

## **Macquarie Point Multipurpose Stadium – Enabling Legislation Consultation Submission by Adam House**

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### **A Personal and Professional Perspective**

As a born-and-bred Tasmanian, I write this as a passionate father, business owner, and long-time advocate for the future of our state. I'm proud to have built my life, career, and family here. I've invested my time, energy, and money into Tasmania because I believe in what this state can be. Now it's time for Tasmania to believe in itself too.

This is a moment in our history that will define where we're headed in the next 10, 20, or even 50 years. Without vision and progress, we risk becoming a state known only for its aging population, with shrinking industries and diminishing ambition. If all we can offer are roles in aged care and NDIS-related services, who will stay? Who will invest here? And what kind of Tasmania will we be leaving to the next generation?

Some people are resistant to change. They focus on the negatives, offer no alternatives, and just want life to stay the same, with an ambulance on standby and little else. That's not how Tasmania should be. I want to raise my family in a state that dares to dream, that grows, and that backs itself.

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### **The Dream of an AFL Team and the Reality**

Personally, the idea of Tasmania having its own AFL team has been a lifelong dream. As a young boy, I used to fantasise about this, knowing full well it was just that: a fantasy. I still remember the game in 1990 when Tasmania beat Victoria at North Hobart Oval. I was only five, but the memory has stuck with me. It felt like something was possible, but we were quickly shut down.

Fast forward 35 years, and after decades of lobbying, persistence, and hope, we've finally been granted a 19th licence in the AFL and AFLW. When I watched that announcement live, I had tears in my eyes. That's rare for me. It was an incredibly proud moment for Tasmania.

But almost immediately, that pride was challenged. The announcement was followed by resistance, negativity, and doubt, particularly around the stadium. People said yes to the team but no to the stadium. That makes no sense. The business case agreed to by all 18 existing AFL clubs requires both a high-performance training facility and a state-of-the-art stadium in Hobart. Without the stadium, the team doesn't exist. It's that simple. To walk away now would render all those decades of work meaningless. We will not get this opportunity again in our lifetime.

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### **The Business Impact – Why It Matters to Tasmanian Businesses**

As the owner of Luxury Golf & Scenic Tours Tasmania, and more recently Tassie Tours & Transfers, I've seen firsthand how much events, sport, and tourism mean for our economy. Our business thrives when Tasmania hosts AFL, NBL, cricket matches, and major events. When people come to Tasmania for these occasions, they stay longer, spend thousands, and support countless local businesses.

Our tours include accommodation, restaurants, cafes, wineries, distilleries, fuel stations, golf courses, even mechanics and tyre shops. Every event strengthens the entire supply chain. As our demand grows, we hire more staff. We currently employ five people, and with increased activity in the south (thanks to the new 7-Mile Beach golf course and soon, the 5-Mile), we plan to expand to a Hobart base. That's what progress looks like.

This stadium won't just benefit the big players. It supports micro, small, and medium-sized businesses right across the state. It helps grow the economy, increases revenue, and allows the government to invest more in essential services such as education, health, roads, and infrastructure. That's how you build a stronger, fairer Tasmania.

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### **A Growing Movement – Grassroots Participation**

Since the team announcement, the momentum at the grassroots level has been incredible. Auskick numbers have skyrocketed, up 38 percent statewide in 2024 compared to the previous year. Total AFL participation in Tasmania has risen 27 percent, with an astounding 104 percent increase in southern Tasmania. Female participation is up 10 percent and climbing.

These numbers are more than stats – they represent real kids getting off screens and into team sport. It gives them heroes they can actually meet. It inspires them to dream big, stay fit, and live healthier lives. That's not just good for them, it's good for Tasmania's long-term health system, workforce, and social wellbeing.

We're encouraging the next generation to be proud of where they're from, to build careers here, to stay in Tasmania and contribute. That reduces crime, lifts communities, and builds resilience.

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### **More Than Just Footy**

What's been missed in much of the debate is that this stadium will be multi-purpose, and that is critically important.

A stadium with a roof changes everything. It gives certainty to event organisers, concert promoters, and sporting bodies. We can host national and international events in Hobart – rain, hail, or shine. This will become a true business and entertainment hub, not just for Tasmania but across Australia.

Cricket, soccer, rugby league, rugby union, touch football – the opportunities are endless. Major concerts, festivals, exhibitions, and corporate conferences will flow through our capital, injecting millions into our economy and showcasing Tasmania to the world.

And with the proposed translucent roof, this could become the world's first oval stadium with that design. A true architectural icon. We wouldn't just be catching up – we'd be leading the way.

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### **A Rare Opportunity – One We Can't Afford to Miss**

This stadium isn't a burden. It's a catalyst.

A recent economic analysis by AEC Group estimates over \$140 million in economic impact during the construction phase and \$178 million annually once operational. This includes:

- A \$65.4 million increase in Hobart's Gross Regional Product
- A \$44.7 million rise in local incomes
- 385 full-time equivalent jobs created during construction

These are powerful numbers. But the intangible benefits – community pride, youth inspiration, statewide confidence – can't be measured in dollars. And they matter just as much.

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## **My Final Thoughts**

If I only looked at the costs and risks when starting my business, I never would've begun. But I had vision, belief, and the drive to make it succeed. That same thinking is what Tasmania needs right now.

This is a once-in-a-lifetime opportunity to rebrand Tasmania as forward-thinking, proud, and worth investing in. If we let it slip through our fingers, we'll be seen as the state that blinked, the state that talked itself out of greatness.

I don't want my kids to grow up in a place that's afraid to move forward. If we back away from this now, I genuinely don't know if I could keep investing here with the same confidence. I say this with a heavy heart but with absolute honesty.

This isn't a question of whether we can afford it.  
It's clear to me – we can't afford not to.

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## **Adam House**

Owner – Luxury Golf & Scenic Tours Tasmania

Owner – Tassie Tours & Transfers

Proud Tasmanian, husband, father, and advocate for our future