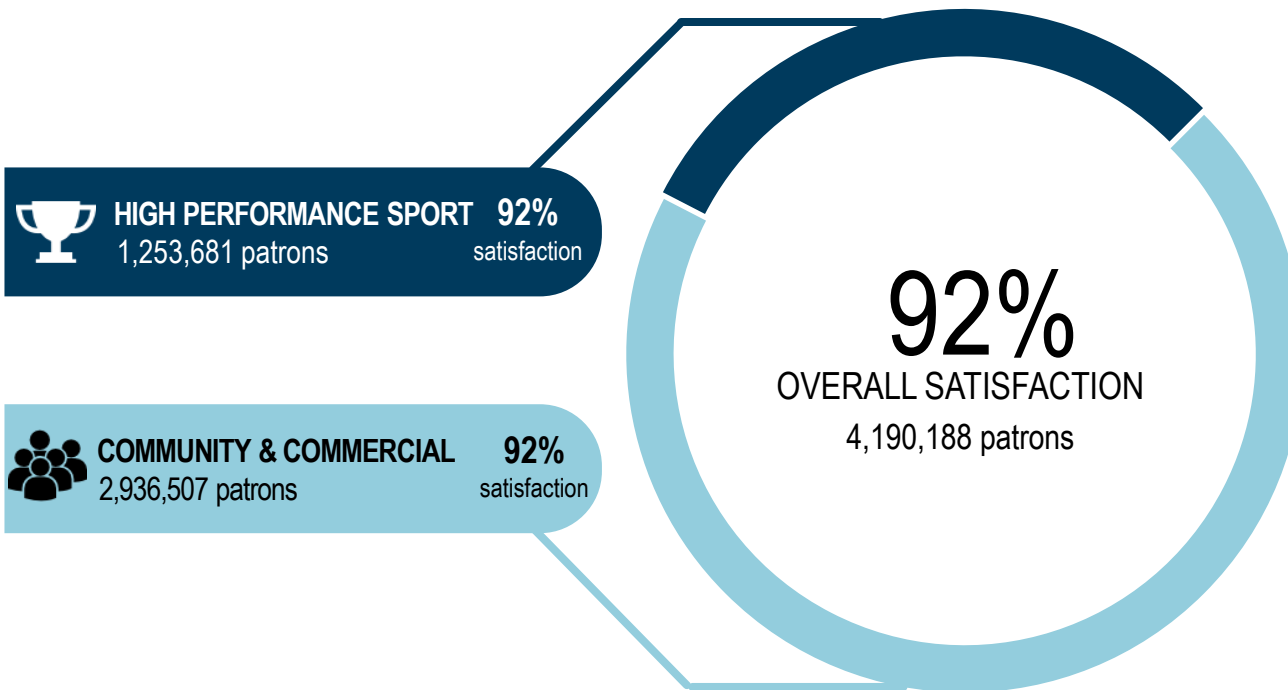


VenuesWest Customer Satisfaction Survey Summary

Research conducted in 2020-21 financial year



Overview



BENDAT BASKETBALL CENTRE 430,591 patrons	86% satisfaction
CHAMPION LAKES REGATTA CENTRE 67,558 patrons	79% satisfaction
HBF ARENA 1,311,945 patrons	92% satisfaction
HBF PARK 106,491 patrons	92% satisfaction
HBF STADIUM 672,249 patrons	94% satisfaction
OPTUS STADIUM 982,569 patrons	95% satisfaction
PERTH MOTORPLEX 119,926 patrons	94% satisfaction
RAC ARENA 287,315 patrons	89% satisfaction
SPEEDDOME 22,957 patrons	75% satisfaction
GOLD NETBALL CENTRE 89,452 patrons	88% satisfaction
WA ATHLETICS STADIUM 99,135 patrons	88% satisfaction

High Performance Sport Users

Annual Satisfaction Survey

Method

Data collection: Online, 95 responses

Date: 14 April – 9 May 2021

Analysis: Findings reported for all sports collectively, and are presented against the 19/20 survey (93 responses)

92% Overall satisfaction
(90% in 19/20)

95 responses (93 in 19/20)



55% 45%

User type	Top 3
Athlete	36%
Administrator	32%
Coach	17%

Representation (by sport)

