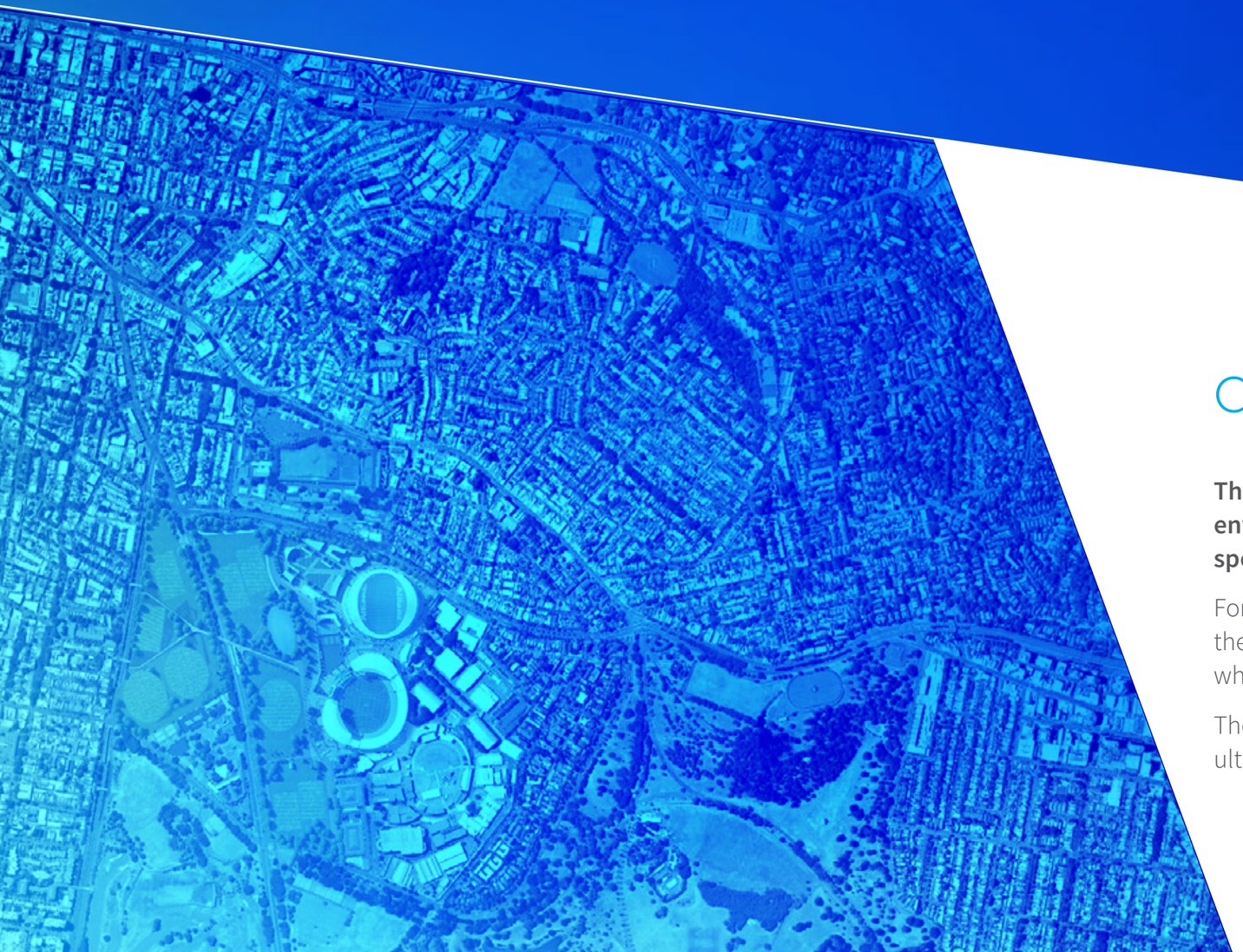
Allianz Stadium

2017 – 2020 CORPORATE PLAN

Allianz Stadium



2017 – 2020 CORPORATE PLAN

OUR PURPOSE

The Sydney Cricket Ground and Allianz Stadium sit in a unique parkland environment, offering lifestyle, social and entertainment options well beyond sport – from the open spaces of Centennial Park to the retail offerings of EQ.

