



**Presentation to Community Consultation
Committee – 3 December 2018**

**WESTERN
SYDNEY
STADIUM**

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

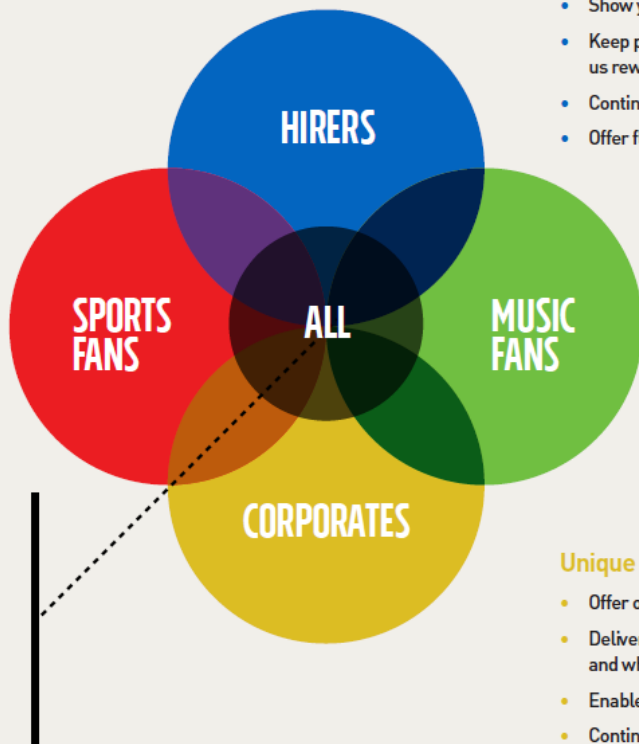
KEY LEARNINGS

Unique 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

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



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 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

OUR OPENING YEAR INITIATIVES

Vision

To empower world class fan experiences

How we will win

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



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SYDNEY
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