

# TASMANIA ICE RINK FEASIBILITY STUDY SUMMARY REPORT



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Prepared by Otium Planning Group Pty Ltd  
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# ACKNOWLEDGEMENTS

Otium Planning Group would like to acknowledge the staff from Events Tasmania, the Tasmanian Government, Local Government Authorities within the Greater Hobart region, Ice Sports Tasmania, and Australian Ice Rink Operators who have provided their expertise and input to the **Tasmania Ice Rink Feasibility Study**.

Their valuable insights and feedback have been instrumental in shaping the strategic recommendations of this Plan.

## Ya Pulingina

We respectfully acknowledge Mumirimina people as the traditional owners of the land on which we work and live. We pay our respect to their Elders both past, present and emerging.

We acknowledge Aboriginal people as the original inhabitants of the land and their long and continuing connection to Country.

We are committed to national reconciliation and respect for indigenous peoples' unique cultural and spiritual relationships to the land, waters and seas, and their rich contribution to society.



Figure 1: Hobart and kunanyi / Mount Wellington. Credit: Events Tasmania and Alastair Bett

# THE PROJECT

The Tasmania Ice Skating Feasibility Study has:

- Assessed the potential demand and programming of an ice-skating rink in Tasmania.
- Determined the facility components required to meet participation requirements.
- Identified the visitation level required to achieve a sustainable business model.
- Prepared concept plan designs and capital cost plan for the proposed facility.
- Identified a preferred site within the Greater Hobart area following a detailed site assessment of short-listed sites.
- Determined the social and economic benefits of the proposal.
- Recommended a proposed delivery and management model.

The project involved the following tasks:

**MARKET RESEARCH INCLUDING BACKGROUND RESEARCH AND BENCHMARKING**

**SITE ASSESSMENT INVOLVING SITE IDENTIFICATION, CATCHMENT ANALYSIS, SITE ASSESSMENT**

**CONCEPT DEVELOPMENT INCLUDING FUNCTIONAL DESIGN COMPONENTS SCHEDULE, CONCEPT PLANS AND COST PLAN**

**BUSINESS CASE INCLUDING FUNDING STRATEGY, MANAGEMENT MODELS AND FINANCIAL OPERATIONAL MODEL**

**REPORT SUMMARISING KEY FINDINGS AND RECOMMENDATIONS**



# WHY DO WE NEED A TASMANIAN ICE SKATING RINK?

Tasmania does not currently have an active ice sports facility, following the closure of the Glenorchy Ice Skating Rink in 2022.

In late 2022, the Tasmanian Government committed to funding a demand analysis study for an ice sports facility in Tasmania. The demand analysis included market testing of 1000 Tasmanians and found an ice sports facility in Tasmania could provide for of up to 125,000 annual visits. In addition:

- There were 450 active players/members who participated at the Glenorchy Ice Skating Rink before it closed. Ice sports played included figure skating and ice hockey. This membership is expected to return to use the facility.
- The facility should be based in the Greater Hobart area because it has the largest population base, and the market testing showed that most visits (71%) would be within a 30-minute drive of the facility.
- A single ice-skating rink would provide for the projected participation requirements with a venue operating for 112 'ice hours' of use per week. An indicative usage schedule was proposed, including sessions for skate school, ice sports, school use, casual skating, and other programs and events.

The benchmarking analysis and interviews with current operators of single ice-skating rinks in

Australia with a population similar to Greater Hobart suggest a visitation of 50,000 to 100,000 is possible if well-operated and marketed, fully programmed with growing ice sports clubs/leagues. The operators said they would need to work hard to achieve 100,000 visits.

Also, using the participation rates provided by Ausplay Participation Survey 2021, the projected ice sports participation will grow from an estimated 1,023 participants in 2021-22 (if the facility was operational) to 1,232 participants in 2032-33.



