



2022 FIFA World Cup™
Bid Evaluation Report:
Australia



**BIDDING NATION
AUSTRALIA**

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Please note that all data in this report is based on the Bid Book submitted on 14 May 2010 and the further clarifications received from the Bidder by 30 September 2010.

If there are any discrepancies in the interpretation of the English, French, Spanish or German text of this report, the English text is authoritative.

1. Letter from the chairman

Dear President,

Dear Executive Committee members,

The FIFA Evaluation Group for the 2018 and 2022 FIFA World Cup™ bids is pleased to present its evaluation of Australia's bid to host the 2022 FIFA World Cup™. In all, nine bids, including two joint bids, have been submitted. Please find in the following pages the evaluation of Australia's bid together with an explanation of the fact-finding process.

FIFA's bidding process is based on the principles of transparency and equality, and the Bidders received rules as well as guidance from FIFA in order to ensure comprehensive and specific documentation of their candidature.

We greatly appreciated the warm welcome and the cooperation we received from the Bid Committees and the people in each of the 11 countries during the bidding process, and

especially their determination to fulfil all of our requirements. I would also like to express my gratitude to all the members of the Evaluation Group for their dedication, energy, expertise and friendship during the time that we have spent together over the past six months. These words of thanks also extend to the FIFA staff members who have played a major part in bringing this project to a successful conclusion.

We feel we have accomplished our work in the spirit of integrity, objectiveness and transparency.



Harold Mayne-Nicholls
Chairman of the FIFA Evaluation Group for the 2018 and 2022 FIFA World Cup™ bids

2. Scope and key dates

As part of the bidding process, FIFA requested each Bidder to provide Bidding Documents containing information on infrastructure, legal conditions and operational and legacy concepts for the organisation of a FIFA World Cup™. This Bid Evaluation Report evaluates the information provided in the Bidding Documents, indicates the extent to which the requirements have been fulfilled, and identifies potential gaps and risks in respect of FIFA's requirements for hosting a FIFA World Cup™.

The report is based on an unbiased assessment, taking into account FIFA's experience of hosting and staging previous editions of the FIFA World Cup™, the information, proposals and statements provided by the Bidder and the information gathered during the on-site inspection tour by means of sample assessment of the venues and facilities.

Nine Bidders have been evaluated based on the Bidding Documents submitted and the inspection visits, which were undertaken with the aim of clarifying and verifying specific areas of infrastructure.

Key dates of the bidding process:

16 March 2009	Registration of the FFA's bid for the 2018 or 2022 FIFA World Cup™
18 September 2009	Establishment of the Bid Committee as an internal business unit of the member association
11 December 2009	Signature of the Bidding Agreement
14 May 2010	Submission of the Bidding Documents to FIFA
10 June 2010	Withdrawal of the FFA's bid for the 2018 FIFA World Cup™
26-29 July 2010	FIFA inspection visit to Australia
2 December 2010	Appointment by the FIFA Executive Committee of the host countries of the 2018 FIFA World Cup™ and the 2022 FIFA World Cup™

3. Executive summary

The Australia bid's hosting concept highlights the opportunity for FIFA to bring the FIFA World Cup™ to Australia and the Oceania region for the first time. The bid is supported by the national and local football authorities, the local city governments (by virtue of duly executed Host City Agreements), the stadium authorities (by virtue of duly executed Stadium Agreements) and the national government (by virtue of duly executed Government Guarantees).

The bid proposes ten Host Cities and 12 stadiums, thus meeting FIFA's minimum requirement. Nine of the 12 stadiums already exist and would be renovated, and three would be built. A stadium construction and renovation budget of approximately USD 2.29 billion has been projected.

In terms of football development, the bid's proposals would make a contribution towards establishing football as one of the top sports in Australia and Oceania. Australian football is gaining respect worldwide, and its teams have recently recorded various successes at club and international level. Australia has experience of hosting major international sports events in the last 20 years, having hosted the 2000 Summer Olympic Games in Sydney and the 2006 Commonwealth Games in Melbourne.

The Bidder has contracted the required number of venue-specific training sites (VSTs) but has not contracted the required number of venue-specific team hotels (VSTHs). It has contracted the required number of TBCs training sites but has not contracted the required number of TBC hotels. Otherwise, FIFA's requirements for team facilities are likely to be met.

In terms of accommodation, 43,000 rooms have already been contracted, thus falling short of FIFA's minimum requirement of 60,000. That said, Australia would have sufficient good-quality hotel capacity to host the competition and accommodate the majority of FIFA's constituent groups under fair and contractually guaranteed conditions. As for the FIFA headquarters, it appears that the proposals fulfil FIFA's requirements.

Australia has a well-developed transport infrastructure and considerable experience in managing the traffic and crowd flows generated by sports events. However, the country's vastness and geographic location imply a dependence on air travel, potentially causing domestic and international transfer challenges in view of the lack of alternative means of long-distance transport within the country.

The country has a strong information and communications technology (ICT) infrastructure, and it appears that FIFA's requirements would be met.

International standards for major event safety and security and for health and medical services are likely to be met.

The Bidder has submitted its concepts for sustainable social and human development and environmental protection initiatives.

The Bidder has also submitted its proposals for the competition-related event venues.

Marketing, media and communication matters have also been addressed. The information provided in the Bid Book suggests that Australia has an established market for major event sponsorship and a developing market for football sponsorship. The existing regulations in Australia which adversely affect the free and unrestricted exploitation of media rights need to be suspended in accordance with the undertakings given in Government Guarantee No. 6 (Protection and Exploitation of Commercial Rights). Should the FIFA World Cup™ be hosted in Australia, there is a risk of a reduction in TV income and, as a result, commercial revenue from Europe and the

Americas. The income from Asia/Oceania would need to be increased substantially to offset the likelihood of loss of revenue in Europe.

The Bidder has submitted an expenditure budget of USD 535.2 million (current) for a FIFA Confederations Cup and FIFA World Cup™ in 2021 and 2022. The budget has been submitted in the format required with highly detailed supporting information. A projection of approximately 3,020,000 sellable tickets has been made.

If Australia is awarded the hosting rights, FIFA's legal risk appears to be low. All contractual document requirements have been met and the necessary government support has been secured. The Government Guarantees and the Government Declaration have been provided in compliance with FIFA's requirements, but remain subject to additional legislative steps which the government has undertaken to conduct within the required deadline subject to parliamentary sovereignty. However, the Australian Government has experience in supporting the hosting and staging of major sports events and has proven its willingness to make material concessions and accommodate the concerns of event organisers.

4. Bid Evaluation Report

Responding to the requirements set out by FIFA in the bid registration, Football Federation Australia Limited (FFA) has chosen to establish an internal business unit to serve as a Bid Committee to handle the bidding process. The Bidding Documents were submitted to the FIFA President on 14 May 2010. The inspection visit took place from 26 to 29 July 2010, and the FIFA inspection team were present in the country for approximately 70 hours in total.

The visit was well structured and comprehensive information was provided. The itinerary included Sydney, Brisbane, Melbourne and Newcastle. The team visited Stadium Australia in Sydney and the Melbourne Cricket Ground (MCG), both potential stadiums to host the final, and the Brisbane Stadium, one of the proposed group-stage, round-of-16 and quarter-final stadiums. A proposed TBC, the proposed FIFA headquarters hotel, as well as two proposed Draw and Congress venues and the proposed venues for the International Broadcast Centre (IBC) and the potential FIFA Fan Fest™ were also inspected. The observations made during this inspection visit are included in the Bid Evaluation Report that follows.

4.1 Bidding Country and Host Cities

General information on the Bidding Country

Australia has a population of 22 million. It has three standard time zones: Australian Eastern

Standard Time (AEST), Australian Central Standard Time (ACST) and Australian Western Time (ASWT), which are UTC+10, UTC+9.5 and UTC+8 respectively. English is Australia's official language, although more than 200 languages, including 60 different indigenous languages, are spoken in the community. Approximately three million people speak a language other than English at home.

The Commonwealth of Australia is a federal constitutional monarchy under a parliamentary democracy. The Queen is represented by the governor-general at federal level and by the governors at state level. The national head of government, the prime minister, is the leader of the party holding the majority in the lower house of the federal parliament, based in the national capital Canberra. The federal government has power over a range of areas including defence, foreign affairs, trade and commerce,

Name of Host City	No. of inhabitants	Language	Altitude	Time zone
Adelaide	1,172,105	English	36m	UTC+9.5
Brisbane	1,945,639		7m	UTC+10
Canberra	345,257		560m	UTC+10
Geelong	211,841		19m	UTC+10
Gold Coast	558,888		15m	UTC+10
Melbourne	3,892,419		6m	UTC+10
Newcastle	531,191		0m	UTC+10
Perth	1,602,559		11m	UTC+9.5
Sydney	4,399,722		79m	UTC+10
Townsville	162,730		27m	UTC+10

Source: Template 2

taxation, customs and excise duties, pensions, immigration and postal services. The six states and two territory parliaments generally enact laws relating to matters of state or territory interest, such as schools and hospitals, law and order, roads and railways, utilities such as electricity and water supply and mining and agriculture. The political system maintains a clear separation of powers between the legislature, judiciary and executive, and is based on the rule of law and the sovereignty of parliament. To overcome the challenge of coordinating several government levels and to secure government support, a working group has been established under the Council of Australian Governments (COAG). Australia's relatively small population enjoys one of the world's highest standards of living. Its economy is dominated by its service sector. In 2009, its GDP per capita was approximately USD 40,000 and its estimated unemployment rate was 5.6%.

General information on the Host Cities

The ten candidate Host Cities for the FIFA World Cup™ are Sydney and Newcastle in New South Wales; Melbourne and Geelong in Victoria; Brisbane, Gold Coast and Townsville in Queensland; Perth in Western Australia; Adelaide in South Australia; and Canberra in the Australian Capital Territory.

There are several climate zones in Australia due to its vastness. In the north-east of the country, the climate ranges from equatorial to tropical, with hot, humid monsoonal summers and dry winters. Most other regions of the country have a subtropical climate with hot dry summers and warm winters. Australia's precipitation is the lowest of the world's six continents, excluding Antarctica. During June and July, each of the candidate Host Cities has a comfortable climate and environment, with a mild average temperature of 16°C to 17°C

Average temperature in June (°C)				Average temperature in July (°C)				Average peak humidity in June (%)	Average peak humidity in July (%)
12 p.m.	4 p.m.	6 p.m.	10 p.m.	12 p.m.	4 p.m.	6 p.m.	10 p.m.		
14.7	14.8	12.9	11.0	14.0	14.2	12.3	10.3	80.0	78.4
20.2	20.1	16.9	14.5	19.9	20.1	16.5	13.1	78.0	74.9
10.9	11.5	8.4	5.7	9.9	10.8	7.7	4.6	85.1	84.5
12.9	12.9	10.5	9.0	12.3	12.3	10.1	8.4	86.8	85.9
20.3	19.3	17.6	15.6	19.7	18.8	17.0	14.5	75.8	72.7
13.7	14.0	12.9	11.3	13.0	13.4	12.4	10.7	74.4	72.5
16.6	16.8	15.6	14.0	15.8	16.3	14.8	12.7	78.1	74.0
17.6	17.8	14.9	11.8	16.5	16.8	14.2	11.2	85.0	84.8
15.7	16.3	15.0	13.1	15.1	15.9	14.2	12.1	74.4	70.3
24.7	24.0	21.6	19.4	24.1	23.4	20.7	17.9	77.0	77.5

during the afternoon and light or moderate weekly precipitation. Only two of the candidate Host Cities, Canberra and Geelong, have an average temperature of below 10°C during the evening in June and July

Main events

The Queen's Birthday is celebrated on the second Monday of June and is marked by a public holiday in the majority of states (except Western Australia), which could have some impact in the candidate Host Cities (except Perth) during the tournament. It is a FIFA requirement that no other major sporting event is hosted in a Host City during the event period. The fact that the NRL rugby league season and the AFL Australian rules football seasons take place in Australia during the period from March to September could have an impact on the availability of resources and the public attention given to the FIFA World Cup™.

