THINGS TO COME: An artist's impression of the Great Barrier Reef Arena precinct.

**WHITSUNDAYS**

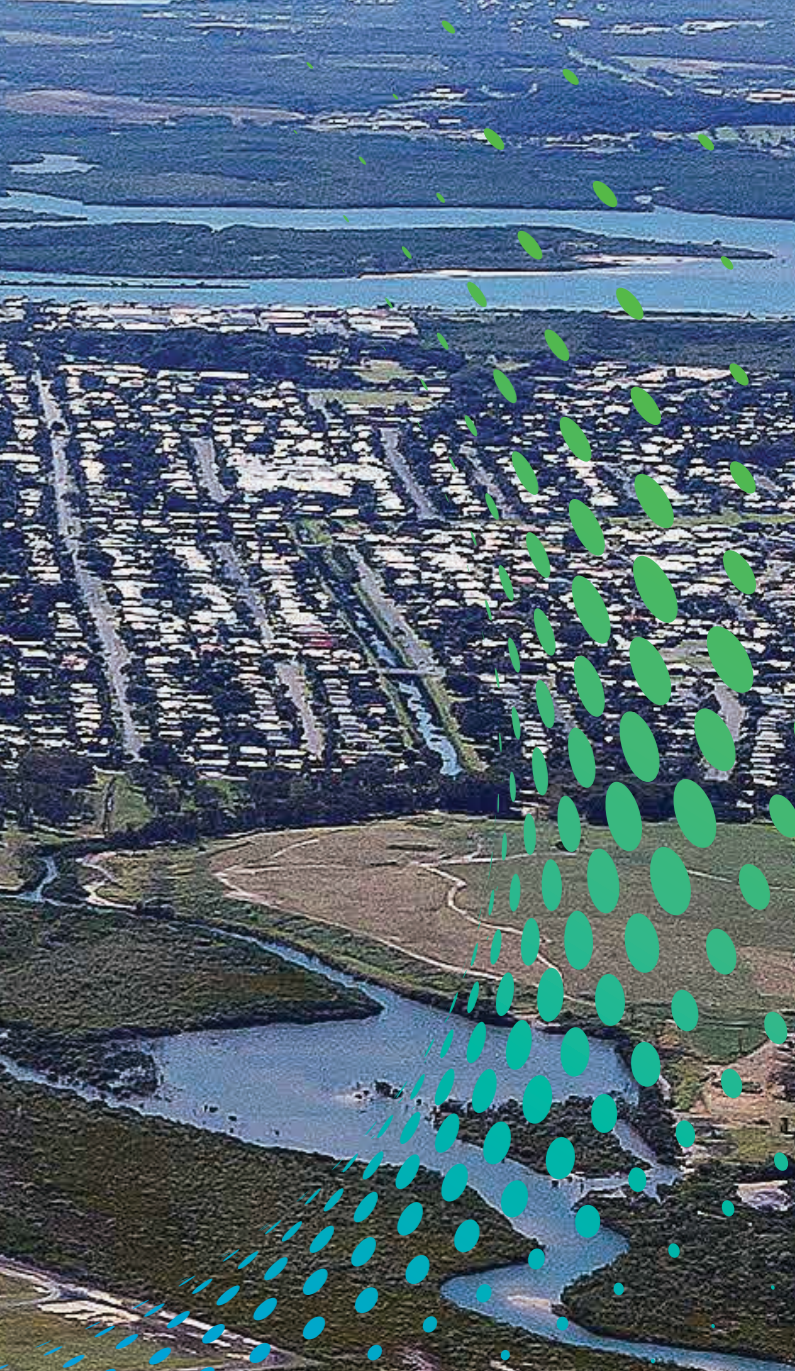


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**MACKAY CBD**



**MACKAY AIRPORT**



# HARRUP PARK

Harrup Park, a not-for-profit organisation founded by Mackay Cricket Association, is the region's leading leisure and sport destination.

The Club has over 28,000 members, with 45% female membership.

It supports 61 affiliated sporting and community clubs and has donated more than \$15.5 million to community organisations in the past decade.

This figure continues to grow, with over \$3 million donated to community in 2020/21 at the height of the Covid-19 pandemic.

It is one of Queensland's premier Clubs and, in March 2021, won the Clubs Queensland award for Support of Sport, recognising the Club's outstanding girls' and women's cricket programs.

Harrup Park also hosts a wide range of major community events each year.

## EXISTING FACILITIES

- 5 turf-equipped and fully fenced Sporting Ovals (four AFL standard fields), multiple change rooms and player amenities
- 3 lit playing fields including the main ground with broadcast quality lighting to 1500 Lux
- Restaurant, Cafe, Bar & Outdoor Deck • Dedicated Function Centre
- 1000 person indoor capacity





**28K+**  
MEMBERS

**61**  
AFFILIATED  
SPORT &  
COMMUNITY  
CLUBS

**5**  
CRICKET  
& AFL OVALS

**\$15M+**  
DONATED TO  
COMMUNITY  
SINCE 2008

WELCOME TO OUR BACKYARD



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# AUSTRALIA'S MOST PERFECTLY LOCATED EVENTS DESTINATION

Great Barrier Reef Arena is located in the tropical Queensland regional centre of Mackay, at the heart of one of Australia's most popular domestic and international tourism destinations.

The 37 hectare precinct is situated close to Mackay CBD, just five minutes from Mackay Airport - a primary gateway to the Great Barrier Reef, the Whitsundays and a region of natural treasures.

The Mackay Whitsundays region attracts over 2 million visitors each year, who spend in excess of \$1.31 billion in the region annually. This equates to over 7% of all domestic visitation to Queensland.

5

MINUTES FROM MACKAY AIRPORT

2M+

VISITORS TO MACKAY & WHITSUNDAYS ANNUALLY

10%

OF ALL INTERNATIONAL VISITATION TO QUEENSLAND

7%

OF ALL DOMESTIC VISITATION TO QUEENSLAND



# 3 | PARTNERS



*At present there are no facilities in Central Queensland capable of staging AFL Premiership matches. The development of Great Barrier Reef Arena to deliver expanded spectator capacity and new media broadcasting facilities will provide important capability in this regard.*

**Dean Warren - AFL QUEENSLAND**

# KEY EVENT PARTNERS

Great Barrier Reef Arena event partnerships deliver elite content that captures the eyes of the nation.

