



# Post Event Report

Justin Bieber Purpose Tour  
Monday 13 March 2017



## Event Overview

---

Suncorp Stadium hosted the Justin Bieber 'Purpose' tour concert on Monday 13 March 2017.

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	40,102
Complaints/ Compliments	Three local residents contacted the Call Centre to complain about the noise during the concert. Post-concert, two complimentary emails and three complaint emails were received. All complaints were addressed.
Media	Media coverage leading up to and after the concert was positive.
Social Media/Website	Positive feedback from patrons about the event was received and social posts comments.
Crowd Management	The crowd overall was extremely compliant and well behaved.
Security	There were 13 evictions and four arrests for intoxication.
Noise Monitoring	The Stadium's noise consultant, Cardno summarized that the internal Stadium criterion was complied with throughout the concert with one slight exceedance which was attributed to people being close to the monitoring equipment rather than the concert itself. The external criterion was exceeded at two monitoring locations during the same 15 minute period. This was attributed to an extended period of fireworks associated with one song.

# Operations

---

## 2.1 Attendance and Ticketing

### 2.1.1. Concert Program

The concert concluded within the stadium's curfew of 10:30pm. The concert running times were as follows:

VIP Entry through Gate C Open	5:15pm
Public Entry Gates A, B, D & E	5:30pm
Corporate Entry Gates C & F	5:30pm
First Support Act commenced – Sheppard	6:15pm
First Support Act concluded – Sheppard	6:45pm
Second Support Act commenced – Martin Garrix	7:00pm
Second Support Act concluded – Martin Garrix	8:00pm
Main Act Commenced – Justin Bieber	8:15pm
Main Act Concluded – Justin Bieber	10:00pm

### 2.1.2. Tickets Sold

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

Field – Seating	8,419
Grandstand seating	30,842
Corporate Seating	194
VIP 1 Packages – GA (two pit areas)	495
VIP 2 Packages – Reserved seating on the field	1195
PIT Standing areas	49
<b>ACTUAL SALES</b>	<b>41,194</b>

Note: There were 1,092 no-shows on the night.

## 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:

Sunday 12 March 2017            0700 - 2200

Monday 13 March 2017        0830 - 2300

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

Three complaints regarding the sound levels from the Stadium were received during the concert. They were from residents in Herbert and Guthrie Streets, Paddington while the third was via email which didn't advise a location. Cardno dispatched loggers to the Paddington locations however levels were found to be compliant with legislation.

## 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 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 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 was 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

## **2.4 Issues Management**

### ***2.4.1. Noise Levels***

Cardno reported that internally, the noise levels complied throughout the concert with the exception of one exceedance of 1dB(A) inside the Stadium. This occurred in the first 15 minutes of the main act and was highly influenced by crowd noise.

Externally, there was an exceedance at two monitoring locations within the same 15 minute period due to the extended period of fireworks associated with one song. This did not occur at the same time as the internal exceedance.

Cardno advised the moderate easterly breeze during the concert may have influenced the noise emissions from the Stadium to sound louder than usual at those locations.

### ***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 placed 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.

273 parking infringement notices were issued at the event.

### ***2.4.3. Taxis***

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

The emergence of Uber and ride sharing has been an increasing concern/problem for the venue with additional vehicles trying to gain access to the precinct area. This will be an ongoing challenge and process 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 dispersement of patrons.

### ***2.4.4. Patron Behaviour Post Event***

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

Queensland Police and Traffic Control officers were present during this period 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 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
- EFTPOS facilities were also implemented 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 merchandise for this concert
- Facilities outside the stadium for patrons arriving early and for any parents waiting for children after the concert
- Child ID wristbands available for patrons with younger children to provide contact details for the parents/guardians should they be lost.

## **2.6 Traffic and Transport**

The integrated Transport System operated for this event 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 concert.

Due to the ongoing train driver shortage, Queensland Rail was not able to provide the full number of special services required for the crowd of this size yet clearance time was within acceptable timeframes.