

**INVEST  
PARRAMATTA**

# BANKWEST **STADIUM**

Bolstering the local economy



**CITY OF  
PARRAMATTA**



**veris**  
NEW SOUTH WALES

# INTRODUCTION

The opening of Bankwest Stadium in April 2019 has attracted a new, ongoing wave of visitation to the Parramatta area and is predicted to inject millions of dollars into the local economy.

In an effort to understand the wider impact of Bankwest Stadium on Parramatta's local economy, the City of Parramatta commissioned research conducted on three separate match days at Bankwest Stadium from 11 June 2019 – 24 July 2019. Over the course of the research, 609 patrons participated in a telephone interview in the weeks following the events.

The interviews were designed to determine the economic benefit brought to the local economy - outside of the venue itself - by visitors to Bankwest Stadium. This report provides a summary of the findings from the research.

## The Events

**Waratahs v Brumbies Super Rugby**  
*Saturday 8 June 2019*

**Eels v Tigers NRL**  
*Sunday 14 July 2019*

**Leeds United v Wanderers FC**  
*Saturday 20 July 2019*



# AN OPPORTUNITY FOR **GROWTH**

The three sporting events featured in the research generated a combined estimated \$2.92 million for the local economy. Approximately 57 percent of the total estimated value was generated pre and post-match outside the stadium, in the Parramatta area which suggests the economic benefit of Bankwest Stadium for Parramatta reaches beyond the stadium boundary.

## *Who and how much did they spend*

Of the patrons who were surveyed, 67 percent were male and 74 percent attended in groups of 2-5 people. The research found that the average spend per group was higher outside the stadium (\$117) than inside the stadium (\$90) for all three matches.



*The study revealed that most match patrons attended in groups of 2-5 people. Therefore, an opportunity exists for local businesses to tailor their match day offerings to suit groups of this size.*

## *Travel to the stadium*

89 percent of match patrons live outside Greater Parramatta and 11 percent indicated that this match was their first visit to the area. The research found that the average spend per person in Parramatta was higher for respondents who either took public transport, walked or cycled to and from the match. The respondents who drove were less likely to spend in the Parramatta area.

## *Pre and post-match spend*

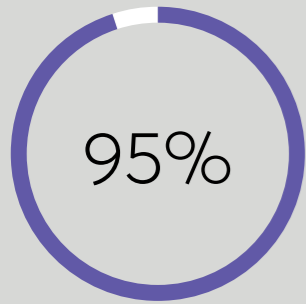
The research revealed that 71 percent of respondents (or someone else from their group) had made a pre and/or post-match purchase within Parramatta, with 57 percent stating that they had purchased food or drinks from a café, bar, club, restaurant or convenience store. The estimated total value generated in the Parramatta area pre and post-match as a result of the three matches was \$1,650,015.



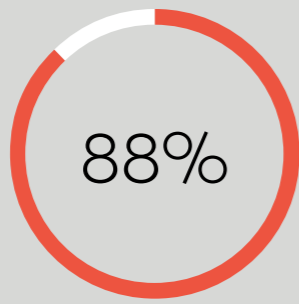
*Photo Above: Nick & Nora's  
Photo Left: Mille Uno*

*While 95 percent of respondents only visited the area to attend a sporting match, 71 percent of respondents made a pre and/or post-match purchase in the Parramatta area, which indicates that visitors aren't only spending within the stadium but outside it as well.*

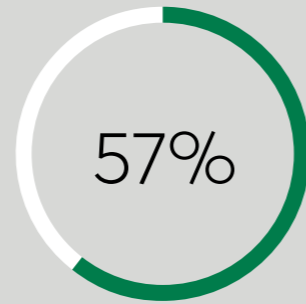
*Local businesses can leverage match days by creating a pre and/or post-match experience or offering to cater to these visitors.*



of respondents regard their overall experience in Parramatta a 7 or above.



of respondents felt their experience inside Bankwest Stadium positively influenced their perception of Parramatta.



of respondents bought food or drinks from a cafe, bar, club, restaurant or convenience store.

### GENERALLY PATRONS WERE HIGHLY SATISFIED WHEN VISITING

Pre and post-game safety was rated highly among respondents.

**9.06 / 10** ON AVERAGE

"How safe you felt *before* the game"



**8.77 / 10** ON AVERAGE

"How safe you felt *after* the game"



**8.73 / 10** ON AVERAGE

"The range of cafes/restaurants/bars/clubs that were open before the match"



On average, patrons rated ease of travelling to and from the Parramatta area an **8 out of 10**.

After arriving in the area, patrons were highly satisfied with the ease of finding their way to the stadium.



