



POST EVENT REPORT



SATURDAY, 7 DECEMBER 2013



'Suncorp Stadium' is a venue of Stadiums Queensland, managed by AEG Ogden (Brisbane Stadium Management) Pty Ltd



SUNCORP STADIUM EVENT REPORT

TAYLOR SWIFT - The RED Tour
SATURDAY, 7 DECEMBER 2013



1. EVENT OVERVIEW

Event Summary

Suncorp Stadium hosted international pop sensation Taylor Swift as part of her 2013 'The RED Tour' on Saturday, 7 December 2013.

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 Management Plan and a 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.

The raised Pit Area constructed by the Promoter as part of the stage build buckled during the show requiring the relocation of approximately 370 patrons to other areas. As is standard operating practice, the Stadium requested and received structural certification from a qualified engineer to ensure the soundness and safety of all temporary construction. The Promoter accepted full responsibility and provided refunds to all affected patrons, however the incident did result in a number of emails, all of which have been resolved satisfactorily.

Key deliverables for the Concert were:

Attendance	A total of 37,342 patrons attended the concert
Complaints / Compliments	1 call related to noise was received at the Stadium Call Centre on the night of the concert and 10 emails from some patrons in the Pit Area
Media	Positive media coverage leading up to and from the concert
Crowd Management	No queuing problems or delays in entering the Stadium. Egress went smoothly.
Security	No substantial Security issues.
Transport	No delays or issues were experienced with Public Transport. Crowds cleared within 60 minutes.
Noise Controls	The concert complied with the noise limits specified within the regulations in that all measurements taken within the Stadium were below the 100 db(A) limit.



SUNCORP STADIUM EVENT REPORT

TAYLOR SWIFT - The RED Tour
SATURDAY, 7 DECEMBER 2013



2. OPERATIONS

2.1.1 Concert Program

Public Gates A, B, D & E Opened	17:06
First Support Act Commenced - NEON TREES	18:40
Second Support Act Commenced - GUY SEBASTIAN	19:20
Main Act Commenced - TAYLOR SWIFT	20:38
Main Act Concluded - TAYLOR SWIFT	22:24

2.1.2 Tickets Sold

The following is a breakdown of the concert attendance:

Field of Play GA standing	400
Field of Play seating	9,023
Grandstand seating	28,678
Corporate seating	228
No shows	987
ACTUAL ATTENDANCE	37,342

2.2 Local Residents Management

2.2.1 Call Centre Operations

The Stadium established a Concert Hotline for local residents and businesses which operated from Tuesday 3 December 2013 to Monday 9 December 2013, including the concert night specifically for issues relating to the concert.

The Call Centre operator had direct access to the Stadium control Room should assistance be required with any complaints or issues.

2.2.2 Concert Hotline Report

There was one noise related call on the day of the concert (Saturday 7 December) to the Stadium Call Centre.



SUNCORP STADIUM EVENT REPORT

TAYLOR SWIFT - The RED Tour
SATURDAY, 7 DECEMBER 2013



2.3 Noise Management

The Stadium engaged Cardno Consulting Australia 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 a point 50 metres directly in front of that stage measured at 15 minute intervals. It also continuously monitored the noise levels at the following locations as specified by the Major Sports Facilities (MSFA) Regulation 2002 (Reprint 1C) – Schedule 2:

- 8 / 5 Petrie Terrace, Brisbane
- 15 Plunkett Street, Paddington
- 36 Judge St, Brisbane
- 26 Princess Street, Brisbane
- 31 Isaac Street, Milton

Cardno Consulting 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 associated sound checks;
- (b) could communicate with all of the acoustical 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.

In summary, the concert complied with the noise limits specified within the regulations. Readings taken at the measuring point within the Stadium were below the 100dB limit and readings taken externally were below 70dB.

2.4 Local Issues Management

2.4.1 Noise Levels

The patron who contacted the Call Centre received a follow-up call advising him that the concert complied with the noise limits specified within the regulations.

2.4.2 Limousines & Parking

Limousine parking in Parkview and Mayneview Streets was monitored closely and was 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 pick-ups and Queensland Police were present in Blaxland Street post concert to control noise and patron behaviour.

There were 235 parking infringement tickets issued and 9 vehicles towed for this concert.



SUNCORP STADIUM EVENT REPORT

TAYLOR SWIFT - The RED Tour
SATURDAY, 7 DECEMBER 2013



2.4.3 *Taxis*

Taxi demand was high after the concert and queues were managed by Taxi Council of Queensland staff. There was a greater demand than normal for taxis given there were two other major events being held in Brisbane that night. There were no complaints or significant incidents regarding taxis.

2.4.4 *Patron Behaviour Post Event*

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

Queensland Police and Traffic Control Officers were present during this period to monitor patron behaviour and flow to surrounding areas. Queensland Police also monitored local areas for one hour post concert and were on standby to be sent to locations should complaints arise.

There were no patron behaviour issues 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;
- Additional female toilet facilities set up on the Level 3 South East corner of the Stadium for female patrons;
- Wristbands provided at the Information Desks for parents to record their name and contact number that was then put on their child to make it easier to reunite any lost children; and
- Easy to identify meeting points on the North and South plazas for parents of children attending the concert to meet their children at the conclusion of the event

2.6 **Traffic and Transport**

The Integrated Transport System again operated for this concert with a high level of patronage of public transport services recorded. Clearance was achieved in one hour.

The Stadium fine-tuned its Traffic Management Plan taking into consideration the audience demographics and feedback received from patrons in advance of the concert. The plan worked well and there were no significant issues.