

VenuesWest Customer Satisfaction Survey Summary

Research conducted in 2018-19 financial year



VENUES WEST

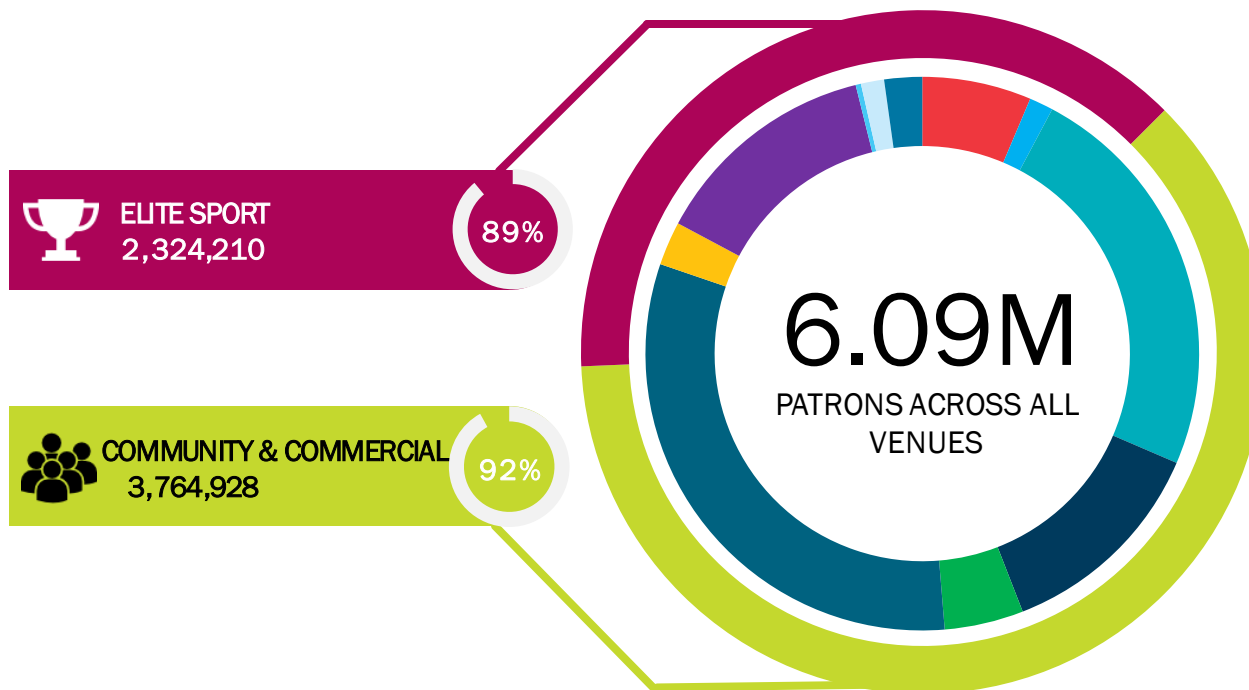
Method

- Customer satisfaction research was conducted at 11 VenuesWest venues in 2018/19, with feedback received from 8,726 customers in total
- Survey distribution: Online and face-to-face methodologies have been used to collect feedback
- Survey incentive: Event tickets were offered to drive participation
- Note: Unless otherwise specified, results are exclusive of 'Don't know' responses

<u>Venue</u>	2019	2018
Bendat Basketball Centre	390	870
Champion Lakes	229	171
HBF Arena	401	395
HBF Park	974	748
HBF Stadium	366	632
Motorplex	838	353
Optus Stadium	2,613	4,089
RAC Arena	1,986	2,720
SpeedDome	99	137
State Netball Centre	638	149
WA Athletics Stadium	192	86
Total	8,726	10,350

Overview

Overall satisfaction was outstanding at **92%** in 2018/19 compared to 91% in 2017/18



BENDAT BASKETBALL CENTRE	388,476	93%
CHAMPION LAKES REGATTA CENTRE	85,181	91%
HBF ARENA	1,441,813	92%
HBF PARK	281,210	91%
HBF STADIUM	769,177	92%
OPTUS STADIUM	1,920,060	95%
PERTH MOTORPLEX	155,859	80%
RAC ARENA	811,643	92%
SPEEDDOME	18,927	91%
STATE NETBALL CENTRE	82,435	90%
WA ATHLETICS STADIUM	134,319	82%

