

Nature:

September 2025

Tasmania Devils Football Club

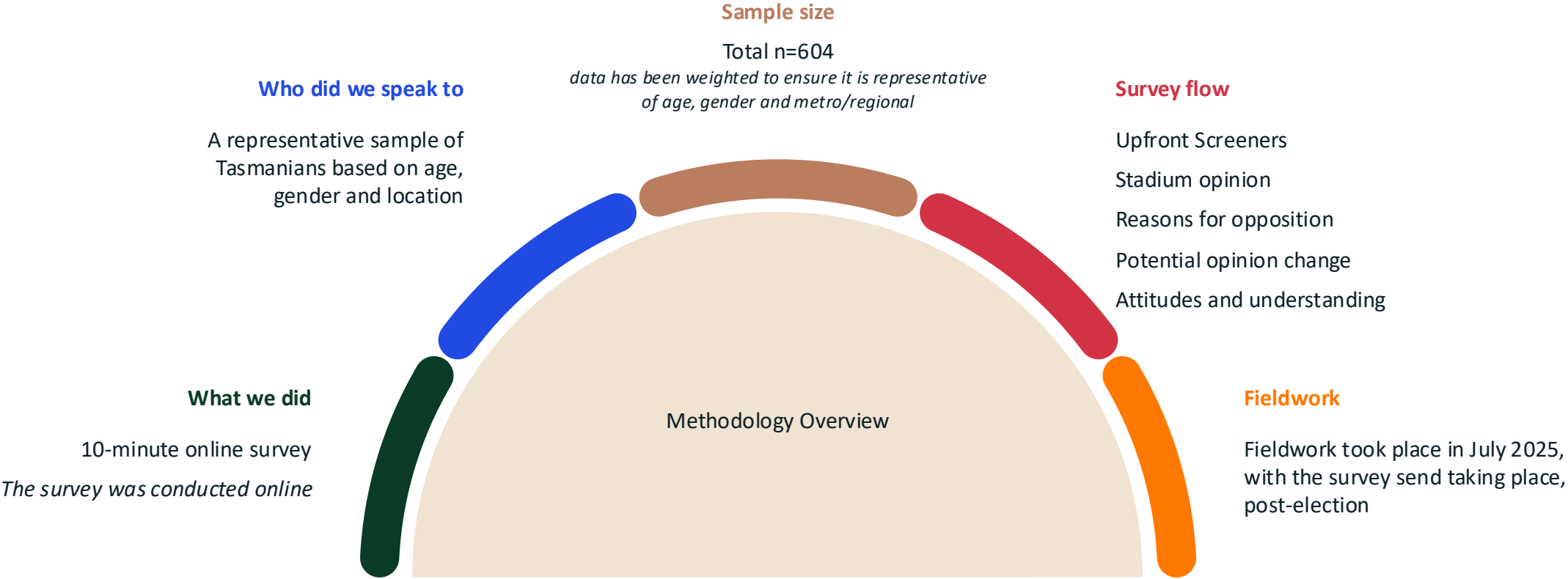
Summary of Findings



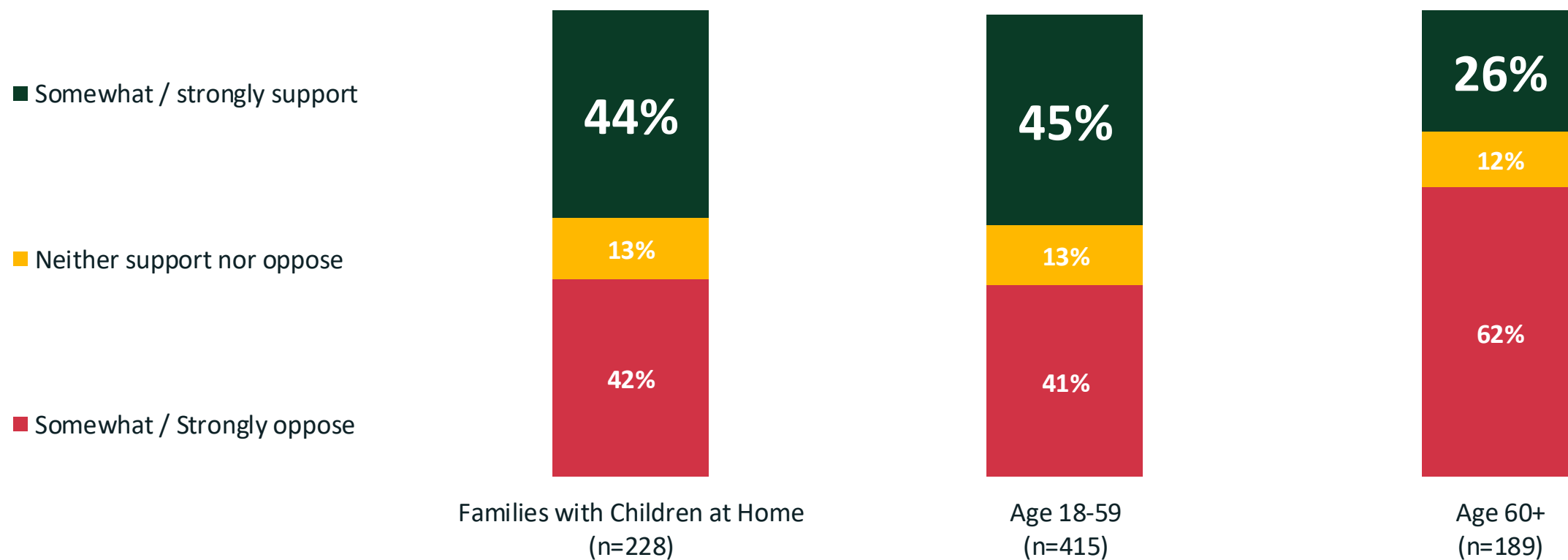
How was this study conducted?