### TOTAL ESTIMATED VALUE OVER THE 3 MATCHES



**\$2.92M**

### OVERALL SPEND OUTSIDE THE STADIUM

**\$117.01**

Average spend per group

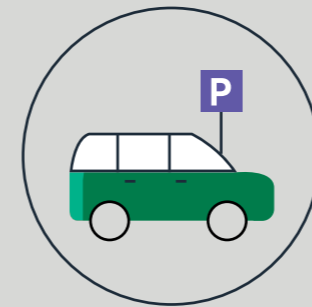
**\$1,650,015**

Estimated total value generated over the 3 matches (by match attendance)



### PUBLIC OR ACTIVE TRANSPORT USERS WERE MORE LIKELY TO SPEND THAN THOSE WHO ARRIVED BY CAR

Average spend per person in Parramatta/North Parramatta:



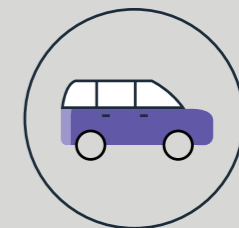
PRIVATE CAR (PARKED NEARBY)

**\$18.13**



PUBLIC TRANSPORT

**\$29.81**



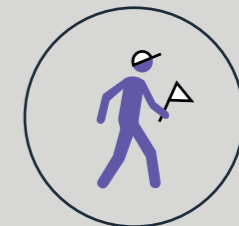
PRIVATE CAR (DROPPED OFF)

**\$27.76**



TAXI /RIDE-SHARE

**\$55.31**



WALKING ONLY

**\$62.79**

### OVERALL SPEND INSIDE THE STADIUM

**\$90.05**

Average spend per group

**\$1,271,757**

Estimated total value generated over the 3 matches (by match attendance)

# THE PARRAMATTA EXPERIENCE

The overall sentiment from respondents visiting the stadium and Parramatta was positive. Among the highest rated criteria were pre and post-match safety (mean ratings of 9.06 and 8.77 out of 10 respectively), and the

range of cafes/restaurants/bars/clubs available (8.73 out of 10). Significantly, 88 percent of patrons indicated their visitation at Bankwest Stadium positively influenced their perception of Parramatta as a leisure and

recreation destination. When asked to rate their 'Parramatta' experience out of 10, 95 percent of respondents rated it a 7 or above. Similarly, 96 percent of respondents rated their experience at Bankwest Stadium a 7 or above.



Photo: The Coffee Emporium  
Restaurant & Bar

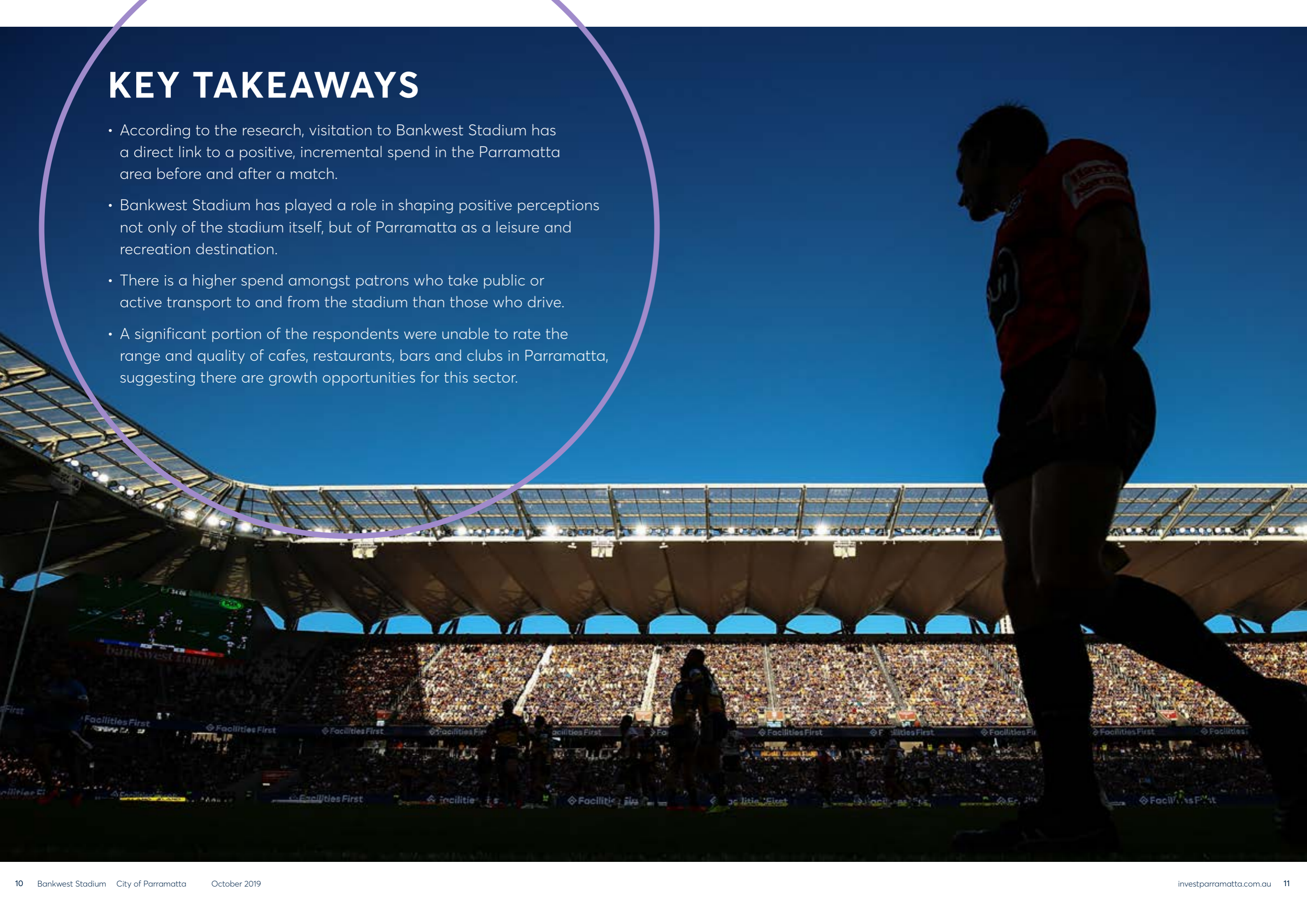
*When asked about the range and quality of restaurants/cafes/bars/clubs on offer in Parramatta, almost a third of respondents listed 'I don't know' as their response. Significantly, the respondents who listed 'I don't know' are considerably higher among those who did not make a purchase in the area.*

