
SCGT MEMBERS ADVISORY GROUP MEETING

Minutes

Meeting held 24 October 2018

4.30pm - 6.15pm

1876 Room, Level 2, Sheridan Building

IN ATTENDANCE: Mr Phil Waugh
Ms Jane Coles - GM, Marketing, Membership & ICT
Mr Ethan Hodson – Digital marketing Specialist
Mr Steve Sheppard - Facilitator
Ms Fabiola Gibson
Mr Michael Medway
Mr Brian Tegg
Mr John Flitcroft
Mr Philip Raymont
Ms Michelle Ryan
Mr Peter Tzannes
Ms Michelle Chinnery
Mr Nick Dacres-Mannings

APOLOGIES: Mr David Gilbert, Ms Jo Topfer, Mr Phil Joyce, Mr Phil Heads

1. MINUTES OF THE PREVIOUS MEETING: 15 AUGUST 2018

The minutes from the previous meeting held 15 August were accepted. MAG members confirmed they were happy with the level of detail provided in the June and August Minutes.

2. BUSINESS ARISING FROM PREVIOUS MEETING & GENERAL NEWS

2. i: *Dress Regulations*

Ms Coles confirmed that Member dress regulations will all be different for the 'rectangular' codes now playing at the SCG and this includes Member seating arrangements. Current regulations will be maintained for the Members Pavilion at all times. All agreed to leave current regulations as they are and put the review on hold.

ACTION: Mr Heads to ensure clear and consistent Member messaging in the lead up to the January Test and all transferred Allianz Stadium events to the SCG.

2.ii: *Personal belongings*

Ms Coles confirmed that there will be a Member communications campaign on this point to ensure Members know the rules and that safety is the number 1 priority behind them.

2.iii: *Stadium Club updates*

Ms Coles advised the following:

Key dates in consultation with Infrastructure NSW:

- Stadium Club (all facilities) closes on 21/12/18
- Azure and the new Gym open in the EQ on 02/01/19

Other

Mr Phil Waugh stressed the need for clarity of communications to Members on all matters.

Mr Phil Raymont advised he had met state members of parliament regarding transport shortcomings on game days. Mr Waugh recommended that the SCGT and the franchises should be consulting to influence change on the basis that it impacts attendance.

ACTION: Ms Coles advised that the SCGT is part of the Transport Group and will elevate the issue again with the events and operations team.

3. DIGITAL PLANNING RESEARCH FINDINGS SUMMARY

Mr Ethan Hodson thanked MAG members for their participation and provided a summary of the key findings as follows:

- The review focused on 3 digital touchpoints; The membership portal, the SCGT website and the Member ticketing process.

- *Key recommendations* – Minimize the steps, simplify navigation, cut the jargon and clearer menus. Overall, it is to bring all elements into alignment and provide a consistent experience. Specifics:

- *Membership portal* – Needs to look the same as the website and be customised, welcoming and tailored to the needs and profile of each Member.

- *Website* – The key issue to address is navigation: there are currently 3 websites in one. Project scoping underway with a target of mid-2019 for this to be enhanced.

- *Ticketing portal* – When booking, you are directed into the ticket rocket portal which is considered to work reasonably well yet there is still further work to do.

Mr John Flitcroft raised a concern about booking disabled tickets where it is currently not offered online. He also asked if the reserved seating 'window' can be staggered. Ms Coles advised that currently the process opens two weeks prior to individual games, however will take a look at this year's program and ensure that games are staggered. 50+ year member seating goes into a separate ballot to regular Members.

Ms Michelle Chinnery suggested 'pooling' with other members to overcome the problem. It was felt that the 'first in best dressed' system is generally fine but can be a disadvantage to those whose can't get on line at the time. Ms Coles advised members can write in to the membership team to assist with reserved seats, if overseas or having difficulties.

ACTION: Ms Coles to explore offering reserved seats as an inducement to encourage use of Azure dining on game/event days.

- *Stadium app* – A new app (to be downloaded) is in development and will replace the existing one. Ms Coles advised that it will be ready by the January Test.

ACTION: Mr Ethan Hodson to test the new app with MAG members in December and stressed the importance and value of feedback to aid development. All agreed.

- *Cashless system* – Ms Coles advised; the SCG will be targeting a cashless system in the new year where member cards will be able to be used at the point of sale terminals. The Trust is looking at giving MAG members loaded cashless cards for trial at the Test, and money can be added to your membership card via the app or the Members portal.

