

POST EVENT REPORT



SATURDAY 5 DECEMBER 2015

1. EVENT OVERVIEW

Suncorp Stadium hosted a Taylor Swift “1989” Tour concert on Saturday 5 December 2015.

Detailed planning was undertaken to identify and minimise potential adverse impacts on the local community in accordance with the Major Sports Facilities Regulations 2002 for Special Events.

A specific Operational and Transport & Traffic Management Plan was developed for the Concert and provided to the Stadium Management Advisory Committee (SMAC), Transport Coordination Group (TCG) and Stadiums Queensland as required in the Regulations.

A dedicated Call Centre was established for the concert period for the general public to contact the Stadium on any issues arising either during the bump in and bump out periods or during the concert itself. A local community letterbox drop was also conducted to provide residents and local businesses within the Lang Park Traffic Area with as much information on the Event as possible.

Key deliverables for the Concert were:

Attendance	46,139
Complaints / Compliments	There were no complaints received through the Call Centre A total of 16 emails & social media posts on a range of issues arising from the concert were received. The 4 compliments were in relation to Stadium event staff. Of the 12 complaints, 4 related to security, 5 to ticketing / sight obstruction, 1 about lights on in a corporate suite, 1 about egress and 1 about the cost of bottled water.
Media	Media coverage leading up to and after the concert was positive.
Social Media / Website	There was positive feedback from patrons about event information provided to them via the Stadium Website, Facebook and Twitter pages leading up to the concert.
Crowd Management	There were no queuing problems or delays in entering the Stadium. Egress went smoothly. There were no queues for bag collections due to a greater emphasis in communicating bag size restrictions and revised procedures which led to less numbers of bags having to be collected.
Security	There was one eviction for being in an unauthorized area and not following the direction of a security guard.
Transport	No delays or issues were experienced with Public Transport. The taxi rank was busy post-concert and was cleared by approximately 12:30am.

2. OPERATIONS

2.1 Attendance and ticketing

2.1.1 Concert Program

The concert concluded within the Stadium's curfew of 22:30. The concert running times are below:

VIP Entry through Gate C Open	16:30
Public Gates A, B, D & E and Corporate Gates C&F Opened	17:00
First Support Act commenced – VANCE JOY	19:15
First Support Act concluded – VANCE JOY	20:00
Main Act Commenced – TAYLOR SWIFT	20:30
Main Act Concluded – TAYLOR SWIFT	22:25

2.1.2 Tickets Sold

Ticketing was conducted by Ticketek as agent for the Stadium. Tickets sold were as follows:

Field general Seating	10,022
Grandstand seating	33,478
Corporate seating	469
VIP Packages	2520
No shows	(350)
ACTUAL ATTENDANCE	46,139

2.2 Local Residents Management

2.2.1 Call Centre Operations

The Stadium established a Concert Hotline for local residents and businesses from Friday 4 December, 2015 and on the day of the concert, Saturday 5 December, 2015. The Hotline was manned by trained Stadium staff during the following times:-

Friday 4 December 2015	0900 – 2030
Saturday 5 December 2015	0900 – 2330

To assist with major complaints or issues, Call Centre operators had direct access to the Stadium's main control room and management team to obtain specific advice.

The general Stadium number (07 3331 5000) was also operational during normal business hours as was the Stadium Security number (07 3331 5168) after hours. All calls logged by Call Centre operators were responded to by a return call from Stadium staff immediately.

2.2.2 Concert Hotline Report

There were no complaints from local residents or businesses to the Concert Hotline.

2.3 Noise Management

The Stadium engaged Cardno as its specialist acoustic consultant. Cardno had conducted initial modelling to assist with the noise control measures during planning for the concert.

As part of this process, Cardno monitored noise levels at 15 minute intervals from inside the Stadium at the mixing console which was located approximately 35 metres from the front of house loudspeakers. External noise monitoring was also conducted at the following locations as required by the Major Sports Facilities (MSFA) Regulation 2002, schedule 2:-

- 8 / 5 Petrie Terrace, Brisbane
- 15 Plunkett Street, Paddington
- 36 Judge Street, Brisbane
- 26 Princess Street, Brisbane
- 31 Isaac Street, Milton

Cardno measured noise in compliance with the Environmental Protection Agency's Noise Measurement Manual.

During the Event, including rehearsals and sound tests, the Stadium ensured that one of its employees or contractors:-

- (a) was present at the sound mixing desk for the Event and is able to exercise ultimate control on the noise levels from the sound amplification equipment;

- (b) could conduct and communicate with all of the acoustic consultants conducting the monitoring of the noise levels from the Event; and
- (c) was able to report sound levels to Stadium Management at all times

Cardno's results indicate that noise emissions inside the Stadium fully complied with the internal EPP criteria for the duration of the concert and sound checks.

Measured noise levels also fully complied with the EPA's special Events noise criteria of 70dB(A) at all external locations throughout the sound checks and concert.

2.4 Issues Management

2.4.1 Noise Levels

There were no issues raised by local residents or businesses regarding noise levels.

2.4.2 Limousines & Parking

Limousine parking in Parkview and Mayneview Streets was monitored closely and was in line with the usual arrangements for other major Stadium events. Barriers and Security guards were placed at either end of Blaxland Street to ensure it was not used for drop-offs and pick-ups and Queensland Police were present in that street post-event to control noise and patron behaviour. Limousine take up for this event was very low.

There were 275 parking infringement tickets issued.

2.4.3 Taxis

Taxi demand was high after the concert. Queues were managed by Taxi Council of Queensland staff with the taxi rank. There was a significant number of patrons utilizing the services which did take until after 12:30am to clear however there were no complaints or significant incidents regarding taxis.

2.4.4 Patron Behaviour Post Event

The Suncorp Stadium Traffic Plan which was implemented post-concert, ensured patrons travelled safely to major transportation hubs and other destinations.

Queensland Police and Traffic Control Officers were present during this period to monitor patron behaviour and flow to surrounding areas. Queensland Police also monitored local areas for one hour post-event and were on standby to be dispatched to locations should complaints arise.

There were no patron behaviour issues after the concert.

2.5 Additional Patron Services

The following requirements were identified and implemented:-

- Specific pathways created to enable patrons to move onto and off the field of play area;
- Additional catering and toilet facilities provided to cater for patrons on the field of play.
- Due to the nature of the crowd, a 'Tag a Child' system was implemented where patrons with younger children were able to get a wristband for their children to record details of their seating and phone number in case they were lost. This service was appreciated by patrons who utilized the service.

2.6 Transport and Traffic

The Integrated Transport System again operated for this concert with a high level of patronage of public transport services recorded. Clearance was achieved in one hour.

The Stadium fine-tuned its Traffic Management Plan taking into consideration the audience demographics and feedback received from patrons in advance of the concert. The plan worked well and there were no significant issues.