

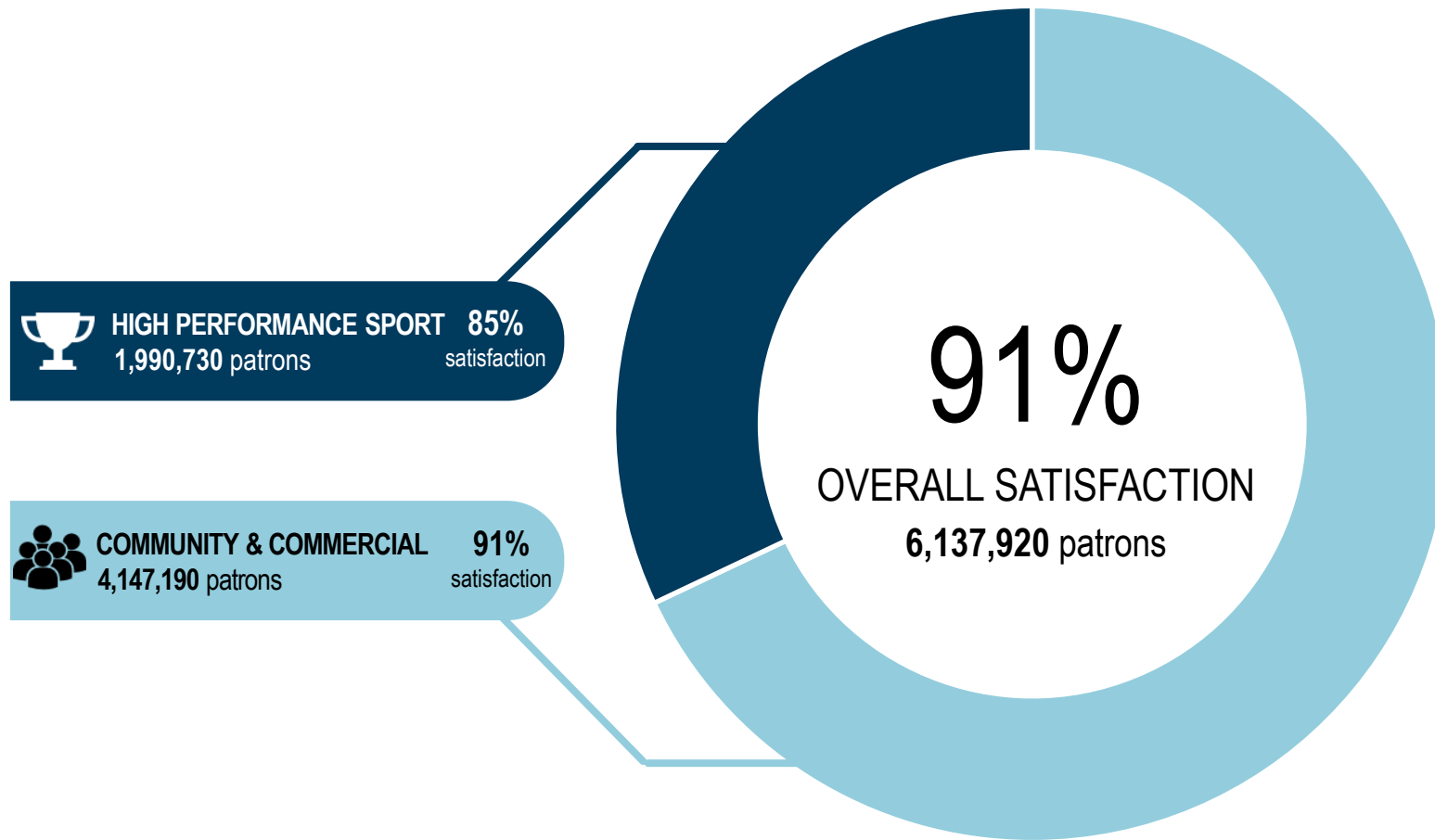
CUSTOMER SATISFACTION SURVEY SUMMARY

Research conducted in 2022-23 Financial Year

VENUE SWEST

- Customer satisfaction research was conducted at eleven VenuesWest venues in 2022-23, with feedback received from 11,478 customers across 23 surveys.
- A High Performance user satisfaction survey was distributed between November 2022 and June 2023, receiving 162 responses.
- A Stakeholder satisfaction survey was conducted in February 2023, with feedback received from 31 stakeholders.
- Coles Myer gift cards and event tickets were offered as incentives for respondents.
- NOTE: This table includes all responses received. For the remaining slides, 'don't know' responses have been excluded to increase comparability across venues and surveys.

VENUE	2022-23	2021-22
Bendat Basketball Centre	777	656
Champion Lakes Regatta Centre	88	93
Gold Netball Centre	86	110
HBF Arena	290	587
HBF Park	1,863	1,399
HBF Stadium	255	724
Optus Stadium	6,258	7,981
Perth Motorplex	391	651
RAC Arena	1,250	873
SpeedDome	78	33
WA Athletics Stadium	142	86
Total responses	11,478	13,193



BENDAT BASKETBALL CENTRE 538,908 patrons	95% satisfaction
CHAMPION LAKES REGATTA CENTRE 88,417 patrons	75% satisfaction
GOLD NETBALL CENTRE 93,529 patrons	89% satisfaction
HBF ARENA 1,401,637 patrons	91% satisfaction
HBF PARK 132,211 patrons	85% satisfaction
HBF STADIUM 1,025,055 patrons	95% satisfaction
OPTUS STADIUM 1,859,373 patrons	92% satisfaction
PERTH MOTORPLEX 187,093 patrons	95% satisfaction
RAC ARENA 653,745 patrons	91% satisfaction
SPEEDDOME 26,794 patrons	69% satisfaction
WA ATHLETICS STADIUM 80,171 patrons	71% satisfaction

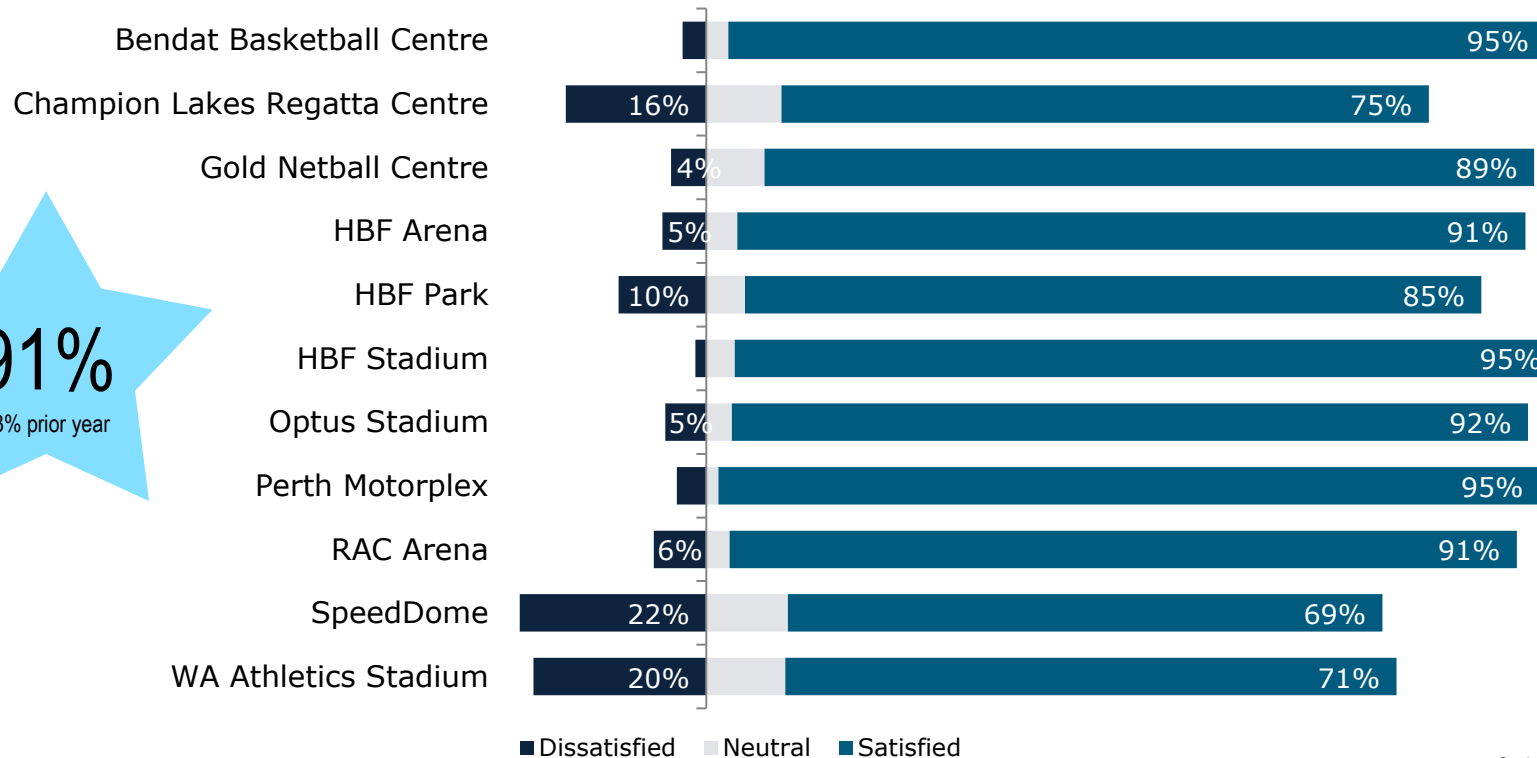
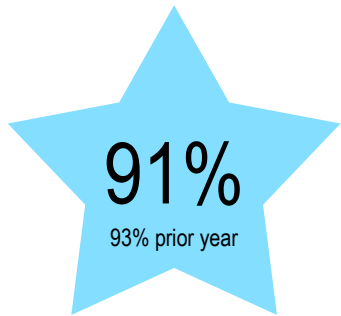


