
SCGT MEMBERS ADVISORY GROUP MEETING

Minutes

Meeting held 27 June 2018 4.30-6.15pm

1876 Room, Level 2, Sheridan Building

IN ATTENDANCE: Mr David Gilbert – Trustee Chairman
Ms Jane Coles – GM, Marketing, Membership & ICT
Mr Steve Sheppard (Facilitator)
Ms Michelle Chinnery
Ms Fabiola Gibson
Mr Brett Morrow – Customer Experience Manager
Mr Michael Medway
Mr Brian Tegg
Mr John Flitcroft

APOLOGIES: Mr Phil Waugh
Mr Phil Heads
Mr Philip Raymont
Ms Jo Topfer
Mr Nick Dacres-Mannings
Mr Peter Tzannes
Mr Phil Joyce
Ms Michelle Ryan

1. MINUTES OF THE PREVIOUS MEETING: 28 FEBRUARY 2018

The minutes from the previous meeting held 28 February were accepted.

2. BUSINESS ARISING FROM PREVIOUS MEETING & GENERAL NEWS

Ms Jane Coles advised the following:

- Introduction of new MAG members; Steve Sheppard and John Flitcroft and advised that Steve will be the new facilitator of the MAG from here on in. Steve's key responsibilities to include meeting organisation, minutes and consultancy with Jane Coles and the Trust.
- The need for generating clearer outcomes in terms of agreed actions from the MAG meetings and ensuring feedback to Members going forwards.
- Tony Davis's resignation from the MAG.

3. MEMBERS CUSTOMER SATISFACTION SURVEY – THE ASHES TEST MATCH & NEXT STEPS

Brett Morrow, Customer Experience Manager provided a top-line summary of the 2018 Ashes Test survey. The following key points were made, and actions agreed:

- Scope – around 10 Customer Satisfaction surveys per annum.
- Understanding the data – score of 5.9/7 or above considered a good rating. <5.2 considered cause for worry and <4.2 is a red flag.
- Ashes survey achieved a good response rate of N=1,866 members.

a) Arrival. (5.7) Generally good but only 3 stand out areas:

Queuing – A long term precedence issue. Hard to change with current approach to member seating options and culturally, however the 'Paddington Dash' is an ongoing safety concern. Aim is to slow down the first arrivals to avoid a panic mentality setting in.

Seat Reservation – Demand is growing for reserved seating and further member research is required to optimise the service. Leaving personal belongings on seats is a source of irritation (particularly with clear bag option) for some, however it is not permitted, and attendants will remove these items until full arrival security is implemented.

Action: Member research and communication

Security checks – A vexed area. Considered too strict by some, too lax by others. Trust policy is to ensure same level of strictness as e.g. airports or other major facilities to ensure safety for all. Current policy is 100% bag checking and random 'wandering'. Future operations include introduction of 100% 'wandering' and X-ray scanners for speeding up people movement.

Action: Trust to provide clear member communication and education regarding security checking and unattended personal belongings.

b) Food (4.6) & Beverage (5.1) – It is well known that VFM perceptions are poor and menu options and opportunity to choose are the key to addressing this. Key suggestions – family or group deal packs (e.g. McDonalds), sandwich availability, event specials.

Action: Trust to conduct Member research to test these concepts and explore other opportunities, as well as optimal ways to communicate the offers and educate members on the rationale for pricing strategies.

c) Amenities (5.5) – Main concern areas are condition of toilets and lack of sheltered areas particularly for reserved seats.

Action: Trust to ensure that reserved seats are out of the sun.

d) Departure (5.9) – Satisfactory score. Key aims include; a) maximise use of the Tibby Cotter Bridge, promote Light Rail and pedestrianised Devonshire street once completed b) a designated Uber pick up zone by the January Test c) avoid blocking of car parks and ways to separate car from pedestrian traffic.

Jane noted that RTA activities around lighting, signage and simultaneous bus loading have led to improvements and that the Trust can only advise on matters such as Uber areas not control them.

Action: Agenda item for August MAG – discussion around methods of member **communication** and **education** regarding key items arising from the Ashes Test survey and other areas.

4. STADIUM CLUB RE-LOCATION PLAN

Jane provided an update as follows:

- End of July 2018 (pending negotiations) earmarked for announcing where the Gym in combination with Azure will be relocated to. Meeting discussed optimal timing for relocation pre or post the January test and it was agreed post the January Test is best.
- Squash courts – venue TBC
- Tennis courts – in discussions with Cooper Park, Woollahra.
- Swimming pool – currently in dealings with Belgravia Leisure and sites such as Cook & Philip Park, Ian Thorpe Aquatic Centre, Victoria Park etc.
- The option of whether the Stadium Club should be located within the new Allianz Stadium or as a standalone building is under consideration.

Action: Explore Stadium Club location and related issues above with Members in upcoming focus groups.

- Around 100 members have put up their hands to participate in upcoming Stadium Club focus groups and these will take place once a range of imminent decisions are taken regarding Stadium Club relocation and other related Member impacts.

5. ALLIANZ STADIUM UPDATE

Jane advised the following:

- Construction fence to install for demolition around 8 Jan 2019
- Decommissioning commences 1 October 2018
- Infrastructure NSW will be conducting more Information sessions in July. The low attendance (~50 members) to previous sessions was noted. It was suggested that a short video presentation of the plans and future stadium be made to reach the membership more easily and broadly.

Action: Jane to share idea with Infrastructure NSW for future member communications on the project.

Jane provided an update regarding the sporting partners as follows:

- Waratahs - to play several games at the SCG along with other Sydney grounds TBC
- Sydney FC – Wicket conditions likely to restrict number of SCG games to ~4 and with others to be played at local venues e.g. Kogarah and Leichhardt
- Sydney Roosters – Up to 8 games to be played at the SCG

6. MEMBER EMAIL FEEDBACK

May 18 emails discussed. Key focus is on status of fees and plans during the re-build. Deadline for agreements is the August Trust meeting and all agreed that whatever the outcome it must be fully communicated to the Members.

7. OTHER BUSINESS

Jane advised the following:

Phil Raymont has requested the 29 August MAG meeting to be changed.

Actions: Jane to arrange a new MAG date, most likely w/c 30 July and for Phil Heads to provide a TAG update to Ms Fabiola Gibson.

- The need for MAG committee members to advise attendance or otherwise to meetings out of respect for the group and to inform catering
- Modelling currently underway in relation to upgrade programs for the different membership types particularly in relation to sports matches at the SCG. These may include a 'Pay as you go' program for SCG members.