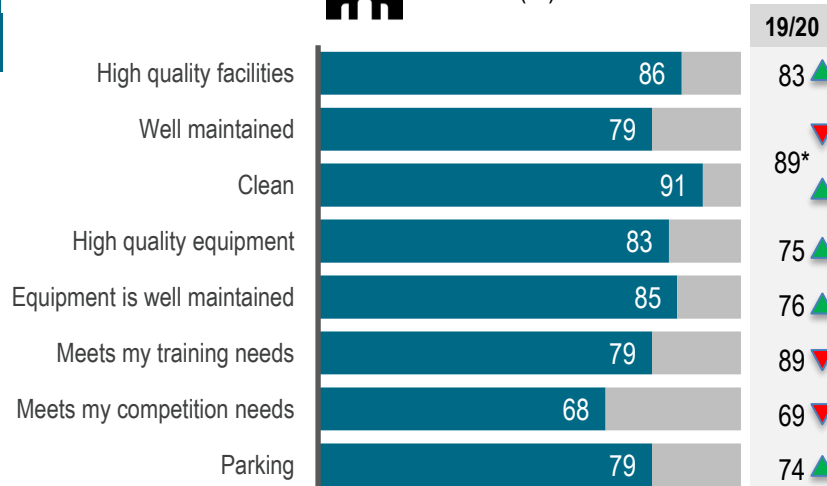
Sport	Top 5
Netball	19%
Athletics	9%
Diving	9%
All sports (WAIS admin)	7%
Basketball	7%

Main venue used

	Top 4
WAIS HPSC	36%
HBF Stadium	20%
State Netball Centre	18%
Champion Lakes	5%



Facilities (%)



* Prior to 20/21 clean and well maintained were reflected within the one question



Operations (%)



98%

believe VenuesWest sufficiently assures their safety whilst undertaking training and/or competition at our venues



89% satisfaction with staff at the venue (84% in 2019/20) ▲



43% satisfaction with food & beverages (40% in 2019/20) ▲



Better than other venues	About the Same	Worse than other venues
61%	21%	18%



Most enjoyed aspects

- Great facilities (24%)
- Venue usability / accessibility (7%)
- Space / spacious (6%)

No comment (30%)



How to improve venue services

- Upgrade / replace gym equipment (9%)
- Needs better temperature control / weather protection (9%)
- Upgrade / replace facilities (8%)
- More maintenance (6%)

No comment (29%)

Stakeholders

Annual Satisfaction Survey

Method

Data collection: Online, 20 responses

Date: 22 March – 5 April 2021

Analysis: Findings reported for all sports collectively, and are presented against the 2018 survey (20 responses)

83% Overall satisfaction
(78% in 2018)

20 responses (20 in 2018)

Relationship with VenuesWest

Top 3	
State sporting association	25%
Tenant	25%
Community sporting association	15%

Main venue used

Top 4	
HBF Stadium	35%
Champion Lakes	15%
SpeedDome	15%
Optus Stadium	10%



Venue satisfaction (%)

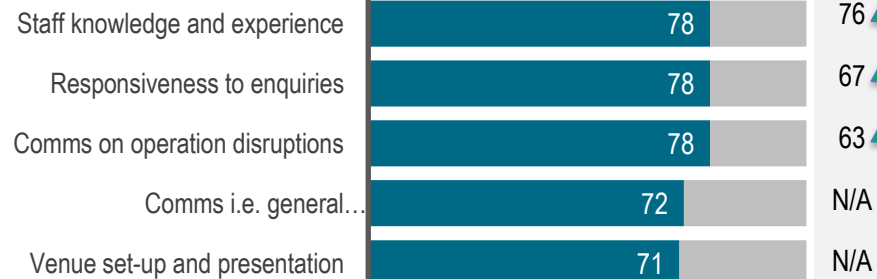


72%

believe VenuesWest is successfully fulfilling its purpose to deliver world class experiences to support high performance sport



Service and Support (%)



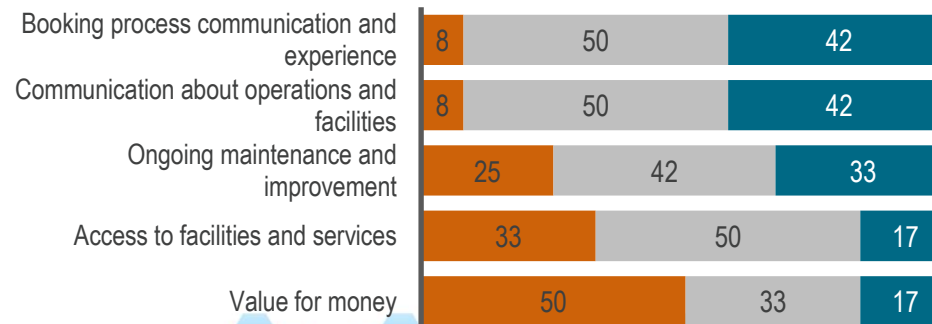
How likely would you recommend your primary venue to a colleague or friend?



Likely to recommend	Neutral	Not likely to recommend
61%	33%	6%



Comparison to other venues (%)



Major strengths

- Communication (engagement and proactiveness)
- Industry knowledge / influence / perception



Weaknesses

- Pricing / Cost structure
- Processes (compliance and bookings)

Worse About the same Better