



NAMING RIGHTS PARTNERSHIP

Expression of Interest information



VENUES WEST



We acknowledge the Whadjuk Noongar people as the Traditional Owners of the land upon which our venues stand and recognise their continuing connection to land, waters and culture.

We pay our respects to Elders past and present.

Artwork by J.D. Penangke

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HBF ARENA



HBF STADIUM

ABOUT VENUESWEST

VenuesWest owns 14 of Perth's sporting and entertainment venues on behalf of the State of Western Australia. The opportunity presented is in relation to securing naming rights across two self-managed venues, HBF Stadium and HBF Arena and; within HBF Stadium the Main Arena as a separate asset.

Further details on each of these is provided later in the document.

VenuesWest delivers world class sport and entertainment experiences directly supporting high-performance sports. The venues provide for high-performance training, competition and events, inspiring pathways to success for all Western Australians.

Currently operating under our Strategic Plan 2022-2027 VenuesWest's vision and purpose for the coming years is clearly defined:

VISION

To be Australia's leading provider of sport and entertainment venues and precincts

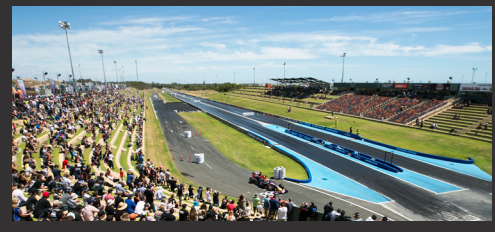
PURPOSE

To support high performance sport and deliver world class experiences

The six strategic objectives that drive this vision are:

1. Support of High-Performance Sport and its evolution in WA
2. Exceptional Customer Experiences
3. World Class Portfolio of Sport and Entertainment Precincts and Venues
4. Achieve Financial Sustainability
5. An Agile Organisation
6. Safe and Secure Venues and Workplaces

VenuesWest's investment in venues and precincts is guided by its Master Planning Framework, available on request.



ABOUT OUR VENUES

HBF STADIUM, MOUNT CLAREMONT

This multi-purpose facility built in 1986 in Mount Claremont was the first in VenuesWest's portfolio, its primary focus being the development of Western Australia's elite sporting athletes, coaches, and administration. The Stadium is currently home to VenuesWest's corporate office, meeting room facilities and a range of world class sporting facilities.

The precinct in which HBF Stadium is situated has been identified as a potential future centre of high-performance sports in Western Australia including the Western Australian Institute of Sport High Performance Service Centre, Bendat Basketball Centre, SportWest, Rugby WA, WA Athletics Stadium and the Royal Life Saving Society. Tenants within the Stadium and surrounding precinct include but are not limited to, the Perth Wildcats, Basketball WA, Rugby WA, the Western Force, Diving WA, and Ascend Physiotherapy.

Aquatic facilities are prominent in driving patronage and high-performance use with these facilities meeting World Aquatics standards in swimming, diving, artistic swimming, and water polo. Consequently HBF Stadium is often referred to as Western Australia's 'home' of aquatics.

Starting its life as the Superdrome, it was rebranded Challenge Stadium in 1996 following a naming rights agreement with Challenge Bank. In 2014, VenuesWest partnered with HBF marking the start of a successful partnership lasting 10 years. This partnership continues at Perth's rectangular stadium, HBF Park also operated by VenuesWest.

The Stadium is situated on land owned and leased to VenuesWest by the University of Western Australia. Further to the aquatic facilities, the venue facilities include a market leading gymnastics training facility, multi-purpose indoor sports courts, member health and fitness gyms, training rooms, function and theatre spaces and a retail café, all managed by VenuesWest.

Situated in one of Perth's highest socio-economic suburbs Mount Claremont, detailed patronage data indicates VenuesWest's success in the attraction and satisfaction of patrons at the venue.

KEY STATISTICS 2022-23

1,025,055 TOTAL PATRONAGE



8,339 HOURS HIGH PERFORMANCE TRAINING AND COMPETITION HOURS CONDUCTED ACROSS THE PORTFOLIO



95% CUSTOMER SATISFACTION



1,900 PAYING MEMBERS ACROSS GYM, GROUP FITNESS AND POOLS USERS



40% AFFLUENT MATURE FAMILIES
25% FINANCIALLY SECURE RETIREES AND PRE-RETIRES

HBF Stadium's facilities are regularly promoted internationally by Tourism WA in bids to attract and secure national and international sporting events to Western Australia. As a result of regularly hosting national and international delegates at HBF Stadium, VenuesWest has assisted in securing numerous national swimming, artistic swimming, water polo, diving and grappling sports competitions and is working through a schedule of upcoming international events.

