
**MINUTES OF A MEETING OF THE MEMBERS ADVISORY GROUP
OF THE SYDNEY CRICKET AND SPORTS GROUND TRUST
HELD AT THE SYDNEY CRICKET GROUND
ON WEDNESDAY 19 JULY 2017 AT 4.30PM**

IN ATTENDANCE: Mr David Gilbert – Trustee (Chairman)
Ms Jane Coles – GM, Marketing, Membership & ICT
Mr Michael Medway
Ms Fabiola Gibson
Ms Michelle Chinnery
Ms Jo Topfer (Facilitator)
Ms Michelle Ryan
Mr Nick Dacres-Mannings
Mr Phillip Raymont
Mr Phil Joyce
Mr Brian Tegg
Ms Sarah Jordan – Minutes

APOLOGIES Mr Phil Waugh
Mr Tony Davis
Mr Phillip Heads
Mr Peter Tzannes

1 MINUTES OF THE PREVIOUS MEETING

Minutes were read and accepted.

2 BUSINESS ARISING FROM PREVIOUS MEETING

Ms Coles advised that the information about the MAG was put up in the Stadium Club in print and digital format. She also noted that she sent through the Corporate Plan and Strategic Plan along with the MAG proforma with her comments for the group's information and to seek any feedback that they may have.

3 CONFIRMED 2017 MEETING SCHEDULE

Confirmed

4 PRESENTATION: 2017/18 DRAFT MEMBERS CRICKET PLAN

Ms Coles introduced Jacqueline Watsford, Manager – Members Events and Leonie Gibbons, Manager – Membership.

Draft Members Event Program

Ms Watsford asked for feedback about the proposed pre-match dinner on 3 January 2018. It was agreed by the group that this would be a great idea and initiative.

Ms Watsford also suggested the idea of the Village Green staying open from at least an hour after play. MAG agreed that this would be well received.

Ms Coles advised that the Trust has secured the space underneath the Messenger scoreboard for the 2018 Test and asked MAG for suggestions or ideas for the use of this space by Members.

Mr Medway suggested that the area would be ideal to be used as a Members bar.

Mr Dacres-Mannings suggested a player meet and greet after pre-match training prior to the Test as a hype up for the Ashes. Ms Coles suggested that they could discuss with Cricket Australia and possibly incorporate this with the Test Match Eve dinner.

Ms Watsford mentioned the possible idea of the biggest picnic on Allianz Stadium on Day 3 as part of the McGrath Foundation 10-year partnership commemoration.

Ms Gibson asked what type of communications and promotions the Trust was planning to inform members what is on each day. Ms Coles sought advice from the group as to their suggestions on what would be the most effective way to advise members i.e. electronically, in the Daily Innings or to be sent out with next *Around the Grounds?*

Mr Medway suggested that the Trust could consider using SMS to Members.

Mr Gilbert asked what type of Ashes merchandise would be available to Members. Ms Coles explained that the Trust is currently preparing the merchandise range and that a brochure would be sent to Members in November.

Membership International Cricket Strategy

Ms Gibbons presented the draft Members International Cricket strategy including previous and forecast Member attendance, club card usage, proposed reserved seating arrangements including cost and location. She also presented two options for the seat reservation sticker process for unreserved seating (first, in first served).

In relation to the reserved seating arrangements, Ms Coles advised that a ticketing tender is currently underway and that a requested requirement is to have the ability for Members to select their seats via an online reserved seating program.

Ms Gibbons discussed the two options for the seat reservation sticker policy and explained the model which is currently in place for major event days at the MCG. She advised that this same process was trialled at the SCG for Members during the AFL semi-final game last year and that the Trust had received positive feedback.

Security

Ms Coles introduced Luke Schibeci, Manager – Security.

Mr Schibeci gave a brief overview of current security arrangements for the Trust and the current terror threat level. He also provided feedback on the number of evictions which take place in the members reserve.

Mr Schibeci sought feedback from MAG about security in the Members Reserve. Mr Gilbert asked what the eviction rate is during a Test and if it is higher than usual. Mr Schibeci advised that it is but that numbers differ depending on the sporting code and spectators attending the match.

Mr Medway asked if the unattended bag policy would change. Mr Schibeci advised that it would. He also advised that a new clear bag policy would be introduced for this year's cricket season and applicable for Members.

Ms Gibson asked what the traffic flow and security procedures would be like for games. Mr Schibeci advised that the traffic and security would be dependent on the individual event and the number of entry points in operation. He also advised that crowds are managed depending on the type of game and attendance.

5 MAG EMAIL FEEDBACK

To be discussed at the next meeting

6 MAG ISSUES AND SOLUTIONS DATABASE

To be discussed at the next meeting

7 OTHER BUSINESS

Items 5 and 6 to be addressed next meeting.

Ms Coles advised that the MAG emails would be provided each meeting and would be a regular item on the agenda.

8 NEXT MEETING

Wednesday, 20 September 2017 at 4.30pm in the 1876 Room, Level 2, Sheridan Building.

Meeting closed at 6.30pm

CONFIRMED

DAVID GILBERT
Chairman