For more than 160 years, sporting fans have made pilgrimages to Moore Park to follow their sports and their teams. When they arrive today, they step into the digital future at what is a standalone innovation hub of Sydney's Smart City future.

The SCG Trust exists to provide the ultimate stage for athletes of the day, as well as the ultimate experience for the people of Sydney, NSW and beyond.

Allianz Stadium
SONY

WHO WE ARE

The Sydney Cricket and Sports Ground Trust is responsible for managing two of Australia's most celebrated sports venues – the Sydney Cricket Ground and Allianz Stadium.

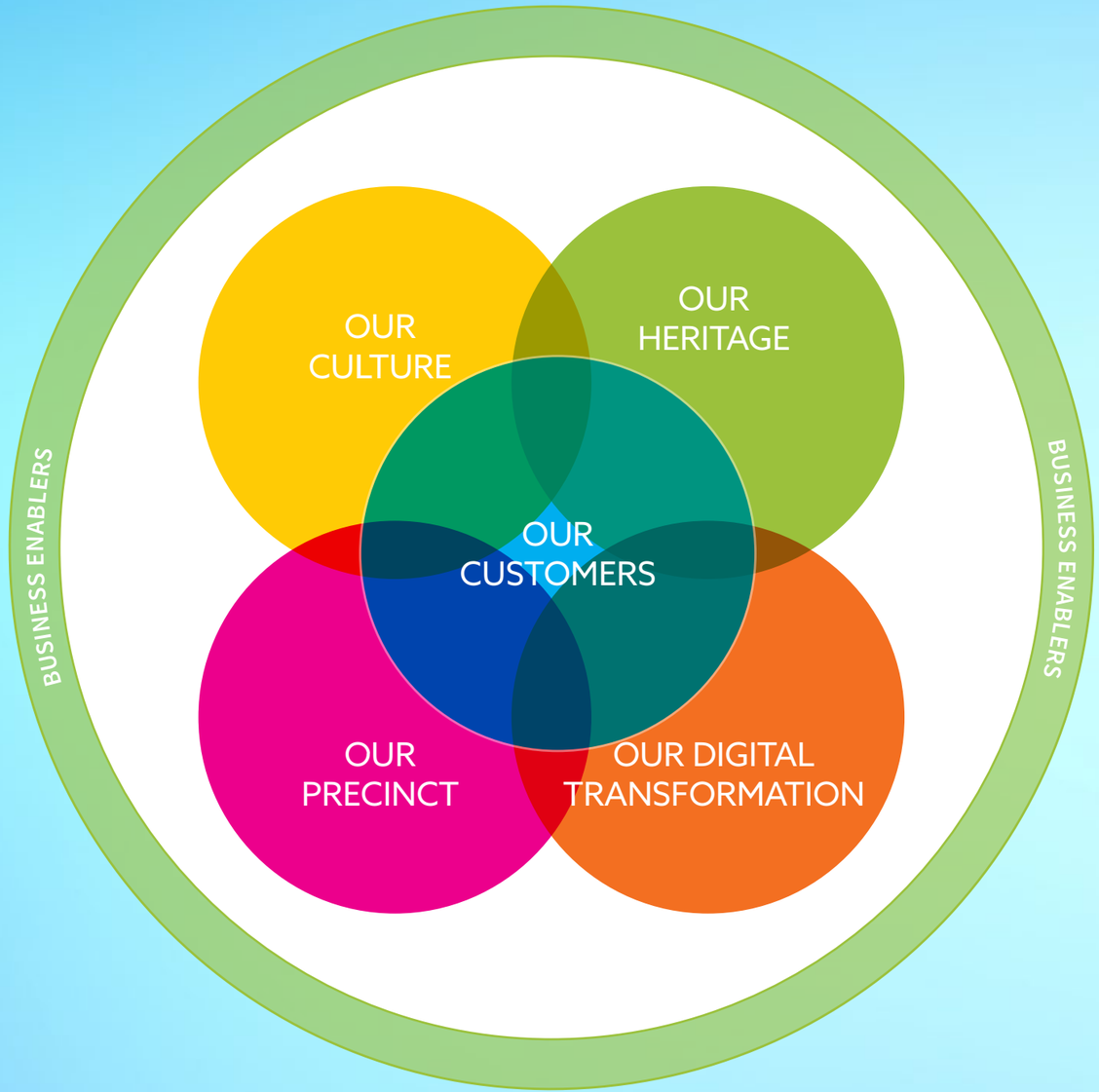
The Moore Park precinct is in the heart of Australia's most densely populated suburbs and on the doorstep of Sydney's Central Business District. It is surrounded by Centennial Park, the retail facilities of EQ and the thriving restaurant and hotel strips of Oxford Street, and Surry Hills.