This includes recent successes in securing the 2027 World Police and Fire Games and the 2029 World Masters Games. Both events land with participation at a scale equivalent to a Commonwealth Games in respect to inbound athletes, officials and support personnel giving them true international reach and visibility.



MAIN ARENA ^{AT} HBF STADIUM, MOUNT CLAREMONT

This multipurpose sports and entertainment space is unique in Perth due to its size (up to 5,000) and flexible configurable seating. This is suitable for multiple indoor configurations attractive to both providers of sport and entertainment content supporting a combination of seating and general admission.

The Main Arena has proven to be attractive to major touring artists from both Australia and Internationally with awareness of the facility extending to all major music and entertainment promoters and ticketing agents across Australia. Originally home to the Perth Wildcats, the Main Arena has a rich history of content and continues to attract high end music and sporting events alongside local hirers who are attracted to its large floor area and in house production infrastructure.

In addition to hosting basketball, netball, volleyball, and other floor-based sports such as cheerleading and grappling sports, the venue has held numerous MMA events, concerts, comedy and speaking artists including Ed Sheeran, Childish Gambino, Alt-J, Urzila Carlson, Jack Harlow and The Wombats. The season ahead has an event filled calendar including Macklemore and Parkway Drive with recent signing of Jim Jefferies.

A pipeline of sports content is also in development following VenuesWest's facility upgrades to meet national NBL1 standards creating awareness and interest amongst national sporting bodies to bring both season and single event content to Perth. This is seen as key in setting a foundation for longer term, franchise opportunities.

Driving the awareness of the Main Arena across promoters and sports, a specialised Sports and Events procurement team was formed in 2023. This team focuses on engaging with potential hirers to optimise event content, ticket and food and beverage sales.

Having recently negotiated a long term and flexible ticketing services agreement able to attract content from multiple content providers: the naming of the Main Arena is considered an opportunity to create brand awareness nationally across a range of genres.





hbf stadium

BLOCK 217

100%

HBF ARENA, JOONDALUP

Built in 1992, HBF Arena is a multi-purpose sports and aquatics complex servicing Perth's northern corridor with one of Australia's highest concentrations of youth. In late 2017, a \$24 million redevelopment officially opened, providing world class football and basketball facilities to the West Perth Football Club and Wanneroo Wolves. The Wolves being one of Australia's fastest growing basketball clubs and assisting to attract 1.4 million customers through our door in the last financial year.

This redevelopment has been a catalyst for HBF Arena to become a vibrant and highly used precinct predominantly attended by participants in club sports including hockey, netball, rugby, athletics, tennis, volleyball, badminton, and soccer.

The venue is situated on Joondalup drive, a short walk from the Lakeside Joondalup Shopping Centre and minutes from the central Joondalup business district. There are several smaller tenants at HBF Arena, such as the Arena Joondalup Physiotherapy complemented by self-managed gym and fitness facilities, creche, café facilities and functions spaces.

Originally known as Arena Joondalup, the venue was rebranded as HBF Arena in 2014 in conjunction with HBF Stadium, Mt Claremont and enjoys participation across over 30 sporting clubs with 2,500 health and fitness members being retained at market leading retention rates.

Larger tenants include anchor tenants, the West Perth Football Club, and the Wanneroo Wolves. West Perth is situated at the eastern end of the grounds in a fully fenced facility and currently operate under an independent naming rights partnership with Pentanet for the football oval, known as Pentanet Stadium.

The lease arrangement for the West Perth offices, training and catering facilities runs parallel to a license arrangement providing priority access to the playing oval across the football season. Outside of these times, VenuesWest holds rights to grounds hiring which is applied to support a series of sporting and festival events including the iconic Listen Out Festival.