Venue summaries



Bendat Basketball Centre

Annual user survey

Method

Data collection: Online

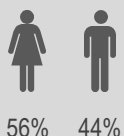
Date: Mar 24 – Apr 7 2019

Analysis: Findings presented against the 2017/18 annual user survey

93%

Overall satisfaction
(94% in 17/18)

390 respondents (870 in 17/18)



Main activity	Top 3
Junior Bball comp	54%
Senior Bball comp	23%
WA Bball League	12%



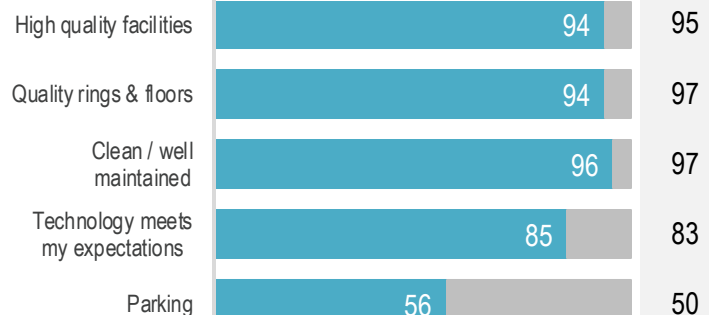
- 63% rate the venue as better than other venues
- 81% of respondents are spectators or participants of a sporting competition
- 79% have been customers for 2+ yrs



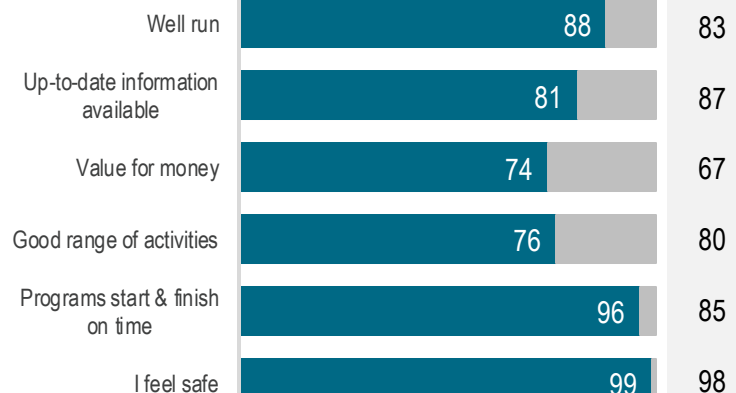
BBWA website	57%
Email from BBWA	36%
VenuesWest website	14%
Face-to-face enquiry	14%



Facilities (%)



Operations (%)



39% satisfaction with food & beverages – the lowest of all the venues (53% in 17/18)



86% satisfaction with staff at the venue (87% in 17/18)



Positive comments

- High quality courts and rings (19%)
- Quality facilities (17%)
- Close to home / location (13%)
- Great / modern venue (11%)
- Clean venue (11%)

No comment (24%)



Negative comments

- Café variety / quality (19%)
- More parking (17%)
- Unfriendly staff / understaffed (9%)
- Café / bar opening hours (8%)
- Climate control – air-con / heating (6%)

No comment (27%)

Champion Lakes Regatta Centre

Method

Data collection: Online/Intercept

Date: March - April 2019

Analysis: Findings presented against results of 2018 CLRC Customer Survey (171 responses)

91%

Overall satisfaction
(78% in 17/18)

229 respondents (172 in 17/18)