2022-23 SURVEY RESULTS

VENUE COMPARISONS

OVERALL SATISFACTION

- Overall satisfaction is down on last year from 93% to 91%.
- Six venues achieved at or above 90% satisfaction, one fewer than the prior year.
- Gold Netball Centre showed the most improvement with 89% overall satisfaction (+7% on prior year).

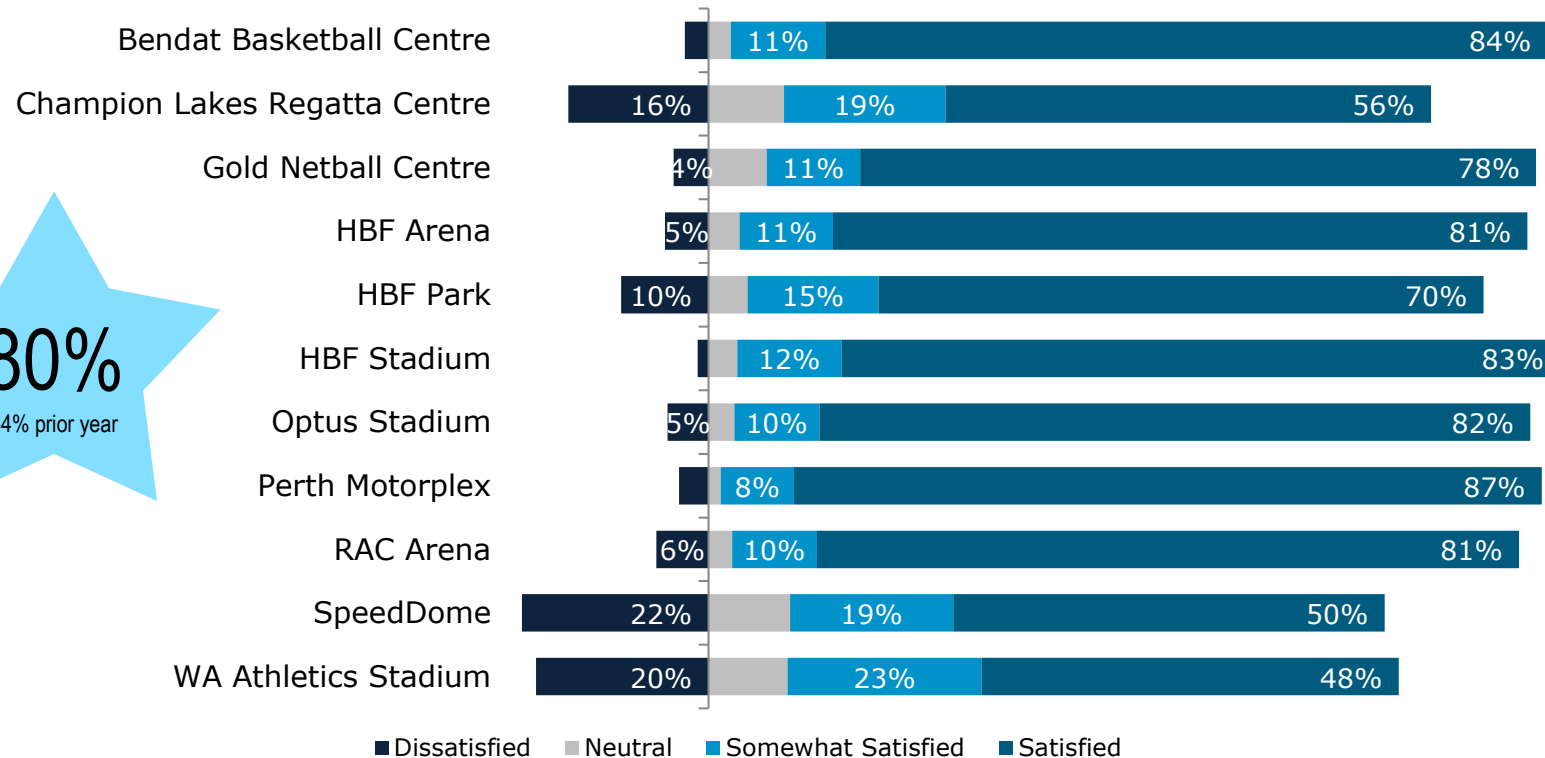


CURRENT	2021-22		2020-21	
RANK	SATISFIED	RANK	SATISFIED	RANK
▲ 1	94%	3	88%	7
▲ 9	79%	11	79%	10
▲ 7	82%	9	88%	7
▼ 5	95%	1	92%	4
= 8	86%	8	92%	4
▲ 1	92%	6	94%	2
▼ 4	95%	1	95%	1
▲ 1	93%	5	94%	2
▼ 5	94%	3	89%	6
▼ 11	81%	10	75%	11
▼ 10	90%	7	88%	7

Q: Overall, how satisfied are you as a customer of the venue?
Satisfied includes responses of 'somewhat satisfied', 'satisfied', and 'very satisfied'

OVERALL SATISFACTION WITHOUT “SOMEWHAT SATISFIED”

- Overall satisfaction without “somewhat satisfied” drops to 80%.
- Venues with the highest proportions of somewhat satisfied customers are Champion Lakes Regatta Centre (19%), SpeedDome (19%), and WA Athletics Stadium (23%).