Wanneroo Wolves have four basketball courts, complemented by an additional three multi-purpose courts, retail and corporate catering facilities and supporting changerooms. In a collaboration between VenuesWest and the Wanneroo Wolves, the facility hosted the national NBL1 finals in 2023. Such is the growth, the local NBL1 competition has been relocated to the VenuesWest managed courts for the 2024 season where a greater seating capacity has been made available to meet demand.

To date, this has seen spectator attendance increase year on year from 500 in 2022 to an average of 1,200 ticketed entries per game in 2024. Additional facility improvements in plan are expected to support up to 2,000 spectators per event in the coming years, positioning VenuesWest's show court at HBF Arena as highly desirable on the national stage.

The Wolves lease premises and call HBF Arena home. This home base supports a greater basketball competition in the City of Joondalup and Wanneroo with combined participations developing from 231 teams in 2017 to 586 teams today.

Outdoors sports facilities include two rugby ovals with adjoining club rooms shared with other sporting codes known as the Joondalup Sports Club or ACSRA. The club house, changerooms and retail facility is complemented by multiple netball courts, astro turf hockey, tennis courts and gardens.

In terms of aquatics, there is a 50m competition pool at HBF Arena, which is currently undergoing a redevelopment to bring a new 50m pool, anticipated to be open to the public early in 2026. This new pool will boast significantly updated features including a ramp for disability access and complement the recently upgraded aquatic facilities inclusive of a leisure pool and water playground where over 1,000 learn to swim students are introduced to swimming each year.

With its open spaces, HBF Arena also regularly plays host to major music festivals, including Listen Out festival, which sees more than 40,000 music fans attend the venue in September each year.

KEY STATISTICS 2022-23

1,401,637 TOTAL PATRONAGE



92% CUSTOMER SATISFACTION



2,500 PAYING MEMBERS ACROSS
GYM, GROUP FITNESS
AND POOLS USERS



CUSTOMER STATISTICS

VARIED CLIENTELE PRIMARILY CONSISTS OF
MEDIUM TO HIGH SOCIAL ECONOMIC STATUS
FROM A RANGE OF LIFE STAGES

MEMBERSHIP COMPOSITION

PRIMARILY MATURE CHILDREN LIVING WITH
AFFLUENT PARENTS AND AMBITIOUS YOUNGER
AND MIDDLE AGED FAMILY



TERM SHEET

AREA	DETAIL
Guiding Policy	Naming Rights opportunities are guided by VenuesWest’s Naming and Signage of VenuesWest Assets Policy, 2023.
VenuesWest Vision	<p>VenuesWest owns 14 of Western Australia’s specialist sport and entertainment venues on behalf of the State Government, each run under either a partner, co-managed, leased or self-management model.</p> <p>Our vision is to be Australia’s leading provider of sport and entertainment venues and precincts.</p>
Commercial Venue Naming Rights Venue Opportunities	<p>First Tier naming rights is jointly offered for the two iconic venues currently branded as:</p> <ul style="list-style-type: none"> · HBF Stadium - Mt Claremont · HBF Arena - Joondalup <p>These venues operate as self-managed venues with all management services being conducted directly by VenuesWest.</p> <p>Second Tier Naming Rights at HBF Stadium and HBF Arena:</p> <ul style="list-style-type: none"> · Main Arena at HBF Stadium – Mt Claremont · Pentanet Stadium – at HBF Arena Joondalup (not available) <p>These facilities have been identified as isolated, available for additional rights opportunities.</p>
Commercial First Tier Naming Rights	<p>This naming rights opportunity is for HBF Stadium and HBF Arena. VenuesWest will consider naming rights offers for each venue, however a preference exists for a combined offer.</p> <p>Identifiers such as location and purpose can be applied to create distinction between the venues such as per the example below.</p> <ul style="list-style-type: none"> · Identifier - “Partner Brand” · Alignment - “High Performance Sports” · Usage - “Complex” <p>In respect to first tier naming rights, there are some limitations as to the types of brands that can be applied to our physical assets with the following categories excluded:</p> <ol style="list-style-type: none"> direct product advertisements of tobacco products direct product advertisement of gambling (other than State Government agency) any form of adult entertainment alcohol products or fast food political messaging