Together, the SCG and Allianz Stadium provide a home for touring concerts, rugby union, rugby league, football, AFL, cricket, with several major sporting codes and clubs based at Moore Park. There is also a university campus, sports museum, fitness centre and membership club facilities.

The grounds host nearly 100 sport and entertainment events and attract more than 1.8 million visitors each year from Sydney, NSW and beyond.

OUR VISION

WE CELEBRATE SPORT,
CREATE HISTORY,
ENHANCE ENTERTAINMENT
AND CONSTANTLY INNOVATE
TO PROVIDE AN ENGAGING
AND CONNECTED
EXPERIENCE FOR OUR
CUSTOMERS.


BUSINESS ENABLERS
BUSINESS ENABLERS
OUR CULTURE
OUR HERITAGE
OUR CUSTOMERS
OUR PRECINCT
OUR DIGITAL TRANSFORMATION

OUR VALUES

CUSTOMER SERVICE

We will provide superior customer service.

LEADERSHIP

We are leaders in our industry.

INNOVATION

We are at the forefront of digital transformation.

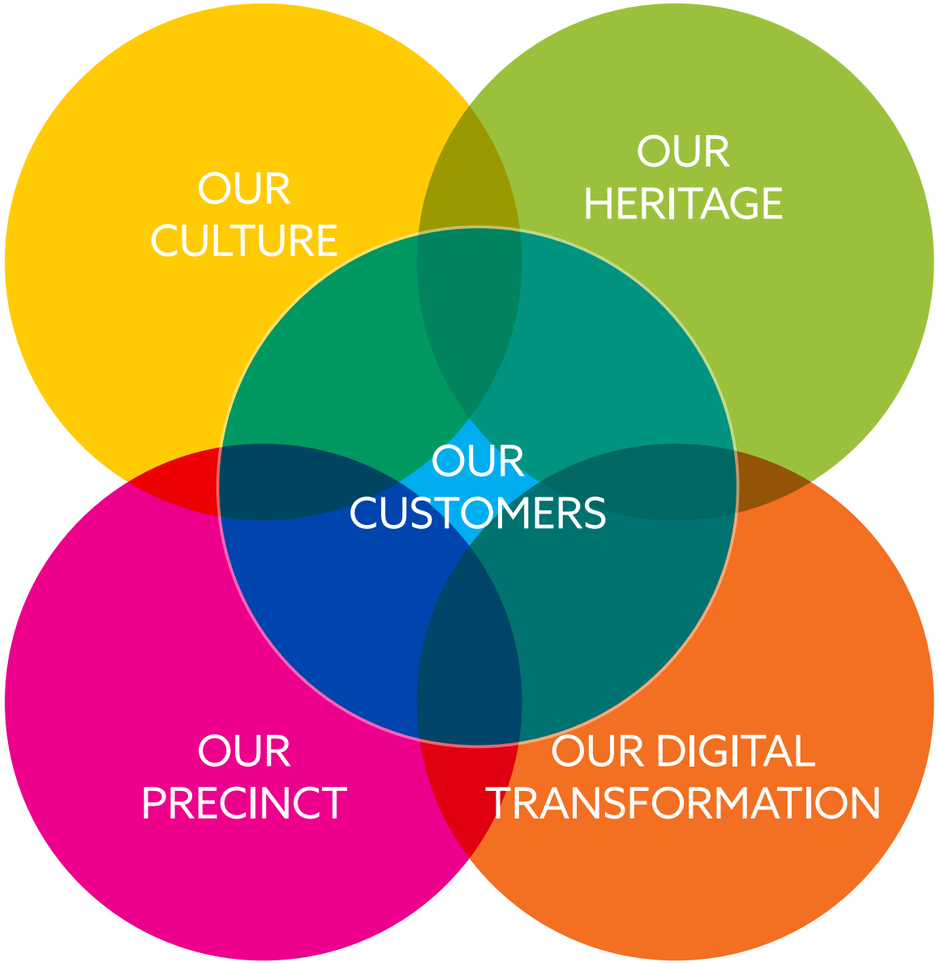
INTEGRITY AND ACCOUNTABILITY

We always act with respect.

RELATIONSHIPS

We work in partnership with all customers, stakeholders and neighbours.

CORE OBJECTIVES



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OUR CUSTOMERS

We will put the customer at the centre of our business.

WHAT WILL WE DO:

- Continue to define our customer groups and develop a clear understanding of their needs and wants
- Establish a rich customer service culture that reaches all parts of our business
- Develop a deep understanding and relationship with members and their guests through our new customer relationship management system
- Collaborate and build mutually beneficial relationships with our sports and entertainment partners
- Develop premium, tailored products, services and facilities tailored for customer groups
- Provide opportunities for access and engagement with the local community and precinct partners
- Work with Government and its agencies to ensure the best outcomes for the people of NSW

WHAT WILL SUCCESS LOOK LIKE?