Age breakdown of the sample

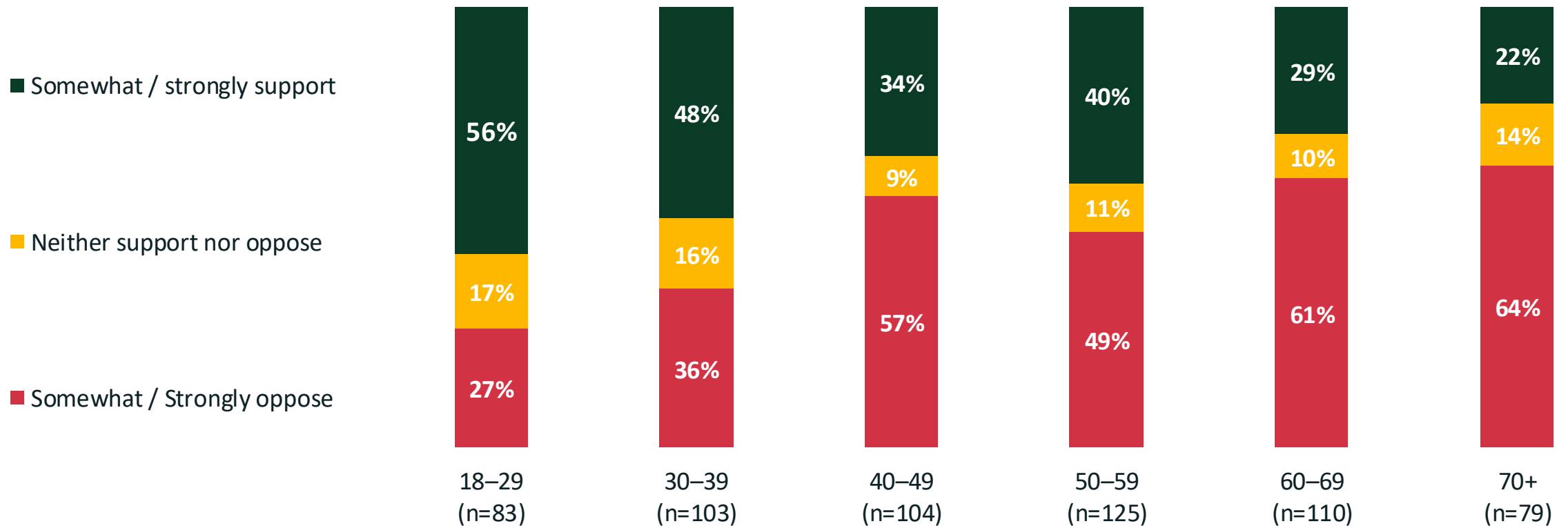
18–29 years	n=83
30–39 years	n=103
40–49 years	n=104
50–59 years	n=125
60–69 years	n=110
70–80 years	n=79



