

Minutes

Meeting:	Western Sydney Stadium CCC - Meeting 2
Date:	Monday, 7 May 2018
Location:	Western Sydney Stadium, Parramatta <i>Meeting Point: Cnr Victoria Rd and O'Connell St, Parramatta</i>
Time:	3.30 – 5.30 PM
Independent Chair:	Darryl Watkins

Attendees	
Paul Doorn (Venues NSW)	Finbar O'Donoghue (member)
Raymond Haddad (member)	Sugar Opalla (Lendlease)
Anthea Hall (Manager, City Engagement, City of Parramatta Council)	Megan Phelps (member)
Brad Main (Parramatta Lions JAFC)	Marc Snape (Project Manager)
Angus Morten (Lendlease)	Darryl Watkins (Independent Chair)
Apologies	
Christopher Brown (member)	Kiara Neasy (Infrastructure NSW)

Subject	Actions
<p>1. Welcome & Induction</p> <p>The Chair welcomed members. Attendees were equipped with Personal Protective Equipment and briefed on site safety.</p>	➤ No actions.
<p>2. Site Tour</p> <p>Angus Morten, Senior Project Manager, Building, Lendlease led the Committee on a site tour of the Western Sydney Stadium construction site.</p> <p>The Committee were advised that any photos taken during the tour should be for personal use only and not shared publicly, given the sensitivities of a Government construction project. Requests to publicly share images can be made through Infrastructure NSW and Venues NSW.</p>	➤ No actions.
<p>3. Q&A and Discussion</p>	



The Chair thanked Lendlease for the site tour, and gave the acknowledgment of country. Q&A stemming from the site tour then commenced.

Ray Haddad noted that the construction seemed to be proceeding well, and looks likely to be ready for the scheduled hand over.

Ray advised that local people are still referring to the stadium as Parramatta Stadium or Pirtek Stadium, not Western Sydney Stadium, and suggested that more could be done to advertise the name.

Paul Doorn responded that the project name has always been Western Sydney Stadium. All collateral and media refers to 'Western Sydney Stadium'. There will soon be a naming rights market sounding undertaken to assess interest, with an expressions of interest process currently underway.

Finbar O'Donoghue noted that it could be a problem for the public awareness of the stadium. People associate with Parramatta Stadium or Western Sydney Stadium. Not necessarily a corporate name.

Paul Doorn advised that the business case the NSW Government approved includes a naming rights. There are however some restrictions, including no tobacco, betting agencies, or alcohol companies.

Megan Phelps asked whether the stadium always retains its official name of 'Western Sydney Stadium' reflecting the area, so the community can still correctly refer to it by its official name. Sponsorships may change over time.

Paul Doorn confirmed this will be the case. The stadium will always be officially known as the 'Western Sydney Stadium'.

The Chair asked Paul Doorn to update the committee on the announcement of the operator for the stadium.

Paul advised that there would be a future briefing on the operations of the stadium input from this committee and what that means for the operational phase.

Paul advised that 3 weeks ago, the NSW Government announced VenuesLive as the operator of the Western Sydney Stadium.

Paul advised that Venues NSW has a mixed service delivery model some stadiums such as Newcastle Stadium (McDonald Jones Stadium) are operated by Venues NSW, while others such as ANZ Stadium are outsourced.

Venues NSW were looking for the best way forward, and looking for synergies in the stadia network. They decided to take operational rights to the market, and recently closed with VenuesLive being successful.

The role of the operator is to oversee day-to-day management, to cover costs, make a profit.

Venues NSW want stadium operators to run a business model to earn profit for the stadium, but also have to operate within the stadia network, including the constraints that they have to operate within such as DA conditions which place restrictions on the numbers of events per year etc.

Paul outlined that the Venues NSW Board provide a manual that gives operators a delegated framework to work within. Looking at ANZ and WSS as an example, there may be benefits to the operator running both stadiums such as if there is an event at ANZ, they may be able to coordinate to have overflow to WSS.

➤ Operations briefing to be included on Meeting 3 Agenda. (KJA)



When AFL or NRL start to set their schedules a year ahead, crowd interest may change in that time. There will be a possibility to move events (sporting or otherwise) between stadiums if available and suitable.

Ultimately, the goal is to be able to play the right game in the right venue.

Also helps with our staff resourcing as staff numbers go up around an event, so this will allow a workforce to be built that can run an event at ANZ or WSS, increasing the skill set and experience of the workforce.

Ultimately VenuesLive are the responsible body going forward.

Paul noted that he can discuss operations in detail and where the committee can contribute. Some suggested discussion topics included where buses are going to drop off and pick up, what happens when an event finishes, consideration of the light rail on Church Street, among other matter.

The Chair asked Committee members to consider operational questions for the next meeting.

Finbar O'Donoghue noted that the original Stadium plan was to knock down and build 3 stadiums. Now that that announcement has changed and saved the Government money, Finbar suggested that this money could be put towards building a new Parramatta pool.

Paul Doorn advised that the savings were not available for Venues NSW as a budget allocation, and budget decisions are for the NSW Government to make. Venues NSW's responsibility is to build the stadium on the land we've been provided.

The Chair noted that the Parramatta Pool is not within the committee scope.

