

Hedland Sports and Arts Precinct

Transforming South Hedland



Overview

The Project

The Town of Port Hedland (the Town) is pursuing development and funding for an iconic Hedland Sports and Arts Precinct which will transform South Hedland.

The Precinct will be on the site of the existing Wanangkura Stadium, which will be redeveloped, and the former TAFE site adjoining Lot 100 on Hamilton Road, South Hedland.

The Town has taken advantage of the opportunity to utilise the former TAFE buildings as part of the Precinct, reducing cost and maximising re-use of the existing facility and supporting sustainability.

The integrated Precinct is made up of three distinct elements:

- The South Hedland Integrated Sports Hub
- Civic and Community Facilities (utilising existing TAFE buildings)
- Performing Arts Centre

Detailed business cases on various project elements demonstrate the significant role this investment can make in transforming South Hedland into a thriving and connected community.

The Town of Port Hedland Council has endorsed plans for significant development of the Precinct and the Town has commissioned concept designs.

The Project has support of sporting and community groups that currently utilise the existing Wanangkura Stadium and sporting fields, future users of the Performing Arts Centre, and the broader community. Key industry partners are also supportive of the project.

Investment from State and Federal Government and the resources sector will unlock the Town of Port Hedland's \$105 million investment.



The *Vision*

The Hedland Sports and Arts Precinct has been actioned as a priority project for the Town of Port Hedland to achieve the following objectives:

- Lift the liveability of Hedland and maximise opportunities for our community to pursue a healthy lifestyle and involvement in sport and fitness
- Deliver much-needed aquatic and civic facilities to support a growing population
- Provide a purpose-built venue for Performing Arts, supporting awareness and involvement in the arts and contributing to the cultural fabric of Hedland
- Support the tourism industry, and the broader economy, by encouraging visitors to stay longer
- Build social connectedness and cohesion among our community, helping to improve community safety and tackle antisocial behaviour
- Revitalise South Hedland, which has not seen the same level of investment as Port Hedland; projects such as the \$187.5 million Spoilbank Marina project and Lumsden Point expansion continue to see Port Hedland attract investment
- Support the community and not-for-profit sector to build capacity and achieve success by providing additional community spaces.

The Hedland Sports and Arts Precinct will transform Hedland and support our vision to create a thriving, resilient and inclusive future for our diverse community.



Project *Description*

Project vision

The iconic Hedland Sports and Arts Precinct will transform South Hedland. It will be a welcoming place for people who live, work and play in Hedland, supporting a healthy and active community, engagement in arts and culture and driving social cohesion.

Proposed works

The Precinct will incorporate the following components into one integrated facility:

- Aquatic centre with multiple swimming and recreation facilities
- Expanded stadium
- New outdoor courts and floodlit multipurpose sports oval
- Three diamond sports fields, premier dedicated oval and second multi-use oval/field
- Two multiuser sports and community pavilions
- Playgrounds and fitness equipment
- New library
- Refurbished buildings providing expanded Town of Port Hedland administration building and Civic Centre
- Community meeting rooms
- State-of-the-art Performing Arts Centre
- Amphitheatre and stage
- Commercial space
- Café/restaurant
- Childcare facility
- Landscaped paths and surrounding spaces, including parking, cycleways and CCTV



Strategic Alignment

The objectives for the Hedland Sports and Arts Precinct align with the Town of Port Hedland's Strategic Community Plan and collective goals of the sports, arts and wider community to deliver much-needed civic amenity, lift liveability and social cohesion.

A multi-functional, integrated Hedland Sports and Arts Precinct will help deliver on the following progress measures outlined in the Town of Port Hedland's Strategic Community Plan 2022-32:

- Improved health, safety and wellbeing
- Development of a unique, vibrant and diverse community lifestyle
- Valued community facilities and services that are well utilised
- Improved community satisfaction and perceptions of safety and attractiveness of the urban landscape
- Increased and diversified employment opportunities and enhanced local business retention and expansion
- Increased cultural narratives, acknowledgement and awareness

The proposed objectives of this project are aligned to key policies and plans including:

- *SportWest Strategic Priorities for WA Sport Strategic Theme 2: Access – Improving access to sport participation opportunities for the community.*
- *Australian Sports Commission: Strategic Goal – Involve more Australians with sport at all levels. Key Focus Areas:*
 - Promote and support inclusive and diverse sporting environments.
 - Optimise our facilities to advance sport and inspire Australians to get involved.
- *Regional WA Arts Policy Framework: Increase Community Vibrancy – “Increased regional arts activities will benefit participating communities economically, culturally and socially.”*



Location

The Hedland Sports and Arts Precinct is a 32-hectare site on Hamilton Road, at the entrance of South Hedland. South Hedland is approximately 14 kilometres from Port Hedland and five kilometres from Wedgefield. The majority of the Hedland population (75%) resides in South Hedland.

The Precinct site neighbours a large accommodation village, is across the road from the South Hedland Bowling and Tennis Club, Spinifex Hill Studio, future cultural centre and the Hedland High School.

Estimated Cost

The Town of Port Hedland has committed \$105 million to the project and is seeking funding support across State Government, Federal Government and the resources industry which operates in, and benefits from, Hedland infrastructure.