48%



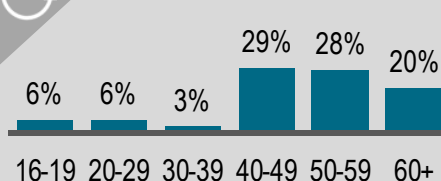
51%

Main activity

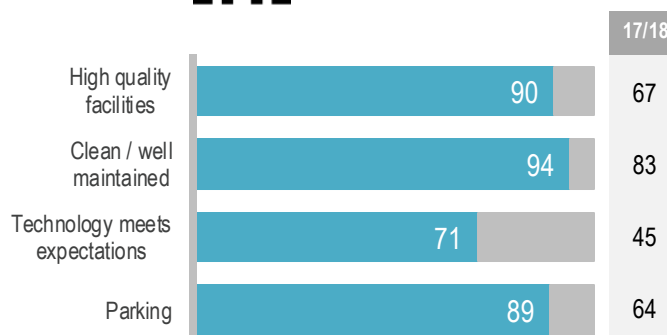
Top 3

Rowing	75%
Dragon boating	19%
Kayak	6%

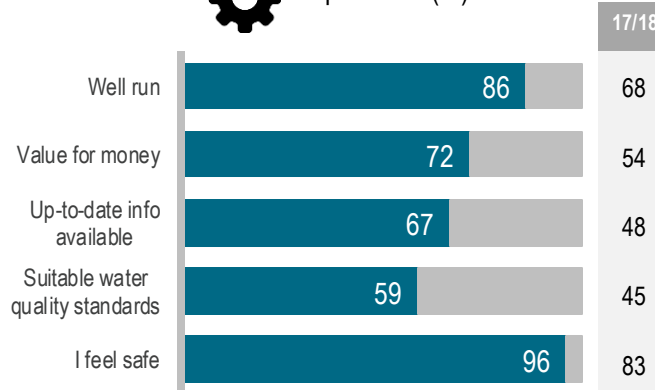
AGE



Facilities (%)



Operations (%)



70% satisfaction with food & beverages (28% in 17/18)



91% satisfaction with staff at the venue (69% in 17/18)



Positive comments

- Great venue / purpose built (9%)
- Good accessibility (4%)
- Clean bathrooms (3%)
- Caters for variety of activities (3%)

No comment (75%)



Negative comments

- Need more shade / more trees (14%)
- Technology – improved sound / screens (7%)
- More food access / options (6%)
- Water quality / odour complaints (4%)
- Need better access infrastructure to get boats on/off the lake (e.g. landing beach, mini jetties) (3%)

No comment (65%)

HBF Arena

Method

Data collection: Online

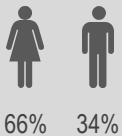
Date: November – December 2018

Analysis: Findings presented against results of 2017 HBF Arena Customer Survey (495 responses)

92%

Overall satisfaction
(93% in 17/18)

401 respondents (395 in 17/18)



Main activity	Top 3
Fitness/Gym	35%
Group Fitness	31%
Lap Swimming	12%



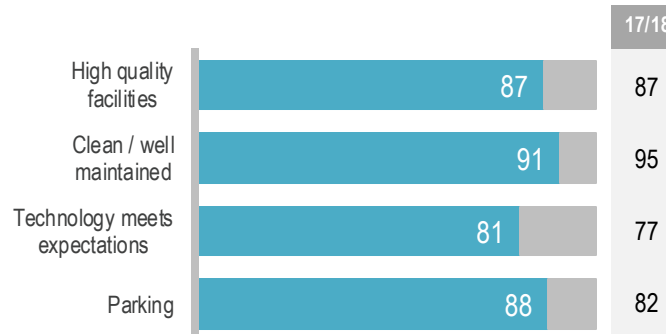
- 92% access the venue by car
- 83% travel 10km or less to the venue
- 53% have been customers for 2+yrs
- 70% are over the age of 40



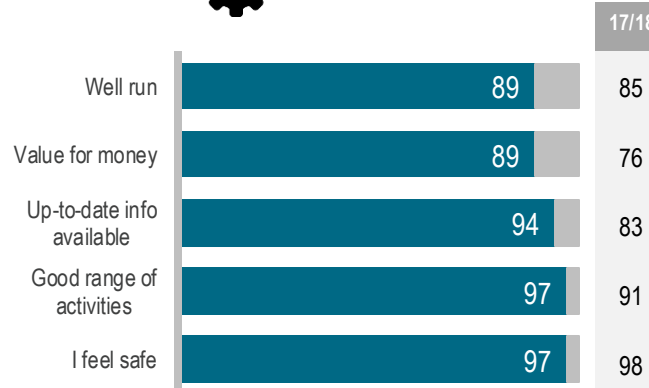
HBF Arena website	73%
Face-to-face enquiry	51%
Brochure from venue	21%
Phone call enquiry	20%



Facilities (%)



Operations (%)



78% satisfaction with food & beverages (63% in 17/18)