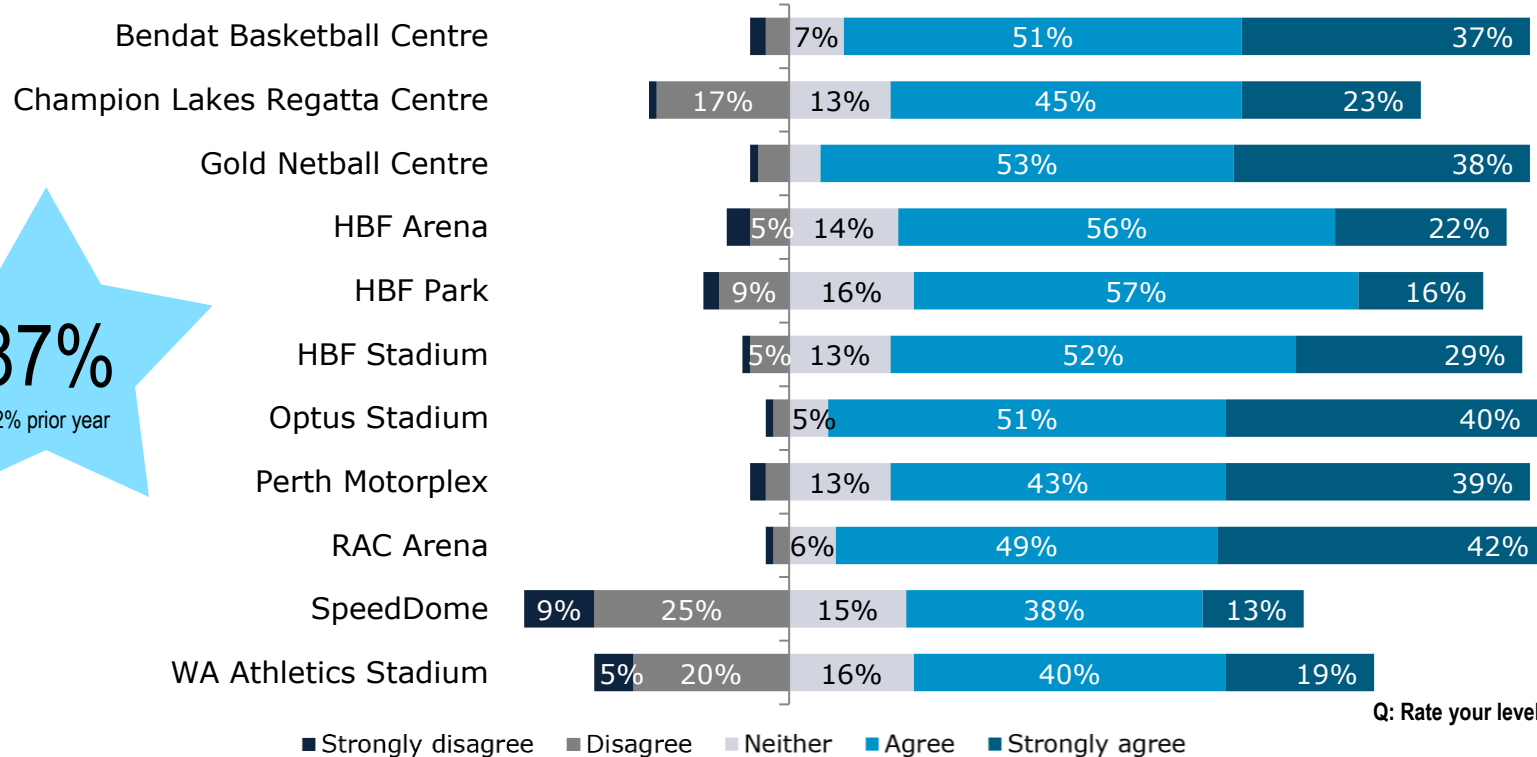
CURRENT	2021-22		2020-21	
RANK	SATISFIED	RANK	SATISFIED	RANK
▲ 2	84%	6	69%	9
▲ 9	57%	11	65%	10
▲ 7	65%	10	79%	6
= 5	85%	5	83%	3
▲ 8	70%	9	84%	2
▲ 3	81%	7	82%	5
▼ 4	87%	1	91%	1
= 1	87%	1	83%	3
▼ 5	87%	1	78%	7
▼ 10	78%	8	59%	11
▼ 11	87%	1	72%	8

Q: Overall, how satisfied are you as a customer of the venue?
Satisfied includes responses of 'satisfied', and 'very satisfied'

VENUE PROVIDES HIGH QUALITY FACILITIES

- Average satisfaction with the quality of facilities was 87% (-5%).
- Gold Netball Centre, Optus Stadium and RAC Arena rated equal highest with 91% agreement.
- Satisfaction with facilities increased to 81% at HBF Stadium (+2%).

87%
92% prior year



CURRENT		2021-22		2020-21	
AGREE	RANK	AGREE	RANK	AGREE	RANK
▼ 88%	4	89%	5	89%	4
▲ 68%	9	67%	11	80%	8
▲ 91%	1	79%	7	91%	2
▼ 78%	7	95%	2	86%	7
▼ 73%	8	89%	5	not asked	
▲ 81%	6	79%	7	88%	5
▼ 91%	1	96%	1	95%	1
▼ 82%	5	93%	4	88%	5
▼ 91%	1	95%	2	90%	3
▼ 51%	11	69%	10	70%	10
▼ 59%	10	78%	9	74%	9

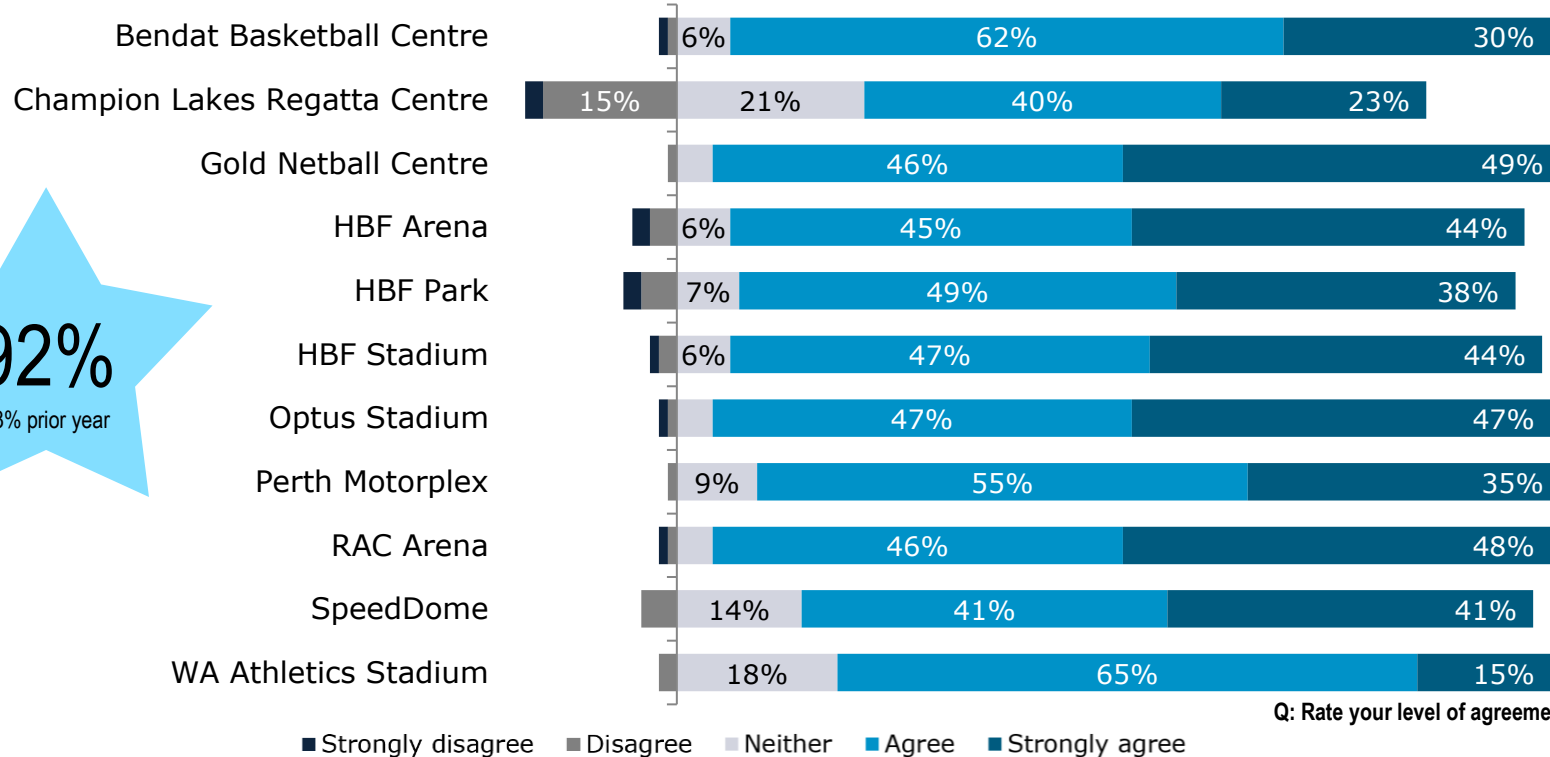
Q: Rate your level of agreement with the statement: "The venue has high quality facilities"

Satisfied includes responses of 'agree' and 'strongly agree'

Any apparent discrepancies in total % satisfied are due to rounding to zero decimal places

SERVICE FROM VENUE STAFF

- Average satisfaction with staff customer service was 92% (-1%).
- Gold Netball Centre achieved the highest rating with 95%, followed by Optus Stadium and RAC Arena with 94% each.
- Bendat Basketball Centre and HBF Stadium also achieved above 90% satisfaction with venue staff.