AREA	DETAIL	
Commercial Second Tier Naming Rights	<p>Separate to the above, a second tier naming rights opportunity exists with “The Main Arena” at HBF Stadium, Mt Claremont.</p> <p>This venue in the Mt Claremont precinct is a multipurpose sports and entertainment arena primarily hosting commercial, ticketed sports, entertainment and indoor events up to 5,000 people (variable based on configuration).</p>	<p>Second tier naming rights facilities are open to partnerships with brands otherwise excluded in the first tier, allowing consideration of:</p> <ul style="list-style-type: none"> a. gambling b. alcohol products and; c. fast food brands. <p>West Perth Football Club - respondents should note that the facility currently leased by WPFC known as “Pentanet Stadium” is named under a mechanism separate to this opportunity with rights payable to WPFC - following VenuesWest approval.</p>
Indigenous Reference in First Tier Naming Convention	<p>VenuesWest respectfully acknowledges the traditional custodians of our lands and encourages consideration of a naming convention inclusive of Whadjuk Noongar nouns and/or verbs.</p> <p>Further to above, VenuesWest is supportive of successful partners applying a wholly or partly Indigenous Australian name to the venue(s). In the full instance, partner branding will be acknowledged in digital assets and trigger the engagement with elders to qualify culturally appropriate names and process.</p>	
The Process	<p>An Expression of Interest (EOI) process will be released electronically in May 2024 via:</p> <ul style="list-style-type: none"> · The Financial Review · WA Business News · VenuesWest Website · Select direct communication with qualified prospects. · TendersWA 	<p>A weighted evaluation will be applied consistently for all applications considering the value of the investment and other alignment criteria.</p> <p>Following Board consideration and prior to entering into a naming rights agreement, VenuesWest will seek relevant professional advice and Ministerial endorsement.</p>

AREA	DETAIL
Commercial Offer - minimum conditions	<p>Naming Rights – fee, payments, and term guide.</p> <p>Annual investment:</p> <p>Financial offers are invited for the following products:</p> <ul style="list-style-type: none"> · HBF Stadium & HBF Arena first tier naming rights jointly · HBF Stadium first tier naming rights separately · HBF Arena first tier naming rights separately HBF Stadium Main Arena second tier naming rights separately · Five-year naming rights agreement with extension options · Rights payable quarterly in advance · An annual price change mechanism linked to CPI · Entrance and exit fees/costs will be the responsibility of the naming rights partner in addition to the annual investment <p>VenuesWest and the partner will establish a strategic partnership to achieve mutually aligned benefits. VenuesWest will exclusively engage with and consider applications from scalable high-profile businesses.</p> <p>This partnership is expected to include;</p> <ul style="list-style-type: none"> · a range of networking introductions/opportunities · high performance sport alignment · access to facilities amongst other things for the benefit of the successful partner.
Costs	Entrance and exit fees/costs will be the responsibility of the naming rights partner in addition to the annual investment.
Commercial Benefits	<p>Commercial rights may include the following (non-inclusive) benefits:</p> <ul style="list-style-type: none"> · Exclusive licence for the naming rights of the Venues in Mt Claremont and Joondalup · The naming rights partnership encompasses inclusion in all promotional materials, announcements, print or broadcast media advertising, press releases, news and media notices, road signage and official documents for the venue. Access to the venues for brand activations and campaigns, subject to specified limits · Naming rights signage in specified locations · Access to tickets to world class events across the VenuesWest portfolio · Invitations to high profile sporting and concert events allowing the naming rights partner to network with key stakeholders, government dignitaries and high-profile sporting identities. · Priority event sponsorship opportunities · Detailed patronage reporting · Dedicated partnership management · The scope of branding will be determined, commensurate with the financial offer

CONTACTS

Different enquiries can be best dealt with by the most appropriate contact, shown below.

The Applicant must not contact any other person within Government, or any consultant engaged in relation to this Request to discuss this Request.

ALL ENQUIRIES

Name: Kim Dodds

Title: Partnership Manager

Telephone: (08) 9441 8280, 0478 258 298

E-mail: kim.dodds@venueswest.wa.gov.au

HOW TO APPLY

The Applicant must submit the Application electronically by uploading at: **tenders.wa.gov.au**

NAMING RIGHTS INFORMATION

Visit

venueswest.wa.gov.au/naming-rights-information



VENUES WEST

VenuesWest

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