

Hobart Showground Redevelopment

Stakeholder Consultations 2012



WWW.HOBARTSHOWGROUND.COM.AU



Our Background

The Past

- The Royal Agricultural Society purchased the showground site in 1904.
- Various developments have occurred on the site since.
- Major pavilions – now occupied by Topform & Market.
- Main Grandstand and Arena complex have become redundant after Racing occupancy.
- Show pavilions – adhoc, with no master plan overseeing their development.

The Present

Today we have a site that still suffers the occupancy of Racing and the impost of aged buildings and infrastructure that must be tackled to ensure the future viability of the Society, the Showground and the Royal Hobart Show.



Main Grandstand

Our Assets

The Hobart Showground is

- Strategically located in Hobart
- A large piece of relatively undeveloped land
- Reasonably level ground
- Has freehold ownership by the Royal Agricultural Society
- A multipurpose site capable of hosting a wide variety of events

Incredible amount of interest in what we do

- The Public
- Local Council
- Government
- Developers



Hobart Show
Sideshow Alley

Redevelopment

The answer to the future?

Discussion on the future direction of the Showground has raged unceasingly for many years.

Cost implications of maintaining a privately owned and funded place of public assembly will drive the Society into bankruptcy without a change in direction.

- The Society is asset rich but cash flow poor
- The Royal Hobart Show currently takes place onsite
- Our challenge is to employ our assets; the ground, buildings, people, income better for the future



Whatever Building this is

Redevelopment – Decision Structure



RAST Board

Appoints the Redevelopment Committee



Redevelopment Committee

Works with architects and receives input from Staff and other parties



Concept Plan

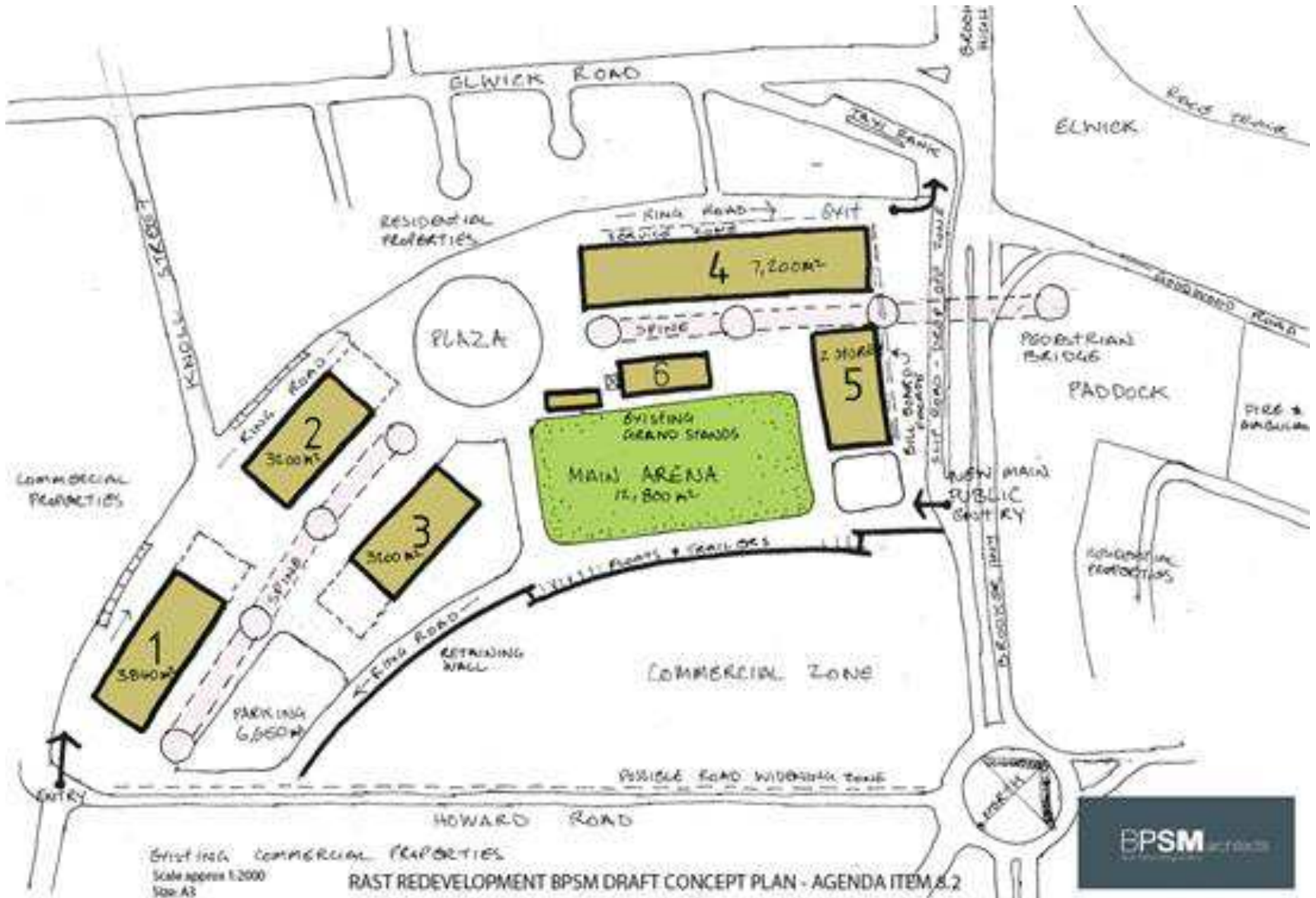
Plans are originated considering RHS needs, third party usage, revenue potential