With the support of its partners, Harrup Park has hosted major events including:

- AFL pre-season (JLT Community Series) matches
- AFLW in-season matches
- International One Day series women's cricket matches
- International A series cricket matches
- WBBL in-season matches
- Sheffield Shield matches
- National Under Age Cricket Championships
- Masters Cricket Championships

These established partnerships provide the foundation for the delivery of major national and international events at GBRA from launch in 2023.

## CRICKET PARTNERS

- Cricket Australia
- Queensland Cricket
- WBBL
- Brisbane Heat

## AFL PARTNERS

- AFL
- AFLW
- AFL Queensland
- Gold Coast Suns

## EVENT DELIVERY PARTNERS

- Mackay Regional Council
- Tourism & Events Queensland
- Mackay Tourism



## 4 | DESIGN & FACILITIES



*“ We have been thrilled to watch the Australian Women’s Team take on India at the Arena and with its transformation into a world-class venue, we look forward to seeing more and more cricket played there in years to come.*

**Nick Hockley, CEO - CRICKET AUSTRALIA**

# DESIGNED FOR A WORLD CLASS EVENT EXPERIENCE

Great Barrier Reef Arena has been designed to deliver a world class contemporary event experience for both live and broadcast audiences.

The GBRA ground and facilities have been designed to international standards by leading Australian architects Cox Architecture.

Cox has been responsible for the design and redevelopment of some of Australia's premier sporting venues, including the Victorian Cricket & Community Centre, AAMI Park, Adelaide Oval, Optus Stadium and the SCG redevelopment.

They have also created signature designs for major regional assets including Queensland Country Bank Stadium (Townsville) and the Raiders Centre of Excellence (Canberra).

The GBRA brings together state of the art spectator, player and media facilities with sustainable design principles to create one of Australia's best regional event venues.



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**AUSTRALIA V INDIA**

GREAT BARRIER REEF ARENA  
SEPTEMBER 2021

**74 MILLION GLOBAL VIEWERS**



## Precinct Map

- 1 Great Barrier Reef Arena Players And Media Facility
- 2 Great Barrier Reef Arena North-West Seating
- 3 Great Barrier Reef Arena Entry Deck
- 4 Oval 1 - 1500+ Lux Lighting
- 5 Harrup Park
- 6 Harrup Park Loading Bay
- 7 Tim Mulherin Memorial Plaza
- 8 Tim Mulherin Community Green
- 9 Great Barrier Reef Arena North-East Seating Berm
- 10 Oval 1 AFL Interchange
- 11 Great Barrier Reef Arena AFL Boxes
- 12 Broadcast Boneyard
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- 15 Turf and Synthetic Cricket Training Nets
- 16 Sports Administration House
- 17 Harrup Park Car Parking
- 18 Services Connection Area
- 19 Oval 2 - 300+ Lux lighting
- 20 Oval 3 - 300+ Lux Lighting
- 21 Oval 4
- 22 Oval 5
- 23 Juliet Street Entry
- 24 Kippen Street Entry
- 25 Lamb Street Vehicle Entry
- 26 Oval 10 Parking
- 27 Additional Event Parking
- 28 Umpire Change Facilities (Secondary)

- Great Barrier Reef Arena Meeting Point
- Lift Access
- Amenities
- Bus Drop Off
- Taxi Drop Off
- Temporary Stage / Concert Mode
- Food + Beverage / Mobile Bars / Canteen
- Mackay CBD
- Mackay Basketball
- Food Trucks / Markets
- Parking
- Main Pedestrian Entry
- BOH Entry
- Mackay Airport
- Reception
- Mackay Tennis Association
- Mackay Croquet Club

# KEY FACILITIES

**10K+**  
SPECTATOR  
CAPACITY  
SPORTING  
EVENT MODE

**20K**  
SPECTATOR  
CAPACITY  
CONCERT  
MODE

MEDIA &  
BROADCAST  
CENTRE

FOOD &  
BEVERAGE  
FACILITIES

CORPORATE  
ROOMS &  
FUNCTION  
SPACES

MALE &  
FEMALE  
CHANGE  
ROOMS

COACH  
UMPIRE  
& OFFICIAL  
FACILITIES



WALKWAYS  
CONNECTING  
CLUB &  
SPORTING  
PRECINCT

OUTDOOR  
COMMUNITY  
EVENT  
PRECINCT



# KEY FACILITIES

## NEW STAND AND EVENT FACILITIES

- 1678 fixed seats including 100 VIP seats
- 800m<sup>2</sup> grassed berm seating area
- 1200 m<sup>2</sup> Eastern Berm seating area
- Permanent roof structure over grandstand
- Multiple camera decks for broadcast – Cricket & AFL
- Multiple event entrances from Juliet and Kippen Streets
- Game Day plaza for event activations
- Tim Mulherin Community Green - landscaped outdoor community and events precinct