4.2 Hosting concept

Australia has submitted a comprehensive and well-structured hosting concept. The 12 proposed stadiums are located in ten diverse candidate Host Cities along the southern, eastern and western coasts of Australia, each of which has its own distinct personality and rich cultural and sporting heritages. The competition and competition-related events would take place in every major city in the country, providing a national footprint. Two additional FIFA Fan Fest™ venues are proposed in Darwin (Northern Territory) and Hobart (Tasmania) to ensure that the FIFA World Cup™ would be a national event. The proposed match draw concept would ensure that no team plays in the same Host City more than once during the group stage. Matches would be spread across the country, with similar travel times and distances for all participating teams. The draw

options are aimed at locating teams in nearby cities in order to avoid long-distance travel. The bid envisages an entertainment programme, with FIFA Fan Fests™ to be set up in iconic, centrally located and high-capacity venues in each candidate Host City, giving every fan the opportunity to experience the FIFA World Cup™. In addition, indigenous culture would be showcased in a National Indigenous Festival. During the tournament, a comprehensive programme of non-matchday events and leisure activities would be implemented to provide every fan with host of positive sporting and personal memories. The concept also envisages the establishment of a permanent LOC satellite office in Zurich to facilitate communication with FIFA and reduce travel times and costs. The Bid Book highlights the opportunity for FIFA to bring the FIFA World Cup™ to Australia and the Oceania region for the first time.

Australia has previous experience of hosting major international sporting events such as the 2000 Summer Olympic Games, the 2003 Rugby World Cup and the 2006 Commonwealth Games.

4.3 Football development

Australia has submitted good proposals to develop football domestically and in the Oceania/Asia region which would enhance and expand existing activities. They include proposals, backed up by defined processes and figures, on how to manage the Football Australia Foundation, which focuses on international football development.

The bid mentions the following development activities:

- a) making football the sport of choice in Australia and the Asia-Pacific region;
- b) enhancing the framework of Australia's existing national football development plan

Football honours (men's national teams)

Competition	Honour	Year(s)
FIFA World Cup™	1 x round of 16	2006
	3 appearances	1974, 2006, 2010
OFC Nations Cup	4 x winners	1980, 1995, 2000, 2004
	2 x runners-up	1998, 2002
FIFA Confederations Cup	1 x runners-up	1997
	1 x 3 rd place	2001
FIFA U-20 World Cup	2 x 4 th place	1991, 1993
FIFA U-17 World Cup	1 x runners-up	1999

in the areas of women's, youth, grassroots, schools and disability football;

- c) increasing indigenous football participation and development;
- d) creating sustainable legacy programmes directly aligned with FIFA activities;
- e) building on the strong existing platform of the "Just Play" and "Vision Asia" initiatives in Oceania and Asia;
- f) establishing the Football Australia Foundation to fund international football development activities.

There is a clear intention to integrate the proposed activities with FIFA's development programmes. However, if Australia is awarded the hosting rights, it is recommended that FIFA be represented on the board of the Football Australia Foundation. A joint FIFA/MA development committee would have to be established to maximise the impact of the bid's international development proposals.

4.4 Sustainable social and human development

The information provided is complete and detailed, and includes a comprehensive description of existing social and human development programmes currently supported

by Football Federation Australia Limited (FFA). The objective of the Bidder's corporate social responsibility (CSR) activities for the FIFA World Cup™ is to use football as a vehicle for the social integration of disadvantaged groups through specific programmes and campaigns. FFA intends to work with FIFA to host a sustainable social and human development summit in 2014, expand the number of organisations in the region supported by Football for Hope and build Football for Hope Centres in Australia, Asia and Oceania.

The FFA intends to increase support for programmes in areas such as football and health for the country's indigenous populations, refugee integration, community-building, social inclusion, and peace-building. There are also proposals to expand the FFA-UNICEF partnership, extend FFA's support of the *Win in Oceania* grassroots football development project, promote FIFA's My Game is Fair Play campaign, initiate campaigns throughout the Asia-Pacific region to promote gender equality and healthy eating and to eradicate eating disorders.

The programmes and campaigns would target Oceania and Asia. Many project implementation partners were named, with the Australian Government identified as a funding partner. A number of concrete and sustainable

programmes were described. The proposals demonstrate good potential for alignment with FIFA’s CSR strategy and objectives, although close collaboration with FIFA would be required to jointly organise activities during the competitions.

FFA is already active in the field of CSR and supports a number of social development programmes, which underlines its commitment and sense of responsibility. The expansion and launch of the programmes seem to depend on the commitment of additional funding partners, and the suggested organisational and communication structure requires further consideration. However, more information could have been provided on how FIFA’s CSR activities during the competition would be integrated into the LOC’s plans.








FFA has developed an initial environmental protection plan focusing on minimum environmental impact and maximum benefit and legacy. This plan follows a broad sustainability philosophy comprising improvement of public policy and community awareness, establishment of community and educational programmes and increasing sustainability of existing stadiums. The Bid Book expresses a commitment towards carbon-neutral delivery of the FIFA World Cup™. A dedicated environmental sustainability department would be responsible for coordination and delivery. Additionally, awareness campaigns would target increased public consciousness of environmental matters and operate in several spheres, including schools, stadiums and the communities hosting teams. The resources necessary to implement the proposed activities are not discussed in detail and nor is the timeline, beyond submission of the plan in 2014. However, Australia’s impressive record on environmental protection means the LOC would be able to draw on extensive experience in implementing the environmental protection plan for the FIFA World Cup™.

4.5 Environmental protection

Australia provides clear information on all of the requested aspects, including a broad description of numerous environmental regulations and initiatives in Australia at national, territory and state level.

4.6 Stadiums

	<p>Host City: Adelaide Stadium name: Adelaide Oval Current net/gross capacity (VIP/media/loss of seats): 30,812/33,000 (650/38/1,500) Expected net/gross capacity: 48,240/51,590 Construction status: Major renovation Lighting: 1,000 lux Owner/Investors/Investment budget: South Australian Government/Government/ USD 361m Current use: cricket</p>	<p>1</p>
	<p>Host City: Brisbane Stadium name: Brisbane Stadium Current net/gross capacity (VIP/media/loss of seats): 50,884/52,500 (80/60/1,476) Expected net/gross capacity: 49,150/52,500 Construction status: Minor renovation Lighting: 1,990 lux Owner/Investors/Investment budget: Stadiums Queensland/Government/USD 22m Current use: Brisbane Roar</p>	<p>2</p>

	<p>Host City: Canberra ③</p> <p>Stadium name: Canberra Stadium</p> <p>Expected net/gross capacity (VIP/media/loss of seats): 40,150/43,500 (TBD/TBD/TBD)</p> <p>Construction status: To be built</p> <p>Lighting: No information provided</p> <p>Owner/Investors/Investment budget: Commonwealth Government/Government/ USD 239m</p> <p>Current use: Not applicable</p>
	<p>Host City: Geelong ④</p> <p>Stadium name: Geelong Stadium</p> <p>Current net/gross capacity (VIP/media/loss of seats): 30,180/30,910 (270/20/440)</p> <p>Expected net/gross capacity: 43,584/46,464</p> <p>Construction status: Major renovation</p> <p>Lighting: 500 lux</p> <p>Owner/Investors/Investment budget: City of Greater Geelong/Government/USD 305m</p> <p>Current use: No information</p>
	<p>Host City: Gold Coast ⑤</p> <p>Stadium name: Gold Coast Stadium</p> <p>Current net/gross capacity (VIP/media/loss of seats): 23,960/25,000 (680/60/300)</p> <p>Expected net/gross capacity: 40,021/41,271</p> <p>Construction status: Major renovation</p> <p>Lighting: No information provided</p> <p>Owner/Investors/Investment budget: Gold Coast City Council/Stadiums Queensland/ USD 107m</p> <p>Current use: Not applicable</p>
	<p>Host City: Melbourne ⑥</p> <p>Stadium name: Melbourne Cricket Ground (MCG)</p> <p>Current net/gross capacity (VIP/media/loss of seats): 93,704/95,000 (800/78/418)</p> <p>Expected net/gross capacity: 88,048/94,803</p> <p>Construction status: Minor renovation</p> <p>Lighting: 2,000 lux</p> <p>Owner/Investors/Investment budget: Melbourne Cricket Club/Government/USD 9m</p> <p>Current use: Cricket</p> <p>Matches planned: Opening match or final</p>
	<p>Host City: Newcastle ⑦</p> <p>Stadium name: Newcastle Stadium</p> <p>Current net/gross capacity (VIP/media/loss of seats): 23,772/24,464 (100/42/600)</p> <p>Expected net/gross capacity: 42,138/45,018</p> <p>Construction status: Major renovation</p> <p>Lighting: 1,200 lux</p> <p>Owner/Investors/Investment budget: Hunter Region Sporting Venues Authority/ Government/USD 104m</p> <p>Current use: Newcastle United Jets</p>
	<p>Host City: Perth ⑧</p> <p>Stadium name: Perth Stadium</p> <p>Stadium name: Perth Stadium</p> <p>Expected net/gross capacity (VIP/media/loss of seats): 60,085/65,840 (TBD/TBD/TBD)</p> <p>Construction status: To be built</p> <p>Lighting: No information provided</p> <p>Owner/Investors/Investment budget: Western Australian Government/Government/ USD 670m</p> <p>Current use: Not applicable</p> <p>Matches planned: Semi-final</p>
	<p>Host City: Sydney ⑨</p> <p>Stadium name: Stadium Australia</p> <p>Current net/gross capacity (VIP/media/loss of seats): 81,487/83,500 (1,200/132/681)</p> <p>Expected net/gross capacity: 82,480/89,235</p> <p>Construction status: Minor renovation</p> <p>Lighting: 1,400 lux</p> <p>Owner/Investors/Investment budget: Stadium Olympic Park Authority/Government/ USD 19m</p> <p>Current use: No information</p> <p>Matches planned: Opening match or final</p>

	<p>Host City: Sydney ⑩</p> <p>Stadium name: Blacktown Stadium</p> <p>Expected net/gross capacity (VIP/media/loss of seats): 41,022/ 44,312 (TBD/TBD/TBD)</p> <p>Construction status: To be built</p> <p>Lighting: No information</p> <p>Owner/Investors/Investment budget: New South Wales Government/Government/ USD 241m</p> <p>Current use: To be used by Sydney Rovers</p>
	<p>Host City: Sydney ⑪</p> <p>Stadium name: Sydney Football Stadium</p> <p>Current net/gross capacity (VIP/media/loss of seats): 42,342/43,932 (254/79/1,257)</p> <p>Expected net/gross capacity: 40,402/43,752</p> <p>Construction status: Minor renovation</p> <p>Lighting: 1,500 lux</p> <p>Owner/Investors/Investment budget: Sydney Cricket and Sports Ground Trust/ Government/USD 29m</p> <p>Current use: Sydney FC</p>
	<p>Host City: Townsville ⑫</p> <p>Stadium name: Townsville Stadium</p> <p>Stadium name: Townsville Stadium</p> <p>Current net/gross capacity (VIP/media/loss of seats): 25,991/26,500 (125/25/358)</p> <p>Expected net/gross capacity: 40,068/42,948</p> <p>Construction status: Major renovation</p> <p>Lighting: 1,200 lux</p> <p>Owner/Investors/Investment budget: Stadiums Queensland/Government/USD 175m</p> <p>Current use: North Queensland Fury</p>

Analysis and comment

- All stadiums would meet the pitch size requirements of 105x68 metres.
- All stadiums would have grass pitches.
- The existing stadiums would be renovated between 2012 and 2017, with the design phase starting in 2011.
- At present, only Melbourne Cricket Ground meets FIFA's minimum lighting requirements (2,000 lux).
- Blacktown Stadium, Perth Stadium and Canberra Stadium would be built from 2012 to 2016, with the design phase starting in 2010. Assurances have been given that FIFA's requirements would be fulfilled.
- Stadium Australia and the Melbourne Cricket Ground (MCG) would be the only two stadiums with the capacity to host the opening match and the final.
- Temporary stands would be erected in some of the stadiums and stadium capacities reduced after the tournament to ensure cost efficiency.