Redevelopment Committee is guided by Board

Decisions are understood and supported by stakeholders

Redevelopment BPSM Draft Concept Plan



Royal Hobart Show Usage

Overview

- 3 Levels
- Ring Road, parking and access/exit
- Open Areas
Arena, Plaza, green areas
- Retain 2 buildings
- 5 new buildings

Plaza

Carnival Space

Central Spine

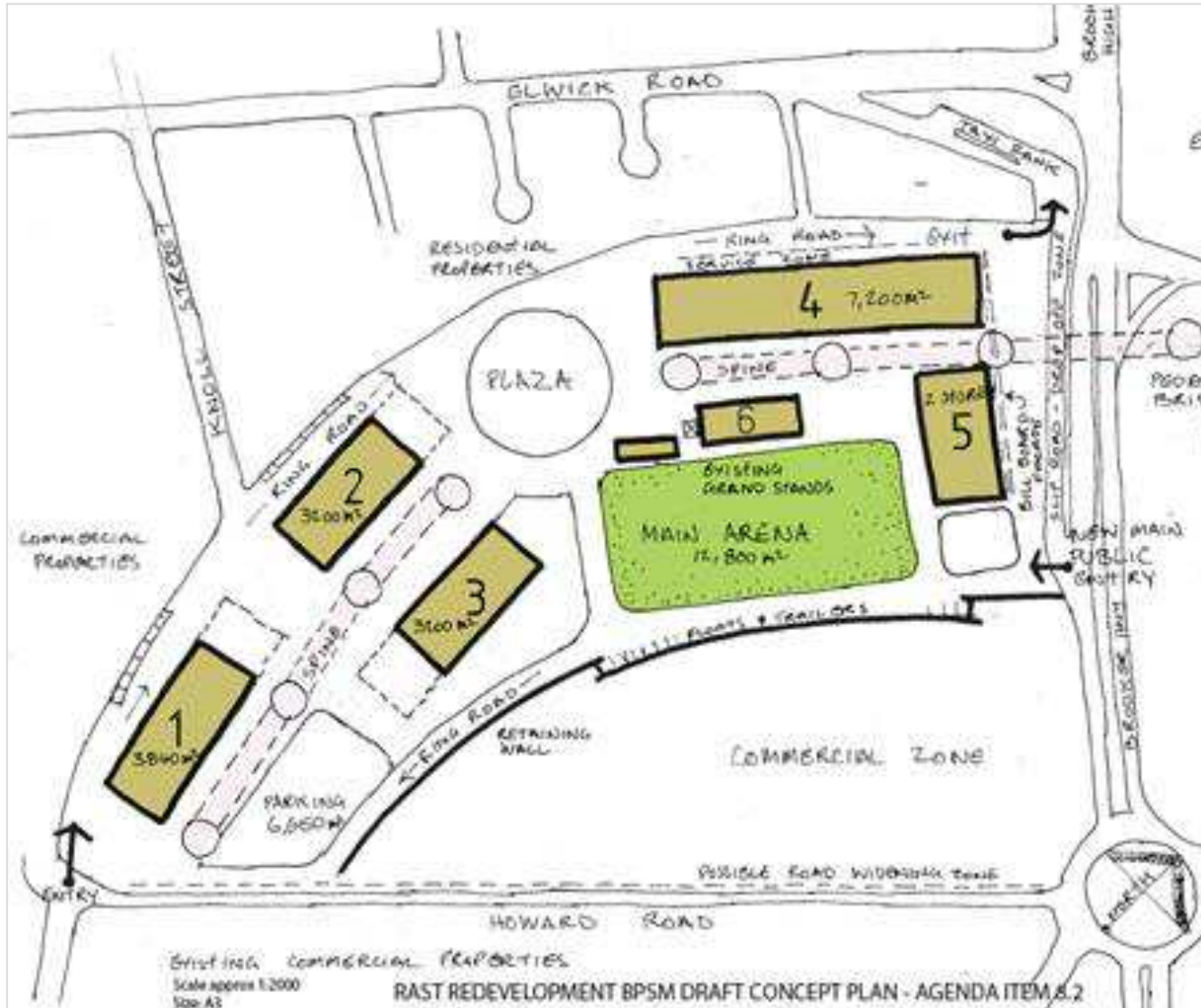
Services and shelter

Hatched Areas

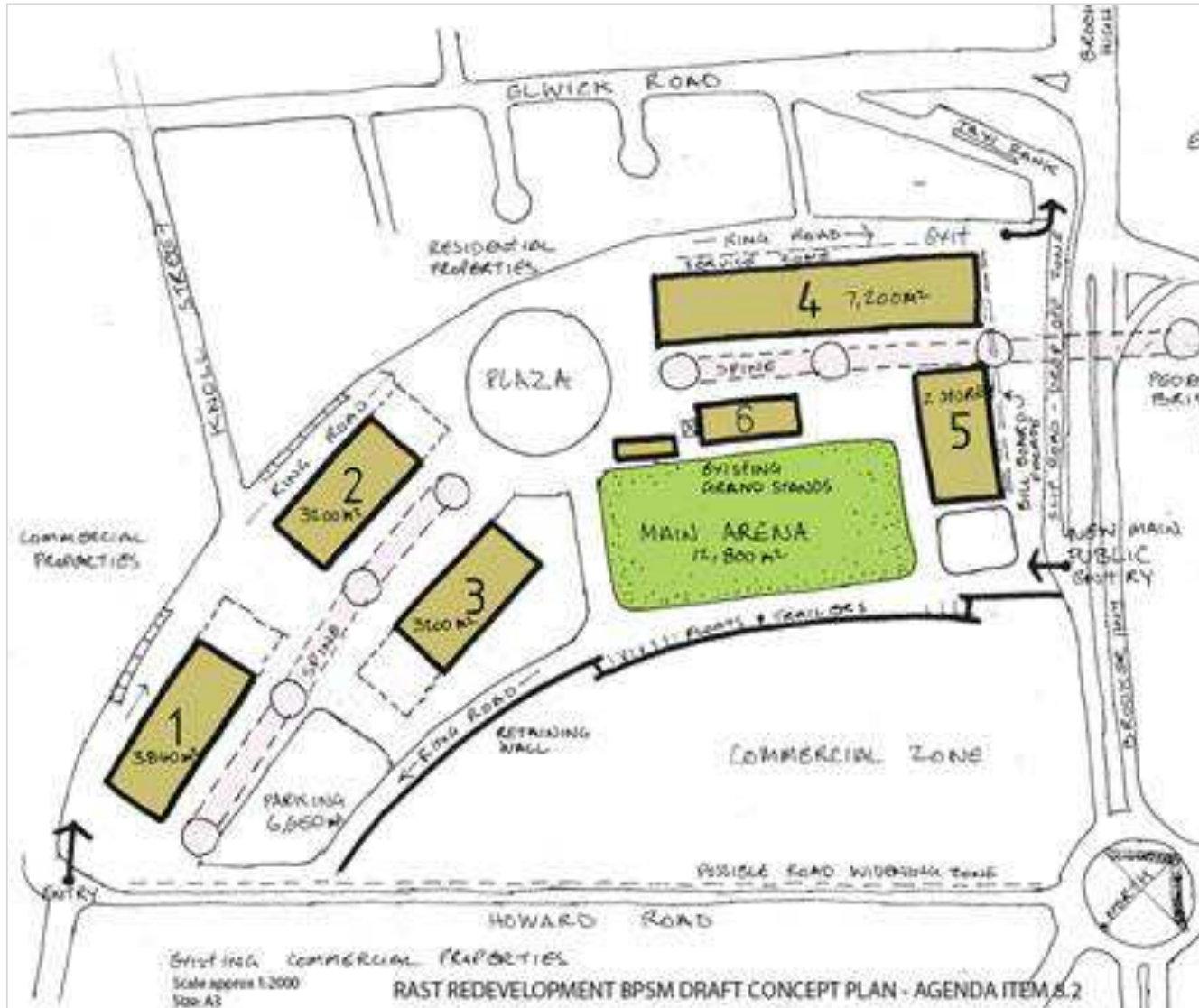
Indicate outdoor areas which are undercover