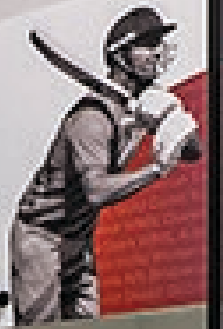
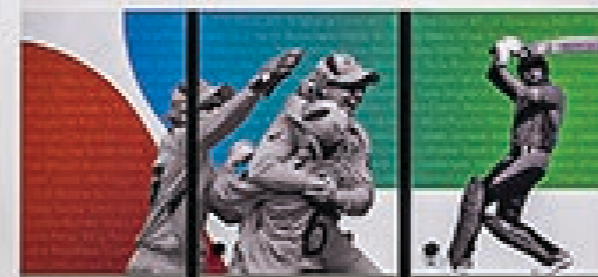
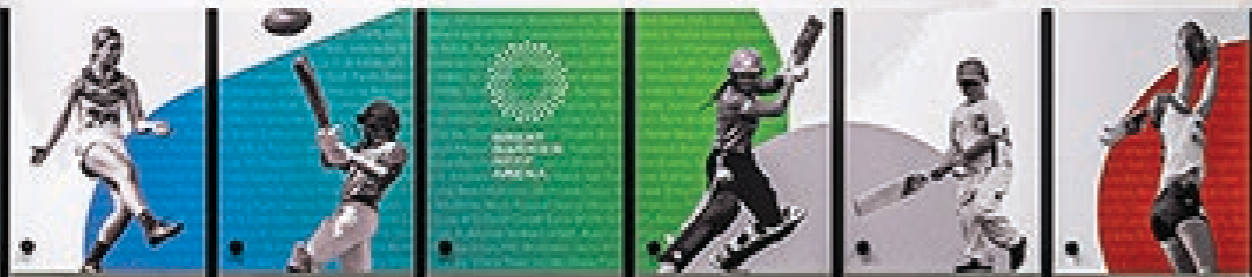
## GROUND LEVEL

- 2 separate change rooms (Home/Away) , including multiple toilet, shower facilities and wet areas
- 2 massage and strapping rooms (Home/Away)
- 2 meeting rooms (Home/Away)
- 2 medical rooms
- Officials rooms including male and female change facilities and amenities
- Doping control room, bathroom and waiting area
- Prayer room
- Team property room
- Reception / lobby including lift to level 1
- Operational control room for event management
- PWD bathroom
- Storage
- Public amenities under fixed seating concourse
- Controlled PMOA access from ground floor to level 1

## LEVEL ONE

- Players dining / social room with adjoining male, female and ambulant toilets
- General admission male and female toilets
- Broadcast Breakout/Press conference room
- Production kitchen
- Bar
- Home/Away viewing deck
- Second level male, female and ambulant toilets
- 6 suites including commentary, media and press capability
- Scorers room
- Third umpire room
- PWD bathroom
- Broadcast room
- Press/Radio room
- Home/Away viewing room





# CHANGE ROOM

# PLAYERS DINING

The Reef Room





# MEDIA BREAKOUT

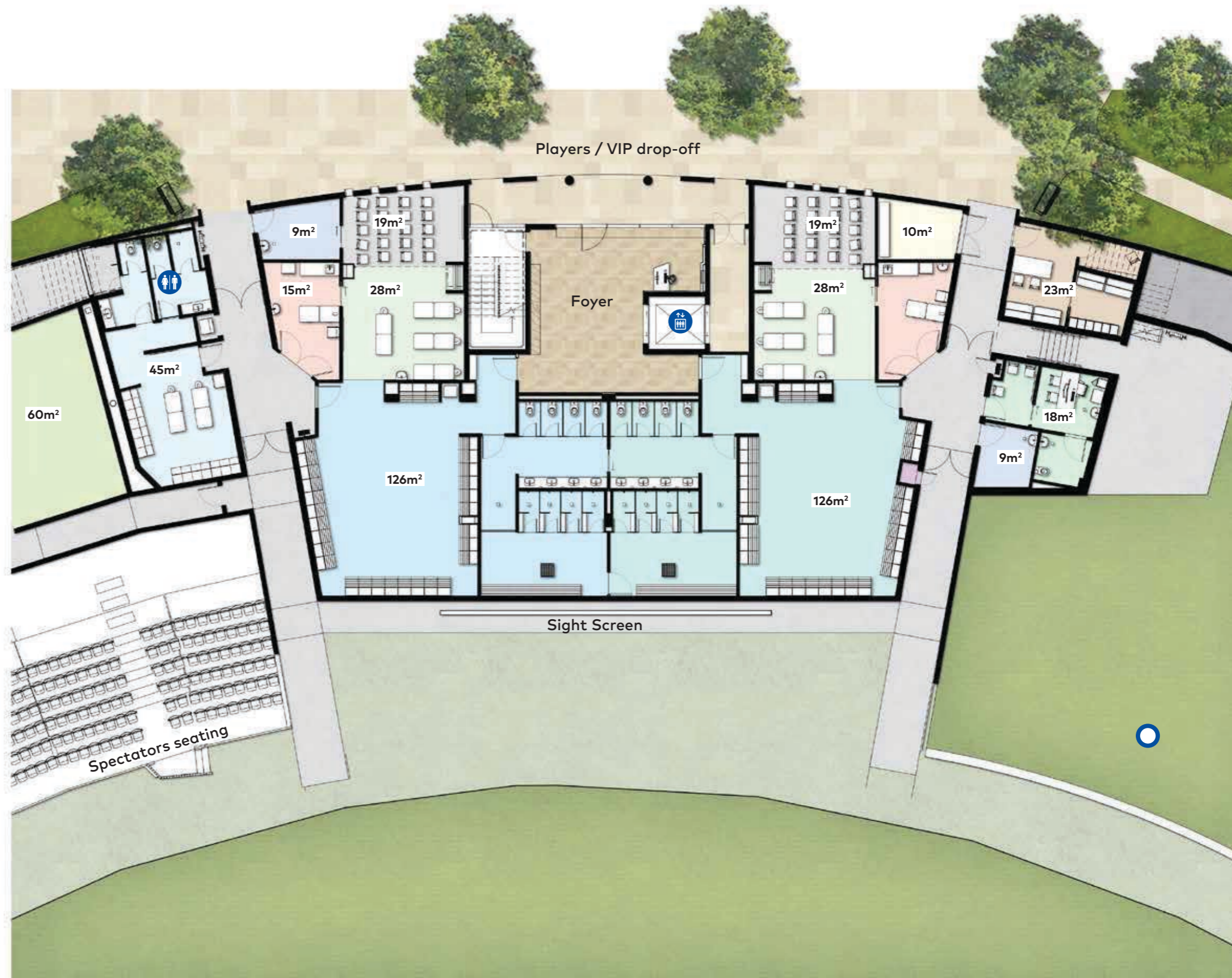
The Chairman's Room







### Ground Floor - Players & Match Officials

#### Legend

- Home Change Room
- Away Change Room
- Meeting
- Massage
- Medical
- Doping Control / Waiting Room
- Broadcast Riser
- Team Property
- Officials
- Staff sign on
- Services
- Storage
- Lift access
- Amenities
- North-East berm grass seating