- Two stadiums (Canberra and Townsville) rely on access by road, which merits special attention in terms of temporary event transport operations.
- None of the stadiums seem to currently meet FIFA's seating requirements for the different constituent groups (media etc.).
- All of the stadiums currently appear to meet FIFA's minimum parking requirements.
- In general, the stadiums would have to be upgraded to meet FIFA's space and technical requirements.

Local transport

The stadiums are mainly located on the east coast of Australia and there is a wide range of transport links (airports, railways and motorways) between the relevant cities. Generally, the stadiums are accessible using public transport services. However, in the case of those stadiums which rely solely on access by road, additional temporary event transport operations, such as dedicated

lanes and traffic reduction measures, may be required.

Contractual basis with the stadiums

Unilaterally executed Stadium Agreements have been provided by all 12 proposed stadiums. Any such Stadium Agreement complies fully with the template Stadium Agreement without any deviation.

Conclusion

The Australian bid proposes 10 Host Cities and 12 stadiums, thus complying to FIFA's minimum requirement. Nine of the 12 stadiums already exist and would be renovated, and three would be newly built. A stadium construction and renovation budget of approximately USD 2.29 billion has been projected. Three stadiums are located within Sydney, which in the case of the appointment of Australia would require careful analysis with regard to the match schedule. Analysis of the internal organisation of the stadiums and their infrastructures raises some questions about the limited space available to welcome the various constituent groups. Likewise, there seems to be a lack of space in the areas surrounding most of the stadiums to accommodate the temporary event structures. If Australia is awarded the hosting rights for the 2022 FIFA World Cup™, specific attention would have to be given to the fulfilment of future FIFA World Cup™ space and quality requirements.

4.7 Venue-specific team hotels and venue-specific training sites

The Bid Book and supporting documents provide a comprehensive overview and details on all the venue-specific team hotels (VSTHs) and venue-specific training sites (VSTs) proposed.

The Bid Book proposes 24 VSTHs, the required number based on the bidder's plan for 12 stadiums. The VSTHs proposed include 15 four-star and nine five-star properties, and

generally, FIFA's requirements in terms of quality appear to be fulfilled. The VSTHs also all appear to meet FIFA's proximity requirements to stadiums and airports. In the case of three venues, however, the hotel standards vary between VSTH A and VSTH B and may have to be aligned.

The Bid Book proposes 48 VSTs, the required number based on the bidder's plan for 12 stadiums. The proximity of the VSTs to the VSTHs meets FIFA's requirements for all venues. Primary renovations appear to be necessary to the majority of the VSTs to bring them into line with the standards that will be applicable in 2022. Based on the upgrades required to meet FIFA's requirements for VSTs, the budget figure may have to be revised.

In conclusion, Australia has submitted the required number of VSTHs and VSTs, namely two hotels and four training sites per stadium. FIFA's quality and proximity requirements for VSTHs appear to be met, though the VSTH standards in three venues would have to be aligned. The bid does not currently satisfy the minimum requirements in terms of the quality of the VSTs. However, measures are planned to meet the requirements.

Contractual basis

Of the required 24 VSTHs, the Bidder has contracted 18. Of the 48 required VSTs, the Bidder has contracted 48. According to the Bidder, all Hotel Agreements comply fully with the corresponding template Hotel Agreements without any deviation. All Training Site Agreements comply fully with the template Training Site Agreement without any deviation.

4.8 Team base camp hotels and team base camp training sites

The Bid Book and supporting documents provide comprehensive information on the team base camps (TBCs) proposed. The bid

proposes 64 unique TBC hotel and training site pairings, thus meeting FIFA’s requirement of 64 offerings. The majority of TBCs are located along the south-eastern coastline in regional proximity to nine match venues, and all hotels are within a 60-minute drive of an airport.

All hotels are of four to five-star quality, including 50 four-star and 14 five-star properties. An ideal balance would include more five-star choices as well as a small selection of alternative accommodation arrangements, such as training academy-style housing. The average hotel size is 152 rooms, which may be larger than teams require. Twenty-four of the 64 hotels proposed have fewer than 100 rooms. The hotels and training sites are only an average of ten kilometres apart and the average drive time is 13 minutes, with no trip requiring more than 23 minutes. The Bid Book indicates that all the training sites would undergo the necessary renovations to meet FIFA’s requirements for lighting, seating capacity, perimeter fencing, pitch dimensions and the nature and quality of the surface, since seven of the sites do not have grass playing surfaces.

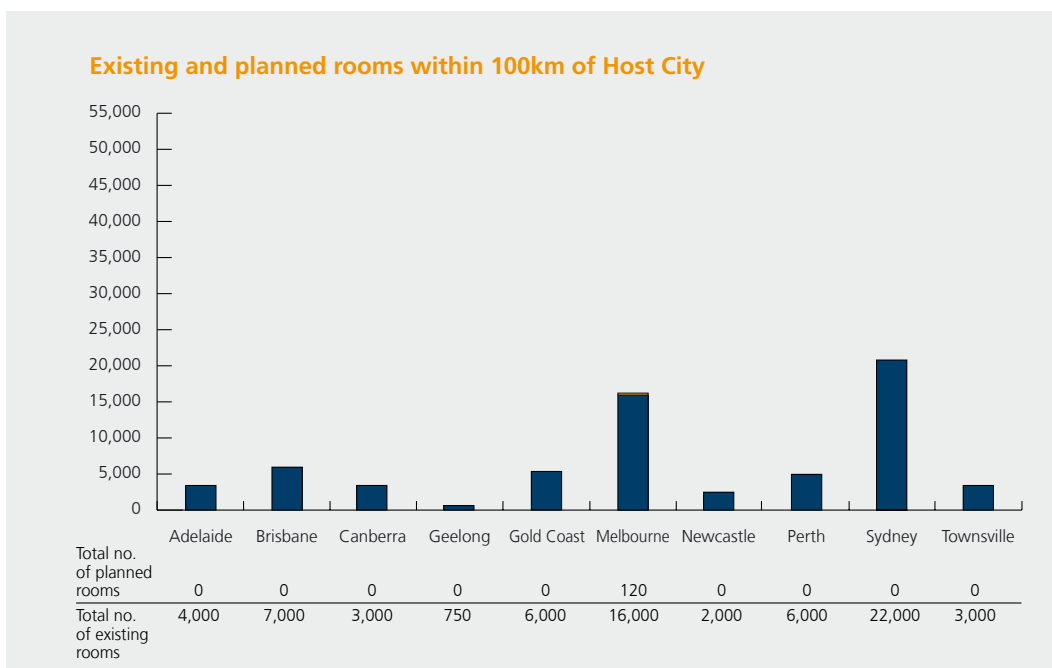
In conclusion and acknowledging that renovations would be necessary in the intervening period, the bid appears to comply with FIFA’s requirements for TBCs (hotels and related training sites).

Contractual basis

Of the required 64 TBC hotels, the Bidder has contracted 57. Of the required 64 TBC training sites required, the Bidder has contracted 64. According to the Bidder, all Hotel Agreements comply fully with the corresponding template Hotel Agreements without any deviation. All Training Site Agreements comply fully with the template Training Site Agreement without any deviation.

4.9 Accommodation

The Bidder provides a clear and detailed overview of its hotel inventory which was consistent with its overall concept. The plan



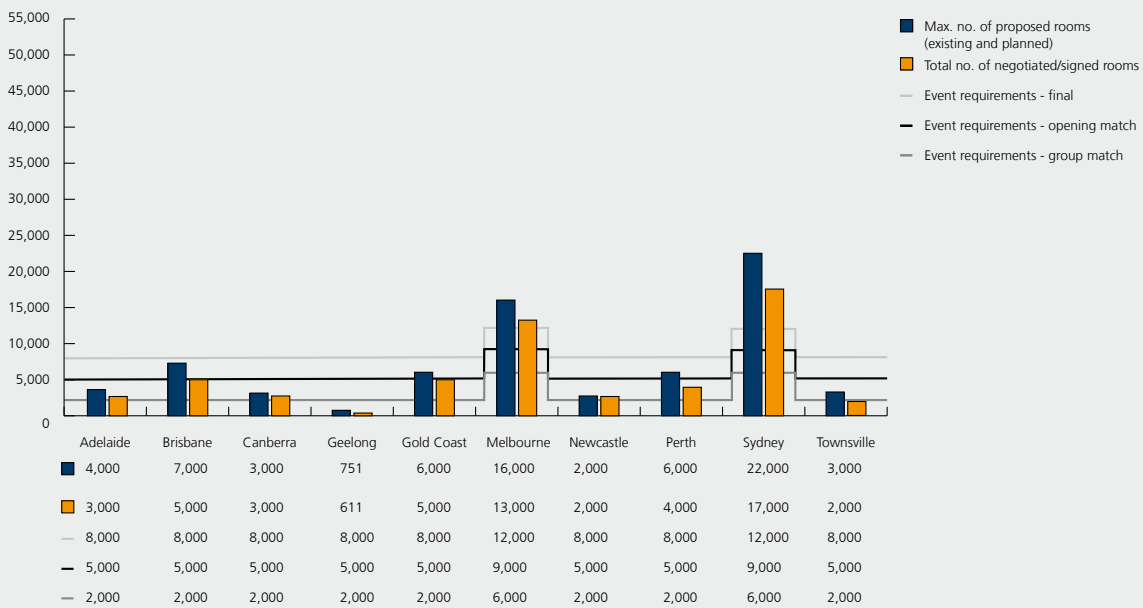
Source: Template 11

(Figures rounded up or down to the nearest 1,000)

is forward-looking and took account of the relevant operational aspects effectively. Australia’s tourist industry draws in more than 5.5 million visitors annually, approx. 360,000 of whom arrive in June compared to 650,000 in the high season in December. The Bid Book has proposed 460 hotels which are potentially suitable for the FIFA World Cup™. Most of these hotels are of four to five-star quality, as well as some three-star properties and a few two-star. Aside from upgrading a hotel in Melbourne, no future construction projects were specified. The candidate Host Cities with the largest room inventories are Sydney, Melbourne and the greater Brisbane area. The total capacity of Geelong, Perth, Adelaide and Townsville seems to be restricted. Further limitations in other candidate Host Cities could potentially be compensated by pairing Brisbane with Gold Coast (depending on the final match schedule), Newcastle and Canberra with Sydney (taking into account ground travel transport time up to three hours or flights) and

Geelong with Melbourne. The Bid Book also mentions another 20,000 rooms nationwide in existing but non-contracted accommodation, such as bed and breakfasts, guesthouses and backpacker hostels. Of the 70,600 rooms in the identified hotels, more than 43,000 have been contracted, which equates to 72% of FIFA’s event requirement of 60,000. The compliance of these contracts with FIFA’s requirements as set out in the template FIFA Hotel Agreement has been verified by sample assessment. On average, hotels have made 77% of their total room inventory available, compared to the required 80%. The contracted room inventory in Melbourne and Sydney would meet the event requirements for all matches including the final. However, were either city to host both the final and the IBC, which they have sufficient capacity to do, the contracted inventory in Melbourne would not meet the event requirements and the contracted inventory in Sydney would leave only a small number of rooms for supporters. For group matches, Melbourne would also be

Proposed v. negotiated rooms per Host City and match type



Source: Template 11

(Figures rounded up or down to the nearest 1,000)

FIFA Hotel Agreements have been signed for the negotiated rooms. Event requirements do not include requirements for supporters and team base camp hotels. IBC room requirements included in figures for Sydney and Melbourne

able to compensate for any overspill resulting from the tight capacity in Geelong with the already contracted inventory.

