
SCGT MEMBERS ADVISORY GROUP MEETING

Minutes

Meeting held 15 August 2018 4.30-6.20pm

1876 Room, Level 2, Sheridan Building

IN ATTENDANCE: Mr David Gilbert – Trustee, Chair
Mr Phil Waugh, Trustee (via phone)
Ms Jane Coles - GM, Marketing, Membership & ICT
Mr Phil Heads – GM – Comms, Heritage & Gov't Relations
Ms Leah Monks - Stadium Club Manager
Mr Matthew Millar – Event Staff Customer Service Manager
Mr Steve Sheppard - Facilitator
Ms Fabiola Gibson
Mr Michael Medway
Mr Brian Tegg
Mr John Flitcroft
Mr Philip Raymont
Ms Jo Topfer
Ms Michelle Ryan
Mr Peter Tzannes
Mr Phil Joyce

APOLOGIES: Ms Michelle Chinnery

1. MINUTES OF THE PREVIOUS MEETING: 27 JUNE 2018

The minutes from the previous meeting held 27 June were accepted.

2. BUSINESS ARISING FROM PREVIOUS MEETING & GENERAL NEWS

Meeting agreed that areas such as member communication needs, seat reservation and F&B VFM enhancements should be explored in upcoming focus groups time permitting.

ACTION: Steve to cover in future focus groups.

Ms Jane Coles advised the following:

- Jo Topfer remains on the committee as a member
- The need to generate actions for each MAG agenda item where possible, so that these can be provided to Phil Heads and his team and subsequently shared with Members in terms of what is being discussed and resolved at MAG meetings.

3. DRESS REGULATIONS – FEEDBACK TO AID STAFF TRAINING PROGRAM DELIVERY

Matt Millar provided an overview of the upcoming training for Event Day 'Blue Shirts' with a focus on: how to host a member and provide great service whilst enforcing dress regulations.

Matt advised:

- Dress code issues are a significant problem which can result in loss of staff arising from abuse from Members and or their guests.
- Around 300-400 people are turned away from AFL fixtures for not being properly attired, with a further ~100 from the Member areas. The number is less for Allianz.
- Collars, ripped jeans and shoes are the biggest problem areas and remedies such as buying a \$60 collar at the ground is the cause of considerable angst.

Jane advised:

- This training is a proactive measure and that the communication problem is more likely to occur amongst guests of members.

Matt sought feedback in response to several key questions:

a-b) What have been your experiences interacting with event staff at recent events and with their enforcement of dress regulations?

Key feedback:

Inconsistency - In terms of; personal judgment overriding clear non-negotiable rules, operational challenges arising from staff being trained on the day they work, and the fact that out of necessity the casual staff group is an eclectic one (age mix, longevity and experience) Added to this is the differing dress regulations by code (e.g. almost anything goes for the Rugby 7's) which whilst supported by all, could be compounding the issue.

Note: Majority of the MAG feel that there has been a marked improvement vs. 3-4 years ago.

Bar staff experience & slowness – Whilst not the main topic of this discussion around dress regulations it arose spontaneously several times.

ACTION: Jane to invite the catering contractor to a MAG to discuss bar/food service.

c) Are there common pain-points that you encounter when interacting with event staff?

Key feedback:

Interactions and disagreements with event staff – E.g.; the way the interaction was handled
Lack of operational knowledge - E.g.; not knowing if there is a First Aid room or whether a gate has been closed and the resulting action/direction.

Note: return of reserved seating tickets & handing out of passes praised by MAG Members. Meeting discussed remedies for increasing knowledge of the dress regulations, with strong support amongst the MAG for the following ideas:

- Constant reminders in eNews-letters via a click through tailored to each event which can be forwarded on to other guests/members.
- Content to include dress regulations and behavioural reminders not to abuse staff
- Dress regulations need to be elevated to the same level of importance as e.g. use of club cards at events.

Jane asked for interest in a Dress Code review and 5 MAG members 'Yes' to it.

ACTION: Phil Heads to action Dress Regulations messaging in Member eNewsletters and Jane to determine feasibility of a Dress Code review in advance of the January Test. **Agenda item for October MAG**

d) What do you believe is the biggest opportunity for improvement amongst the event staff group?

Key feedback:

Staff retention – Includes rotation of posts to avoid boredom and mentoring/buddy systems.

Clear rules – Whilst there was some debate regarding case-by-case judgement vs. black & white rules, the majority felt that black & white is the only way forward to achieve consistency.

Training – For staff to build camaraderie with patrons. This raised a discussion about outstanding customer service and there were two notable mentions; Sydney Olympics staff and Qatar Airlines cabin crew in relation to how they were trained. Key mentions were their interest in people, their enjoyment of the job and the light-hearted and relaxed way they carried/carry out their work (particularly Sydney Olympics staff).

The rule of having to take *personal belongings* with you when leaving your seat was raised. Jane confirmed this rule must remain until either 100% 'wanding' or x-ray scanning is put in place.

ACTION: Phil Heads to action communication of the personal belongings rule to Members.

4. STADIUM CLUB RE-LOCATION PLAN – UPDATE

Leah Monks provided the following overview with a focus on maintaining the Gym/Azure community. Leah advised that final discussions with Centennial Gym in EQ are underway which will include in Option 1:

- Similar footprint of ~1,000m² and transfer of existing equipment and Stadium Club staff.
- Separate studios for cycle and other group fitness classes enabling 2 classes at once.
- Acquisition of ~600 individual Centennial Club members whose peak usage time is lunch time vs. early morning and late afternoons for Trust members. Centennial Gym Members will have rights only to the Gym and Azure.
- Azure directly opposite (~20m walk)
- 2 hours free parking for members. Negotiations for 3 hours, still underway. Some MAG members felt the increase to 3 hours is very important for users.
- Leah confirmed discussions underway with George of Azure on how to create/communicate member only events.