- A customer service strategy that is relevant to all Trust departments.
- An unrivalled and engaging visitor experience.
- Precinct-wide collaboration and solutions to challenges that we and our partners face.
- Collaborative relationships and shared objectives with our sports partners for growth and longevity in the business of sport.
- Transparent, honest and clear communication for all customers.
- A sustainable and premium membership for the future.

OUR HERITAGE

The SCG precinct is a foundation stone of Australian sport. We will continue to publicly honour the sporting, cultural and social history that has taken place on Trust lands to conserve, respect and showcase for the benefit of generations to come.

WHAT WILL WE DO:

- Manage and respect the SCG and its heritage assets, both built such as the Members and Ladies pavilions, as well as recognising the significant sporting and cultural moments that have taken place at the grounds.
- Enhance the SCG Museum's reach, recognition and reputation, sharing it with the broader sporting public.
- Support projects and research that make a significant contribution to the knowledge or understanding of our history, including conservation projects and public programs.
- Celebrate key milestones, landmark events and provide recognition to past and present champions.

WHAT WILL SUCCESS LOOK LIKE?

- Our built heritage assets - the Members & Ladies pavilions will be preserved, presented and refurbished for future generations to enjoy.
- Strong partnerships will assist us in providing programs, services and activities to educate and provide reach to the Museum's collection for present and future.
- Strong visitation to our precinct - through the events calendar, membership offering and tours program which will provide improved economic outcomes for Sydney, NSW and Australia.
- Continued recognition that the SCG is a historic and special place in Sydney, in Australia and in sport generally.