With the exception of Geelong, all other candidate Host Cities meet the anticipated event requirements for group matches. In terms of rooms for supporters, Brisbane, Gold Coast and Perth have a larger number already secured through the FIFA Hotel Agreement.

The rooms are generally of a high quality: 60% of the specified inventory corresponds to four-star standard, 25% to five-star and 13% to three-star. According to the Bid Book, emphasis is placed on ensuring that the selected hotels spare natural resources.

The average current rack rate, based on a standard room, is:

- 5-star USD 584 (Melbourne) to USD 174 (Newcastle)
- 4-star USD 366 (Sydney) to USD 228 (Townsville)
- 3-star USD 273 (Sydney) to USD 127 (Adelaide)

In summary, Australia has good-quality hotel capacity to host the competition and accommodate the majority of constituent groups at fair and contractually guaranteed conditions. Supporter accommodation is limited in many of the candidate Host Cities but potential pairings of these cities or alternative accommodation such as backpacker hotels may overcome any shortfalls. The availability, prices and conditions of supporter accommodation have still to be confirmed.

4.10 FIFA headquarters

The Bid Book provides detailed, good-quality information on proposed FIFA headquarters in two candidate Host Cities. It proposes one FIFA headquarters hotel and one FIFA VIP hotel in both Sydney and Melbourne.

Travel distance between Host Cities

	Townsville		Geelong		Canberra		Newcastle		Gold Coast	
Sydney	2,063 km	33 h	942 km	12 h	287 km	4 h	159 km	3 h	862 km	13 h 30 min.
		26 h		11 h		3 h 10 min.		2 h		11 h
Melbourne	2,613 km	43 h	75 km	1 h	666 km	8 h	1,031 km	16 h	1,740 km	24 h 30 min.
		32 h		1 h		8 h		12 h		21 h
Brisbane	1,335 km	18 h	1,752 km	26 h	1,203 km	18 h	787 km	12 h	75 km	1 h
		18 h		21 h 30 min.		15 h		10 h		1 h
Perth	5,280 km	98 h	3,418 km	52 h	3,726 km	70 h	3,940 km	69 h	4,373 km	78 h
		66 h		42 h		45 h		47 h		53 h
Adelaide	2,985 km	57 h	716 km	11 h	1,160 km	18 h	1,525 km	27 h	2,075 km	41 h
		37 h		9 h 30 min.		14 h		19 h		25 h
Gold Coast	1,414 km	19 h	1,774 km	25 h 30 min.	1,140 km	17 h	723 km	10 h 30 min.		
		18 h		22 h		15 h		9 h 20 min.		
Newcastle	1,960 km	30 h	1,092 km	17 h	437 km	7 h				
		24 h		12 h 50 min.		5 h 10 min.				
Canberra	2,221 km	36 h	726 km	9 h						
		27 h		8 h 30 min.						
Geelong	2,554 km	20 h								
		31 h								

The proposed FIFA headquarters hotel in Sydney is the Westin Sydney, which has 416 rooms (333 of which are contracted) and is located 500m from the Colonial Centre offices, and the proposed VIP hotel is the Sheraton on the Park Hotel, which has 547 rooms (439 of which are contracted). The proposed FIFA headquarters hotel in Melbourne is the Grand Hyatt Melbourne, which has 547 rooms (438 of which are contracted) and is located close to the Southern Cross Tower offices, and the proposed VIP hotel is the Sofitel Melbourne, which has 363 rooms (290 of which are contracted). Taking into account the allocations mentioned above, FIFA’s requirement for 700 guest rooms appears to be met. All of the hotels are centrally located.

The FIFA headquarter offices would be located in existing high-quality commercial office space, either in the Colonial Centre, Sydney or the Southern Cross Tower, Melbourne. Both venues are situated close to the stadiums and airports in

Melbourne and Sydney. Moreover, they appear to cover FIFA’s requirement for office space (8,000m²). The FFA has already signed letters of intent with the prospective office owners to secure the availability of the office space.

In conclusion, it appears that the Australian Bid Committee’s proposals for the FIFA headquarters fulfil FIFA’s requirements.

4.11 Transport

Transport at national level

The Bidder commissioned independent transport experts to prepare its national transport strategy for the FIFA World Cup™ and FIFA Confederations Cup, and this has resulted in a clear and well-structured transport dossier that took account of the needs of the different constituent groups.

Adelaide		Perth		Brisbane		Melbourne	
1,375 km	24 h	3,942 km	66 h	926 km	14 h	881 km	11 h
	17 h	47 h		12 h		10 h	
727 km	10 h	3,423 km	51 h	1,691 km	25 h		
	9 h	42 h		21 h			
2,026 km	42 h	4,351 km	79 h				
	25 h	52 h					
2,696 km	41 h						
	32 h						

1	3	1. Distance by car in km
2		2. Average car travel time in hours and minutes
		3. Rail travel time

Australia has a comprehensive transport infrastructure with local, regional and national transport systems and networks. However, the vast size of the country means there are relatively long distances between the candidate Host Cities and ground connections are only possible between a few of these cities.

The railway network in Australia should be considered only as a tourist experience because travel times by rail are longer than by road. The long distances between Australia's cities mean that it has not been possible to upgrade the network to a high-speed rail system. In terms of travel time, the only acceptable rail connections are those between Melbourne and Geelong, Sydney and Newcastle and Brisbane and Gold Coast.

The extensive and high-quality Australian road network comprises national highways, state highways and local roads. The interstate highway system is undergoing upgrading to meet increasing traffic demands and further improve safety levels. Nevertheless, the average travel time by road between the candidate Host Cities is still longer than acceptable (i.e. more than two hours by bus). As with the rail connections, only the road connections between Melbourne and Geelong, Sydney and Newcastle, and Brisbane and Gold Coast could be considered feasible.

Transport at Host City level

The Bidder has submitted a realistic transport concept based on its extensive experience and proven expertise in hosting major sporting events. The concept centres around four major planning principles: maximising the use of public transport; a travel demand management strategy to reduce the regular commuter and business travel load; the use of designated "Protocol Routes" to ensure efficient travel; and a match draw concept that ensures the teams travel similar distances.

Each candidate Host City has a well-developed road and public transport network with appropriate capacity, and key

venues, such as the airport, the proposed stadiums, the FIFA Fan Fest™ sites and the central business districts are almost all served by primary roads and public transport interchanges. This infrastructure, combined with Australia's experience of delivering transport operations for major events, is likely to ensure effective and reliable transport for all constituent groups during the FIFA World Cup™.

- Sydney has an extensive public transport system consisting largely of rail, metro and public bus services to all suburban and city areas. All three proposed stadiums in the city could be reached by public transport, and there is a rail service to Sydney International Airport (SYD). Sydney is also well connected to other candidate Host Cities such as Newcastle and Canberra by national highways and railways. A ten-year "Governmental Metropolitan Transport Plan" for Sydney, released in February 2010, specifically seeks to reduce road congestion and increase public transport capacity.
- The transport systems in Newcastle and Canberra are based on a network of regional and arterial roads. The public transport networks in both cities centre around local bus services and some regional rail lines. Newcastle has a railway station in the vicinity of its stadium, but the stadium in Canberra can only be reached by road. Canberra Airport is currently undergoing a major upgrade to its international terminal facilities, due for completion in 2012, which is focused on delivering a new multi-use terminal twice the size of the existing facility.
- Melbourne, like Sydney, has a large tram-rail network covering the city centre and the suburbs. This is the key mode of public transport in the city and has successfully met the transport requirements of major events in the past. There are rail and tram-line links to Melbourne Cricket Ground within an acceptable walking distance of the

central business district. The stadium itself is located in a large multi-sports area which offers many facilities. Freeways connect Melbourne International Airport and Avalon Airport directly to the city centre, and the express bus services which operate on these routes would provide an acceptable level of transport service. The public transport system in Geelong, approximately 75km (about one hour's travel time) from south-west Melbourne, consists of local trains and buses. Geelong Stadium is located near to South Geelong railway station and is within an acceptable walking distance of Geelong central business district.

– Brisbane and Gold Coast are well connected to each other. In Brisbane, the public transport system consists largely of rail and public bus services, as well as a comprehensive ferry network serving the central Brisbane area. Several major infrastructure projects are in progress, and a number of additional projects are scheduled between now and 2018, including significant upgrades to the city-centre rail network and some strategic tunnel and traffic bypass routes. Brisbane Stadium is located within 2km of the city centre. Gold Coast also has plans to build a light rail network and a major upgrade of the city's airport is under way to increase capacity.

Flight connections / journey times

	Townsville	Geelong	Canberra	Newcastle	Gold Coast	Adelaide	Perth	Brisbane	Melbourne
Sydney	2 h ✓	1 h 20 min ✓	50 min. ✓	40 min. ✓	1 h ✓	1 h 50 min. ✓	4 h ✓	1 h 30 min. ✓	1 h 10 min. ✓
Melbourne	3 h ✓	10 min. ✓	1 h ✓	1 h 35 min. ✓	2 h 10 min. ✓	1 h 20 min. ✓	3 h 20 min. ✓	2 h 10 min. ✓	
Brisbane	2 h ✓	2 h 20 min. ✓	1 h 40 min. ✓	1 h 10 min. ✓	20 min. ✓	3 h 20 min. ✓	4 h 10 min. ✓		
Perth	5 h ✓	3 h 10 min. ✓	3 h 40 min. ✓	4 h 20 min. ✓	4 h 10 min. ✓	2 h 40 min. ✓			
Adelaide	3 h ✓	1 h 10 min. ✓	1 h 40 min. ✓	2 h 10 min. ✓	3 h 20 min. ✓				
Gold Coast	2 h 10 min. ✓	2 h 20 min. ✓	1 h 30 min. ✓	1 h ✓					
Newcastle	1 h 50 min. ✓	1 h 45 min. ✓	1 h ✓						
Canberra	2 h 45 min. ✓	1 h 10 min. ✓							
Geelong	3 h 10 min. ✓								

1	2	1. Journey time 2. Direct flights (yes ✓ / no x)? 3. If no direct flights, specify transfer airport(s)
3		

Source: Template 16

– Due to their remote location, Perth, Adelaide and Townsville might have to rely on air connections only. Generally, their respective public transport systems consist of rail and public bus services to all city and suburban areas. The remote location of Townsville Stadium means that it is only accessible by road. Meanwhile, Perth Airport is undergoing a ten-year programme of upgrading worth USD 2.2 billion, which is due for completion by 2020.

