ADELAIDE OVAL
SMA LIMITED
ABN 46 141 259 538

# Adelaide Oval Stadium Management Authority
# Deliverables

## Design

Lead - David Johnson

Activities:

- Develop vision for Adelaide Oval as the major sporting facility for Adelaide
- Complete concept design
  - Stadium
  - Precinct works

- Vol 1 - Exec summary
- Vol 2 - Return brief
- Vol 3 - Support document
- Marketing pack (visioning document)

## Programme Procurement & Capital Cost

Lead - John Mortimer

Activities:

- Develop project costing
- Develop project program
- Consider and make recommendation as to procurement process

- Cost plan
- Development master program
- Procurement report

## Finance & Risk

Lead - Phil Gallagher

Activities:

- Identify and mitigate risks
- Financial modelling considering membership, hospitality, product development

- E & Y risk report assessment
- PWC financial model for SMA incl revenue distribution to football and cricket

## Membership

Lead - John Harnden

Activities:

- Stadium membership research
- Stadium membership design, Misc., prices
- Ticketing
- Merging membership options

- Report on new membership structure
- Agree new ticketing volumes and prices

## Corporate

Lead - John Lyons

Activities:

- Corporate hospitality research
- Product development

- Corporate hospitality research report
- Corporate mix / inventory

## Commercial Inputs

Lead - Steven Trigg

Activities:

- Identify other revenue opportunities
- Merged catering business model

- Revenue recommendations
- Catering report
- Maintenance and operations report

## Contractual Agreements

Lead - Leigh Whicker

Activities:

- ACL
- Develop agreement between SACA and SANFL on structure and operation of SMA

- Promoters agreement
- Agreement to proceed
- Lease proposal and development approval framework
- Management and occupancy agreements