Megan Phelps asked whether the operation of food outlets falls within the remit of the operator, and how the public can find out how the outlets are operating.

Paul advised that Venues NSW does not outsource the food outlets, they are run internally and the operator (VenuesLive) is given that responsibility. How that operates is something Venues NSW can provide direction on to the operators, with some influence over price point, or food options etc.

Megan noted that the healthier the food is the better, and would like to see the stadium offer healthy food options, perhaps running specific events modelling only healthy food to combat obesity.

Paul committed to come back with the exact type of food outlets planned, but in relation to restrictions or soft drinks bans, it was considered with NSW Health, but research shows that attendees might only come 10 times a year to the stadium which falls into infrequent levels and so it is about giving people food options. The model being considered currently will not have a healthy option at everyone food stall, but there will be stalls that are healthy options. It's about being able to direct customers to the options.

In relation to how feedback on the operator is received, this is through a variety of ways, including on the day feedback, shopping centre feedback through ipads etc. Operators operate on management fee model and incentive model, with KPIs around customer service, sustainability, and areas we're trying to promote standards on.

Megan asked whether stadiums report publicly across consumer experience, sustainability etc.

➤ Committee members to consider questions for operational briefing. (ALL)

➤ Question on Notice: Venues NSW to advise.



<p>Paul Doorn advised that that is the direction that Venues NSW is headed with the venues they operate, and that information is certainly available internally.</p> <p>Paul committed to sharing an example of those details at a future meeting.</p>	<p>➤ Venues NSW to advise.</p>
<p>4. Communication with the Broader Community</p> <p>The Chair thanked Paul for the briefing on the operator appointment, and asked Sugar Opalla from Lendlease to brief the Committee on the current engagement activities with the broader community for the project.</p> <p>Sugar circulated the most recent project newsletter, and advised that 7,500 copies had been distributed in the wider Parramatta area, and also emailed it to all the contacts in the project's email distribution list.</p> <p>This is the 4th issue of the newsletter, with the last being circulated in November 2017.</p> <p>The project team have also made phone calls to schools and major stakeholders and neighbours to inform them about upcoming activities including truck movements etc. over next 3 months, and understand that these activities can be disruptive.</p> <p>There has been good progress and communication with the local community about what's happening on the project, as most people can only see the super structure but don't really know what's happening so it's seen as a good opportunity to inform them.</p> <p>Lendlease had a collaboration with St Patrick's primary school with a 'Name the Crane' competition, which resulted in the students choosing the name 'Patty'. This provided an experience for the students, parents and teachers to be involved.</p> <p>Lendlease also engaged with Our Lady of Mercy College for International Women's Day. Took the opportunity to have young women working on the project share their experience and knowledge of working in construction as a career development initiative.</p> <p>The Chair thanked Sugar for the update.</p> <p>The Chair advised that a decision about whether to publicly list names on the project website would be made at next meeting with all members in attendance. This is to enable the community to contact CCC members.</p> <p>The chair asked for further ideas on any forums or communication methods to get information into the community and bring concerns into the meetings.</p> <p>Megan Phelps advised that she had contacted three councillors at Parramatta City Council, advising that she was one of the representatives on the CCC, and would be happy to forward any queries they may receive at the meetings. Also spoke to the Epping Civic Trust to advise them the same, but not specifically engaged in the area of the stadium. Megan also advised that she would leave copies of the newsletter at Epping YMCA.</p> <p>Ray Haddad suggested arranging a story in the local newspapers around the progress to promote the Western Sydney Stadium name.</p> <p>Anthea Hall suggested the proponents could brief Parramatta City Councillors as a group.</p> <p>Paul Doorn agreed and noted that Kiara Neasy will be in touch with Anthea Hall to establish a briefing to the Councillors.</p>	<p>➤ Digital versions to be circulated to members (KJA)</p> <p>➤ Kiara Neasy to arrange briefing.</p>



<p>Anthea advised that Council briefings are not usually a public meeting and usually take the format of a workshop around an important issue.</p> <p>Paul Doorn noted it would also however be important to incorporate a slide in the presentation about the CCC and who is on it.</p>	
<p>5. Meeting Dates for 2018</p> <p>The Chair advised that future meeting venues and dates are now to be confirmed, as there has been some standing Council briefings booked in on Monday nights.</p> <p>Anthea Hall advised that she will investigate alternative venues for Monday nights.</p> <p>Note: Anthea has since confirmed Macquarie room, Level 1, Parramatta Library has been booked for the previously nominated meeting times:</p> <ol style="list-style-type: none">1. 5.00 – 7.00 pm, Monday, 2 July 20182. 5.00 – 7.00 pm, Monday, 15 October 20183. 5.00 – 7.00 pm, Monday, 3 December 2018	<p>➤ Meeting details to be confirmed (Anthea Hall).</p>
<p>6. Agenda Items for Meeting 3 – 2 July 2018</p> <p>Agenda items for Meeting 3 will include:</p> <ul style="list-style-type: none">- a briefing on the operations of the Stadium from Paul Doorn;- Communication with the community, both in and out of the committee, will be continued as a standing item;- discuss listing Committee members names and email contacts on the project website.	<p>➤ No actions.</p>
<p>7. CLOSE MEETING</p> <p>Meeting was closed at 5.35 pm.</p>	