Brooker Overpass

Public drop off via Brooker frontage



Royal Hobart Show Usage



Building 1
Showcase & SB
(Carnival adjacent)

Building 2
Animal Nursery

Building 3
Arts & Crafts
(Woodchopping adjacent)

Building 4
Main Livestock
(Access to arena)

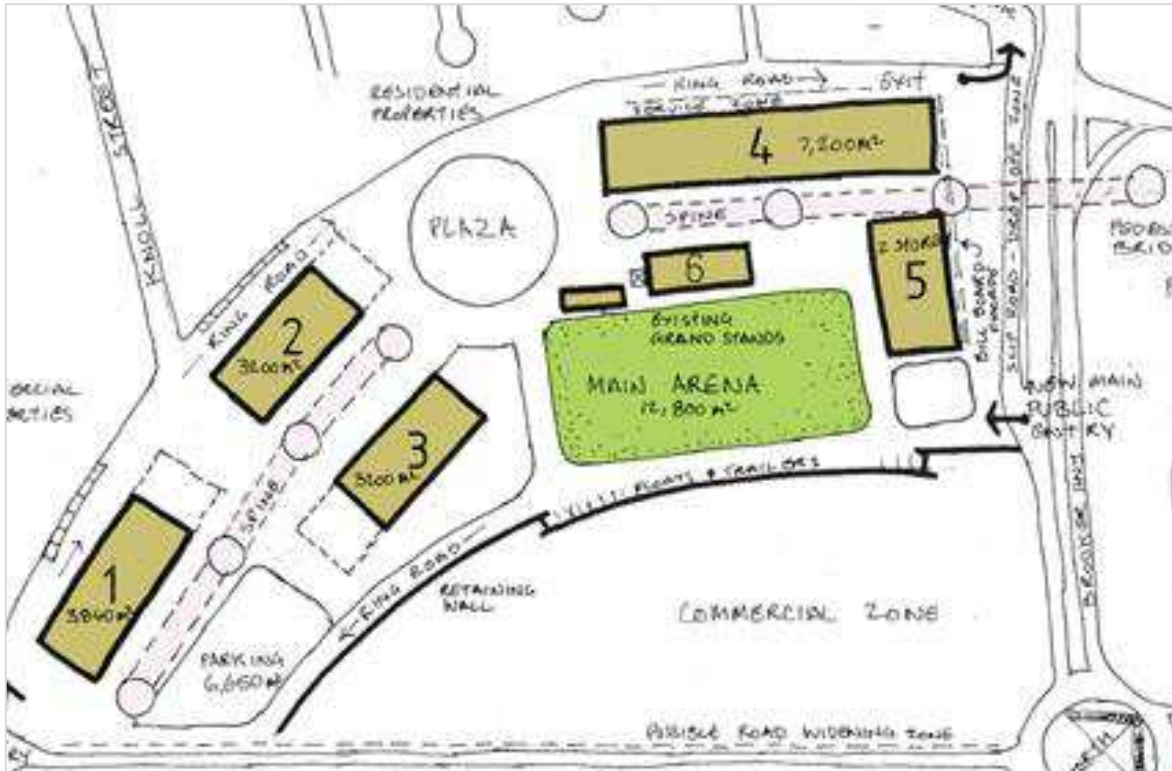
Building 5
Admin (upper level)
Companion Animals
(lower level)