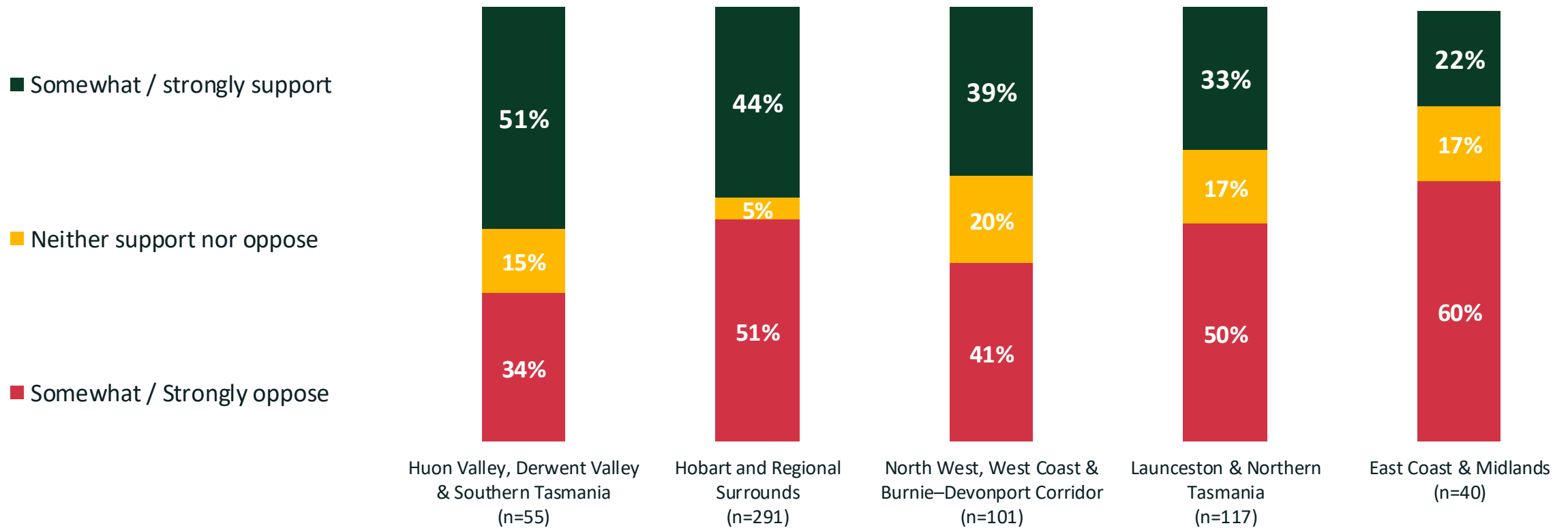
What is your **level of support** for the proposed new Macquarie Point stadium in Tasmania?



What is your **level of support** for the proposed new Macquarie Point stadium in Tasmania?



What is your **level of support** for the proposed new Macquarie Point stadium in Tasmania?





Athletes, artists, conferences and performers want to perform in **contemporary facilities** with **adequate capacity**, facilities such as these can **attract content** to Tasmania

■ Somewhat / strongly agree

42%

■ Neither agree nor disagree

33%

■ Somewhat / Strongly disagree

25%

E2. To what extent do you agree or disagree with the following statements?
Base: Oppose/Neutral towards Stadium (n=373)

53%

of 'neutrals or opposers'
would be more positive:

**If it were financially sustainable
once built
(no further cost to the Tasmanian
taxpayer)**

77%

of 'neutrals or opposers'
did not know that:

**the Macquarie Point Stadium is
expected to have events 337 days of
the year, including concerts, business
events, sports and community events**

