



## BENDIGO STADIUM LTD STRATEGY 2025-2028



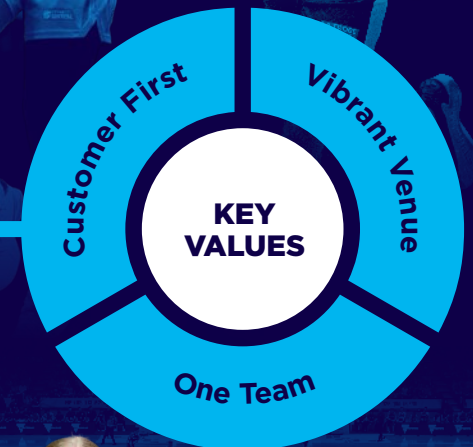
### PURPOSE

We are a sports and entertainment organisation that creates opportunities for Greater Bendigo communities.



### VISION

To have vibrant places where communities thrive and people come together for sport, events and quality entertainment.



#### Over 1.1 million visitors yearly

Creating a place where community comes together, feels inspired, and thrives

#### Major facility upgrades 2025-2026

Driving a new era for sport, entertainment, and our community

#### Digital transition and technology improvements

Transforming our venue into a connected, smart tech precinct

#### Proudly partnered with 100+ businesses and community groups

Strengthening connections across Greater Bendigo