



GOVERNMENT REPORT U2 360° Tour



Suncorp Stadium

Wednesday, 8 December 2010

Thursday, 9 December 2010

1 EVENT OVERVIEW

Event Summary

The Stadium hosted two U2 Concerts as part of their “360° Tour” on the 8th and 9th December 2010.

Detailed planning was undertaken to identify and minimize potential adverse impacts on the local community in accordance with the Major Sports Facilities Regulations 2002 for Special Events.

A specific Operations Management Plan and a Transport Management Plan were developed for both concerts 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 concerts themselves. A local community letterbox drop was also conducted to provide residents within the Lang Park Traffic Area with as much information on the events as possible.

There were minimal issues arising from the concerts which were highly successful both commercially and operationally overall. The global touring company responsible for the U2 tour rated the venue and its management among the best they had played with.

Key deliverables for the concerts were:-

Attendance	A total attendance of 84,011 attended during the two nights.
Complaints / Compliments	16 on the first night relating to concert noise and 1 regarding helicopter noise. There were 7 calls on the second night – 4 complaints and 3 compliments.
Media	Positive media coverage leading up to and from the concerts themselves.
Crowd Management	No queuing problems or delays in entering the Stadium. Egress went smoothly particularly given the large numbers on the field.
Security	No substantial security issues with only 10 evictions and 2 arrests over the two nights.
Transport	No delays or issues were experienced with Public Transport. Crowds cleared within 50 minutes on night one and 50 minutes on night two.
Noise Controls	There were some slight exceedences on night one and none on the second night.

2 OPERATIONS

2.1 Attendance & Ticketing

2.1.1 Concert Program

Both concerts concluded within the Stadium's curfew time of 22:30hrs.

	Concert 1	Concert 2
Gate C Opening	16:45	16:45
Gates D Opening (GA)	16:30	16:30
Gates A, B & E Opening	16:45	16:45
Support Act (Jay Z)	18:30	18:30
Support Concluded	19:30	19:30
Main Act (U2)	20:15	20:15
Show Concluded	22:30	22:30

2.1.2 Tickets Sold

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

	Concert 1	Concert 2
On Field	13,151	10,522
Stand Tickets	33,790	25,641
Total Tickets Sold	46,941	36,163
Actual Attendance	44,352	39,659

2.2 Local Resident Management

Comprehensive plans were prepared and implemented to manage issues involving the management of noise for local residents.

2.2.1 Call Centre Operations

The Stadium established a 'Concert Hotline' from Wednesday, 1 December 2010 to Friday, 10 December 2010 (including both concert nights) specifically for general public issues relating to the concert. The hotline was manned by trained Stadium Staff during the following times:

- | | |
|------------------------------|-------------------|
| • Wednesday, 1 December 2010 | 0900hrs – 1600hrs |
| • Thursday, 2 December 2010 | 0900hrs – 1600hrs |
| • Friday, 3 December 2010 | 0900hrs – 1600hrs |
| • Saturday, 4 December 2010 | 0900hrs – 1600hrs |
| • Sunday, 5 December 2010 | 0900hrs – 1600hrs |
| • Monday, 6 December 2010 | 0900hrs – 1600hrs |
| • Tuesday, 7 December 2010 | 0900hrs – 2030hrs |
| • Wednesday, 8 December 2010 | 0900hrs – 2330hrs |
| • Thursday, 9 December 2010 | 0900hrs – 2330hrs |
| • Friday, 10 December 2010 | 0900hrs – 1600hrs |

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 of (07 3331 5168) after hours. All calls logged by Call Centre operators were responded to either by a return call or in writing by Stadium staff no later than Friday, 10 December 2010. Callers were given information on what action was taken in response to their call and the subsequent outcomes.

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 concerts.

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
- 105 Hale Street, 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, Cardno concluded that noise emissions from Suncorp Stadium measured during the U2 Concerts on the 8th and 9th December 2010 indicated compliance with the MSFA Regulation for four of the external sites. The fifth monitoring site at 105 Hale Street did on a couple of occasions exceed the maximum limit but this was attributed to the high levels of road traffic on Hale Street.

Noise emissions from U2 production inside the Stadium generally complied with the internal EPP criteria on the 9 December. While there were some excess readings on the first night and one on the second, the 15 minute readings recorded a general reduction in noise level trend for consecutive measurements on the first night, while the concert on the second night was quieter than the previous night.

It should also be noted that crowd noise reached a sustained noise level of up to 105 dB(A) inside the Stadium which at the peak times of the concert (beginning and end) are likely to have influenced the measured L_{Aeq} results. These times appear to coincide with the criteria exceedances.

2.4 Complaint Action

2.4.1 Noise Levels

All noise complaints were relayed immediately to Cardno and sound engineers who were dispatched to the complaint location to take readings.

All complainants were contacted by phone or in writing and all noise issues appeared to have been resolved to their satisfaction.

2.4.2 Limousines & Parking

Limousine parking was monitored closely and was in line with the usual arrangements for other major Stadium events. This included the stationing of Police in Blaxland Street post concert to control noise and patron behavior and the relocation of the limousine pick-up to the Northern Plaza once the majority of the crowd had dispersed. There were no complaints received regarding limousines.

The number of parking infringement tickets issued and removal of vehicles towed for both concerts are outlined;

	Concert 1	Concert 2
Vehicles Towed	10	12
Parking Tickets Issued	149	276

2.4.3 Taxis

Taxi demand was high after both concerts and queues were managed by Taxi Council of Queensland staff. There were no complaints or significant incidents to report regarding taxis.

2.4.4 Patron Behaviour Post-Concert

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 behavior 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 both concerts.

2.5 Additional Patron Services

Due to the audience demographic, extra challenges regarding patron movement and access were identified. As a result the following plans were implemented:

- A dedicated queuing area was established on the Northern Plaza to cater for those General Admission (GA) patrons wishing to secure prime spots on the field once gates opened. The first patron arrived at 11:20am on Monday, 6 December. Facilities included a shaded area, free sunscreen, toilets and limited catering. Those queuing were full of praise for the way in which this aspect was handled. See attached emails for feedback.
- Proactively seeking information from patrons with mobility issues to determine requirements; and
- Specific cloaking areas located on both the Northern and Southern Plazas.

2.6 Traffic & Transport

The Integrated Transport System again operated for both concerts with a high level of patronage of public transport services recorded for both concerts. Clearance was achieved in 50 minutes for night one and 50 minutes for night two.

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