**Legend**

- 1 Storage - 60 m<sup>2</sup>
- 2 Officials - 45 m<sup>2</sup>
- 3 Team Property - 9 m<sup>2</sup>
- 4 Medical - 15 m<sup>2</sup>
- 5 Meeting - 19 m<sup>2</sup>
- 6 Massage - 28 m<sup>2</sup>
- 7 Home Change Room - 126 m<sup>2</sup>
- 8 Away Change Room - 126 m<sup>2</sup>
- 9 Services - 10 m<sup>2</sup>
- 10 Staff sign on - 23 m<sup>2</sup>
- 11 Doping Control / Waiting Room - 18 m<sup>2</sup>
-  Food + Beverage / Mobile Bars / Canteen
-  Food Trucks / Markets
-  Bus Drop-off (Players)
-  Amenities
-  Lift access
-  Meeting point
-  North-East berm grass seating



## Level 1 - GA Plan

### Legend

- |  |   |
|--|---|
| 1  | Public Male Amenities - 14 m <sup>2</sup>     |
| 2  | Public Disabled Amenities - 6 m <sup>2</sup>  |
| 3  | Public Female Amenities - 19 m <sup>2</sup>   |
| 4  | Players Dining / Function - 89 m <sup>2</sup> |
| 5  | Team Viewing Area - 20 m <sup>2</sup>         |
| 6  | Team Viewing Area - 19 m <sup>2</sup>         |
| 7  | Broadcast Facilities - 28 m <sup>2</sup>      |
| 8  | Broadcast Facilities - 17 m <sup>2</sup>      |
| 9  | Broadcast Facilities - 18 m <sup>2</sup>      |
| 10   | Broadcast Facilities - 20 m <sup>2</sup>      |
| 11   | Communications Room - 8 m <sup>2</sup>        |
| 12   | Female Amenities - 12 m <sup>2</sup>          |
| 13   | Disabled Amenities - 6 m <sup>2</sup>         |
| 14   | Male Amenities - 11 m <sup>2</sup>            |
| 15   | Plant Room - 42 m <sup>2</sup>                |
| 16   | Kitchen - 39 m <sup>2</sup>                   |
| 17   | Kitchen Cool Room - 7 m <sup>2</sup>          |
| 18   | Bar - 13 m <sup>2</sup>                       |
| 19   | Broadcast Breakout - 56 m <sup>2</sup>        |
|  | Food + Beverage / Mobile Bars / Canteen       |
|  | Food Trucks / Markets                         |
|  | Bus Drop-off (Players)                        |
|  | Lift access                                   |
|  | Meeting point                                 |
|  | North-East berm grass seating                 |

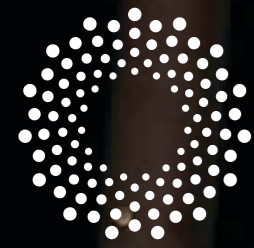


# FLEXIBLE BY DESIGN

Great Barrier Reef Arena provides flexibility of operation and scalable capacity in a multiplicity of event modes from major sporting fixtures to concerts, cultural and community events.

EVENT TYPE	SEATED CAPACITY	TOTAL CAPACITY	VENUE CONFIGURATION
CRICKET	2000	10000	PITCH ORIENTED EAST-WEST
AFL	2000	10000	GOALS AT MAIN STAND END
OTHER SPORTING EVENTS	3500	10000	AS REQUIRED ALL RECTANGULAR SPORTS WITH ADDITIONAL SEATING ON FIELD
CONCERTS & PERFORMANCES	13500	13500 TO 20000	AS REQUIRED STAGE & ADDITIONAL SEATING ON FIELD
CULTURAL & COMMUNITY	5000	15000	MAIN ARENA & COMMUNITY PRECINCT ADDITIONAL SEATING ON FIELD





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CRICKET



# CRICKET EVENTS

Great Barrier Reef Arena is a world-class venue for elite cricket. The venue's reputation as a destination for international cricket was further enhanced in September 2021 with the successful hosting of the Australia vs India women's ODI series.

In recent years, WBBL matches in Mackay have also attracted the largest domestic crowds for a standalone WBBL game on record, nationally broadcast under 1500+ lux lighting.

The GBRA's innovative design ensures an exceptional event atmosphere in a regional centre comparable to major city venues around Australia.

## GROUND DIMENSIONS

Playing surface 165m North South and 130m East West – comparable to Sydney Cricket Ground (SCG) dimensions. The venue's design and facilities meet International Cricket Council (ICC) standards and requirements.

## KEY FEATURES

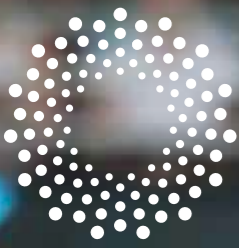
- 5 permanent turf wickets
- Sight screens positioned to minimise view obstruction and maximise seating
- State-of-the-art team facilities include combined synthetic and turf outdoor cricket warm-up and practice wickets
- Media facilities with capacity to accommodate an increased international contingent for Tests or limited overs matches
- Designated Player, Match Official and Broadcaster spaces

## PLAYERS & OFFICIALS FACILITIES

- Players dining and view decks with secure access from change rooms
- 2 dedicated Player/Team Viewing Rooms with direct access to changing rooms and playing surface
- 2 separate change rooms (Home/Away), including multiple toilet, shower facilities and wet areas
- 2 massage and strapping rooms (Home/Away)
- 2 meeting rooms (Home/Away)
- 2 medical rooms
- Officials rooms including male and female change facilities and amenities
- Doping control room, bathroom and waiting area
- Prayer room
- Team Property room
- Controlled PMOA access from ground floor to level 1
- Secure access from changing rooms to field of play
- Ice baths to maximise player recovery