Air transport

Australia has submitted clear information about its airport situation, giving a comprehensive overview of its international and national aviation market. As one of the largest countries in the world, it has developed an efficient air travel and airport network which offers good international connections. Approximately 50 international airlines operate services to and from Australia in what is a highly competitive market, thus giving Australia multiple entry points such as Sydney, Melbourne, Brisbane, Perth, Cairns, Adelaide, Gold Coast and Darwin. Australia also has a deregulated domestic aviation market and network with close to 30 operators providing scheduled services across the country. The Sydney to Melbourne route alone carried almost seven million passengers in 2008-09, putting it among the top three traffic routes in the world. This large aviation market is reflected in the fact that there are direct connections to all of the candidate Host Cities. Despite this, air travel times of longer than two hours are still possible. According to the Bid Book, the Australian LOC would work with carriers to ensure that the most direct air routes between the Host Cities were available for all constituent groups. The three larger Australian airports of Sydney (SYD), Melbourne (MEL) and Brisbane (BNE) provide an international gateway for overseas guests. They are also the main hubs for national connections, serving millions of passengers per year (with sufficient passenger

throughput in the ten hours before and after matches). The candidate Host Cities of Perth, Adelaide, Gold Coast and Canberra are served by airports with a capacity of between five and ten million passengers per year and passenger throughput of at least 20,000 in the ten hours before and after matches (Canberra is undergoing a major upgrade which is due to be concluded by 2012). The airports in Newcastle, Geelong and Townsville have smaller capacities, but are also served by the nearby airports of Sydney, Melbourne and Cairns respectively.

Conclusion

In general, the candidate Host Cities have a well-developed infrastructure and considerable experience in managing the traffic and crowd flows generated by sports events, and Australia's expertise is also reflected in the independent transport study commissioned. However, the country's vastness and geographic location imply a dependence on air travel, potentially causing domestic and international transfer challenges in view of the lack of alternative means of long-distance transport within the country.

Annexe 1 – National transport network

Annexe 2 – Host City transport networks

4.12 Information technology and communication network

The documentation provided is comprehensive and describes Australia's ability to meet the overall requirements of the FIFA World Cup™. Upgrading is being carried out to ensure that the country has the world's best fixed-line and mobile telephony platform by 2018. The market comprises a large number of fixed-line service providers and telecommunication carriers, which indicates that there is strong competition. One hundred per cent of the

population is covered by the fixed-line network, 96% by GSM and 99% by 3G. A variety of broadband services is provided through hybrid fibre coaxial cable, ADSL, wireless and satellite services.

The telecommunications and internet market is highly competitive and deregulated. Each candidate Host City is served by at least two of the country's top five carriers. The capacity of the communications market is expanding rapidly, and the number of exchange locations for high-speed internet services has increased by more than 300% over the past two years. The country's fibre-optic capacity to the rest of the world is based on two separate, unique paths with three self-healing rings. There is 100% satellite coverage, with 47 companies providing satellite-based internet access through three major carriers. As for radio frequencies, ACMA is the statutory authority within the Australian Government and would develop a frequency management plan. It has confirmed that all authorisations, permissions, usage rights and consents would be free of charge.

The Bidding Country seems to have extensive experience of delivering IT services for major events, such as the 2000 Summer Olympic Games and the 2006 Commonwealth Games. The availability of communication networks and internet infrastructure is extensive and covers FIFA's major IT requirements for the FIFA World Cup™. All of the candidate Host Cities are served by various long-haul companies and all stadiums are situated close to optical fibre points of presence. Optical fibre is already installed at several stadiums, and it has been confirmed that a dual WAN path would be provided to all stadiums equipped with two dedicated fibre-optic cables. The Australian Government also meets the availability, redundancy and back-up requirements in Government Guarantee No. 7.

The market is described as being highly competitive, which should result in reasonable pricing. The pricing samples in the bid seem to be competitive and include the supply of "dark

fibre". The bid also includes an estimate of future expansion and development, including AUD 40 billion worth of additional expansion of the national broadband network by 2018 to deliver 90% fibre-cable coverage and speeds of 100 Mbps. This would meet the overall needs of the event.

Australia appears to have a strong information and communications technology (ICT) infrastructure which would meet the requirements of a major sporting event such as the FIFA World Cup™. Moreover, the planned expansion of its infrastructure indicates that it would be able to meet future demands that may arise due to technological advancement.

4.13 Safety and security

The Bid Book provides comprehensive, high-quality safety and security proposals which could easily be shaped into an operational security plan for the FIFA World Cup™. All of FIFA's requirements appear to be fulfilled and assimilated in an integrated security plan. Even at this preparatory stage, the quality of the overall plan is evident and the proposed operational structure looks straightforward to implement. The bid explicitly addresses modern-day safety and security threats such as terrorism and hooliganism by providing highly detailed operational plans at both national and international level. To ensure proper collective implementation and delivery of the security plan, all of the relevant authorities are included as active stakeholders.

The bid also comprises detailed explanations of how the proposed security strategy would be put into practice, and clearly defines the roles and responsibilities of those involved. The bid also includes a range of additional security measures and foresees a rigorous security testing programme throughout both the planning and delivery phases.

Overall, international safety and security standards for major events are likely to be met.

4.14 Health and medical services

The Bidder provides in-depth information comprising general health recommendations, a description of the health-care system, medical expenses cover, the proposed health-care facilities to be used during the event, the emergency medicine provisions, the specific medical services planned for the FIFA World Cup™, anti-doping services and the legacy for the country.

The Bidder has already made considerable progress in implementing its plan, providing details on hospitals at all venues and training camps, the delivery of emergency services at different levels, specific staffing and infrastructure, all the way down to individual equipment items for the medical services during the competition. Its legacy concept also ties in well with FIFA's Football for Health initiative.

The medical facilities and preventive provisions and procedures with regard to mass emergency medicine comply with international standards. There are no major health risks with regard to endemic or epidemic diseases and no specific vaccination requirements. The anti-doping facilities are of the highest standard, including a WADA-accredited laboratory in Sydney.

The health-care system, the proposed medical facilities and the precautions and plans with regard to the provision of medical services to teams, delegations and visitors at a mass event meet international standards. From a medical point of view, barring unforeseen epidemics or developments, there is no major risk involved in staging the event in this country.

Overall, FIFA's requirements and international standards for health and medical services are likely to be met.

4.15 Competition-related events

The Bidder provides sufficient information on the competition-related events and its proposals are also sufficient. One of the key objectives is to share the staging of the events throughout different states, and accordingly, six different candidate Host Cities have been suggested and in general there are two different venue options per event. The proposed venues appear to fulfil FIFA's requirements in terms of infrastructure, technology and capacity.

The Bidder has included the symbolic Sydney Opera House in its proposed venues for the Preliminary Draw and Final Draw, and the variety of venues showcases the diversity of Australia's culture, cities and architecture.

Event	Venue
FWC Preliminary Draw	Sydney Opera House (capacity: 2,100) or Melbourne Convention and Exhibition Centre (capacity: 5,000)
FWC team seminar	Sydney Convention and Exhibition Centre (capacity: 880) or Melbourne Convention and Exhibition Centre (capacity: 1,188)
FWC Final Draw	Sydney Opera House or Melbourne Convention and Exhibition Centre
FWC team seminar	Sydney Convention and Exhibition Centre (capacity: 390) or Crown Towers Melbourne (capacity: 414)
FCC Draw	Hordern Pavilion, Sydney or Brisbane Convention and Exhibition Centre (capacity: 3,500)
FCC team workshop	Brisbane Convention and Exhibition Centre (capacity: 1,593)
FWC team workshop	Perth Convention Exhibition Centre (capacity: 1,700)
FCC and FWC referees workshop	Adelaide Convention Centre (capacity: 3,000) or Australian Institute of Sport, Canberra (capacity: 5,200)
FIFA Congress	Sydney Convention and Exhibition Centre (capacity: 3,430) or Melbourne Convention and Exhibition Centre (capacity: 5,000)
FIFA Banquet	Sydney Convention and Exhibition Centre (capacity: 2,000) or Palladium at Crown Entertainment Complex, Melbourne (capacity: 1,500)

There is a good amount of high-quality hotel accommodation within close proximity to all of the proposed venues, with most being in easy walking distance.

In addition, the Bidder has taken the initiative of suggesting several additional competition-related events such as a Sustainable Social and Human Development Summit, an Environmental Sustainability Symposium, an opening concert, FIFA carnivals and FIFA Fan Fests™.

In conclusion, the Bidder's proposals for the competition-related events fulfil FIFA's requirements.

4.16 **Media facilities, communications and public relations**

IBC

The Bidder proposes various International Broadcast Centre (IBC) venues and demonstrates an awareness of the critical requirements, having taken into account the documentation provided during the bid preparation period.

Media facilities and services at venues and stadiums

The quality of the information and clarifications received from the Bidder is sufficient.

In addition to the country's advanced public transport system, media transport would be offered on a 24/7 basis. The majority of the international media would be based in Sydney and Melbourne, which would have a great impact on accommodation in and transport to and from those cities. In this respect, specific Australian media attention would be focused on environmentally friendly measures, as the main two media houses run extensive campaigns and have five-star energy ratings. The media space and infrastructure at the venues proposed for the competition-related events meet the requirements. Temporary media

structures (for the media tribune, mixed zone and stadium media centre) would be required at the existing stadiums and would need to be addressed in the overall space allocation.

To summarise, there is no major risk in terms of media facilities and services.

Communications and public relations

The Australian bid's communications concept is sufficiently detailed.

The country's media landscape is dominated by two main publishing houses, News Limited and Fairfax. There are two national newspapers and ten state daily newspapers, as well as two government and three commercial free-to-air television stations. TV coverage of football amounts to an average of about 55 hours per week.

As part of its communications strategy, one of the main messages the Bidder wants to get across is "Completing the dream", reflecting the fact that the FIFA World Cup™ has been staged 19 times in 17 countries on five continents – but not yet in Australia. Communications would also centre around Australia's love for sport and its readiness to host the football family. Top priority would be given to legacy and sustainability issues.

4.17 **Media and marketing rights**

TV and media rights

Australia's current anti-siphoning regulations adversely affect the free and unrestricted exploitation of media rights. Such regulations would have to be suspended in accordance with the undertakings given in Government Guarantee No. 6.

FIFA generates a substantial part of its revenues through TV income (via sales of its media rights), which is mainly driven by TV ratings and related values in each part of the world. The TV ratings

are affected by what time of the day the match is shown live in each territory of the world. In the past (and the same will still apply to the 2014 FIFA World Cup™), TV income from the world's markets has not been evenly spread: Europe still generates the largest share.

