Media Release
Chiefs of Staff, News Directors

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University of Tasmania Stadium launches with a Big Bash

The newly named University of Tasmania Stadium was officially launched in Launceston today, ahead of the ground’s first major cricket match of 2017.

Acting Vice-Chancellor Professor Mike Calford said it was a proud occasion to see the University of Tasmania signs adorning one of the country’s best stadiums as the Hobart Hurricanes and Sydney Thunder brought the Women’s Big Bash League to the north.

“The University of Tasmania Stadium sits in the heart of Launceston and plays a central role in the life of the city and the northern region,” Professor Calford said.

“Over many years, the community has invested enormously in this ground, an investment that can only partly be measured in dollars and cents.

“Teams, like the Hurricanes and the Thunder, have brought talent, sportsmanship and determination to the field, and spectators have come for decades to share passion, joy, and sometimes heartbreak in the stands.

“As a community, we are proud of this stadium. Naming it after the University of Tasmania is emblematic of the transformation of Launceston into a city built around knowledge, education and learning.”

The naming rights agreement was finalised as the University and its partners progress a $300 million transformation program in the north of the State. The plan will deliver new campuses in Launceston and Burnie, as well as a new associate degree program.

Professor Calford said the sponsorship of the University of Tasmania Stadium reflected the pride the University felt for the region.

“We want to strengthen the relationship between the University and the community and to encourage more people, particularly Tasmanians, to extend their education,” he said.
“University of Tasmania Stadium will lift our profile and let us speak to young fans of various codes from an early age. And it creates opportunities for partnerships built around business and the community, using the Stadium as a hub.

“We have a strong sports science program at the University and look forward to working closely with all of the athletes and organisations that come to University of Tasmania Stadium.

“It is fitting that the first event under the new name is a national level competition that is gaining in popularity and profile.”

The University of Tasmania Stadium naming rights sponsorship agreement commenced on 1 January 2017 and will continue for five years.

**Information released by:**
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