## GROUND FACILITIES

- Mobile dugouts available
- Stump Cam
- 4m x 3m LED Mobile Scoreboard and replay screen
- Permanent Media Gantry and Operational Control Boxes on eastern wing/square leg
- 2 newly refurbished additional change rooms located on the southern side of the main oval
- Alternate Match Officials change rooma (unisex)
- Additional Toilet & Change Facilities
- Eastern Wing Berm spectator viewing - 1200m2



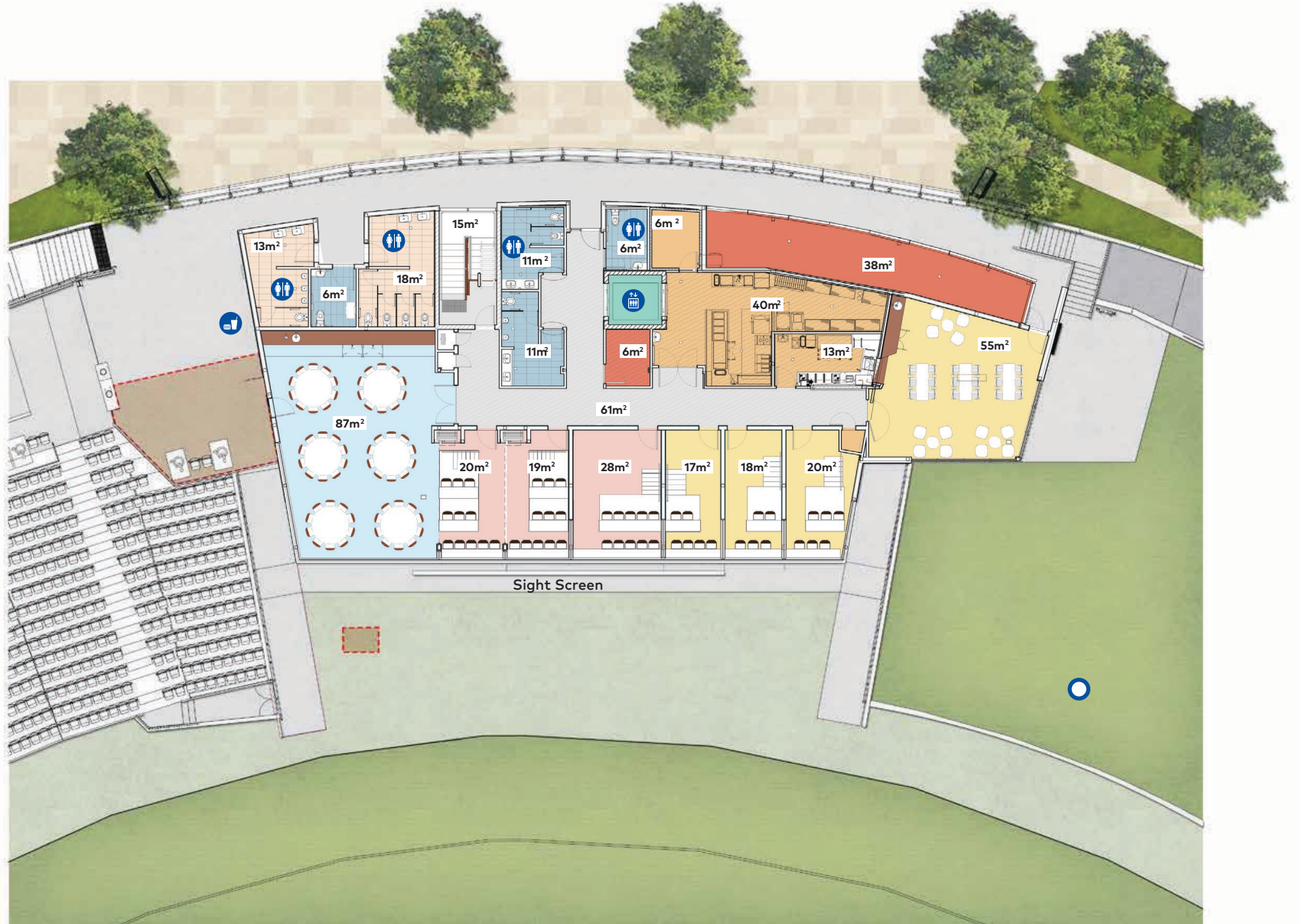
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# GREAT BARRIER REEF ARENA

## Legend

- Players Dining / Function
- Team Viewing Area
- Players Viewing Deck
- Broadcast Facilities
- Broadcast Breakout
- Kitchen
- Bar
- Plant Room/ Comms
- Amenities
- Circulation
- Food + Beverage / Mobile Bars /Canteen
- Lift access
- Amenities
- North-East berm grass seating



**CRICKET - LEVEL 1**



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**AFL & AFLW**

# AFL EVENTS

**Great Barrier Reef Arena is one of the nation's premier regional venues for Australian Football League (AFL) matches.**

In recent years both AFL and AFLW content have been held at the arena and nationally broadcast under 1500+ lux lighting.

## GROUND DIMENSIONS

Field of play dimensions are 155m along the north-south axis and 130m on the east-west axis. This is comparable to the dimensions of the Sydney Cricket Ground (SCG).

The seating bowl enhances the intimate atmosphere, provides exceptional views and brings fans close to the action.