*This indicates that lack of purchase is not due to negative perceptions, rather it may be due to a lack of awareness of venues and offerings in Parramatta.*

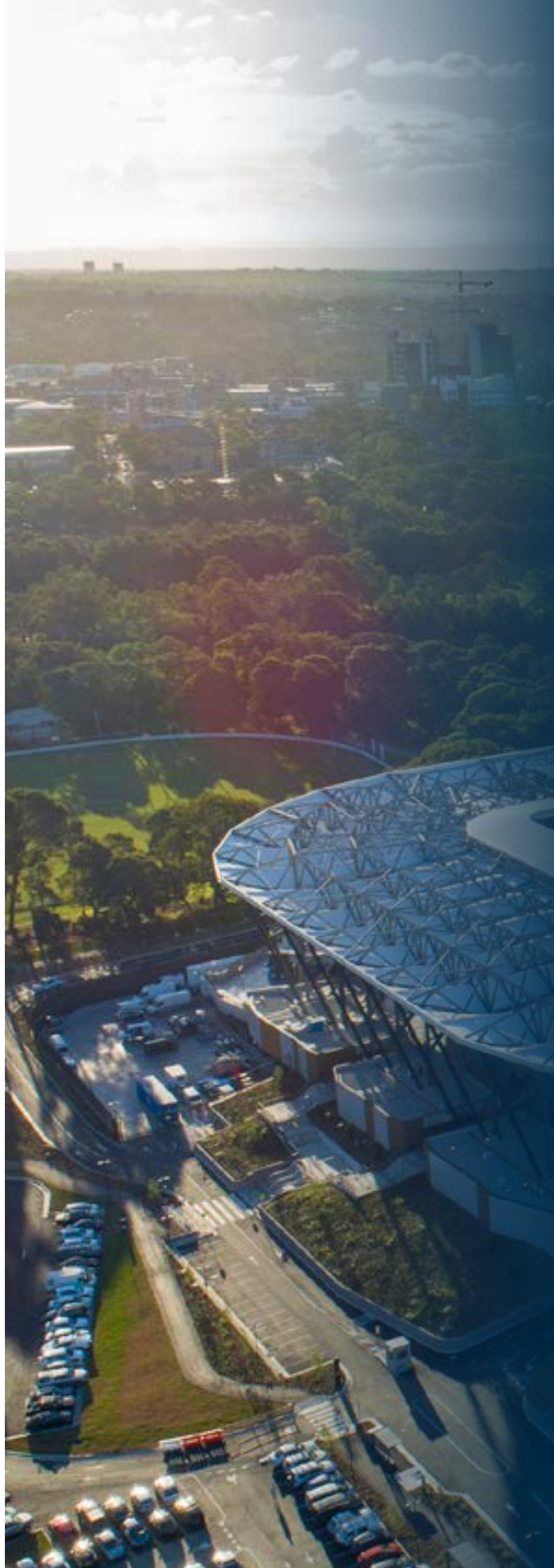
*Local businesses can boost match day sales through targeted awareness campaigns and match day promotions.*

# KEY TAKEAWAYS

- According to the research, visitation to Bankwest Stadium has a direct link to a positive, incremental spend in the Parramatta area before and after a match.
- Bankwest Stadium has played a role in shaping positive perceptions not only of the stadium itself, but of Parramatta as a leisure and recreation destination.
- There is a higher spend amongst patrons who take public or active transport to and from the stadium than those who drive.
- A significant portion of the respondents were unable to rate the range and quality of cafes, restaurants, bars and clubs in Parramatta, suggesting there are growth opportunities for this sector.



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