As TV income is closely linked to TV ratings for the FIFA World Cup™ (in turn, advertising spend is dependent on TV ratings and advertising rates differ from one country to another), there is a risk of a reduction in such income from Europe should the FIFA World Cup™ be hosted in Australia (assuming a similar pattern of kick-off times as for previous FIFA World Cups™). Australia's time zones are UTC+10, UTC+9.5 and UTC+8, which means that matches would be shown very early in the day from a European TV perspective.

In the Americas, the matches would be live in the middle of the night or very early in the morning in the eastern time zones and late at night or in the middle of the night in the western time zones. In Europe and the Americas, audiences are generally lower in the middle of the night or earlier in the day compared to prime time or closer to prime time, and consequently, media companies in both continental zones would have more difficulty exploiting the media rights in order to recuperate their investments, which may negatively impact FIFA's income.

It is important to note that FIFA is striving to balance revenues across the world, a goal which is achievable in the long term but unlikely by 2022. In order to work towards this goal and to offset the aforementioned risk in Europe in particular (dividing the world into the three large blocks based on the main time zones of Asia/Oceania, Europe/Africa and the Americas), the share would need to be substantially increased in Asia/Oceania and the Americas.

It should be noted that a correlation exists between TV ratings and other values related to the FIFA World Cup™, such as the exposure value for FIFA World Cup™ marketing rights holders.

Sports marketing and sponsorship market

The quality of the information submitted by Australia in respect of local sports marketing practices and the domestic sponsorship market is good. The Bidder has provided information on various types of domestic sport sponsorship and examples of industries investing heavily in sports sponsorship to illustrate major sports sponsorship activities in the country. The Bid Book also contains a list of FFA's existing sponsors and suppliers.

Football is not considered to be the most popular sport in Australia and although it is growing, the football fan base is limited. Australia is not amongst the world's top ten economies but is considered to be a minor but important market for some of FIFA's Commercial Affiliates.

With respect to the protection of FIFA's commercial rights and their exploitation, the Bid Book makes reference to the specific protective measures which were enacted in Australia with respect to the 2000 Sydney Olympic Games and the 2006 Commonwealth Games in Melbourne. It is confirmed that similar arrangements would be made for the FIFA World Cup™. Government Guarantee No. 6 (Protection and Exploitation of Commercial Rights) has been submitted in full compliance with FIFA's requirements. Based on the reservations contained in the Government Legal Statement, specific legislation with respect to ambush marketing would be necessary.

Outdoor advertising media inventory

The use of outdoor advertising media inventory by FIFA and/or the LOC in specified areas throughout the Host Cities helps to create a festive atmosphere and forms an important part of FIFA's anti-ambush marketing strategy. The level of information provided by the Bidder in respect of the outdoor advertising media secured in each candidate Host City is good. Details have been provided about the type and

extent of outdoor advertising media inventory secured in each candidate Host City and for all areas. The Bidder also provides information on two non-candidate Host Cities nominated to stage FIFA Fan Fests™.

The bid inspection team visited Darling Harbour, the principal FIFA Fan Fest™ site proposed in Sydney (candidate Host City for the opening match or final). This is an iconic city-centre location and well-served by public transport (ferry, bus and rail). The venue designated for the FIFA Fan Fest™ (in front of the Sydney Convention Centre and the neighbouring overflow area) was successfully used to stage an International FIFA Fan Fest™ during the 2010 FIFA World Cup™. Should Australia be appointed to host the FIFA World Cup™, it is recommended that the space available at the site be reviewed further in anticipation of additional capacity requirements (particularly for the opening match or final) as well as in case the neighbouring Sydney Convention Centre is used as the IBC. The Australian bid proposes two FIFA Fan Fest™ sites in each candidate Host City as well as sites in two non-candidate Host Cities.

4.18 Finance and insurance

The FIFA Confederations Cup Cup 2021 and 2022 FIFA World Cup™ expenditure budgets submitted by the Bidder are each derived from a sophisticated financial model. The model for the FIFA World Cup™ contains more than 150 data sheets and provides detailed cost assumptions and cost drivers which meet the requirements of the budget template.

Expenditure budget

The FIFA Confederations Cup and FIFA World Cup™ expenditure budgets (in US dollars and Australian dollars) are as follows:

Cost figures in thousands	2010 costs excluding inflation		Inflation-adjusted expenditure budgets	
	USD	AUD	USD	AUD
Competition				
FCC 2021	50,633	67,510	66,401	88,533
FWC 2022	484,531	646,041	639,044	852,065
Total	535,164	713,551	705,445	940,598

The Bid Committee has confirmed that the budget totals include contingencies of USD 16.9 million or 2.4% of the total combined expenditure budgets.

Inflation has been considered at a fixed annual inflation rate of 2.5% in the expenditure budget. According to the Bid Book, inflation rates in Australia have ranged from 1.8% to 4.4% in the period 2005 to 2009. The Bid Committee has selected a rate of 2.5% in consideration of the Reserve Bank of Australia's inflation target of 2% to 3%.

A fixed foreign exchange rate of AUD 1 = USD 0.75 has been applied for all years. According to the Bid Book, the AUD to USD exchange rate ranged from USD 0.51 to 0.89 in the period from 2000 to 2009. In applying a fixed foreign exchange rate for all years the Bidder has considered the long-term average of currency forecasts obtained.

Significant budget areas

The Bidder indicates total staff compensation costs and related taxes of USD 110.6 million or 17.3% of the total FIFA World Cup™ expenditure budget. This cost is derived from a detailed staffing plan identifying the compensation level by individual and period of employment by competition area. Detailed budgets for infrastructure, overlay, transport and security have been prepared for each candidate Host City and venue (e.g. stadiums, training venues, team hotels etc) together with the application of a cost responsibility matrix which clearly delineates the anticipated costs for the LOC and state or

federal authorities. The LOC costs have been allocated to the various budget captions in the Bidder's budget template and therefore provide a detailed breakdown of the major budget amounts.

Insurance

Total FIFA World Cup™ insurance costs of USD 15.6 million are reported, including a premium of USD 11.5 million providing cover of up to USD 400 million for cancellation/postponement/relocation.

Conclusion

The Bidder has submitted the budgets in the format required and provided extensive supporting information. The supporting information provides cost analysis and cost drivers by Host City/venue/event in great detail. Based on the total budget information submitted, the Bidder has demonstrated a clear correlation between the financial parameters of the budget and the intended operational delivery of each area of the competitions.

4.19 Ticketing

Based on the figures provided by the Bidder, the proposed stadiums appear to meet FIFA's net seating capacity requirement. The indicated seat kills and number of seats with an obstructed view appear to be acceptable, and the VIP and media allocations meet the requirements. The Bid Book provides clear stadium drawings and detailed information about hospitality.

It is reasonable to expect full stadiums (corresponding to 100% of the net seating capacity) in Australia, which would result in approximately 3,020,000 sellable tickets. The bid meets the requirement for indoor hospitality sky boxes and business seats

(5% to 8%), thus facilitating hospitality operations. The fact that nine of the 12 stadiums already exist assures seating capacity and facilitates early ticketing operations.

Overall, FIFA's ticketing and hospitality requirements are likely to be met.

4.20 Legal and Government Guarantees

The Bidder has submitted fully executed versions of all required contractual and government Hosting Documents. An overview of the Bidder's compliance with the content of the FIFA template documents and the risks resulting for FIFA is set out in annexe 3. The Hosting Agreement was submitted in duly executed form without any deviation from the FIFA template. Unilaterally executed Host City Agreements have been provided by the competent state governments for all ten candidate Host Cities. All such Host City Agreements fully comply with the specific template Host City Agreement prepared for the Bidder by FIFA. The evaluation of contractual documents for stadiums and training sites is contained in the relevant sections above. All government documents were submitted to FIFA without any material deviations from FIFA's template documents. All eight Government Guarantees and the Government Declaration are legally valid and enforceable, but subject to the general reservations contained in the Government Legal Statement regarding "parliamentary sovereignty" and special legislation which the government has undertaken to enact within the required deadlines. The existing anti-siphoning regulations in Australia which adversely affects the free and unrestricted exploitation of media rights needs to be suspended in accordance with the undertakings given in Government Guarantee No. 6.

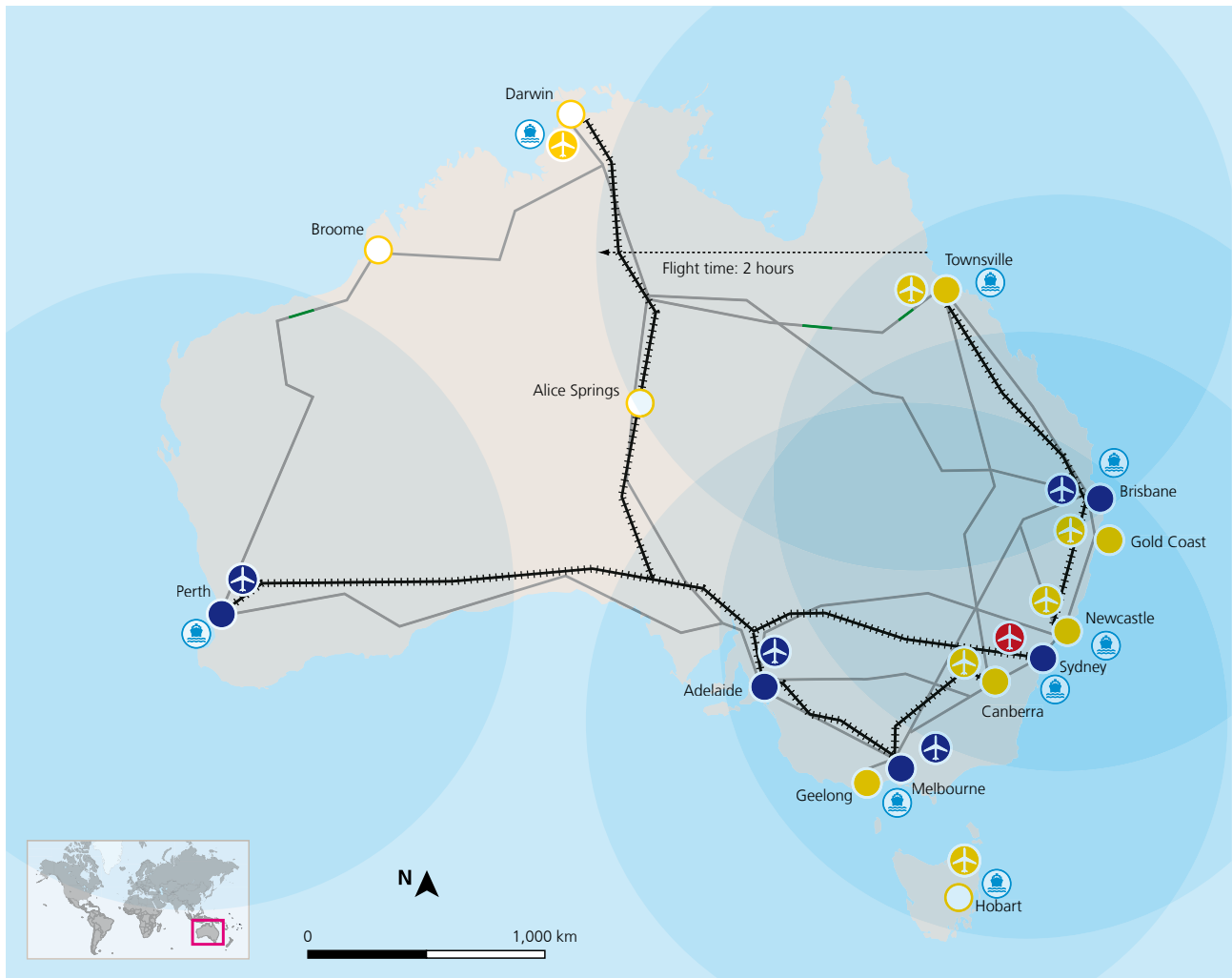
The submitted Government Legal Statement addressed all matters required by FIFA. Further clarifications may be required from the government with respect to the confirmations and explanations it gave regarding the enforceability, the parliamentary sovereignty and the enactment of the necessary laws, regulations and ordinances. The Legal Opinion has been submitted without any material deviations from the FIFA template.