43%

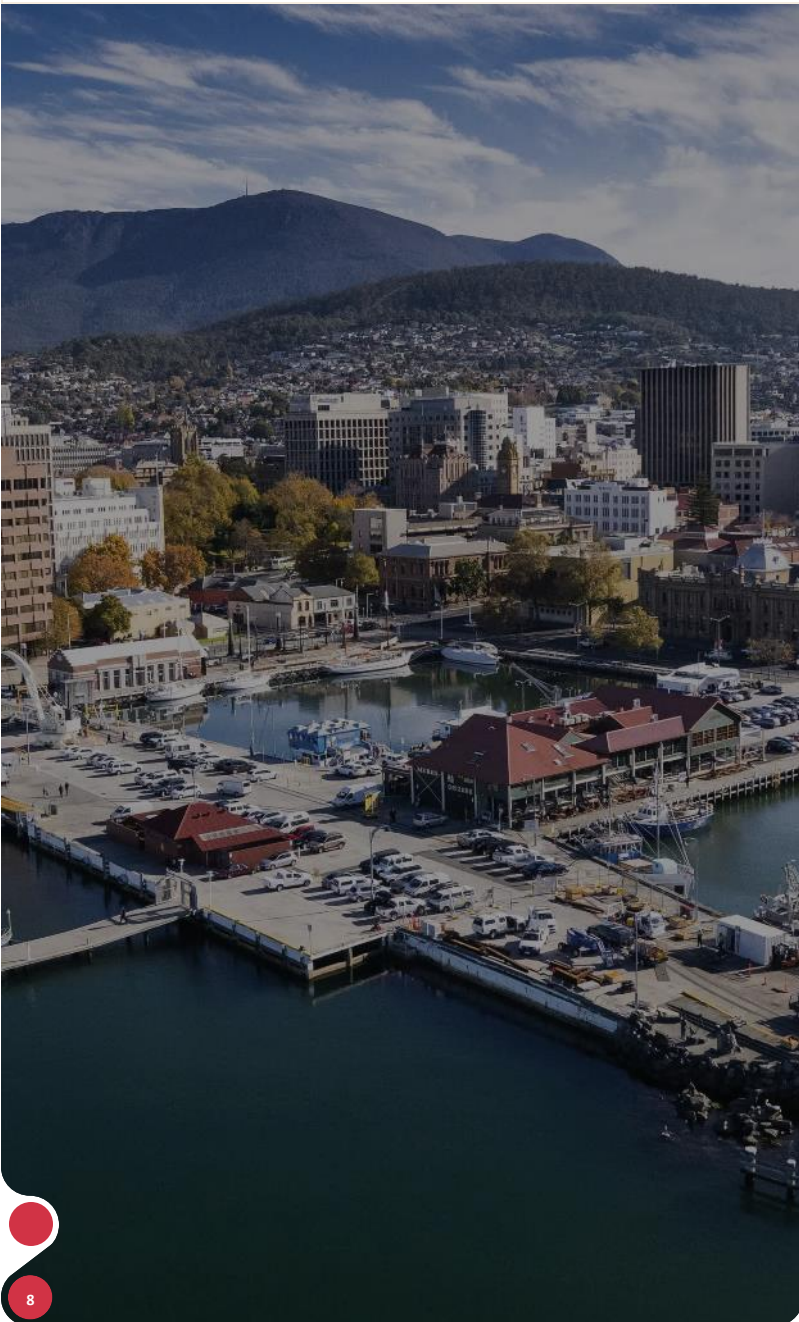
of 'neutrals or opposers'
did not know that:

**the financial costs will be
incurred over several years**

E1. Prior to today, did you know that...

D1. To what extent would the following options change your opinion of the proposed new stadium?

Base: Oppose/Neutral towards Stadium (n=373)



66%

of 'neutrals or opposers' did not know that:

UTAS Stadium will be able to hold a maximum capacity of 17,500 once current renovations are finished

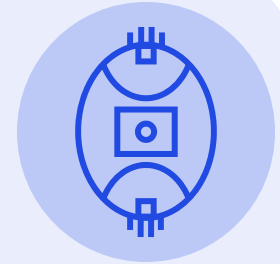
67%

of 'neutrals or opposers' did not know that:

Ninja Stadium can currently hold a maximum capacity of 18,000 attendees (12,000 seated)



77%



of 'neutrals or opposers' did not know that:
participation levels in junior football for boys and girls has increased 40% each year

Younger Tasmanians and families are far more supportive of the stadium



Opposition centres on cost, with many open to the stadium if it proves financially sustainable



Critical facts not yet understood by the community could dispel stadium myths and questions



Nature is a strategic insights consultancy.
We help our clients make better, evidence-based decisions.



Chris Crook

Founder + Managing Partner

Founder & Managing Partner of Nature, established in 2006

Leads a 70-person consultancy with offices in Melbourne, Sydney and Brisbane

Originally from Hobart, studied in Canberra and lived abroad before settling in Melbourne in 1998



People & Culture
2023

Research Agency of the Year
2018, 2020

Research Agency of the Year Finalist
2024



Organisation of the Year
2023, 2024

Effectiveness Award, Consumer Insights
2023

Effectiveness Award, Technology and Innovation
2021, 2023



Research Effectiveness Award
2014, 2015, 2022



Media & Marketing: NZ & AU, Top 10 Best Places to Work
2023

Nature:

nature.com.au

Contact: Sam Foote
sam@nature.com.au

Melbourne
Nature Pty Ltd
3 / 3 Newton Street
Cremorne VIC 3121
03 9867 5535
info@nature.com.au



IN THE BUSINESS OF TO MORROW