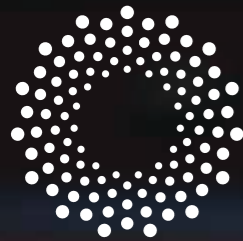
## PLAYERS & OFFICIALS FACILITIES

- 2 separate change rooms (Home/Away), including multiple toilet, shower facilities and wet areas
- 2 massage and strapping rooms (Home/Away)
- 2 meeting rooms (Home/Away) and 2 medical rooms
- Officials rooms including male and female change facilities and amenities
- Doping control room, bathroom and waiting area
- Prayer room
- Team Property room
- Secure access from changing rooms to field of play
- Ice baths to maximise player recovery

## GROUND FACILITIES

- Main Coaches' Boxes located on the eastern wing of the main oval, together with team rooms in the main GBRA building behind the Northern Goals
- Permanent AFL media gantry adjacent to the existing AFL coaches boxes
- 2 AFL team dugouts on the Lamb St side of the main oval
- 4m x 3m LED Mobile Scoreboard and replay screen
- 2 newly refurbished additional change rooms located on the southern side of the main oval
- Alternate Match Officials change rooma (unisex)
- Additional Toilet & Change Facilities
- Eastern Wing Berm spectator viewing - 1200m<sup>2</sup>





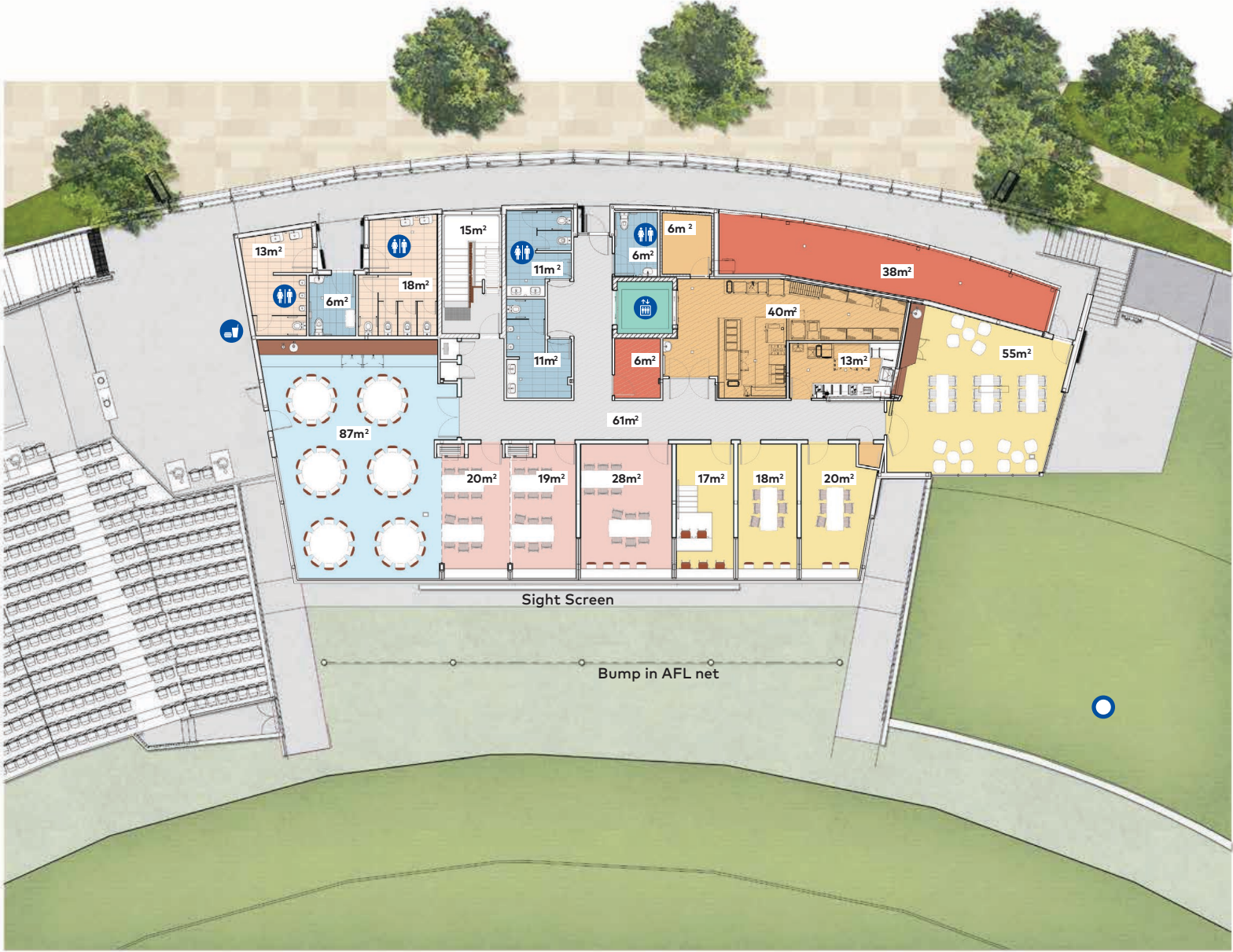
GREAT  
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ARENA



# GREAT BARRIER REEF ARENA

## Legend

- Players Dining / Function
- Corporate / Function Rooms
- Officials / Vision Control
- Broadcast Breakout
- Kitchen
- Bar
- Services
- Amenities
- Circulation
- Food + Beverage / Mobile Bars /Canteen
- Lift access
- Amenities
- North-East berm grass seating



AFL - LEVEL 1



# CONCERT & PERFORMANCE





# Concert Map

- 1 Great Barrier Reef Arena Players And Media Facility
- 2 Great Barrier Reef Arena North-West Seating
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- Mackay Basketball
- Food Trucks / Markets
- Parking
- Main Pedestrian Entry
- BOH Entry
- Mackay Airport
- Reception
- Mackay Tennis Association
- Mackay Croquet Club



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# COMMUNITY USE

# BUILT BY COMMUNITY FOR COMMUNITY

The Great Barrier Reef Arena lies at the heart of a precinct that provides multi-faceted leisure, sport and recreational amenities for year-round community use.

Delivering new community facilities and open green space for public use has been a key focus of the GBRA.

These facilities and spaces are linked by shaded walkways and paths, connecting the main Arena, entrances, Club and sporting grounds.

## TIM MULHERIN COMMUNITY GREEN & MEMORIAL PLAZA

The late Tim Mulherin, a primary driver of the GBRA project and much loved former State Parliamentarian widely known as 'Mr Mackay', is commemorated by a gathering place, garden and harbour near the main Arena entrance.