Proposed funding sources

Town of Port Hedland	\$105 million
State Government	\$75 million
Federal Government	\$75 million
Resources Industry	\$75 million
Total	\$330 million

Project cost breakdown

South Hedland Integrated Sports Hub	\$213 million
– (Including aquatics facility cost)	\$78 million
Civic and Community Facility	\$65 million
Performing Arts Centre	\$52 million
Total	\$330 million

NB: The above figures include an estimated \$100 million mark-up on construction costs due to escalated Pilbara prices.

Project Timing

The Town of Port Hedland is fully committed to developing the iconic Hedland Sports and Arts Precinct and has committed substantial funds to the project.

The Town envisages a project delivery window of approximately seven years, with different stages of the Precinct coming on stream from 2024-25.

Over 2023-24 detailed design will be undertaken, alongside the necessary civil works to enable the full transformation to take place. The Town will target financial contributions while this work is underway.



Why the Project is important



Build facilities that offer multipurpose functionality – Hedland resident, 2021



Identified need

Port Hedland is home to the world's largest bulk export port. It is renowned for the large-scale resources activity which has underpinned the development of Hedland and the economic success of Western Australia and substantially benefitted the Australian economy.

State and Federal Governments and resources companies continue to inject funding into industrial infrastructure, ensuring continued contribution from the resources sector to the state and national economy.

However, the desired strong economic growth requires a strong Hedland. Economic success will be hindered without simultaneous investment in social infrastructure that supports people wanting to live, work and play in Hedland. The Hedland Sports and Arts Precinct will add to the amenity and liveability of Hedland, attracting people

to live in Hedland and supporting the diversification of the economy.

The Town has undertaken in-depth community engagement and consultation to understand gaps in services and facilities in Hedland. This includes community perception surveys, targeted engagement and research as part of a rigorous business planning process around key projects.

In December 2021 the Town of Port Hedland asked the community how it would rate Hedland's sport and recreation facilities, aquatic centres and library services. The results were well below average when compared to other local government areas.

People told us they wanted more sport and recreation facilities available for children and youth, more co-located facilities and expanded sport and recreation space with a particular focus on indoor and shaded facilities.

We've also heard consistently that existing performing arts facilities are not meeting current needs of the community.

Key outcomes from our research include:

- There is existing identified need for additional sporting, community and performing arts infrastructure. Critically, existing aquatic facilities have exceeded expected lifespan twice over.
- Projected population growth of 44 per cent from 2021-2041 will exacerbate the need for additional infrastructure.

Why the Project is important CONTINUED

- When asked about the importance of arts, 87% of the Hedland community either agreed, or strongly agreed that the arts, culture and heritage are important aspects of community life. More than half (52%) indicated dissatisfaction with current opportunities to participate in the arts and culture in Hedland.
- While 75% of Hedland's population lives in South, it has not seen an aligned level of investment, amenity is severely lacking and infrastructure upgrades are decades overdue.
- Limited co-location of sports and recreation facilities is inhibiting community and sporting organisations from building capacity.
- The South Hedland library is suffering from service delivery deficiencies related to its isolated location, accessibility, inadequate layout and safety and security.
- The Town of Port Hedland's Arts and Cultural facilities are largely dispersed, over-capacity and do not meet standards for environmental and/or accessibility parameters. There is a lack of suitable spaces for conferences, seminars and meetings as well as performing arts venues, with the Matt Dann Theatre and Cinema facing challenges due to seating capacity and current limitations due to shared access.
- A co-located and integrated Sports and Arts facility will encourage greater alignment between the Town of Port Hedland, sporting, arts and community groups and the wider community, while also forming an entry statement into South Hedland.





Economic and social benefits

Detailed business cases have been developed for each of the key components that make up the Sports and Arts Precinct:

- South Hedland Integrated Sports Hub
- Performing Arts Centre
- Civic and Community Hub

Economic benefits

The Hedland Sports and Arts Precinct will support direct and indirect creation of more than 330 full-time equivalent jobs.¹

This total figure consists of:

- approximately 85 full-time equivalent roles created directly from the project
- approximately 165 full-time equivalent roles created indirectly from the project (through purchase of goods and services)
- approximately 80 roles created as a result of consumption.

The economic benefit of the construction project can be quantified through a more than \$1 billion increase in total output. Corresponding to this is more than \$177 million paid in wages and salaries.

Social benefits

The Hedland Sports and Arts Precinct will contribute substantially to lifting amenity and liveability in Hedland and support the desired continued growth of the region, including the success of the lucrative resources sector. It will also support:

- Improved health and wellbeing
- Social connection and cohesion
- Addressing antisocial behaviour
- Community engagement
- Mental and physical resilience
- Higher educational outcomes
- Improved cultural awareness

These expected outcomes are backed up by significant research demonstrating the positive social benefits of sports and arts facilities:

- The University of Technology Sydney and the Nelson Meers Foundation Arts and Culture Sector Briefing highlights that arts and cultural organisations enrich our personal lives and make a crucial contribution to building a vibrant and connected society.
- A 2018 report released by Sport Australia and completed in partnership with KPMG² provides the outcome of assessed financial economic benefits to the Australian community. The report identified:
 - Community sport infrastructure is estimated to generate an annual value of more than \$16.2 billion to Australia, with \$6.3 billion worth of economic benefit, \$4.9 billion worth of health benefit and \$5 billion worth of social benefit.