Mr Nick Dacres-Mannings said that the cashless bar at the ATC 'Everest' was much quicker than the alternative.

Mr Phil Raymont suggested the need to keep the uploading of money very simple for older members and Ms Coles agreed. The Trust is aiming for consistency across all digital products for ease of use and that there will be upcoming communication to all Members about system security etc.

- *Call centre and on hold* – Mr John Flitcroft also raised concerns regarding silence when on hold and the need to hear something. Mr Ethan Hodson advised that both a live assistant and chatbot are being investigated to assist Members online with queries.

ACTION: Mr Ethan Hodson to share the Digital research findings document with MAG Members.

4. STADIUM CLUB RE-LOCATION FOCUS GROUPS & MEMBER INFO SESSIONS

Mr Steve Shepherd presented an overview of the key findings (previously circulated) and confirmed the key issues to include:

- Lack of communication
- The rumour mill in relation to finances, the franchises and Infrastructure NSW
- Loss of facilities and benefits
- The level of discount on annual subs
- Parking at EQ (and other facilities)
- Lack of spa facilities at EQ and the size and location of Azure

Ms Coles provided an update on the above matters and other pertinent issues as follows:
- *Role of Infrastructure NSW* – To build the new stadium. They will not communicate with Members, this is the Trust's role.

- *Role of the Trust* - Working on its own Master plan for its own lands. Draft concept plans for the new stadium club will be developed in November in line with planning approvals. The

Trust has no control of Moore Park East.

- *Parking at EQ* – This has been increased to 3 hours for Members and the Trust will be subsidising the 3rd hour for Members.

- *Creche at EQ* – Negotiations are underway with EQ for a suitable facility.

- *Spa, Sauna and Steam room* – this will be facilitated via the City of Sydney pools network offering and will not be located in the relocated gym at EQ.

- *Membership suspension and redemption* – The Trust is not in a financial position to allow memberships to be put on hold. Annual subscriptions are the lifeblood of the Trust.

- Jane asked for feedback on whether the redemption scheme should be reinstated based on the following conditions; redeeming Member must be financial and can only occur when a new member joins to take over an existing membership.

- The MAG agreed with the proposition conceptually and suggested that the % redemption value could be tiered in relation to the length of membership held by the redeemer.

ACTION: Ms Coles to liaise with Mr Heads on planned communication to Members explaining the cost impacts in relation to the re-location and redevelopment, and organisational responsibilities (Trust and Infrastructure NSW).

5. MEMBER RETENTION STRATEGIES – BUILDING ‘THE COMMUNITY’

Mr Steve Shepherd set up this discussion with reference to the recent research findings and Member needs around how to maintain the community spirit particularly on event days.

- The MAG agreed that on game days Azure should be limited to Members only and have e.g. relevant guest speakers to mark the occasion. However, all acknowledged the significantly reduced capacity of the new Azure and that an alternative location closer to the SCG could also be considered to keep the ‘club atmosphere’ going. The meeting agreed to explore the following options suggested by MAG members:

- A pop up venue behind the MA Noble stand at ground level
- The member dining room area at the MA Noble
- A permanent marquee e.g. nearer the Paddington Lane side
- A covered area on level 4 of the MA Noble stand

ACTION:

- Ms Coles to consult with George from Azure regarding the capacity needed to make the pop ups work.
- Ms Coles to explore suggested options for a Member ‘Hub’ and report at the next MAG meeting.
- MAG to see/walk through the potential options for a ‘Member Hub’ at the end of the next MAG meeting.

6. OTHER BUSINESS

- Ms Coles confirmed that the new Stadium Club will be developed in full consultation with the chosen architects and the Members. Focus group details to follow shortly.
- *Western Sydney Stadium Tour* – Ms Coles advised the Chairman’s request for MAG members to tour the works at an appropriate time TBC. All said they were interested

- *MAG Committee elections* – Ms Coles advised that the original intention was for 2-year terms and the first 2 years is up in April 2019. All agreed with the need for both new blood and continuity. Ms Coles advised that existing Members can reapply for a second term.

- *Transport for away games* – Ms Coles canvassed the MAG view on whether transport should be provided for Members attending away games such as Western Sydney Stadium. MAG agreed there was no experience to rely on for this and agreed it should be trialled with pre-booking via the portal.

Next meeting: Sunday 25 November @ 5-6.30 pm in the Trust Suite on level 3 of the MA Noble stand. MAG members will be invited to watch the T20 from the Trust Suite.