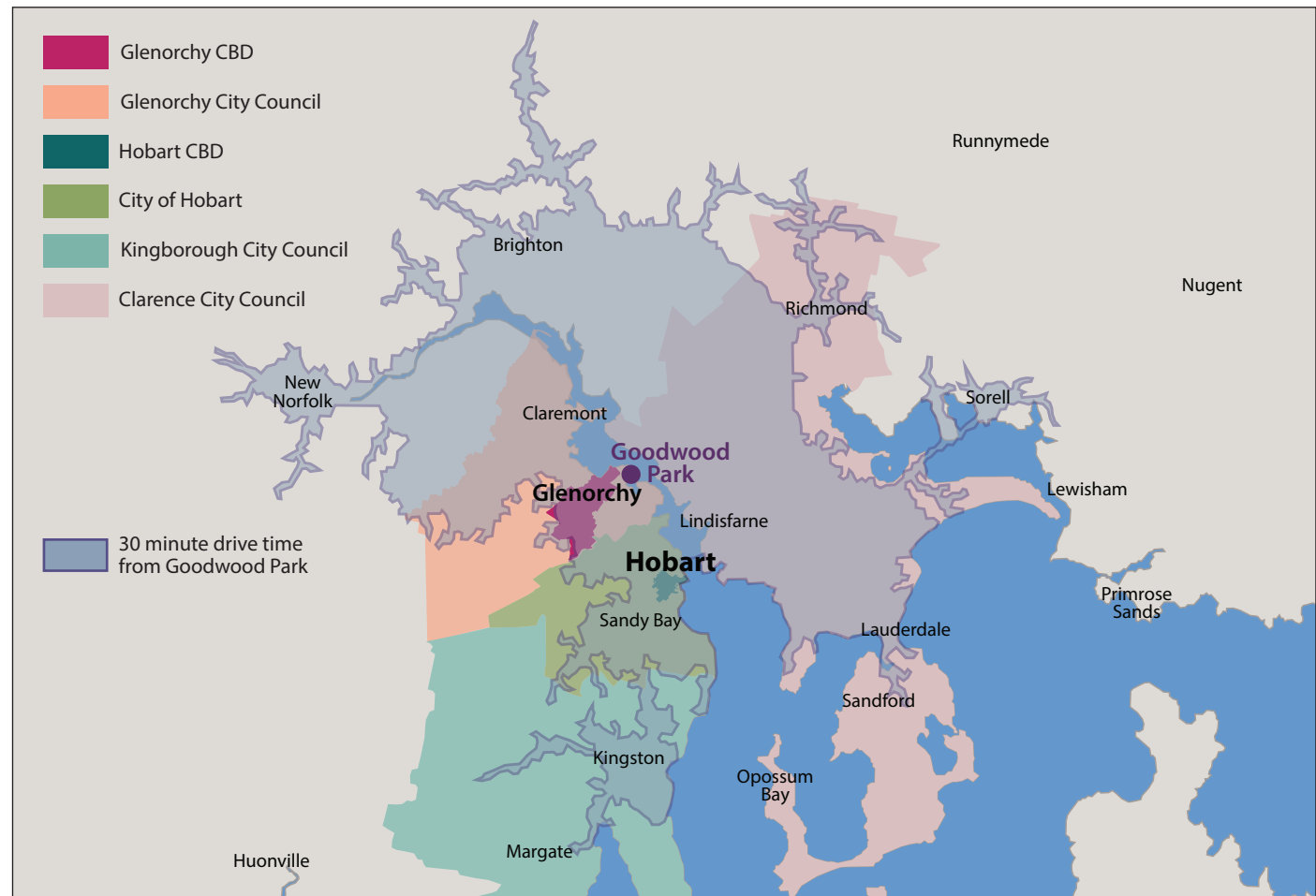
# WHERE CAN IT BE SITED?

Key informant discussions were held with council officers from Glenorchy City Council, Kingborough City Council, and Clarence City Council. A short list of sites was assessed, and two viable site options were identified. Goodwood Park is the preferred site. The Kingborough Sports Precinct is an alternative site

The Goodwood Park site is located in Glenorchy and near the Glenorchy CBD. It is of sufficient site and is highly visible from a major road arterial and accessible to public transport options. The recreation reserve is zoned Recreation and is undeveloped. The site has the highest catchment population area (150,000 people) compared to the other shortlisted sites.

The catchment map below shows a 30 minute drive time in purple from Goodwood Park. The market research suggests that 71% of people will visit/use the ice-skating rink within this catchment area.

Glenorchy Council is open minded about the proposal. It is noted the Goodwood Park site is partially developed with a remote control car track, clubrooms and toilet block. The entire site is currently leased to a club through to January 2027, and would require negotiation with the current tenant for an agreement to relocate their club and facilities to a new site if the site was to be utilised prior to that date.



# WHAT IS PROPOSED?

The facility design components schedule includes a total building footprint of 4,300m<sup>2</sup> plus about 2,000m<sup>2</sup> (about 150 car spaces). A total land size of 6,300m<sup>2</sup>.

