

RTI 25-26-29

The following information was released in response to a request for information relating to John Perry's Opinion Piece

From: Alison Turner [out of scope]@crickettas.com.au>
Sent: Wednesday, 1 October 2025 2:56 PM
To: Perry, John
Cc: [out of scope]
Subject: FW: Economic Impacts of the Stadium - any CT data?

Hi John

Apologies again for the delay here. I've been waiting for the past couple of days for confirmation from CA on some of the data.

I don't have specifics on visitation numbers per say but we do have some broader economic impact data that I've summarised below on both international and an estimate of the value of Tasmanian cricket, including events and elite matches which include shield, WNCL, One Day Cup, WBBL and BBL, as well as media QI valuation for the men's and women's Hurricanes teams for 24/25.

It's important to note a couple of things:

- The forecasts for future international content [s.37] are just that and are not guaranteed. Hopefully, though, they give a good indication of the potential value. The data for the World Cups, however, are actuals as provided by Cricket Australia and the ICC.
- The international content forecasts and actuals below do not include the growing value of hosting bilateral international women's cricket, noting there are two matches against India this season, albeit we don't have specific data in relation to these or future matches at this stage.
- Tasmanian cricket economic impact data is a few years old now, being for 2022-23, and what we've seen is that crowd attendances and TV audiences have increased since that time. This data was commissioned by consultants Solucio who were engaged to assist with the development of a State Infrastructure Strategy.
- Media QI valuation numbers sourced from Nielsen SPORT24 Media Tracking show the combined media value for our WBBL and BBL teams in 24/25, noting the WBBL team made the Finals and the BBL team were champions. This takes account of the average free to air TV audience of 671k for the men's Hurricanes home and away matches and 70k for the women's Hurricanes home and away matches.
- Re your broader question about MPS providing any greater value, this hasn't been quantified from our end but guaranteed days of play unaffected by weather would be the obvious one. Lost days of play from weather have a big impact on revenue particularly where tickets have to be refunded.

Hopefully that's helpful. Happy to discuss if you have any questions.

Cheers
Ali

International content

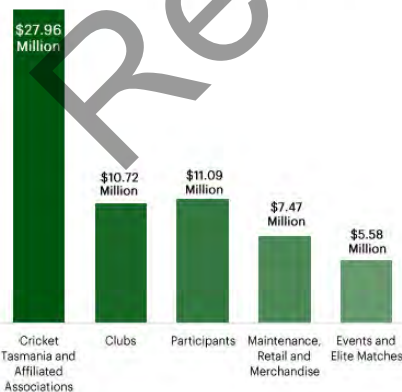
- ICC Cricket World Cup 2015
 - o **\$35 million total direct expenditure**
 - o \$7.2 million value add
 - o 160 jobs
 - o >30,000 stay nights
 - o >8,000 unique interstate and international visitors to tournament matches
- ICC T20 Men's and Women's World Cup
 - o **\$17 million economic output**
 - o \$8.3 million value add
 - o 78 jobs
 - o >15,200 stay nights
 - o >4,560 unique specific and extended stay visitors from interstate and overseas
 - o \$1.31 million government investment

The Annual Community Impact of Cricket In Tasmania

\$63,196,761



Annual Community Economic Benefit
\$62,803,210



Cricket's Unique Social Strengths

Social Connectivity: A catalyst for building relationships beyond established friend circles through shared passion for the game.

Inclusivity and Cultural Diversity: Creating diverse and inclusive environments to welcome individuals from all backgrounds, abilities, and genders.

Mental Well-being: Providing a supportive space to discuss mental health – particularly for men.

Personal Empowerment: Bolstering self-confidence, leadership skills, and social capabilities through team participation and community support.

Community Cohesion: Fostering inter-generational ties and local support networks.

Youth and Community Development: Instilling a sense of community and charitable efforts amongst young people.



Annual Community Health Benefit
\$393,551



Physical Health Benefit
\$298,957

Mental Health Benefit
\$94,593



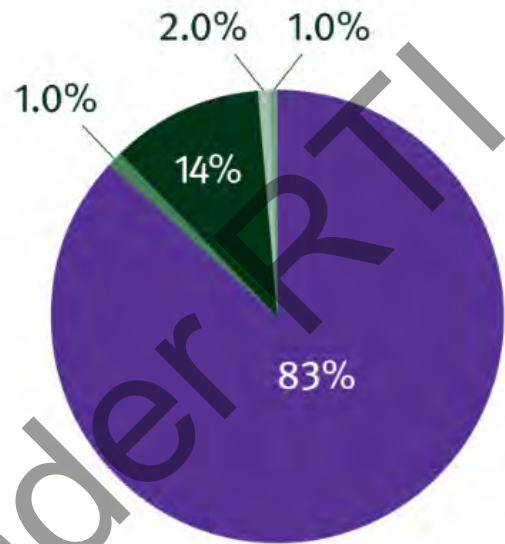
Lifetime Community Health Benefit
\$7,747,602

MEDIA VALUATION

BBL & WBBL 2024/25 SEASON

BY MEDIA TYPE

Dedicated	20,325,566
Peripheral	217,760
Internet	3,371,350
Print	203,790
Social	374,675



\$24,493,141 TOTAL QI VALUE

Source: Nielsen SPORT24 Media Tracking | Date Range Available: 8/1/2019 to 7/2/2025 | Current Period - 1/7/2024 to 7/2/2025 | Prior Period - 1/7/2023 to 7/2/2024.
Country - Australia | Sport - Cricket | Event - All | Asset - All | Media Type - All | Match - All | Matchday - All | Currency - AUD



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