93% satisfaction with staff at the venue (92% in 17/18)



Positive comments

- Staff / instructors (30%)
- Location / Convenience (14%)
- Facilities (13%)
- Variety of classes (12%)

No comment (16%)



Negative comments

- Availability of classes (10%)
- Upgrade / more gym equipment (7%)
- Expand group fitness room (6%)
- Need more showers / parent change rooms / clean change rooms (6%)

No comment (27%)

HBF Stadium - General

Method

Data collection: Online

Date: November – December 2018

Analysis: Findings presented against results of 2017 HBF Stadium Customer Survey (428 responses)

95%

Overall satisfaction
(94% in 17/18)

272 respondents (428 in 17/18)



Main activity	Top 3
Fitness/Gym	28%
Group Fitness	24%
Lap Swimming	21%



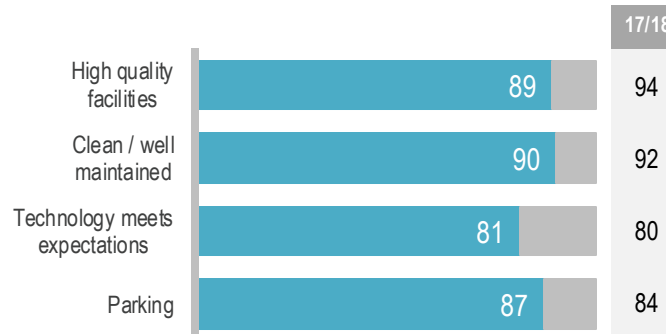
- 93% access the venue by car
- 88% travel 10km or less to the venue
- 55% have been customers for 5+yrs
- 51% are over the age of 60



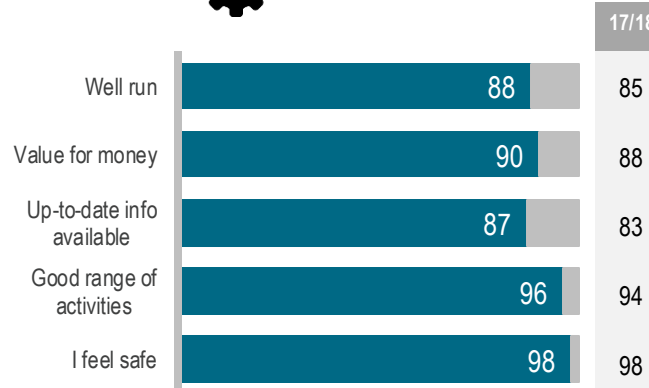
HBF Arena website	73%
Face-to-face enquiry	51%
Brochure from venue	21%
Phone call enquiry	20%



Facilities (%)



Operations (%)



79% satisfaction with food & beverages (82% in 17/18)



92% satisfaction with staff at the venue (95% in 17/18)



Positive comments

- Staff / instructors (26%)
- Location / Convenience (18%)
- Facilities (14%)
- Atmosphere / Environment (12%)

No comment (16%)



Negative comments

- Change rooms unclean / upgrades poorly designed (10%)
- More public lane availability (8%)
- More fitness classes (6%)
- Parking during events (6%)

No comment (27%)

HBF Stadium – Commercial

Method

Data collection: Online

Date: Boyzone: Apr 2019; Dean Lewis: May 2019

Analysis: Findings presented against results of 2017/18 HBF Stadium Customer Survey's from 3 commercial events (204 responses total)

84%

Overall satisfaction
(97% in 17/18)

94 respondents (204 in 17/18)

Two commercial surveys were conducted at HBF Stadium, targeting patrons who attended the Dean Lewis concert and the Boyzone concert.