Australia has also recently been awarded the right to host major international sporting events such as the 2000 Sydney Olympic Games and the 2006 Commonwealth Games, therefore the Australian Government has experience in supporting the hosting and staging of major sports events and has proven its willingness to make material concessions and accommodate the concerns of event organisers.

Conclusion

If Australia is awarded the hosting rights, FIFA's legal risk appears to be low. The necessary government support has been secured. The Government Guarantees and the Government Declaration have been provided in compliance with FIFA's requirements, but remain subject to additional legislative steps which the government has undertaken to conduct within the required deadline subject to parliamentary sovereignty. However, the Australian Government has experience in supporting the hosting and staging of major sports events and has proven its willingness to make material concessions and accommodate the concerns of event organisers.

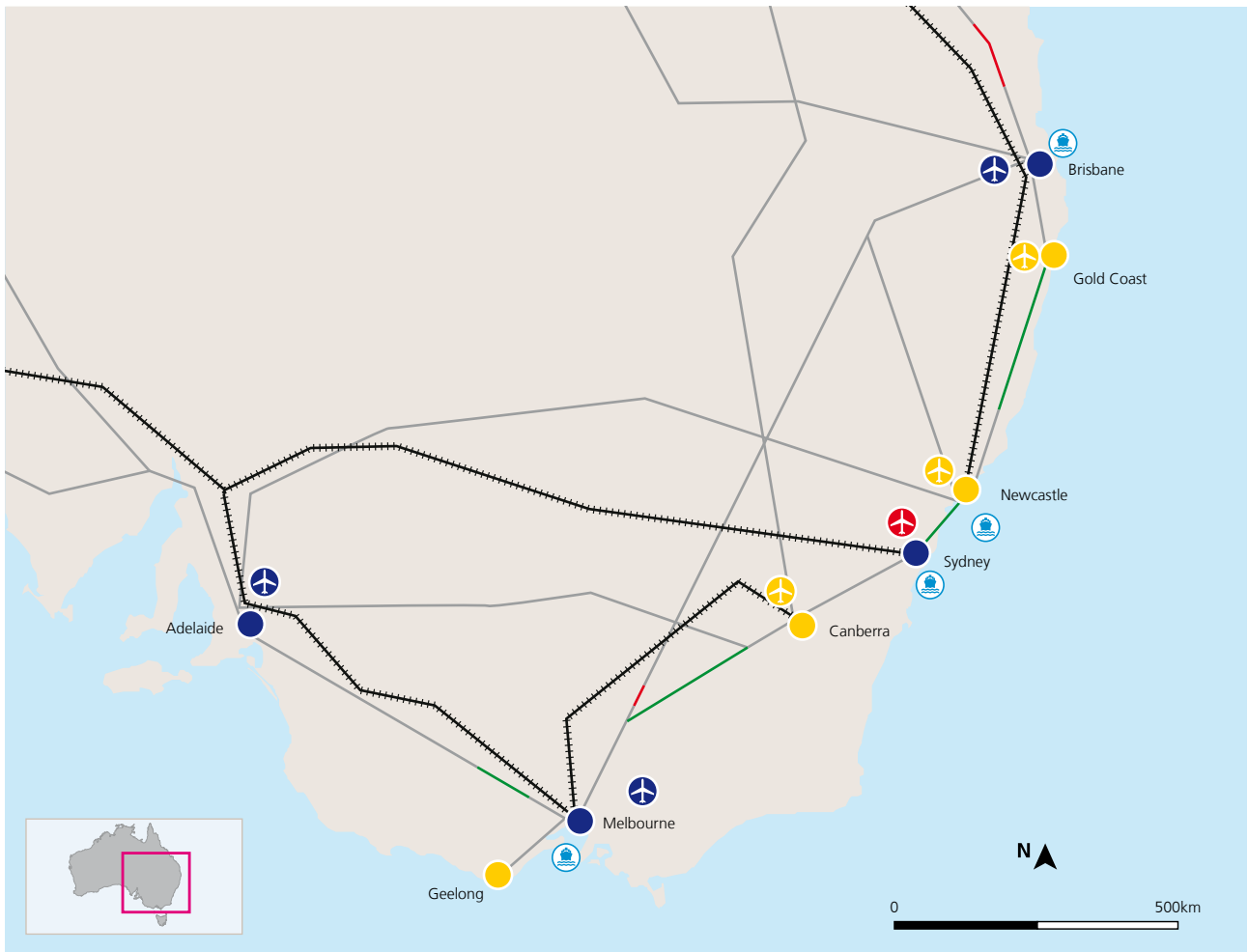
Annexe 1 National transport network














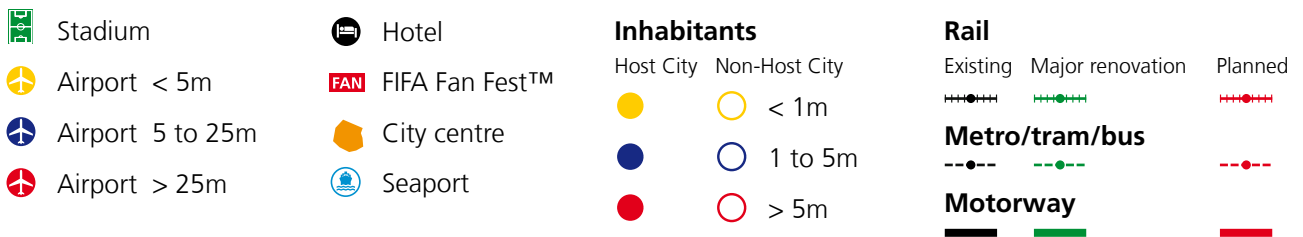
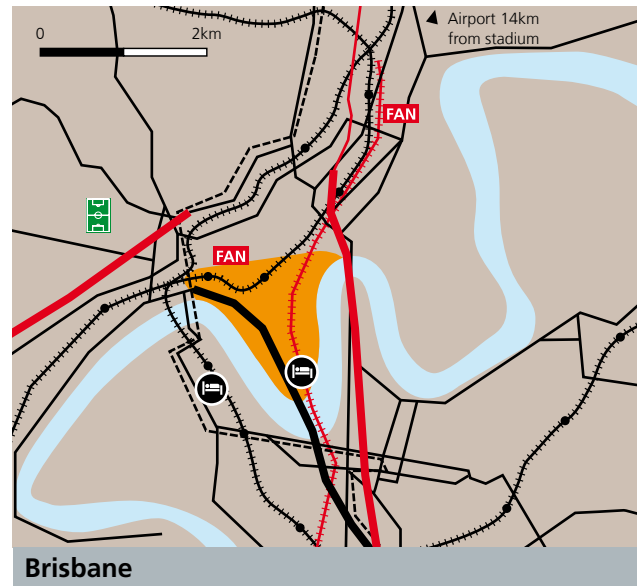
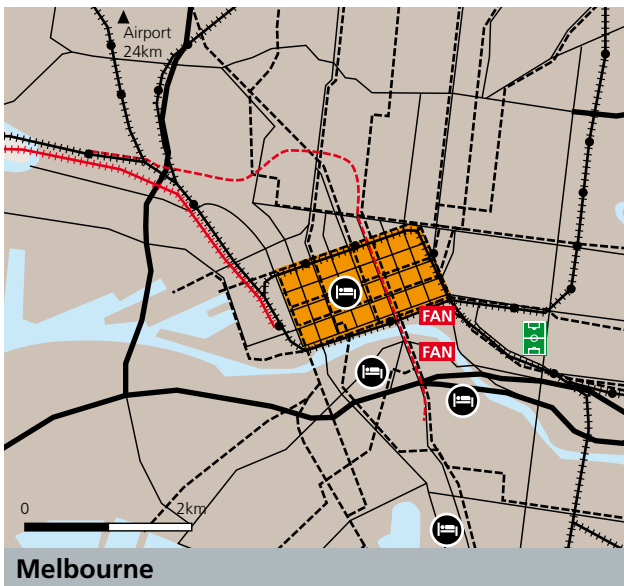
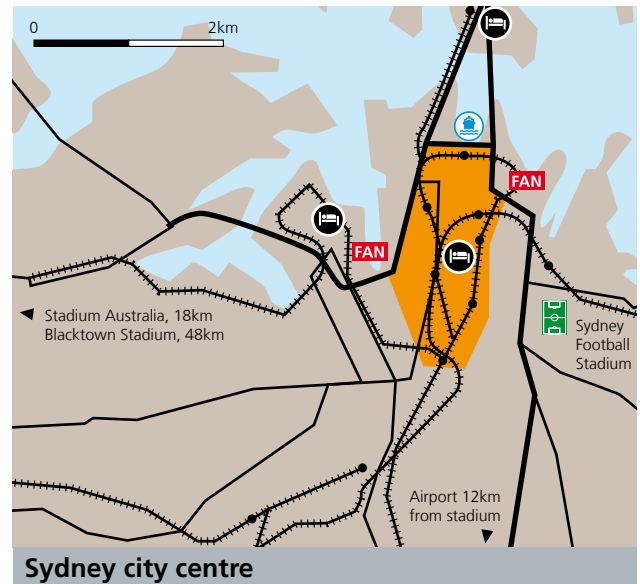
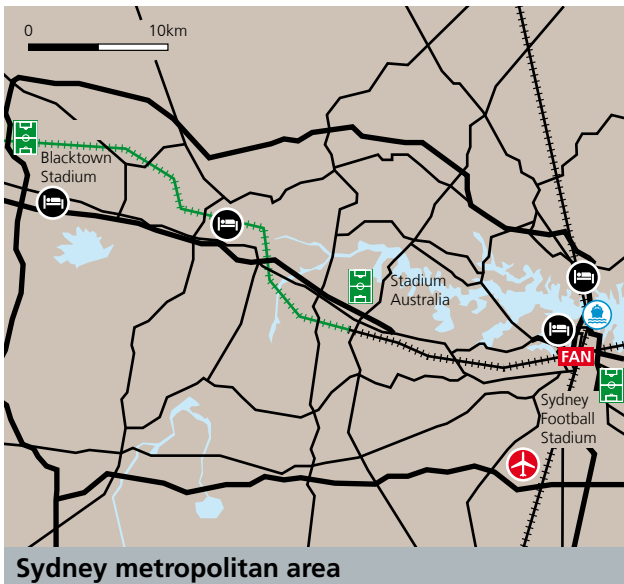
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|--|--|---------------------------|-----------------------|
|  Stadium |  Hotel | Inhabitants | Rail |
|  Airport < 5m |  FIFA Fan Fest™ | Host City | Existing |
|  Airport 5 to 25m |  City centre | Non-Host City | Major renovation |
|  Airport > 25m |  Seaport | Yellow circle | Planned |
| | | Yellow circle with border | |
| | | Blue circle | Metro/tram/bus |
| | | Blue circle with border | Existing |
| | | Red circle | Major renovation |
| | | Red circle with border | Planned |
| | | | Motorway |
| | | | Existing |
| | | | Major renovation |
| | | | Planned |

