

# MINUTES



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DATE:	Wednesday, February 12, 2020
TIME:	4.30pm – 6.00pm
SUBJECT:	Members Advisory Group Meeting
LOCATION:	Trust Suite, Level 3, M A Noble Stand, Sydney Cricket Ground
APOLOGIES:	Phil Waugh, Tony Flanery

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## MEETING NOTES

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### In attendance

Mr David Gilbert (Chair)  
Ms Kerrie Mather - Chief Executive Officer  
Mr Matt Baker – GM - Members and Customer Experience  
Ms Jackie De Oliveira - Member Engagement Specialist  
Mr Michael Bodey  
Ms Margaret Cassidy  
Mr Justin Chambers  
Mr John Flitcroft  
Ms Fabiola Gibson  
Ms Annette Janic  
Ms Jessica Keen  
Mr Matthew Owen  
Mr Philip Raymont  
Ms Gillian Tegg  
Mr Alan Weeks

### 1. MINUTES OF THE PREVIOUS MEETING: 14 NOVEMBER 2019

The minutes from the previous meeting held on 14 November 2019 were endorsed with the following amendment:

- Page 2 Under Annual Subscriptions  
Change Ms Annette Janic to Ms Margaret Cassidy

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

### *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:** SCG provided a verbal update at this meeting. Carry over to next MAG meeting.

## 3. 2020 SYDNEY TEST MATCH REVIEW

Matt Baker provided an update to the group on the 2020 Sydney Test Match including member attendance, member events and engagement activities.

Mr Phillip Raymont provided positive feedback regarding this experience with the Membership team and Grounds Team.

Ms Fabiola Gibson provided positive feedback regarding the improved \$5 food offering, improved beverage service and communication, in particular the information provided in the daily communications email titled 'Daily Innings. A question was raised regarding what the open rate for the Daily innings during the Test Match. In addition, SCG to report back at the next meeting.

Ms Jessica Keen advised the McGrath Foundation Pink Day on Day 3 of the Test Match was well pitched. The new digital applications including wayfinding worked well.

## 4. NEW STADIUM AND STADIUM CLUB – UPDATE

Kerrie Mather provided an update on the new Stadium and Stadium Club facilities. John Holland was appointed as the builder for the Stadium in December 2019 and detailed planning for the Stadium and Stadium Club continues.

## 5. RESERVED SEATING

Matt Baker presented information regarding the location and pricing of the reserved seating program across the Members Reserve.

Mr Matthew Owen provided positive feedback regarding the Membership Team and the resolution of his query regarding reserved seating. He advised the team were helpful and provided an outstanding experience.

The MAG provided the following feedback and raised the following suggestions in reply to the Reserved Seating program:

- Reserved seating allocation and locations across the M A Noble Stand is promoted to members before the on-sale date;
- Level 2, M A Noble Stand – The seating bays in the middle of Level 2 be mixed to allow non-reserved and reserved seats;

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- Further information regarding how the allocation of reserved seating is prepared on the online platform, including how the 'best available' is determined;
- A question was raised about the data identifying members who have purchased reserve seats and don't attend the SCG event and its use;
- It was mentioned that SCG Country Members enjoy lining up before gates and enjoy the dash to secure seats during the Test Match; and
- SCG Membership Manager to attend next MAG Meeting and present information on process and allocation of reserved seats.

## 6. ANY OTHER BUSINESS

A question was raised in relation to the drop off rate of youth members. SCG to provide an update at the next MAG meeting.

### **Next meeting:**

**Wednesday, May 13 from 4.30pm – 6pm**  
**Meeting via Zoom**