

# MINUTES



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| DATE:      | Thursday 1 August 2019                                       |
| TIME:      | 4.30pm – 6.30pm  |
| SUBJECT:   | Members Advisory Group Meeting                               |
| LOCATION:  | Trust Suite, Level 3, M A Noble Stand, Sydney Cricket Ground |
| APOLOGIES: | David Gilbert, Philip Raymont                                |

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## MEETING NOTES

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### In attendance

Mr Phil Waugh (Chair)  
Ms Kerrie Mather - Chief Executive Officer  
Mr Matt Baker – GM - Membership and Customer Experience  
Mr Phil Heads – GM - Communications, Heritage and Government Relations  
Ms Jackie De Oliveira - Member Engagement Specialist  
Mr Simon Grunstein - Business Insights and Strategy Analyst  
Mr Michael Bodey  
Ms Margaret Cassidy  
Mr Justin Chambers  
Mr Tony Flanery  
Mr John Flitcroft  
Ms Fabiola Gibson  
Ms Anette Janic  
Ms Jessica Keen  
Mr Matthew Owen  
Ms Gillian Tegg  
Mr Alan Weeks

#### 1. MINUTES OF THE PREVIOUS MEETING: 2 MAY 2019

The minutes from the previous meeting held 2 May 2019 were endorsed.

#### 2. BUSINESS ARISING FROM PREVIOUS MEETING & GENERAL NEWS

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## *Food and Beverage Pricing Research*

SCG to provide pricing research results at the next MAG meeting. SCG to review beverage offering in Members Pavilion to include sparkling wine.

In the course of the meeting the pricing research results were presented, and it was confirmed sparkling wine is served at 3 outlets in Members Pavilion.

## *Reserved Seating*

SCG to organise Member survey to determine number and location of reserved seats for both regular season matches and capacity events such as Days 1- 3 of the Test Match.

**Action:** Carry over to next MAG meeting.

## *Dress Regulations*

SCG to review previous dress regulations research and consider a new survey to engage with Members on views.

**Action:** Carry over to next MAG meeting.

### **3. ANNUAL SUBSCRIPTIONS**

Matt Baker presented the 2019/20 annual subscriptions to the group. It was noted that the subscription fees and supporting background detail on costs and fees were previously circulated in the monthly CEO newsletter to all members.

SCG advised that a retention rate of 96% was achieved for 2018/19 subscriptions. Stadium Club attendance and use of facilities is also on track to match last year.

The SCG advised the decision to provide alternate facilities to Platinum and Gold Members was made after consultation with various representatives of the membership. Numerous focus groups were held with the membership base as part of the engagement process as well as engagement with the previous MAG.

### **4. FOOD & BEVERAGE SURVEY AND RESULTS**

Simon Grunstein provided an update on the Food & Beverage results from the member survey.

Mr Tony Flanery shared his experience during Day 1 of the 2019 Sydney Test Match. He advised that the coffee offering was good however baristas require further training. In addition, further training is required for bar staff around speed of service. Tony suggested a portable way of selling food during the Sydney Test Match including the use of a portable basket could be a viable option.

It was noted by Mr Michael Bodey that MCG sell meat pies through a hole in the wall counter. In addition, the theming of fast food was discussed and if there is an opportunity to theme fast food in an American style.

The SCG confirmed it was working closely with Delaware North to improve the offering. Based on feedback from Members the key areas to improve are speed of service, quality, and price.

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## 5. NEW STADIUM AND STADIUM CLUB PLANNING – UPDATE

Kerrie Mather provided an update on the new Stadium and Stadium club facilities including confirmation that the demolition of the SFS is almost complete and demolishing of surrounding buildings continues.

Mr Tony Flanery asked if there was a plan in increase membership subscriptions when the new stadium is opened. Kerrie Mather advised the focus is more around the capacity of the Stadium Club and Member Reserve area.

Action: SCG will provide more detail data around seating capacity in Members area with the new MAG Group in the future. Ms Fabiola Gibson confirmed this had previously been shared during a MAG meeting.

## 6. COUNTRY MEMBER EVENTS

The MAG requested the location breakdown of the member demographics.

Action: SCG to share location demographic data of membership with MAG including number of country members.

## 7. ANY OTHER BUSINESS

*Sustainability* – Phil Heads advised the SCG is investigating new sustainable food and beverage packaging for use across the venue.

*Pitch Committee* – Kerrie Mather provided an update and information around the structure and progress of the Committee to the MAG.

### **Next meeting:**

**Thursday 14 November from 4.30pm – 6pm**

**Location - Trust Suite, Level 3, M A Noble Stand, Sydney Cricket Ground**