CURRENT		2021-22		2020-21	
AGREE	RANK	AGREE	RANK	AGREE	RANK
▲ 92%	4	88%	8	79%	10
▼ 63%	11	78%	11	74%	11
▲ 95%	1	89%	7	92%	5
▼ 89%	7	92%	4	94%	1
▼ 87%	8	90%	6	92%	5
= 91%	5	91%	5	93%	4
▼ 94%	2	95%	1	94%	1
▼ 90%	6	94%	2	94%	1
▲ 94%	2	93%	3	88%	8
▼ 82%	9	87%	9	81%	9
▼ 80%	10	86%	10	92%	5

Q: Rate your level of agreement with the statement: "I am satisfied with the service from venue staff"

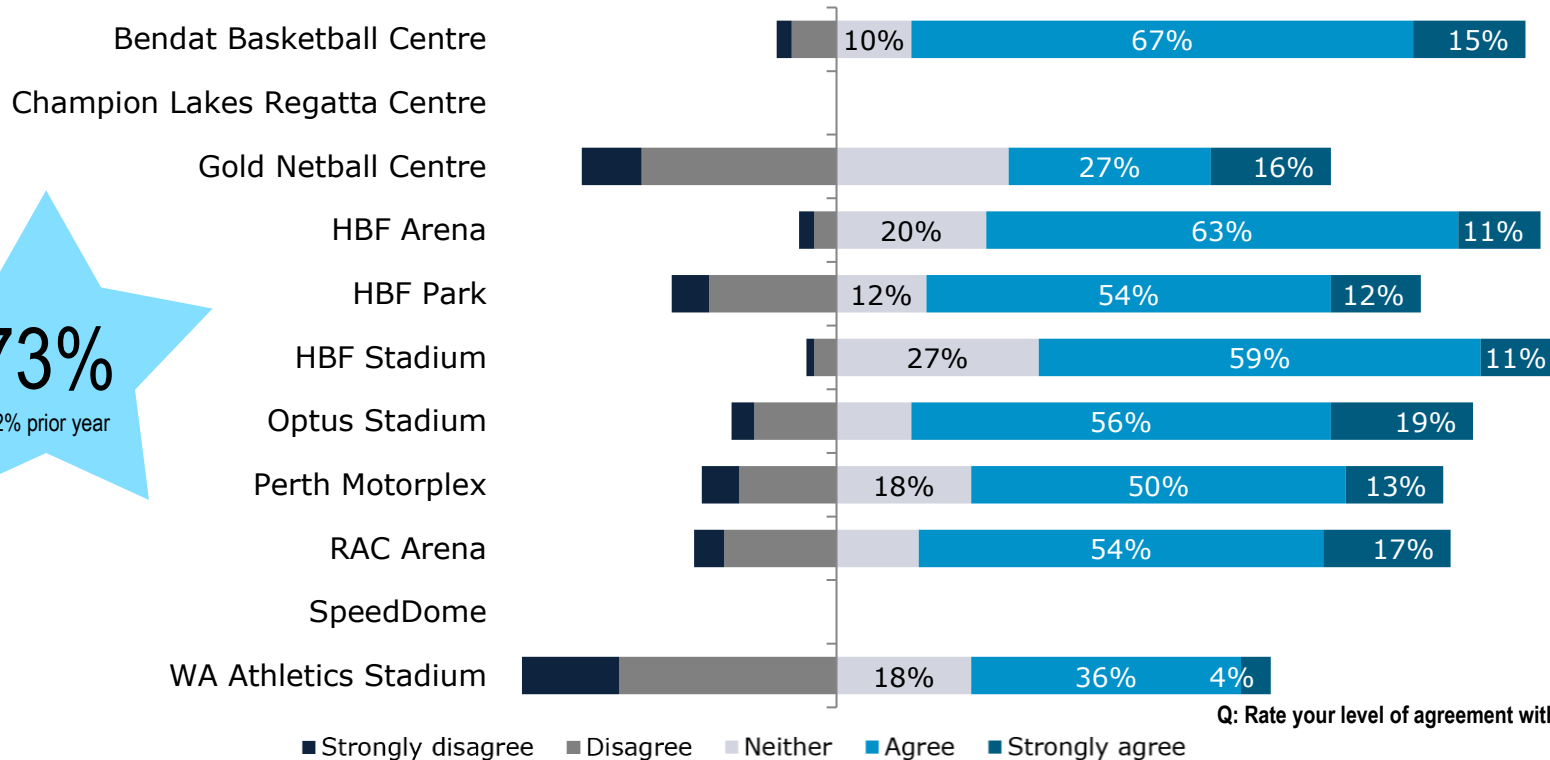
Satisfied includes responses of 'agree' and 'strongly agree'

Any apparent discrepancies in total % satisfied are due to rounding to zero decimal places

FOOD AND BEVERAGE OFFERING

- Average satisfaction with the food and beverage offering increased to 73% (+1%).
- Bendat Basketball Centre achieved the highest rating with 82% (+5%).
- WA Athletics Centre has shown significant improvement, increasing to 40%, which is +29% on the prior year.

73%
72% prior year



CURRENT		2021-22		2020-21	
AGREE	RANK	AGREE	RANK	AGREE	RANK
▲ 82%	1	77%	2	38%	8
catering not provided to surveyed population					
▲ 43%	8	32%	8	65%	6
▼ 74%	3	78%	1	82%	1
▲ 66%	6	53%	7	64%	7
▼ 70%	4	76%	3	77%	2
▲ 76%	2	75%	4	75%	3
▼ 63%	7	70%	6	71%	4
▼ 70%	4	75%	4	70%	5
catering not provided to surveyed population					
▲ 40%	9	11%	9	23%	9

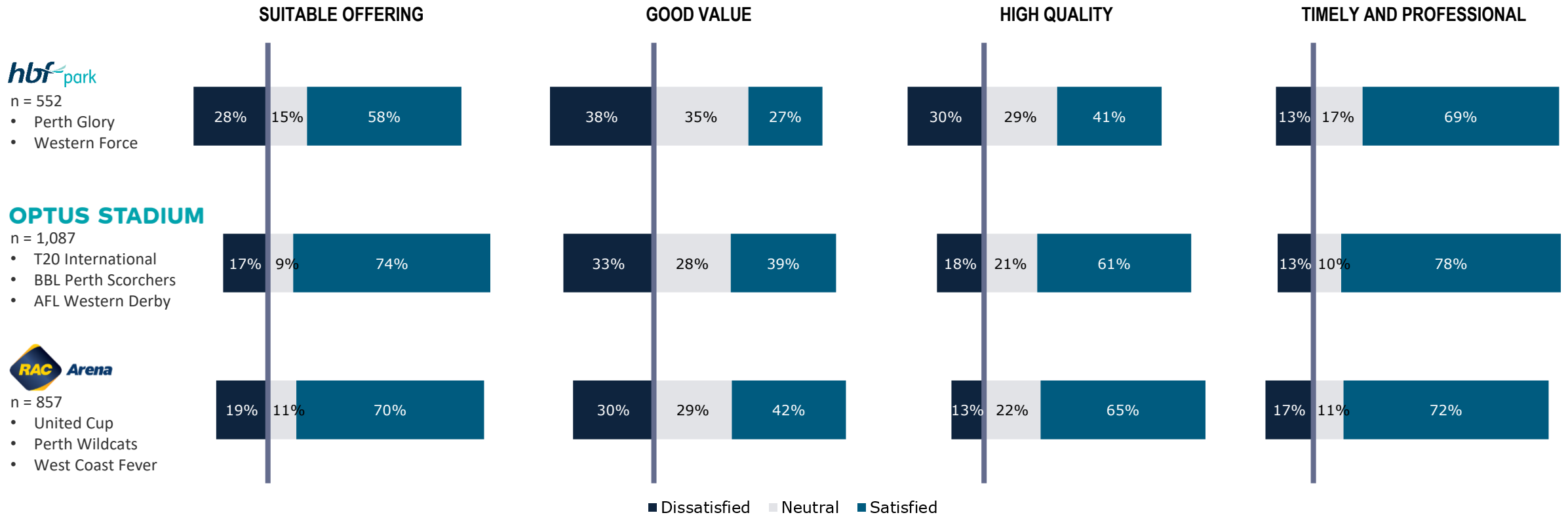
Q: Rate your level of agreement with the statement: "The venue has a suitable food and beverage offering"

