

8 February 2021

**Embargoed until 4.00am Tuesday 9 February**

**Confirmation Eden Park can let the music play**

The country's largest stadium is preparing to let the music play at the iconic venue following a compelling decision by Independent Commissioners to grant Eden Park the right to host concerts.

The window for appeal closed on Friday afternoon and with a number of artists and promoters waiting to announce shows, the stadium can now move to contract and proceed with announcements.

Eden Park continues to express gratitude to its community including neighbours, local businesses, sporting organisations, industry associations, schools, hotels and the wider entertainment industry for ensuring their voices were heard in the process.

"This is a celebration for all New Zealanders, a true triumph of unity in our neighbourhood to ensure our community asset is utilised to the best of its ability. We want to again extend our sincere thanks to all those that took the time to file a submission and attend the hearing.

"Our team has been inundated with messages of congratulations from neighbours and nearby businesses who are excited to welcome new business into the area, even more so following a challenging year. We're pleased to also have ongoing support from our partners Auckland Rugby and Auckland Cricket. This is a historic moment for Eden Park and we look forward to continuing to serve our local and wider community," says Eden Park Chief Executive Officer Nick Sautner.

Promoters confirmed at the hearing that Eden Park will deliver a superior event experience to music fans with its transport connectivity, proximity to the city and facilities that cater to all demographics and cultural communities of New Zealand.

"We are now working closely with local and international promoters to secure artists for Auckland immediately. There's no doubt that music, and the arts, shape communities and provide extensive employment, social, cultural and tourism benefits. This significant milestone will allow Eden Park to meet its commitment of delivering inclusive and diverse events for the city, and country, through concerts," says Sautner.

Throughout the process New Zealand's highest selling live band SIX60 has been supportive in their praise for Eden Park, it's suitability for concerts and their willingness to perform at the hallowed ground.

The decision to enable concerts will generate new revenue at the purpose-built stadium, whilst ensuring a variety of conditions are in place including traffic, sound, frequency and duration.

The stadium received widespread support for its application to host concerts when submissions were open to the public in March 2020. 94% of submissions to Auckland Council were in favour of the proposal and a subsequent hearing was held in November in front of three Independent Commissioners.

**ENDS**

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## About Eden Park

Eden Park is New Zealand's national stadium and a globally iconic arena, located in central Auckland. With 118 years of history, the Park has hosted some of the world's most memorable sporting moments from cricket, to rugby, to rugby league and football. A range of other community initiatives and events are also hosted throughout the year.

Eden Park Trust operates as a statutory not-for-profit body corporate, registered as a charitable trust with the Charities Commission. Its objectives are to promote, operate and develop Eden Park as a high quality multi-purpose stadium for the use and benefit of rugby and cricket as well as other sporting codes and other recreational, musical, and cultural events for the benefit of the public of the Auckland region.

Its rich history and profile is unmatched by any other stadium in the country. From its beginnings as a cricket ground in 1903, Eden Park became the primary venue for major summer and winter sport in Auckland when in 1913, the owner, Auckland Cricket, leased winter use of the ground to Auckland Rugby.

A Deed of Trust establishing Auckland Cricket and Auckland Rugby as the beneficial owners of Eden Park was signed in 1926 and has since been enshrined in legislation. Most notably remembered for hosting the 1987 and 2011 Rugby World Cup Finals, Eden Park remains the home of both Auckland Cricket and Auckland Rugby as it has been for more than a century.

Each year, more than half a million sports and entertainment fans from around the world visit Eden Park. The stadium successfully hosts sell-out crowds of up to 50,000 on match days and hosts more than 1,000 non-match day functions per year. A range of community initiatives are also hosted throughout the year including the likes of The Lifewise Big Sleepout, Auckland City Mission Christmas Appeal, Walk for Awareness (SNAP Fitness – Mental Health), Japan Day, NZ Eid Day, The World's Biggest Bootcamp, Eden Rugby Holiday Clinic, Field of Dreams, The Block NZ: Firehouse, Learn 2 Ride (Auckland Transport) and the Eden Park Dog Walking Club, as well as local school assemblies and duathlons.