Option 2: The priority option and still under negotiation with an existing tenant. Involves an extra 300-400m² which will enable a creche to be secured and acquisition of additional equipment from Centennial Gym.

Re-location communication – Concerns raised by several MAG members regarding the lack of communication and growing unrest.

Jane advised as follows:

- Critical to remain silent until negotiations completed, and a lease is signed, otherwise the Trust compromises its bargaining ability.
- The proposed EQ deal is a far better deal than a pay per visit option for assorted facilities.
- Jane advised that Members have been advised that the Trust is in the negotiation stage on a range of items, and stressed that the danger of communicating outcomes on a piecemeal basis could cause greater frustration and demand to know more.
- A brochure is ready to go as soon as negotiations are completed.

- State Government has instructed the Trust to fund the re-location costs and the Trust is borrowing significant funds against future revenue from the redevelopment.

Other facilities - Leah reconfirmed the following:

- *Pools* - Final negotiations underway with Belgravia Leisure.
- *Tennis* – To be at Cooper Park, 1-hour bookings not 1.5 hours per current.
- *Squash* – To be at Bondi Waverley.

5. **NEW STADIUM CLUB OPTIONS – REDEVELOPMENT OF ALLIANZ STADIUM**

Jane advised two options that are currently under consideration and being costed.

ACTION: Member opinion to be canvassed for development of new facility via focus groups and other TBC.

6. **RE-LOCATION FOCUS GROUPS - CONTENT UPDATE & SUGGESTIONS**

Research to cover the following:

- Mind and Mood of Members in relation to the re-location.
- Response to all proposed elements of the re-location and suggestions for enhancement.
- Response to the initial draft of plans for the redevelopment once available.

ACTION: Steve to conduct in the last week of August.

7. **MEMBER RETENTION STRATEGIES & PROGRAM – BUILDING ‘THE COMMUNITY’**

Jane advised the following:

- New role of a Member Engagement Specialist has been approved.
- There is a clear need to keep members feeling like they are part of a ‘community’ in the transition period, considering the obvious disruption.

Ideas generated:

- Create individual clubs like the MCC – bridge club, tennis club, golf social club etc.
- Rewards ‘money can’t buy’ – Curator’s breakfast, hear from/meet the players/the coaches to get a richer perspective.
- Rugby test dinners - the night before suggested.
- Re-location considered an opportunity for getting members to talk to each other and raising levels of staff engagement & proactivity.
- Business network breakfasts – Jane referenced the most recent one, its high attendance and the aim to create an annual calendar. Whilst valuable, MAG members expressed a desire for more events that don’t involve having to pay to network.
- Franchise activities for e.g. Swans fans – opportunities for Trust Members?
- Informal events that bring Members together to help build the community and manage the ‘grieving’ process e.g. closing BBQ/get together at Azure and or opening party at the new Azure in EQ.

ACTION: Steve to cover in the upcoming focus groups and include as a main agenda item for the October MAG along with a review of the ‘community engagement’ suggestions gained in the recent Digital Planning member research piece.

8. **ANNUAL SUBSCRIPTIONS SCG, GOLD & PLATINUM UPDATE**

Jane advised key items for consideration being put to the Trust on 30/8/18 as follows:

- 4% increase for SCG Members for year 1 to include all transferred games to the SCG.
- 10% decrease in year 1 for all Gold and Platinum members as recognition of the disruption

and loss of matches in the precinct.

- Sydney FC and the Waratahs will play East – West at the SCG. Where members sit will depend on the code. Level 2 of the Noble will always be included, and Trust Members will sit with other Teams' members.

- Dave Gilbert acknowledged all the hard work that has gone into the negotiating process and mentioned Jane's contribution which was appreciated by the MAG.

ACTION: Jane to advise outcome post 30/8 meeting.

9. OTHER BUSINESS

New Stadium Planning – F&B, Other

Jane advised the following:

- Infrastructure NSW have commissioned a consultant to conduct research into the F&B offering

Relocation and Redevelopment Timing:

- 6/10 - Decommissioning program commences right after the Michael Bubl  concert on 5/10. Items such as seating will be given to other clubs, venues etc.

- 21/12 - Intention is to operate the Gym until this date when the transfer to EQ commences

- 8/1/19 - Intention is to keep the Pool, Azure and Squash operational until after the Test.

- 8/1-15/1 - Construction fence erected. Stadium Club (Pool, Gym, Azure etc) not operational

- 15/1- Azure and Gym open at EQ.

ACTION: Jane to provide F&B report & feedback timeline once available.

2019 Members Ashes Tour

Jane and David have been working together on the details with Keith Prowse Travel (KPT):

- A 17-day tour to include the Lords and Headingley Tests in August 2019. 2 options potentially full length and shorter (one Test only). Min cost for shared \$12.5K pp and \$15K for a single. N=60 anticipated by KPT to make it work.

- MAG felt there will be a good level of interest and proposed the following key activities for encouraging members to go with the SCGT tour as opposed to Cricket Australia's or others:

Hold an information night and secure access to players whilst there via speaking events

ACTION: Jane to promote the tour in next 'Around the Grounds' and follow up on the above.

Other

Phil Raymont raised an issue regarding poor train service and absence of cabs at a recent AFL game and requested the Trust to write to the Ministers for Transport about track work timing and increased capacity needed for major sporting events.

Action: Phil Heads to consider and action accordingly.

Next meeting scheduled for Wednesday 24 October.