Facilities & Operations (%)



62% satisfaction with food & beverages (57% in 17/18)



91% satisfaction with staff at the venue (96% in 17/18)

Dean Lewis



- 81% found it easy to purchase through Ticketmaster
- 78% satisfied with technology at the venue
- 52% satisfied with food & beverage offering



Car	63%
Dropped off	30%
Taxi / ride share	7%

85%

Overall satisfaction



Ticketmaster website	70%
HBF Stadium website	41%
Social Media	41%
Dean Lewis website	26%

Boyzone



- 99% found it easy to purchase through Ticketmaster
- 64% satisfied with technology at the venue
- 54% satisfied with food & beverage offering



Car	67%
Taxi / ride share	12%
Dropped off	9%

83%

Overall satisfaction



Ticketmaster website	73%
Social Media	41%
HBF Stadium website	23%
Boyzone website	21%



- Great venue (15%)
- Great service / great staff (11%)
- Entry issues (4%)
- Food & beverage issues (4%)
- Lack of pre-event information (4%)



- Great event (25%)
- Great venue (17%)
- Sound / lighting issues (12%)
- Venue layout issues (11%)
- Great service / great staff (11%)
- Food and beverage issues (9%)
- Staff / security complaints (9%)

HBF Park

Method

Data collection: Online

Date: RnB Fridays: Nov '18; Perth Glory: Feb '19; Western Force: May '19

Analysis: Findings presented against results of 2017/18 nib Stadium Customer Survey's from 2 events (748 responses total)

91%

Overall satisfaction
(94% in 17/18)

974 respondents (748 in 17/18)

Three commercial surveys were conducted at HBF Park, targeting patrons who attended the RnB Fridays live, a Perth Glory fixture and a Western Force fixture.



Facilities & Operations (%)



78% satisfaction with food & beverages (72% in 17/18)



95% satisfaction with staff at the venue (95% in 17/18)

RnB Fridays



- 81% found it quick & easy to enter the venue and get to their seat
- 66% satisfied with technology



Car	63%
Dropped off	30%
Taxi / ride share	7%

82%

Overall satisfaction

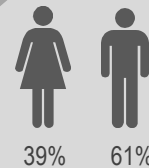


Ticketmaster website	65%
RnB Fridays website	61%
Social Media	54%

Perth Glory

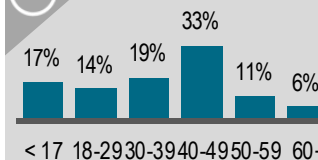


- 95% found it quick & easy to enter the venue and get to their seat
- 38% were Perth Glory members



97%

Overall satisfaction



Western Force

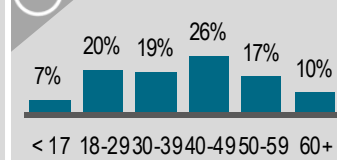


- 24% were Western Force members
- 98% found it quick and easy to enter the venue and get to their seat



97%

Overall satisfaction



- Enjoyable experience (14%)
- Food & drink lines too long (11%)
- Great venues (8%)



- Go Glory! (16%)
- Great day (16%)
- Catering issues (13%)



- Great night (8%)
- Love the stadium (5%)
- Healthier food options / more variety (5%)

Optus Stadium

Method

Data collection: Online

Date: September '18 – February '19

Analysis: Findings presented against results of 2017/18
Optus Stadium Customer Survey's (4,089 responses total)

95%

Overall
satisfaction
(90% in 17/18)

2,613 respondents (4,089 in 17/18)

Five commercial surveys were conducted at
Optus Stadium, targeting patrons who
attended AFL and cricket fixtures and the
Taylor Swift concert.



Facilities & Operations (%)



77% satisfaction with food & beverages
(63% in 17/18)



95% satisfaction with staff at the venue
(94% in 17/18)

Taylor Swift

- Great venue (18%)
- Transport issues (7%)
- Sound quality issues (6%)

One-Day International cricket

- Great venue (18%)
- Catering issues – price/quality/selection (17%)

AFL

- Food & drink complaints (23%)
- World class venue (12%)
- Difficult to find seats (8%)

Sport



- 89% were satisfied with technology
- 86% associate OS with a world class venue to watch high performance athletes
- 59% were aware of VenuesWest



Train	56%
Bus	17%
Car	11%

96%

Overall satisfaction



Ticketmaster website	70%
Respective sports team website	56%
Optus Stadium website	30%

Entertainment



- 94% found it easy to purchase through Ticketmaster
- 90% were satisfied with their public transport experience
- 51% were aware of VenuesWest



Train	54%
Car	12%
Arrived on foot	11%

94%

Overall satisfaction



Ticketmaster website	73%
Optus Stadium website	44%
Social Media	37%

Perth Motorplex

Method

Data collection: Online

Date: March 2019

Analysis: Findings presented against results of 2018 Perth Motorplex Customer Survey (353 responses)