The one-hectare Tim Mulherin Community Green, located behind the GBRA stand, provides dedicated public space for events including:

- Community Festival and Event activation
- Live Site (sporting events & performances)
- Open air cinema
- General community use and gatherings
- Markets and Pop-up Dining
- Meeting Place



*Tim and Erin Mulherin and family*



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# FANS & FAMILIES FIRST

# BUILT TO ENTERTAIN

## EVENT VIEWING OPTIONS

GBRA has a wide range of viewing options for fans attending sports and entertainment events.

- Allocated Permanent Grandstand seats
  - GBRA Main Stand
  - Terry Hayes Stand
- Standing viewing concourse
- Unallocated Grassed seating area on the Eastern Berm
- Harrup Park Garden Bar
- GBRA Deck
- VIP Allocated Seating
- VIP viewing deck and private function room
- Harrup Park Licensed Club

## OUTDOOR MARKET STALLS

During major events, the Tim Mulherin Community Green and GBRA Entry Plaza offer a huge range of market stalls with diverse food from local and regional vendors.

## HARRUP PARK BISTRO

Restaurant-quality meals in a relaxed and family-friendly environment. From family favourites to contemporary Italian and Spanish inspired dishes.

## HP BAR, DECK & GARDEN BAR

The perfect spot for a relaxing drink with friends. Overlooking the Arena, fans can enjoy a drink at the Bar while watching live events or view major national and international sports events on the big screen.

## CAFÉ

Offering a tasty range of light meals and snacks, complemented by a fine selection of specialty teas and coffee.

## FUNCTIONS & EVENTS

Harrup Park offers a beautifully appointed purpose built function venue ideal for a stylish and sophisticated wedding reception, special occasion or corporate sporting function.

The interconnected deck and VIP event seating allows for corporate events on game day as close to the action as at any venue.

## KIDS CLUB

Parents can sit back and relax while children explore all that the Kids Club has to offer. Children aged 3 to 14 years can enjoy a wide selection of video games, board games, art & crafts, books and toys.

## BABY CHANGE

There are multiple infant care amenities throughout Great Barrier Reef Arena and Harrup Park.

## PLAY AREAS

The Tim Mulherin Community Green is located in front of the arena adjacent to Kippen St. The large grassed parkland provides play areas and entertainment activations such as jumping castles during events.



**ACCESS ALL AREAS**

# A PLACE FOR ALL

Great Barrier Reef Arena has been designed to provide ease of access throughout the precinct for all event visitors and participants.

Our objective is to ensure that everyone who comes to GBRA, regardless of age, gender or ability, has equal access to enjoyment of entertainment, services and information.

- Equitable access to all levels, including multiple entry points for IRUA (Individual Requiring Universal Access) from Kippen Street, Juliet Street and to the Players and broadcast building
- IRUA seating spread throughout the venue with elevated platforms for optimum sightlines
- Accessible and ambulant toilets on all levels
- Lift access to media centre and function rooms
- 26 Wheelchair positions with flexible carers seat adjacent for varying group sizes
- Fully accessible integration into existing Harrup Park
- DDA Accessible points of sale at bars





**GREAT  
BARRIER  
REEF  
ARENA**



# CONNECTING GLOBALLY THROUGH AN ICONIC WONDER

**The unique Great Barrier Reef Arena positioning is designed to promote the region's attractions to external markets and inspire visitation through Australia's premier tourism asset.**

The Great Barrier Reef attracts over 2 million people to the Mackay and Whitsundays region each year and is Queensland's primary tourism attraction.

The reef is also prominent feature of marketing campaigns led by Tourism Australia, Tourism and Events Queensland and Regional Tourism Organisations.

- The positioning capitalises on connection with domestic and international markets through the promotion, broadcast and digital streaming of popular major sporting events, including AFL and cricket
- It creates new capacity to market GBR holiday packages through major events and provide unique opportunities for the hosting of professional sporting Clubs from around Australia
- GBRA is partnering with key tourism bodies and industry to ensure full value of the positioning is realised through event scheduling, packaging and marketing

**The opportunity for sale of commercial Arena naming rights was declined in favour of adopting an identity that delivers permanent value for the region's visitor economy and community.**



# AN ANCHOR DESTINATION

Great Barrier Reef Arena is a flagship events destination that delivers new tourism product and ignites visitation from multiple markets to the many tourism assets on our doorstep.

The presentation and targeted marketing of major sport, cultural and entertainment events at Great Barrier Reef Arena will boost visitor attraction, spending and length of stay across the Mackay, Isaac and Whitsundays regions.

The national broadcast of major sporting events from GBRA also provides far-reaching exposure for the region's natural attractions and inspires the decision to visit.

## THE VALUE OF EVENT DRIVEN VISITATION<sup>1</sup>

- 38% of all Australian travellers have previously booked holidays of four nights or more to coincide with events. This is usual behaviour for 17% of all travellers.
- Festival and event goers have a clear preference for regional destinations – and are repeat customers
- 34% of festival and event goers travelled to regional Australia on their most recent trip
- The most popular form of event attended was a sporting event
- Festival and event goers stayed longer when visiting regional Australia with an average length of stay of 6.7 nights in regional Australia compared with 6.1 nights in capital cities



*Events staged at Great Barrier Reef Arena will deliver an estimated additional 54,000+ visitor nights to the region each year*

<sup>1</sup> Austrade, 2019

# EVENT MARKETING

Great Barrier Reef Arena marketing focuses upon utilising Club, partner and event connection to drive visitation to the venue and region from local and domestic markets throughout the year.

- Tourism Industry Partners
- Sports Industry Partners
- Event Partners & Producers
- Media Partners
- Corporate & Community Partners
- Government Agency Partners
- Harrup Park Club Members & Affiliates

Continuous visibility will combine with sector and event specific campaigns to drive connection with the GBRA offering.