Satisfied includes responses of 'agree' and 'strongly agree'

Any apparent discrepancies in total % satisfied are due to rounding to zero decimal places

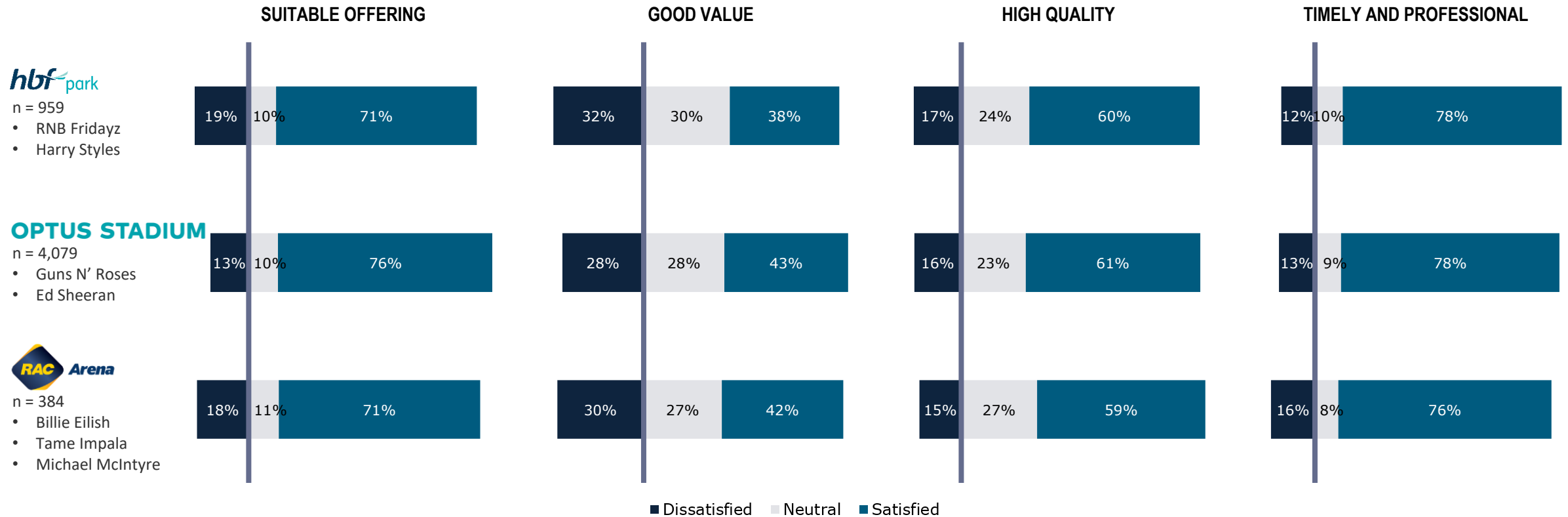
CATERING: SPORTING EVENTS

- Optus Stadium rated highest for suitable F&B offering at sporting events with 74% satisfaction (-2% on prior year).
- As with last year, good value compared to other venues had the largest proportion of 'neither' responses which suggests respondents may not be able to compare the value with other venues.



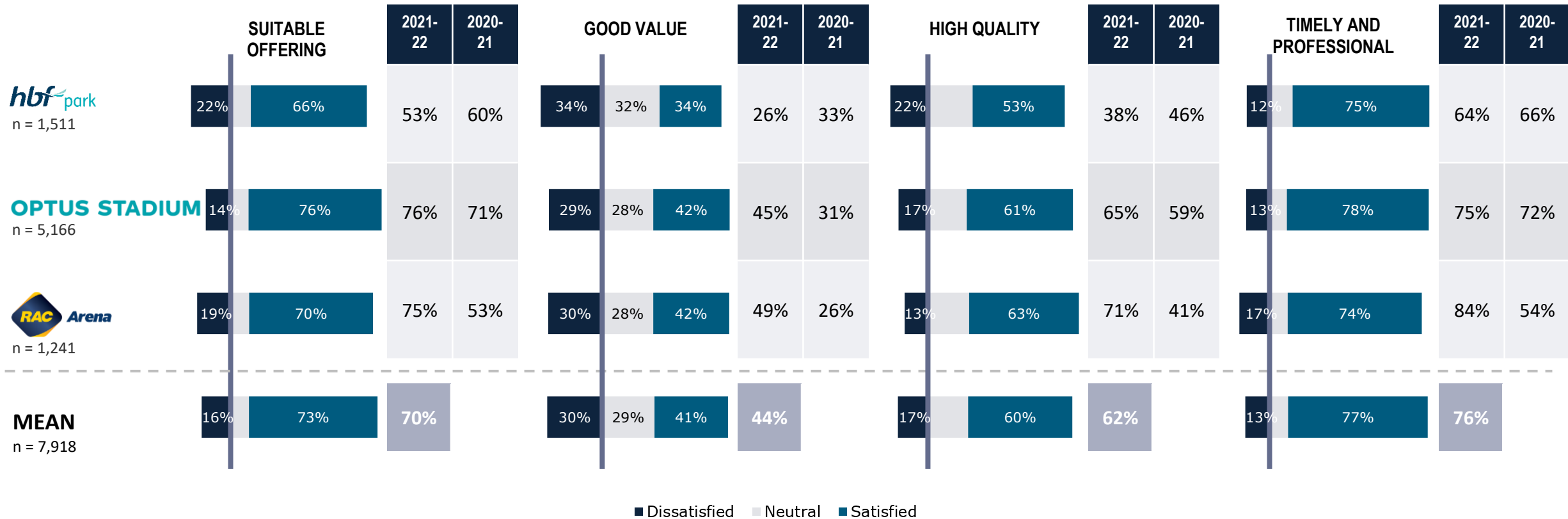
CATERING: ENTERTAINMENT EVENTS

- Optus Stadium rated highest for suitable F&B offering at entertainment events with 76% satisfaction.
- A high proportion of customers rated neutrally for both value for money compared to other venues and the quality of the food and beverages.
- Customers rated all three venues highest for timely and professional service.



