



**SUNCORP
STADIUM**

Post Event Report

Ed Sheeran 'Divide' Tour

Tuesday 20 March 2018 &
Wednesday 21 March 2018



Event Overview

Suncorp Stadium hosted the final two Australian concerts of Ed Sheeran’s “Divide” world tour on Tuesday 20 March 2018 and Wednesday 21 March 2018.

Detailed planning was undertaken to identify and minimise potential adverse impacts on the local community in accordance with the Major Sports Facilities Regulation 2014 for Special Events.

A specific Operational and Transport & Traffic Management Plan was developed for the concerts 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 periods to enable the general public to contact the Stadium on any issues arising either during the bump-in, bump-out periods and 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 relevant information pertaining to the events.

Key deliverables for the concerts were:

Attendance	Tuesday: 53,127 Wednesday: 53,272 NOTE: Both events broke the previous Stadium attendance record.
Complaints/ Compliments	There were no complaints to the Call Centre regarding sound quality or noise for either concert. Post-concerts, one complimentary email, 13 complimentary social media posts, one complaint email and four social media complaints were received. All complaints were addressed.
Media	Media coverage leading up to and after the concert was positive. There was some media reports following the first concert regarding public transport delays around Northgate as a result of trackworks but this was addressed by Translink.
Social Media/Website	The Stadium website and social media platforms were utilized to communicate important event information. All comments were monitored and questions answered where necessary. Patron feedback from both concerts was received.
Crowd Management Security	The crowd overall was extremely compliant and well behaved. There were 4 evictions for intoxication/behavior and 2 arrests for behavior. Security wandering was conducted at the Stadium for this event. Security staff were employed to conduct the wandering and there was no delays at the gates for patrons arriving at the venue.
Noise Monitoring	The Stadium’s noise consultant, Cardno advised that internal and external Stadium criteria was complied with at all times for both concerts.

Operations

2.1 Attendance and Ticketing

2.1.1. Concert Programme

Both concerts concluded at the Stadium's curfew of 10:30pm. The concert running times were as follows:

	20/03/18	21/03/18
Public Entry Gates A, B, D & E	4:00pm	3:55pm
Corporate Entry Gates C & F	4:00pm	3:55pm
Support Act commenced – Fergus James	6:30pm	6:30pm
Support Act concluded – Fergus James	7:00pm	7:00pm
Support Act commenced – Missy Higgins	7:30pm	7:30pm
Support Act concluded – Missy Higgins	8:15pm	8:15pm
Main Act Commenced – Ed Sheeran	8:45pm	8:45pm
Main Act Concluded – Ed Sheeran	10:30pm	10:30pm

2.1.2. Tickets Sold

Ticketing was conducted by Ticketek as agent for the Stadium. Tickets went on sale to the general public in May 2017 and all ticket allocations were exhausted within 48 hours of release. Since the initial onsale, small numbers of tickets have been released and immediately purchased. By the time the concert days arrived, all tickets had been sold.

	20/03/18	21/03/18
Field – Standing	18,017	18,019
Grandstand seating	34,561	34,733
Corporate Seating	1,291	1,220
ACTUAL SALES	53,869	53,972

NOTE: There were 742 no-shows for the first concert and 700 for the second concert.

2.2 Local Residents Management

2.2.1. Call Centre Operations

The Stadium established a Concert Hotline for local residents and businesses. The Hotline was manned by trained Stadium staff during the following times:

Monday 19 March 2018 0900 – 20.30

Tuesday 20 March 2018 0900 – 2330

Wednesday 21 March 2018 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 regarding noise or other issues during the concerts from local residents and businesses. The only recorded complaint regarding noise was due to sound quality in their seats.

2.3 Noise Management

Cardno conducted initial modelling to assist with the noise control measures during planning for the concerts.

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 Regulation 2014:

- 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 Events (including rehearsals and sound tests), the Stadium ensured that one of its employees or contractors (1) was present at the sound mixing desk for the event and was able to exercise ultimate control on the noise levels from the sound amplification equipment; (2) could conduct and communicate with all of the acoustic consultants conducting the monitoring of the noise levels from the events; and (3) was able to report sound levels to Stadium Management at all times.

2.4 Issues Management

2.4.1. Noise Levels

Cardno reported that both the internal and external Stadium criterion was complied with throughout the concerts and sound checks for all time periods, on both days.

It was noted that there was a moderate easterly to south easterly breeze during the concerts which may have influenced the noise emissions from the Stadium to sound louder than usual to the west and northwest of the venue.

However, there were no complaints during the concerts. There were also significant rain periods during the second day of monitoring where measurements could not be recorded. However these did not coincide with concert performance times.

2.4.2. Limousine and Parking

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

166 parking infringement notices were issued for both events.

2.4.3. Taxis

Taxis were in high demand after the concerts. Queues were managed by Taxi Council of Queensland and there were no reported issues or complaints.

Ride Sharing services is an ongoing concern for the venue for all events however security reports the usage of these services was reduced compared to previous concerts and events. Security Traffic Control Officers were placed in Blaxland Street to deny entry to Uber drivers trying to use the street to wait for passengers.

The venue will continue to work with QPS and Security to protect the integrity of the Traffic and Transport Plans which are designed to minimize traffic in the area for the benefit of local residents and the dispersal of patrons.

2.4.4. Patron Behaviour Post Events

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

Queensland Police and Traffic Control officers were present during these periods to monitor patron behavior and flow to surrounding areas. The 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 behavior issues reported after the concerts.

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
- EFTPOS facilities provided in the car park to avoid patrons having return to the main concourse to obtain cash
- Additional merchandise locations installed around the main concourse to deal with the demand for concert merchandise
- Facilities outside the Stadium for patrons arriving early and for any parents waiting for children after the concert
- Child ID wristbands for patrons with younger children to provide contact details for the parents/guardians should they become lost.

2.6 Traffic and Transport

The integrated Transport System operated for these events with services running for three hours prior to the main act. As normal, patronage on public transport services was extremely high, but clearance was achieved within one hour of the conclusion of the concerts.