FOOTY FAVOURITES
COMBO 3
MEAT PIE, CHIPS & DRINK
$14.00
WARATAHS
NICK PHIPPS
SCRUMHALF
180cm
87kg
FOOTY FAVOURITES
COMBO 3
MEAT PIE, CHIPS & DRINK
$14.00
ISRAEL FOLAU
FULLBACK
103kg

OUR DIGITAL TRANSFORMATION

Two world-class venues – one powerful, state of the art connected precinct.

WHAT WILL WE DO:

- Invest in digital transformation and technology to ensure visitors have seamless connectivity and engagement.
- Position Moore Park as a priority site in Sydney's Smart City future.
- Create a precinct hub of digital innovation, partnering with neighbours and other similar organisations.
- Establish, maintain and grow a digital relationship with all customers.
- Continue to evolve the Connected Stadium Solution to enhance the live game day experience.
- Deepen our understanding of our customers using data and business intelligence.

WHAT WILL SUCCESS LOOK LIKE?

- SCG Phase III and precinct-wide Wi-Fi and IPTV installation.
- Delivery of ICT roadmap.
- Seamless connectivity and digital engagement across the broader precinct.
- The mobile device is your 'game day companion'.
- Implementation of smart technologies (waste management, parking and lighting).
- Service other assets within the precinct and NSW in the future.

OUR PRECINCT

We will strengthen relationships with our neighbours and sporting and commercial partners to maximise Moore Park's unique sporting, cultural, parkland and entertainment offering. We will strategically invest in our grounds and facilities to conserve, refurbish and renew.

WHAT WILL WE DO:

- Ensure our grounds are prepared and presented in premium condition.
- Manage a strategic capital works program and assess projects for the benefit of customers.
- Consult widely on future stages of precinct development and collaborate with relevant bodies on overall precinct planning for the benefit of the precinct and NSW.
- Collaborate with Centennial Park & Moore Park Trust, the sporting public and other stakeholders.
- Work with our board of Trustees and advisory panels for advocacy and influence.

WHAT WILL SUCCESS LOOK LIKE?

- A safe, secure and well maintained precinct of the highest standard.
- A widely-communicated precinct Master Plan that meets the needs of customers now and into the future.
- Completed business cases for future development of the SCG, Allianz Stadium and the SCG precinct.
- Transparent, honest and clear communication for all customers.
- Strong stakeholder partnerships as joint custodians of the land.
- Trust support and advocacy for the NSW Government's City and South East Light Rail project.

cricket.com.au

OUR CULTURE

Our culture is focused on customer experience. It will enable the Trust to deliver its vision, inspiring and driving our people to commit to and collaborate on our customer service goals.

WHAT WILL WE DO:

- Commit to care and respect our staff - their development, training and recognition
- Provide continuous feedback, open and transparent conversations and an ongoing focus on customer service.
- Promote work safety, positive health and work life balance.
- Increase collaboration between teams to deliver better customer experiences.
- Recognise, respect and value diversity in our staff.

WHAT WILL SUCCESS LOOK LIKE?

- The Trust has a loyal, high performing, experienced and passionate workforce.
- The SCG and Allianz Stadium are safe and enjoyable places to work.
- Breaking down departmental barriers that affect our culture or customer experience.
- Efficient workflows for staff through digital transformation.
- Our point of difference to our competitors will be the customer service delivery of our staff.

OUR FUTURE

The SCG Trust has as significant a role to play in the future of Australian sport as we have in its past.

AS WE LOOK TO THE FUTURE, WE WILL:

- Honour our traditions and those of the sports played upon our lands;
- Respect the people with which we share our lands, whether they come from far away or live nearby;
- We will act in the best interest of sport;
- Provide the best experience and service for all customers;
- Continue to manage the SCG and Allianz Stadium on behalf of the people of NSW;
- Ensure the SCG precinct is an industry leader in broader digital transformation of Sydney, NSW and Australia.

Allianz Stadium