CATERING: ALL EVENTS

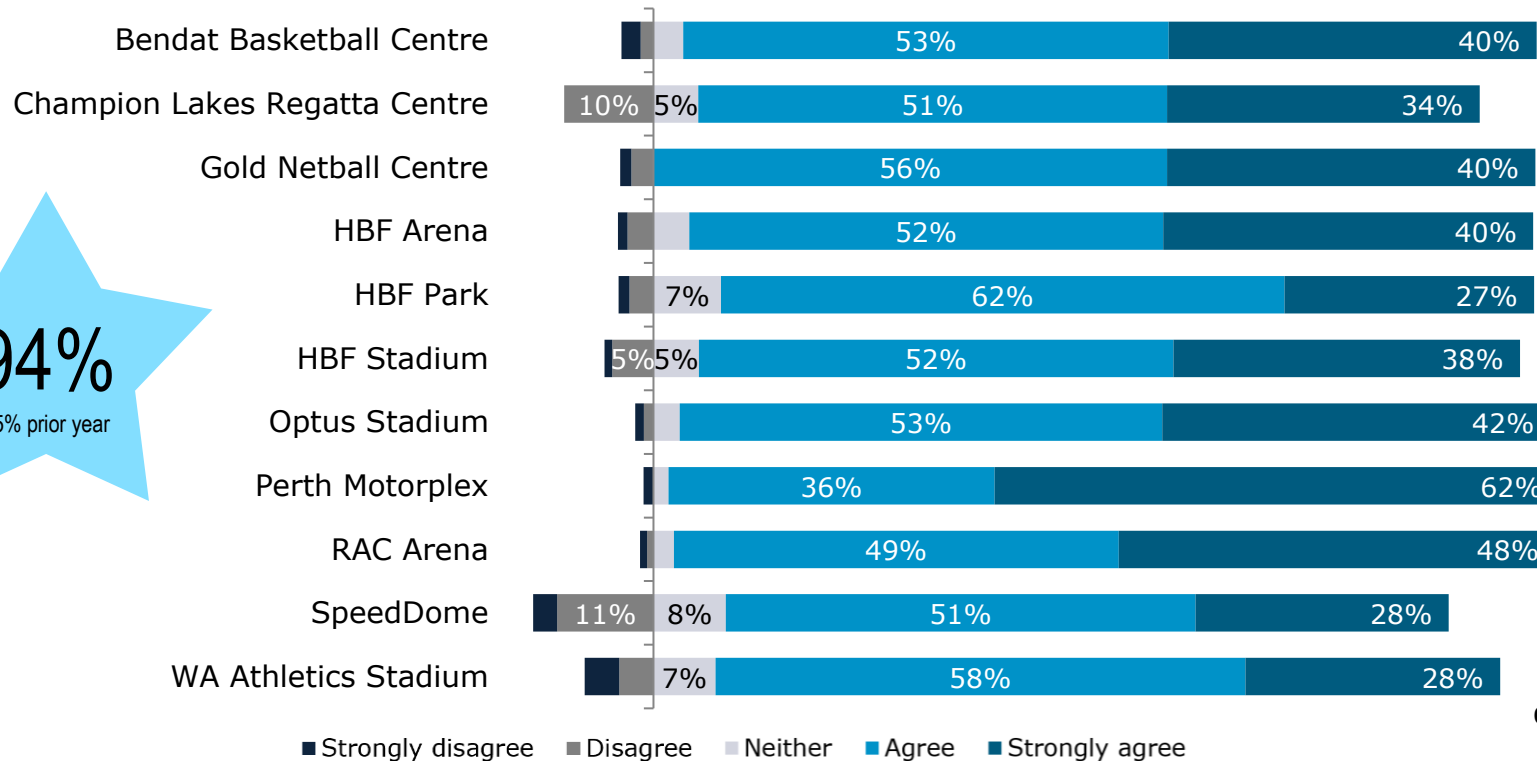
- HBF Park improved in all categories compared to the prior year, with the greatest improvement in satisfaction with the quality of the food and beverages (53%; +15% on prior year).



THE VENUE IS CLEAN

- Overall satisfaction with venue cleanliness was 94% (-1%).
- Our customers generally see our venues as being clean, with satisfaction at or above 90% at most venues.
- Perth Motorplex received the highest satisfaction rate for the second year in a row (97%; same as prior year), while Gold Netball Centre showed the biggest improvement (96%; +6% on prior year).

94%
95% prior year



CURRENT		2021-22		2020-21	
AGREE	RANK	AGREE	RANK	AGREE	RANK
▼ 93%	5	95%	4	95%	6
▼ 85%	10	91%	9	84%	11
▲ 96%	2	90%	10	96%	5
= 92%	6	92%	7	95%	6
▼ 89%	8	96%	2	99%	1
▼ 90%	7	92%	7	92%	8
▼ 95%	4	96%	2	97%	2
= 97%	1	97%	1	97%	2
▲ 96%	2	95%	4	97%	2
▼ 79%	11	87%	11	85%	10
▼ 86%	9	95%	4	90%	9

Q: Rate your level of agreement with the statement: "The venue is clean"

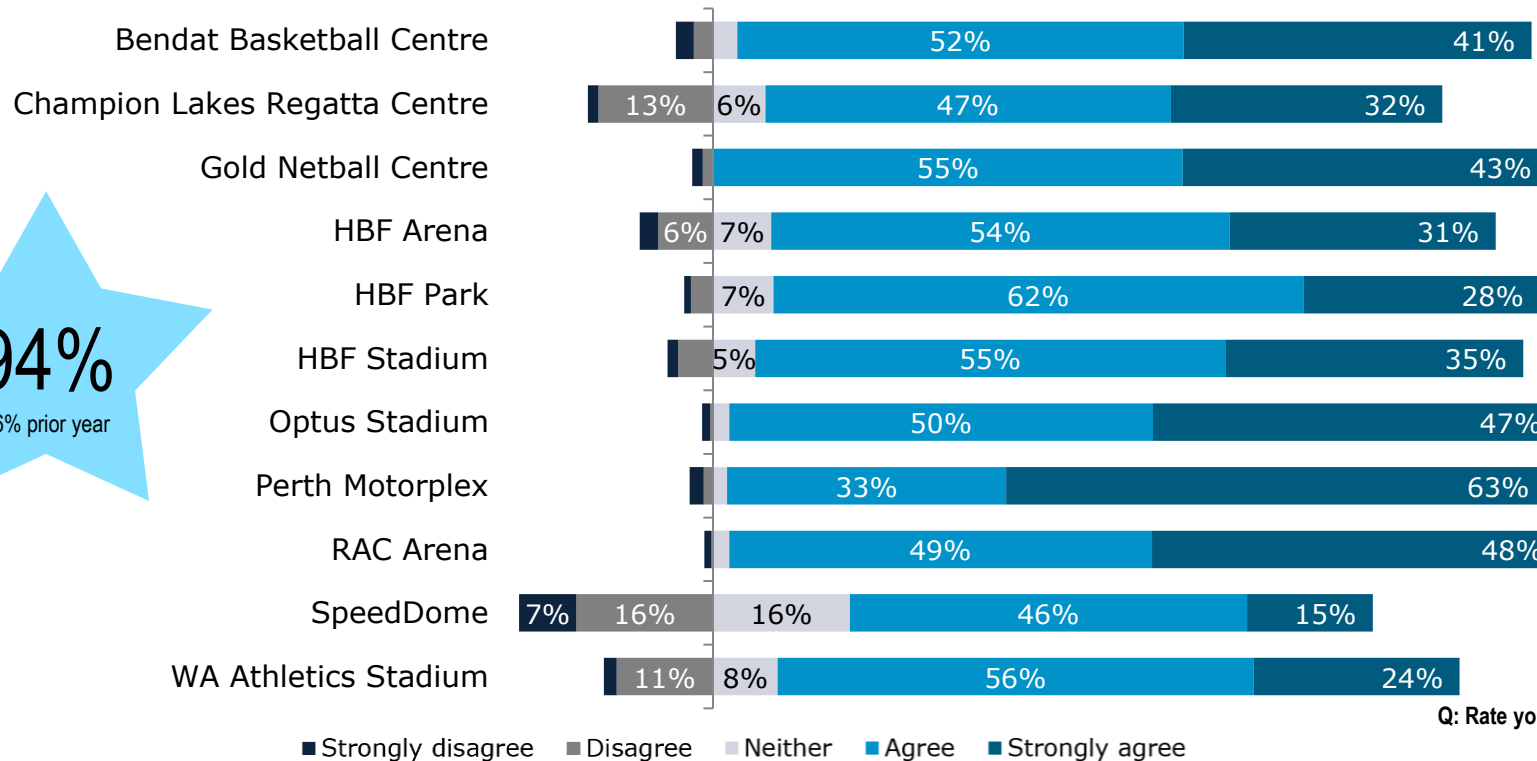
Satisfied includes responses of 'agree' and 'strongly agree'

Any apparent discrepancies in total % satisfied are due to rounding to zero decimal places

THE VENUE IS WELL MAINTAINED

- Overall satisfaction with venue maintenance remains high at 94% (-2%).
- Our customers generally see our venues as well maintained, with satisfaction at or above 90% at most venues.
- Gold Netball Centre received the highest satisfaction rating this year (98%; +9% on prior year), jumping from seventh to first ranked venue for this category.