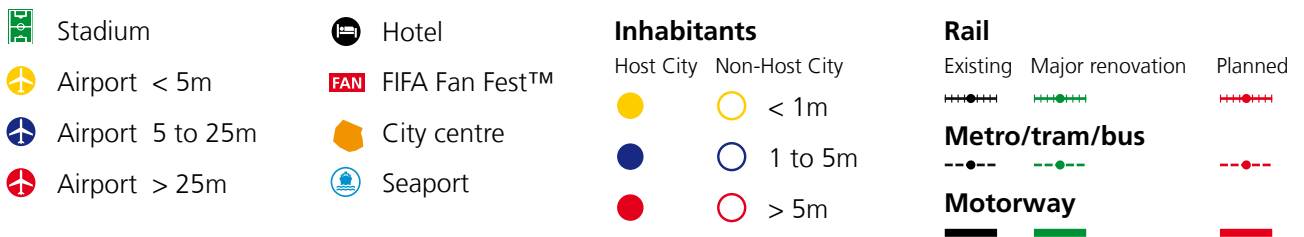
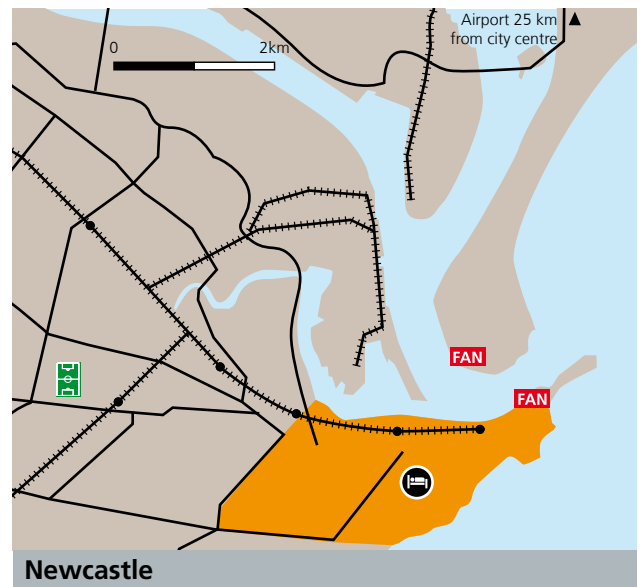
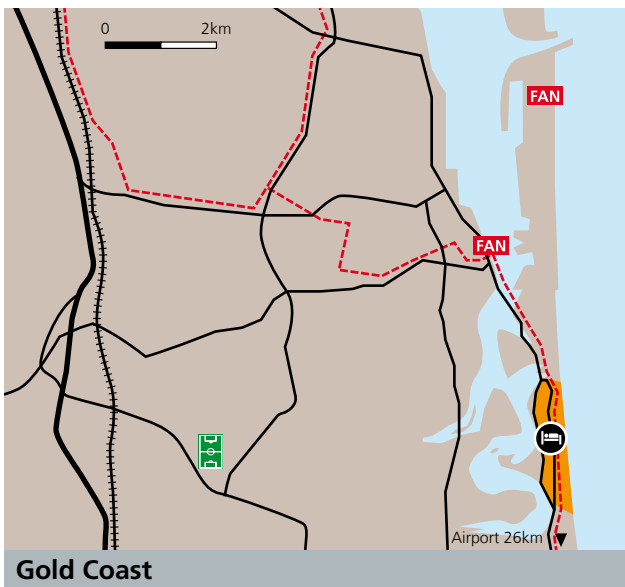
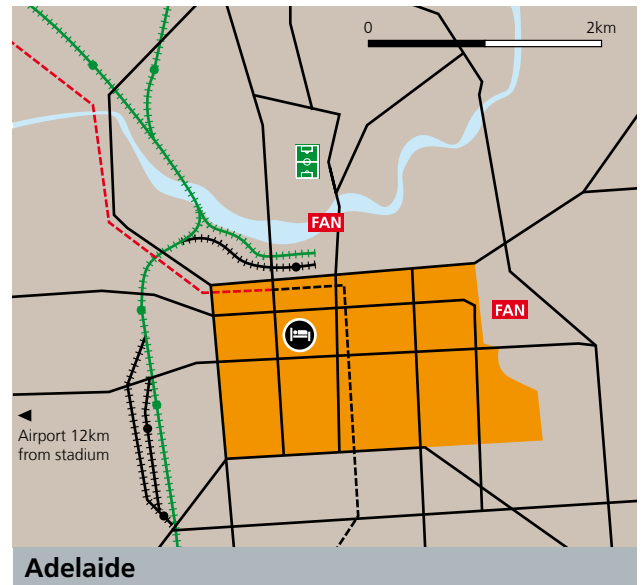
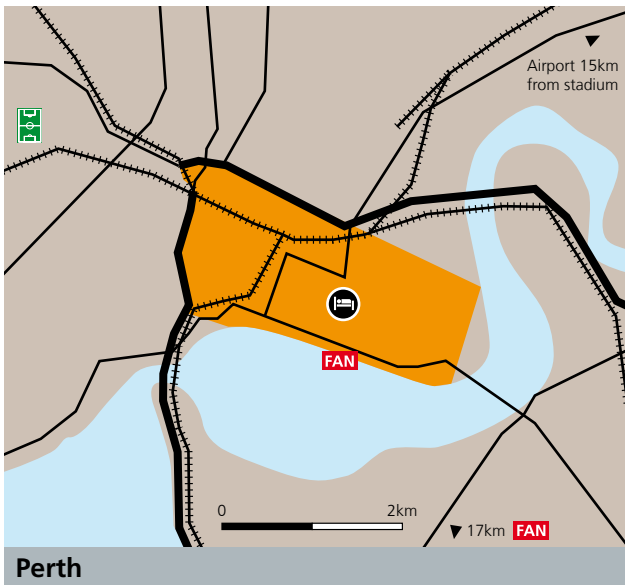
Annexe 2

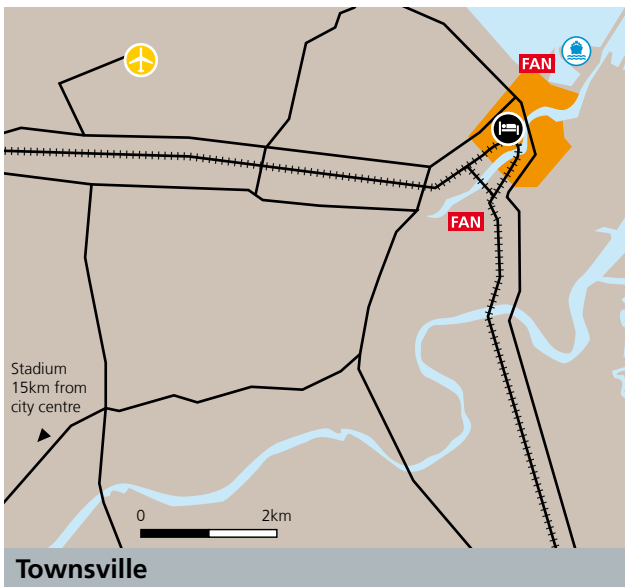
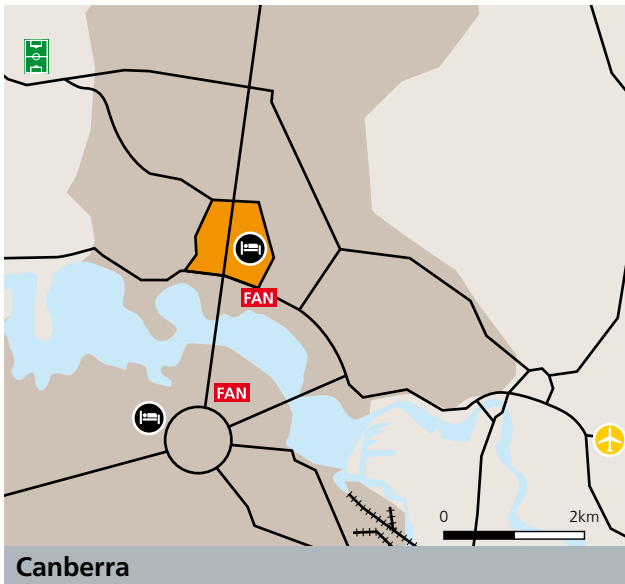
Host City transport networks














- | | | | |
|--|--|---|-----------------------|
|  Stadium |  Hotel | Inhabitants | Rail |
|  Airport < 5m |  FIFA Fan Fest™ | Host City | Existing |
|  Airport 5 to 25m |  City centre |  < 1m | Major renovation |
|  Airport > 25m |  Seaport |  1 to 5m | Metro/tram/bus |
| | |  > 5m | Planned |
| | | | Motorway |







- | | | | |
|--|--|---|------------------|
|  Stadium |  Hotel | Inhabitants | Rail |
|  Airport < 5m |  FIFA Fan Fest™ | Host City | Existing |
|  Airport 5 to 25m |  City centre |  < 1m | Major renovation |
|  Airport > 25m |  Seaport |  1 to 5m | Metro/tram/bus |
| | |  > 5m | Planned |
| | | | Motorway |

Annexe 3

Overview of legal evaluation

Legal documents	Risk for FIFA	Remarks
Government documents		
Government Guarantees	Low risk	The government support has been secured and the Australian Government has experience and has proven its willingness to make material concessions.
Contractual documents		
Hosting Agreement	Low risk	Submitted document fully executed in compliance with FIFA requirements.
Host City Agreements	Low risk	Submitted documents fully executed in compliance with country-specific FIFA requirements.
Stadium Agreements	Low risk	Submitted documents fully executed in compliance with FIFA requirements.
Training Site Agreements	Low risk	Submitted 106 documents fully executed in compliance with FIFA requirements.
Confirmation Agreements	Low risk	Submitted documents fully executed in compliance with FIFA requirements.
Overall		
Overall legal risk	Low risk	

Annexe 4

Operational risk

		Remarks
Competition		
Stadium construction	Low risk	Initial budget may need to be reviewed.
Stadium operations	Medium risk	Specific attention would have to be given to the fulfilment of future FIFA World Cup™ space and quality requirements.
Team facilities	Low risk	The legal risk is low.
Competition-related events	Low risk	
Transport		
Airports and international connections	Low risk	Existing and planned (guaranteed) infrastructure. The vastness of the country leads to long inter-city connections (up to 3-3.5 hours' flying time) and almost no alternatives.
Ground transport	Medium risk	Lengthy ground transport connections between many of the candidate Host Cities may lead to a strong dependence on air travel.
Host City transport	Low risk	Existing and reliable in eight out of ten candidate Host Cities. Canberra and Townsville only operate bus services.
Accommodation		
General accommodation	Medium risk	43,000 rooms contracted; any shortfall in supporter accommodation in candidate Host Cities of Townsville and Adelaide cannot be compensated by pairings; generic proposal to use backpacker hotels, but availability and prices remain unconfirmed.
TV		
International Broadcast Centre (IBC)	Low risk	

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