
**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 28 FEBRUARY 2018 AT 4.30PM**

IN ATTENDANCE: Mr David Gilbert – Trustee Chairman
Ms Jane Coles – GM, Marketing, Membership & ICT
Ms Leonie Gibbons, Membership Manager
Ms Jo Topfer (Facilitator)
Ms Michelle Chinnery
Mr Nick Dacres-Mannings
Mr Tony Davis
Ms Fabiola Gibson
Mr Michael Medway
Mr Phillip Raymont
Ms Sarah Jordan – Minutes

APOLOGIES Mr Phil Joyce
Mr Brian Tegg
Mr Peter Tzannes
Ms Michelle Ryan
Mr Phil Waugh

1 MINUTES OF THE PREVIOUS MEETING

The minutes from the previous meeting were accepted.

2 BUSINESS ARISING FROM PREVIOUS MEETING

Mr Dacres-Mannings mentioned that he had received positive feedback from other members about the pool being kept next to the café with the new facilities. Ms Coles advised that there would be a workshop with members to seek feedback on the design of the new Club and stadium facilities.

3 2018 TEST MATCH REVIEW

Attendance

Ms Coles presented the comparison from the last Ashes Test Match in 2014 and noted the member attendance drop on Days 2 and 3. Mr Raymont noted that there was track works on the Central Coast that may have contributed to this. Mr Medway also noted the heat as a contributing factor.

Queues

Ms Coles advised that Gate H had the lowest number of members in the queue at gate opening, Gate J second, with Gate A being the most popular.

Ms Gibbons addressed the last-minute change in reserved seating operations on Day 1. She advised the group that the total attendance in the member queues was not sufficient enough to warrant the new system and a decision was made to revert to the reserved seat stickers program at the gate. The group noted it would be beneficial to receive an update for Members via email in future.

Reserved Seating Program

Ms Coles advised that the new ticketing partner - Fortress will provide a system for members to be able to pick a specific seat/s in the reserved seating program. Ms Gibbons commented that they were hopeful to have this up and running for the start of the Swans season.

Dress Regulations

Mr Raymont commented on a few incidents he saw with members and customer service staff in the Members Pavilion.

Additional Member Facilities – Village Green

The group commended the Trust on the layout of the Village Green, Sydney Live Plaza and Indoor Cricket Centre in addition to the activities on offer for members at the Test.

Ms Chinnery suggested the idea of extending drinks 90 minutes after play would be well received by members.

Functions/events

Ms Chinnery had received great feedback from other members on the Noble Dining Room experience and Members breakfasts on days 1 and 2.

Misconduct

Ms Coles informed the group that 26-membership cards had been confiscated during the Ashes for various issues and all members contacted accordingly.

Ms Coles asked the group for any feedback that they might have on the set up of additional Members facilities for the 2019 Test which would potentially be impacted on by the building compound of the new stadium. Mr Raymont suggested that the area out the front of Gate A, SCG on Driver Avenue would be a suitable location for members to overflow.

4 HOW DO WE INCREASE MEMBER ATTENDANCE?

Ms Coles asked the group for any suggestions that they might have to increase member attendance as our sports partners would like to improve attendance to regular season matches. Ms Topfer suggested that the SCG app has a function to select which codes you prefer and add all those games to your phone calendar as a reminder when they are on. Mr Davis suggested having non-member areas open to members to fill seats closer to the field.

Suggestions were noted and to be considered in future planning.

5 OTHER BUSINESS

There was no other business arising.

6 NEXT MEETING

Tuesday 24 April 2018 at 4.30pm in the 1876 Room, Level 2, Sheridan Building.

Meeting closed at 5.54pm

CONFIRMED

DAVID GILBERT
Chairman