94%
96% prior year



CURRENT		2021-22		2020-21	
AGREE	RANK	AGREE	RANK	AGREE	RANK
▼ 93%	5	94%	4	89%	8
▼ 79%	10	85%	9	77%	11
▲ 98%	1	89%	7	97%	4
▼ 85%	8	90%	6	91%	7
▼ 90%	6	94%	4	99%	1
▲ 90%	6	89%	7	92%	6
= 97%	2	97%	1	98%	2
= 96%	4	96%	2	98%	2
▲ 97%	2	96%	2	96%	5
▼ 61%	11	69%	11	85%	9
▲ 80%	9	78%	10	82%	10

Q: Rate your level of agreement with the statement: "The venue is well maintained"

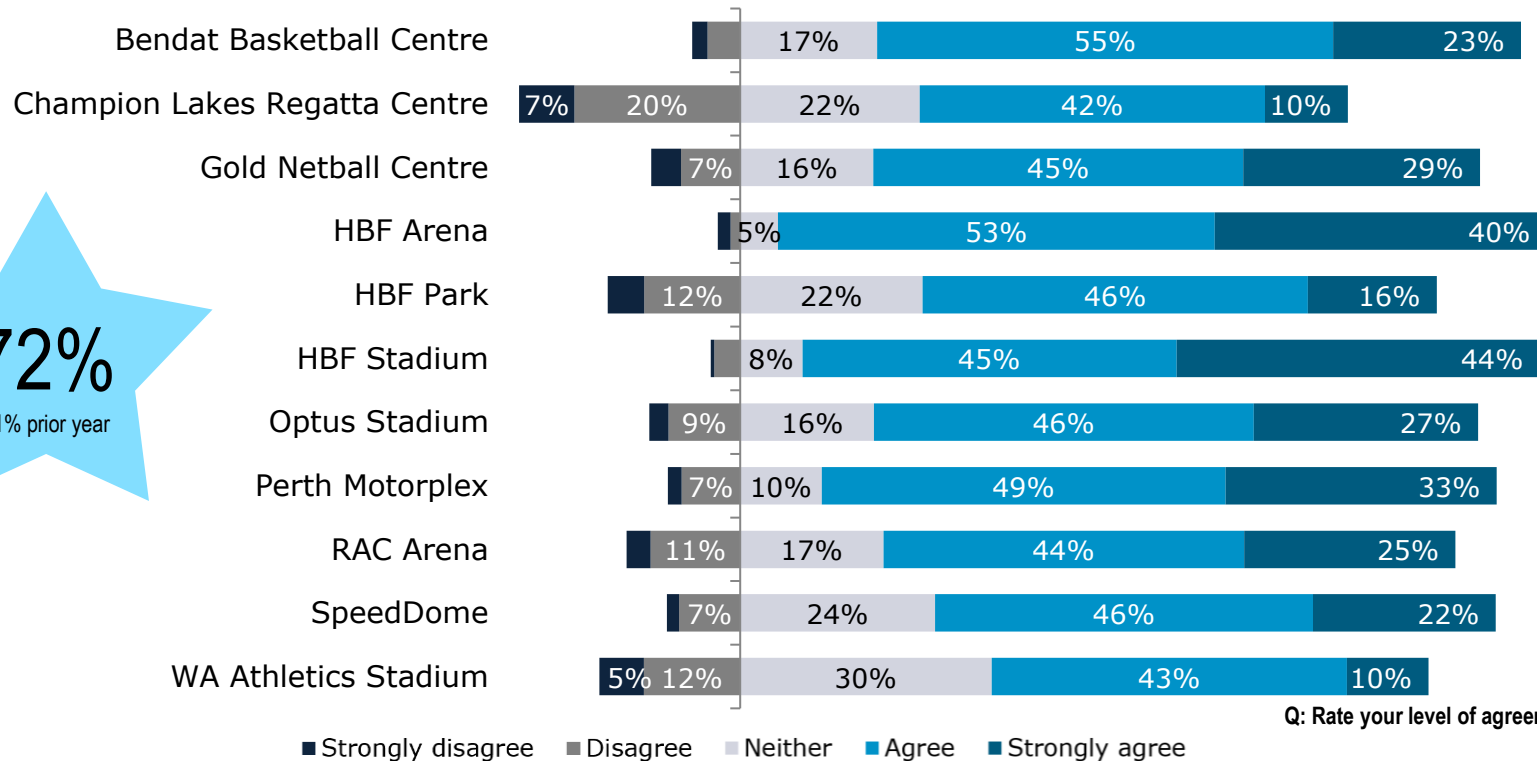
Satisfied includes responses of 'agree' and 'strongly agree'

Any apparent discrepancies in total % satisfied are due to rounding to zero decimal places

THE VENUE PROVIDES VALUE FOR MONEY

- Overall satisfaction with value for money increased to 72% (+1%).
- As in the prior two years, HBF Arena received the highest rating out of all the venues (93%; +3% on prior year).
- HBF Park (62%) and Perth Motorplex (81%) showed the largest improvement with +6% on the prior year.

72%
71% prior year



CURRENT		2021-22		2020-21	
AGREE	RANK	AGREE	RANK	AGREE	RANK
▲ 78%	4	75%	4	72%	5
▼ 52%	10	62%	10	62%	9
▼ 73%	5	81%	3	84%	2
▲ 93%	1	90%	1	90%	1
▲ 62%	9	56%	11	72%	5
▲ 89%	2	84%	2	82%	3
▲ 73%	5	72%	7	72%	5
▲ 81%	3	75%	4	50%	11
▼ 69%	7	75%	4	69%	8
▼ 68%	8	69%	8	76%	4
▼ 47%	11	64%	9	62%	9

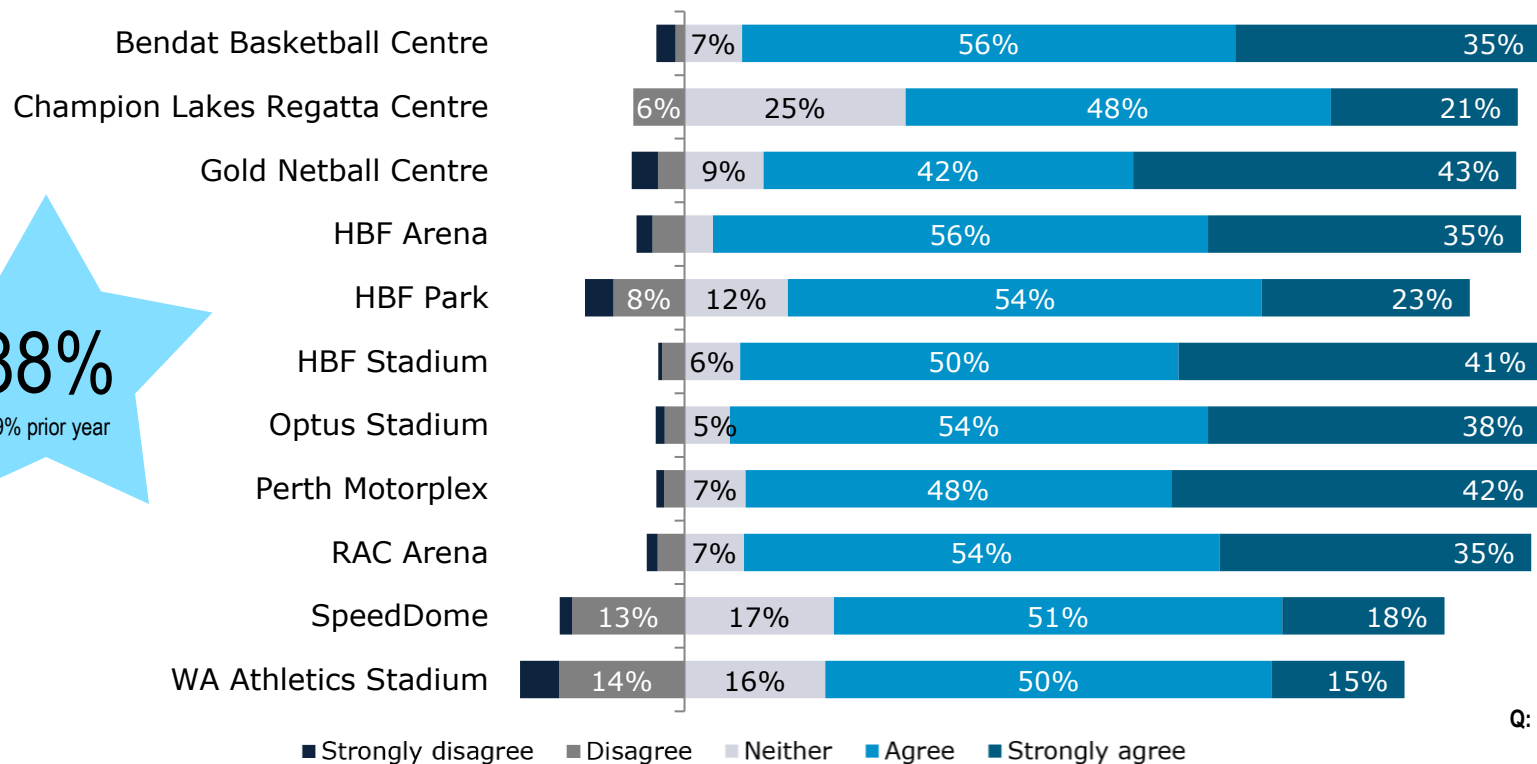
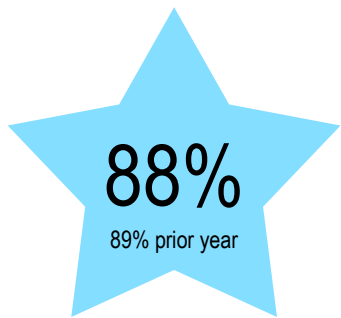
Q: Rate your level of agreement with the statement: "A visit to the venue provides value for money"