Building 6
Grandstand

Building 7
Old Grandstand

Non-Show usage

350 days per year



Building 1
Market Precinct

Building 2
Companion Animal Shows

Building 3
Exhibition Building

Building 4
Indoor
Recreation
Retail Space

Building 5
Admin upper level,
tenancies

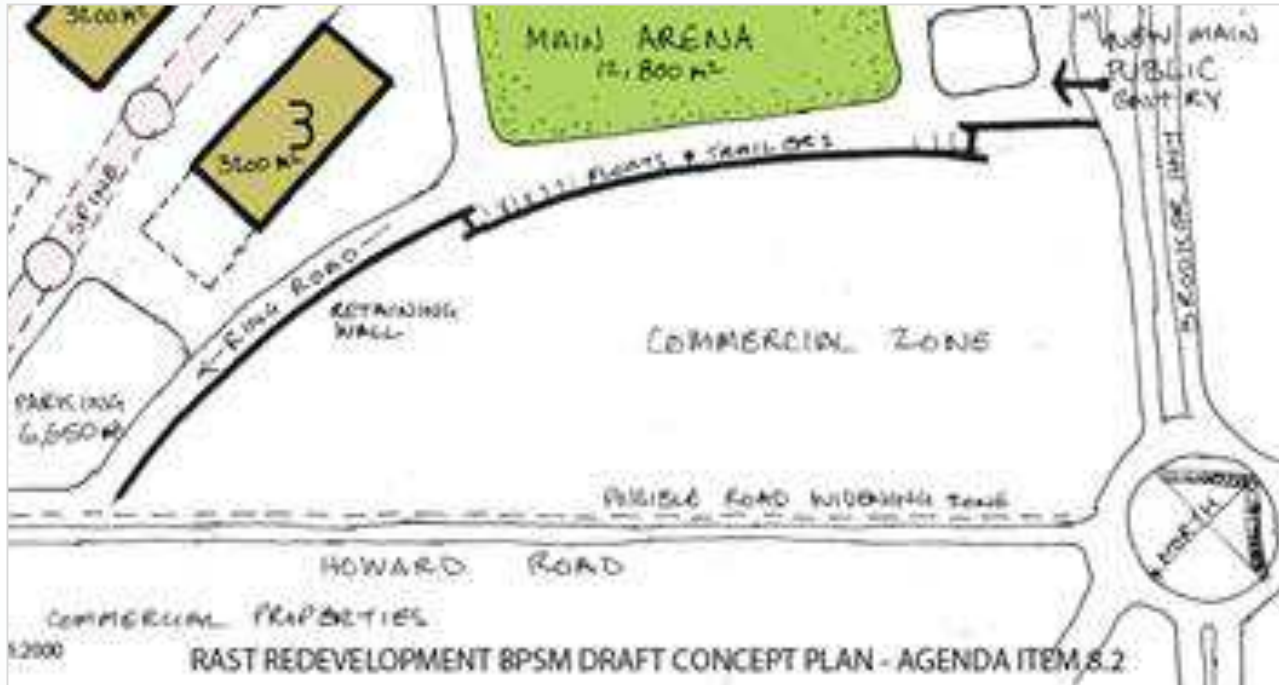
Building 6
Grandstand

Building 7
Old Grandstand

Brooker Highway
Public drop off via Brooker frontage

Plaza
Motor Homes

The Commercial Zone



Advantages

- Designated area fronting Howard Road and Brooker Highway
- Separate access/exit from that area
- Bulky Goods usage
- 3 potential commercial operators in the area
- Leasehold Developments by third parties on 25 year leases