Key channels include:

- Online presence & targeted social media
- National, State and Regional Tourism campaigns
- Partnered event packaging and promotion
- Airport & Transport Hub Presence
- Media Editorial & Advertising
- Corporate & Social Event Packaging

## KEY AUDIENCES

- Event Inspired Visitors
- Domestic Holidaymakers
- International Event & Destination Visitors
- Elite & Grassroots Sporting Clubs
- Corporate Markets
- Local & Regional Community
- Harrup Park Members



# BOOSTING BUSINESS, CREATING JOBS

The Great Barrier Reef Arena & Events Precinct will deliver over \$31 million annually in economic output to the region and create 90 new ongoing jobs.

## CONSTRUCTION

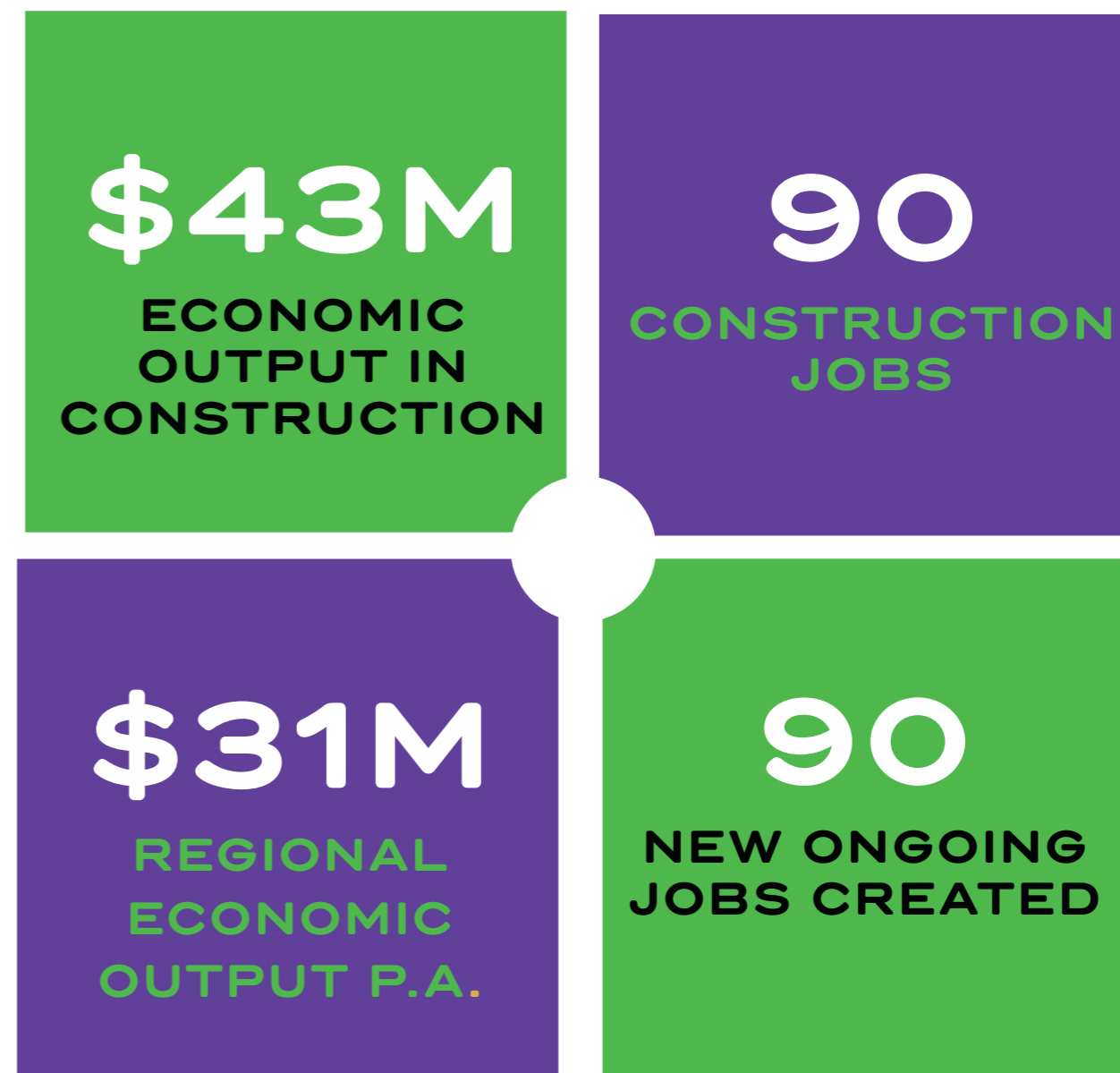
- Increase in Gross Regional Product - \$14.448M
- 90 jobs generated
- Wages & salaries - \$7.370M

**TOTAL ECONOMIC OUTPUT - \$43.215 M**

## OPERATION

- Increase in Gross Regional Product - \$14.691M
- 90 ongoing jobs generated
- Wages & salaries - \$7.628M
- 54,000+ additional visitor nights

**TOTAL ECONOMIC OUTPUT - \$31.690 M (p.a.)**



*Empower Economics and Wohlsen Consulting 2020*



# 6 | THE FUTURE



# CREATING NEW OPPORTUNITY

**Now our vision for Great Barrier Reef Arena has come to life, planning is already underway for the next stage of expansion.**

Our growing regional population and central Queensland location sees Mackay ideally placed to become a vital regional hub for sports education and high performance training.

Together with hosting great events that inspire our community, we have a strong focus on participation and skills development.

With its large scale multipurpose precinct and connection with a diverse range of popular sports, GBRA provides a perfect base for education and training.

In particular, GBRA has a key role to play in supporting girls, Aboriginal and Torres Strait Islander people and those from rural and remote areas to achieve their sporting aspirations.

And with Queensland's own Olympic Games on the horizon, GBRA can play an important part in developing talent and bringing international competition to our region.

**Stage 2 of GBRA development is currently in planning and is anticipated to include:**

- Gym and fitness facilities
- Community sports training facilities
- Dormitory style accommodation
- Recovery and rehabilitation facilities
- Sports education spaces
- High Performance training capacity





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EXPERIENCE THE WONDER | SEE THE STARS