Table 1: Facility Design Components Schedule

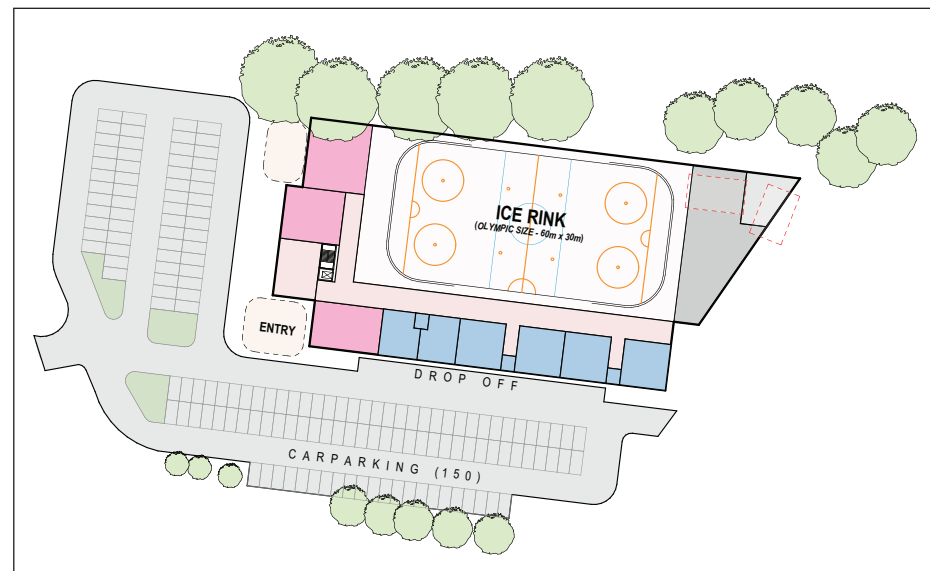
Facility Components	MinimumViableProduct	Area Schedule
No. of sheets (Olympic Size)	1	1,800m <sup>2</sup>
No. of change rooms	4	450m <sup>2</sup>
Reception	✓	100m <sup>2</sup>
Skate Rental	✓	150m <sup>2</sup>
Pro Shop	✓	150m <sup>2</sup>
Storage – Plant Room	✓	400m <sup>2</sup>
Bar	✓	300m <sup>2</sup>
Offices – Open Plan	✓	50m <sup>2</sup>
Perimeter – Ice Rink Circulation	✓	600m <sup>2</sup>
Café	✓	200m <sup>2</sup>
Outdoor Plant – Chillers	✓	100m <sup>2</sup>
<b>Total Building Footprint</b>		<b>4,300m<sup>2</sup></b>

## What will it cost?

An independent Quantity Surveyor has prepared a cost plan for the proposed facility, based on the functional design components schedule and optimal facility layout plan. The estimated capital cost for the project is **\$40,020,000**.

The facility will need to attract significant participation to be sustainable. If the facility can not reach the required participation level, a subsidy would be needed.

A concept plan shows how the facility could be provided on the preferred site.



Category	100,000 Visits Base Case Model 10 Year Average	75,000 Visits Base Case Model 10 Year Average	50,000 Visits Base Case Model 10 Year Average
Visitations	101,362	76,022	50,681

## Indicative Usage Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6am	Freestyle Skating	Freestyle Skating		Freestyle Skating	Freestyle Skating	Freestyle Skating	
7am	Freestyle Skating	Freestyle Skating	Stick N Puck	Freestyle Skating	Freestyle Skating	Freestyle Skating	
8am	Freestyle Skating	Freestyle Skating	Stick N Puck	Freestyle Skating	Freestyle Skating	Freestyle Skating	
9am				Coffee Club and Playgroup	Skate School		Stick N Puck
10am				Coffee Club and Playgroup	Skate School		Stick N Puck
11am						Public Session	Public Session
12pm						Public Session	Public Session
1pm	Public Session	Public Session		Public Session	Public Session	Public Session	Public Session
2pm	Public Session	Public Session		Public Session	Public Session	Public Session	Public Session
3pm	Public Session	Public Session		Public Session	Public Session	Public Session	Public Session
4pm	Public Session	Public Session	Freestyle Skating	Public Session	Public Session	Ice Hockey Scrimmage	Private Hire
5pm	Public Session	Public Session	Freestyle Skating	Public Session		Ice Hockey Scrimmage	Private Hire
6pm	Skate School		Learn to Hockey	Freestyle Skating			
7pm	Skate School	Public Session (Discount Night)	Learn to Hockey	Freestyle Skating	Private Hire	Private Hire	
8pm	In House Hockey League	Public Session (Discount Night)	Ice Hockey Scrimmage	Speed Skating	Private Hire	Private Hire	
9pm	In House Hockey League	Public Session (Discount Night)	Ice Hockey Scrimmage	Speed Skating			
10pm	In House Hockey League						

# WHAT IS THE PROPOSED DELIVERY METHOD?

Initial conversations with local councils in the Greater Hobart area have been held about potential sites for the proposed facility. The local councils have an open mind to the proposal. They may have land available, but providing that land for development would be subject to conditions, including:

- Council is unlikely to provide capital funding to the project.
- The local council would want to avoid being responsible for owning, managing and asset management and renewal. This would need to be borne by the operator and/or State Government.
- If council land is to be leased, this would be under a commercial lease arrangement.
- The local council would like to know the social benefits to the local community and the economic benefits to the council area.

There are three ice-skating rink projects underway in Australia. These are Marion Arena and Elizabeth Arena in Adelaide and the Canberra Arena. These projects result from detailed proposals put forward by an investment firm and development partner. They involve a co-funding partnership approach between the private investor and the government.

OPG engagement with leisure service contractors has found an appetite to co-invest in leisure facility projects. The quantum of investment relates to the component they invest in, the tenure, and the conditions. The contractor's appetite to invest usually relates to the components that will provide a positive commercial financial return. To achieve this, request a minimum 20-year tenure to ensure a suitable return on investment.

If the project is progressed, an Expression of Interest (EOI) process could be used to attract an investor in the development, management and operations of the proposed facility. This Feasibility Study can help inform this EOI process.





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