KEY ACTIVITIES SINCE LAST MEETING - EVENTS

• Agreed to terms with Parramatta Eels
  • 9 matches in 2019 at Western Sydney Stadium

• Waratahs to play three matches in 2019

• Announced NRL 9s, to be conducted in mid-October 2019

• Wanderers will play their first against Leeds United (English Championship team)
  • July 2019

• Marketing of our non-event day Meetings & Special Events opportunities
KEY ACTIVITIES - PROCUREMENT:

- Key services
  - Ticketing
  - Security
  - Medical
  - Cleaning & Waste Management

- Major suppliers
  - Beer
  - Non-alcoholic beverages
  - Pies
  - Chips

- Furniture, Fixtures & Equipment
KEY ACTIVITIES - PLANNING:

• Council approvals – DA Consent

• Commissioning and testing – “Operational Readiness”
  • Equipment
  • Systems
  • People
  • Processes

• Transport, Traffic & Parking
  • Meeting with all agencies
  • Integrated ticketing
KEY OBJECTIVES FOR ACHIEVING OPERATIONAL READINESS

• Understand how the Stadium works (eg. building systems)
• Purchase and deploy FFE – hardware and software
• Train casual workforce
• Suppliers to install equipment and Stadium to be stocked
• Stock stadium with product and consumables
• Test key functional areas (eg. premium product, staffing, kitchens, security and control rooms)
• Test sub-contractors and agencies (eg. ticketing, security, medical, cleaning, transport)
TESTING SYSTEMS, PROCESSES, PEOPLE

- 3 ways to test:
  - Desktop testing – a walkthrough of simulated exercises or scenarios
  - Isolated – testing systems, equipment in situ but on their own
  - Test Events – testing a combination of components at the same time looking to replicate ‘real’ scenarios
TEST EVENTS AND ACTIVITIES

• Propose to conduct a series of test events and activities during the pre-operational period to ensure that all functional areas and equipment have been tested to ensure a smooth operation for the first event.

• These will include:
  • Functions
  • Sports event(s)
  • Community Open Day
KEY ACTIVITIES - PLANNING:

- Transport, Traffic & Parking
  - Meeting with all agencies
  - Integrated ticketing

- Wayfinding signage
CUSTOMER EXPERIENCE WORK

• Research from different stakeholders
  • Venue owner and operator
  • Event partners
  • Fans
  • Service providers – police, transport
  • Community

• Highlighted opportunities and pain points

• Now identifying what we can control, influence to eliminate the pain points and take advantage of the opportunities

• Look to work with event partners and agencies and commence to roll out these initiatives
KEY LEARNINGS

Unique Hirer Key Needs
- Help us create a family atmosphere
- Show you care about our fans with great customer service
- Keep pace with technology, making our fans lives easier and help us reward their loyalty
- Continue to build a trusting relationship with us
- Offer flexible commercial terms that help us all grow

Unique Sports Fan Key Needs
- Deliver a schedule that works for my family and I
- Make it feel like a packed home ground
- Involve me/my kids in creating lifetime memories
- Recognise my commitment & our traditions
- Help me not miss a minute of the game

Unique Music Key Needs
- Help me know what I’m getting with stress free ticketing
- Deliver a friendlier environment built for music and not a sporting facility in disguise
- Secure content I love

Unique Corporate Key Needs
- Offer our guests a premium and comfortable fit-out
- Deliver a consistent high quality service where they know us and what we like
- Enable greater choice to scale to our event goals and budget
- Continue to offer a supportive & flexible ops team
- Thoughtfully design for sharable moments from the tickets to the personalised merchandise

ALL
- Make it easy to go/get home
- Give us familiar food & beverages at a fair price
- Help me make the most of the day/evening with a welcoming precinct
- Get me close to the action
- Reassure me you have safety & security covered

SPORTS FANS

MUSIC FANS

HIRERS

CORPORATES
OUR OPENING YEAR INITIATIVES

To empower world class fan experiences

I BELONG HERE

- ‘I was there’ Moments
  - Get me on the Field
  - Get me Close to the Action
  - Scaled creative Fan Moments

- Never Miss a Minute of the Action
  - Time saving Tech
  - Watch the Game Everywhere

- For the Whole Family
  - Familiar and Affordable Food & Beverage
  - Passionate Knowledgeable Staff
  - Proactive Safety

WHERE MY TEAM THRIVES

- Smarts to Grow with
  - Empower our event partners with data and knowledge to grow
  - Sponsor Insights
  - Our Home Ground Advantage
    - Configure Stadium - Light, Sound, Smell

- Athletes First
  - World Class Pitch
  - Enhancing Players’ Experience

- Better to be There
  - Member Advantage / Loyalty program

A ‘MUST GO’ DESTINATION

- Celebrate What is Good about Western Sydney
  - Locally Sourced
  - Local Partnerships
  - Engagement & Branding
  - Signature West Only Food

- An Enjoyable Pilgrimage
  - A Connected Journey
  - Integrated Transport
  - Ride Sharing Zones

- A Great Day Out
  - Food Village
  - Kids Area creche, Kids activities, Grass Area

Enablers

- Can Do People
- Open Tech and Data
- Scaled Stadia Operations