Satisfied includes responses of 'agree' and 'strongly agree'

Any apparent discrepancies in total % satisfied are due to rounding to zero decimal places

THE VENUE IS WELL RUN

- Overall satisfaction with the management of our venues was 88% (-1%).
- Optus Stadium received the highest satisfaction rate for venue management (92%; same as prior year).
- HBF Park rated lower than the prior year with 77% satisfaction (-17%), likely impacted by the movement of Perth Glory games to Macedonia Park for the 2022-23 season.



	CURRENT		2021-22		2020-21	
	AGREE	RANK	AGREE	RANK	AGREE	RANK
Bendat Basketball Centre	▲ 90%	4	89%	6	83%	8
Champion Lakes Regatta Centre	▼ 69%	9	79%	8	81%	9
Gold Netball Centre	▲ 85%	7	79%	8	90%	5
HBF Arena	= 91%	2	91%	5	92%	3
HBF Park	▼ 77%	8	94%	2	89%	6
HBF Stadium	▲ 91%	2	88%	7	92%	3
Optus Stadium	= 92%	1	92%	4	93%	2
Perth Motorplex	▼ 90%	4	95%	1	94%	1
RAC Arena	▼ 89%	6	93%	3	84%	7
SpeedDome	▼ 69%	9	72%	10	74%	11
WA Athletics Stadium	▼ 59%	11	69%	11	80%	10

Q: Rate your level of agreement with the statement: "The venue is well run"

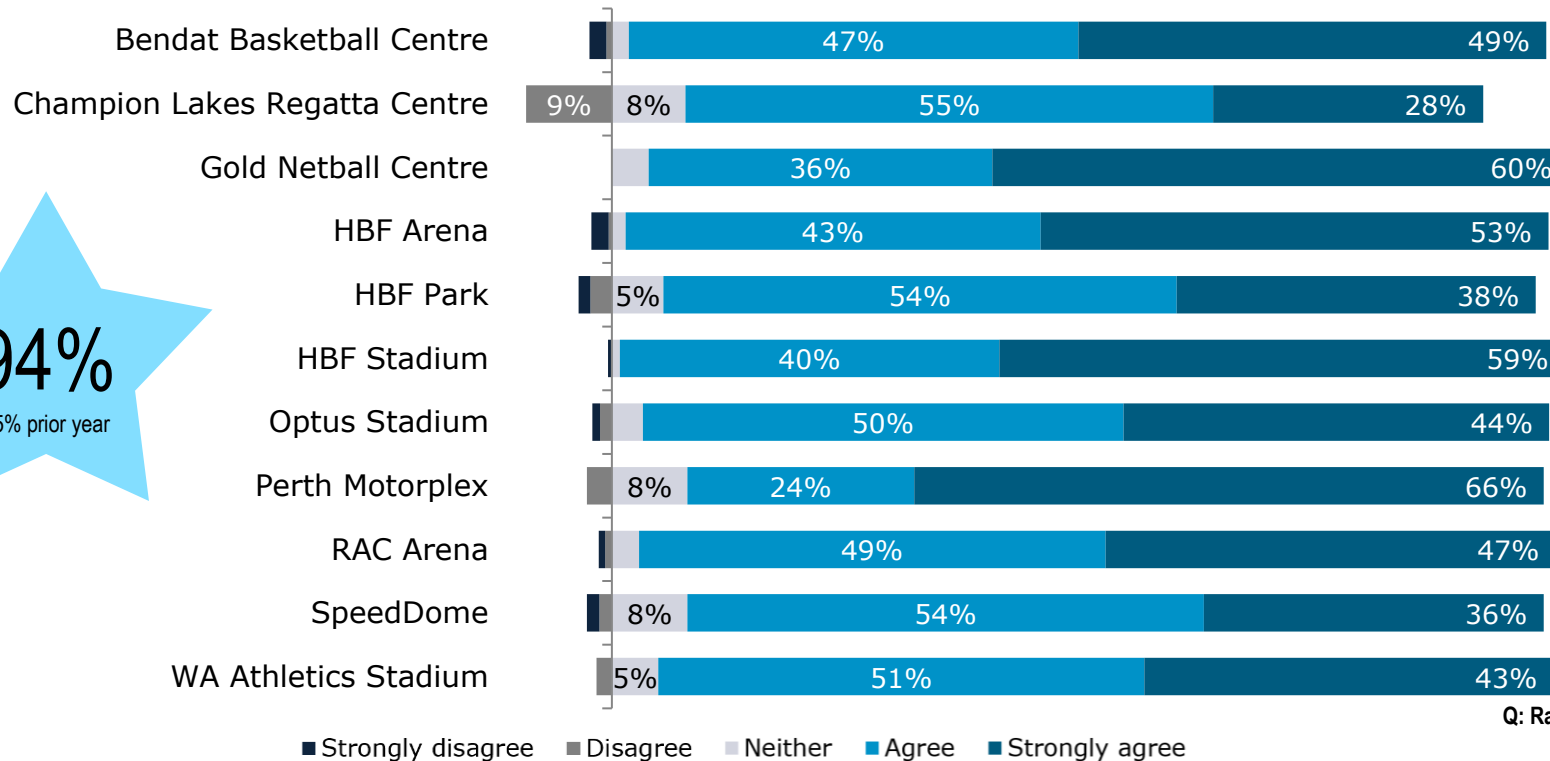
Satisfied includes responses of 'agree' and 'strongly agree'

Any apparent discrepancies in total % satisfied are due to rounding to zero decimal places

SAFETY AT THE VENUE

- Overall satisfaction with venue safety dipped slightly to 94% (-1%).
- HBF Stadium achieved the highest rating for safety with 99% (+3% on prior year).

94%
95% prior year



CURRENT		2021-22		2020-21	
AGREE	RANK	AGREE	RANK	AGREE	RANK
= 96%	2	96%	2	96%	4
▼ 83%	11	95%	6	79%	11
▲ 96%	2	89%	11	97%	1
▲ 96%	2	91%	10	96%	4
▼ 91%	8	96%	2	97%	1
▲ 99%	1	96%	2	97%	1
= 95%	6	95%	6	96%	4
▼ 89%	9	95%	6	96%	4
▲ 96%	2	95%	6	95%	8
▼ 89%	9	97%	1	91%	10
▼ 94%	7	96%	2	92%	9

Q: Rate your level of agreement with the statement: "I felt safe at the venue"

Satisfied includes responses of 'agree' and 'strongly agree'

Any apparent discrepancies in total % satisfied are due to rounding to zero decimal places