1. This is based on Year 7 of the project

2. The value of community sport infrastructure: Investigating the value of community sport facilities to Australia, KPMG for the Australian Sports Commission, (2018)



- Positive social and health outcomes occur through participation in sport and recreation, however community sport infrastructure is a critical factor that amplifies outcomes; from volunteers and officials to team members and social supporters.
- Library buildings are social equalisers and critical nodes of community connectivity.
- The Royal Life Saving Society of Australia has recently completed a number of reports that outline the social and economic benefits of the aquatic industry in Australia. It found that the total annual benefit of the aquatic industry in Australia to be \$9.1 billion in economic, health and social benefits.
 - Economic = \$2.8b annually to Australia's gross domestic product.
 - Health = \$2.5b of benefits annually
 - Social = \$3.8b annually

Tourism

- In regional WA, tourism accounts for 4.5% of GRP compared to 3.6% in Destination Perth, demonstrating the importance of the tourism industry in Regional WA.
- The Town of Port Hedland's Economic Development and Tourism Strategy highlights there is a lack of tourism experiences and attractions in Port Hedland, including a signature, iconic tourism attraction.
- Towns such as Port Hedland have unique landscapes and history. In the north-west of Western Australia there can be vast distances between towns. The ability to attract more travellers to stay and explore the Town whilst travelling through the north-west is important to solidify the Town as a tourism destination.

- The Hedland Sports and Arts Precinct will be an important drawcard for the tourism market – helping to attract more people to Hedland and for them to stay longer and experience what is on offer.
- The Hedland Sports and Arts Precinct presents an opportunity for the Town to promote Port Hedland as a regional sports hub and encourage regional and potentially state-level competitions in Hedland, thus increasing visitor numbers. The integration of the Performing Arts Centre will take advantage of growth in the domestic arts tourism and growing interest in First Nations arts and craft.

Supporting existing Government Plans

Government policy

Western Australian Cultural Infrastructure Framework 2023+:

- Integrated cultural and sporting precincts provide exceptional opportunity to promote activation and grow day and night time economies in activity centres across cities and towns.
- The potential for shared use of community infrastructure, such as libraries, schools and sports facilities, provides efficiencies for users, and local governments, and acts as anchors to attract commercial facilities.
- Improved community physical and mental health outcomes would result in a reduction in the demand for associated health services.

State Infrastructure Strategy (Foundations for a Stronger Tomorrow) 2023

WA Government response:

- Recommendation 87: Ensure equitable access to regional-level sporting infrastructure and inform investment priorities in the Perth and Peel regions and major regional centres. (Fully supported)

State Planning Strategy 2050

Creativity and Innovation:

- The continued development of cultural infrastructure (such as the new WA Museum) results in a world-class arts and culture sector

Workforce and skill development

- Regional communities are desirable places to live

Sports and Arts precinct alignment

- Nurturing growth of local sports and recreation
- Opportunities for smaller sports groups to grow
- Centralisation of sporting facilities and spaces
- Better quality of life with high-quality community facilities
- Provides integration opportunities for community facilities
- Strengthen civic pride
- Contributes to the South Hedland Town Centre revitalisation
- Contributes to strengthening Hedland as a liveable destination

- Bigger spaces to allow for more community members to utilise the facilities
- Improved facilities allow for better access to programs and events
- Extensions and new additions will improve accessibility to all community members

- Dedicated arts and culture facility to attract new live shows and performances
- Opportunity for tertiary education and training opportunities for people in Hedland
- Economic diversification through new industry job creation
- Increased community and social wellbeing by improving arts and culture offerings
- Continued support for Hedland's arts and culture community which is recognised throughout Australia

Economic benefits:

- The creation of 100-200 direct jobs during construction, depending on the staging of the project.

Liveability:

- Projected population growth from 2021-2041 required significant investment in additional sports and arts infrastructure

Community and Stakeholder

Support

The following organisations have provided letters in support of the Hedland Sports and Arts Precinct:

- Hedland Junior Football Association
- Hedland Women's AFL
- Hedland Touch Association
- Port Hedland Baseball Association
- Hedland Amateur Swim Club
- Port Hedland Cricket Association
- Port Hedland Cricket Club
- South Hedland Swans Football Club
- Hedland Reds Little League Baseball
- Hedland Teeball Association
- Leisure Institute of Western Australia
- Parks and Leisure Australia
- AUSactive
- Black Swan State Theatre Company of Western Australia
- Performing Arts Connections Australia
- CircuitWest
- Pilbara For Purpose
- Perth Festival
- Spare Parts Puppet Theatre
- Western Australian Ballet
- Perth Festival
- HIT Productions
- The Junction Co
- Follow the Dream Foundation
- HATch
- Youth Involvement Council



Town of
Port Hedland

Town of Port Hedland

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