80%

Overall
satisfaction
(89% in 17/18)

Drag Racing
85%

Speedway
79%

Monster Trucks
66%

838 respondents (353 in 17/18)



30%



70%

Main events

Top 3

Drag Racing

44%

Speedway

33%

Monster Trucks

7%



23%

2%

80%

14%

Racer /
Driver

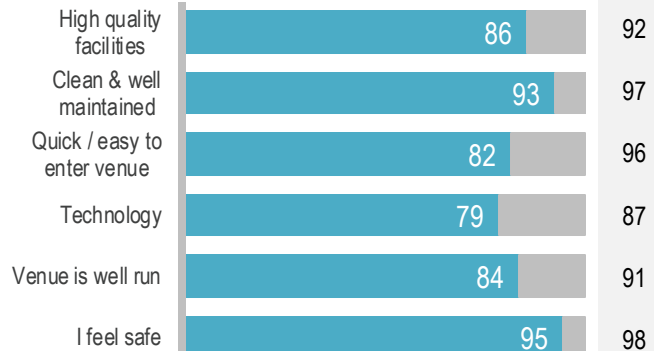
Racing
Steward /
Official

Spectator

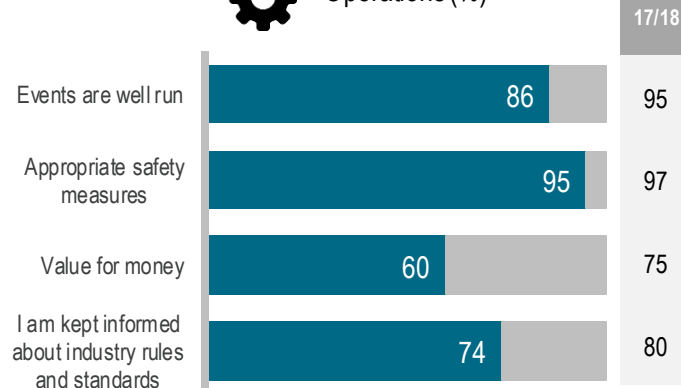
Team / Crew
Member



Facilities (%)



Operations (%)



59% satisfaction with food & beverages (70% in 17/18)



86% satisfaction with staff at the venue (95% in 17/18)



Low satisfaction among Monster Trucks customers for facilities (55%), Access (62%), Technology (55%), and Parking (76%)



Positive comments

- Great venue / well run (16%)
- Great experience / awesome time (7%)



Negative comments

- Too expensive / kids should be free (15%)
- Catering quality complaints (10%)
- Food & beverage too expensive (9%)
- Disappointed by the events (5%)

No comment (38%)

RAC Arena

Method

Data collection: Online

Date: The Wiggles: Nov '18; Hopman Cup: Feb '19; Michael McIntyre: May '19

Analysis: Findings presented against results of 2017/18 Perth Arena Customer Survey's from events (responses total)

92%

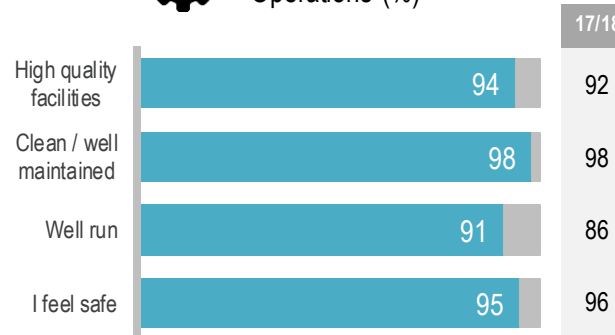
Overall satisfaction
(90% in 17/18)

1,986 respondents (2,720 in 17/18)

Three commercial surveys were conducted at RAC Arena, targeting patrons who attended the Wiggles concert, the Hopman Cup and Michael McIntyre live.



Facilities & Operations (%)



66% satisfaction with food & beverages (57% in 17/18)



93% satisfaction with staff at the venue (90% in 17/18)

The Wiggles



- 92% satisfied with purchasing off Ticketek
- 94% satisfied with their public transport experience



Car	66%
Train	24%
Dropped off	5%

80%

Overall satisfaction



Ticketek website	56%
Social Media	54%
The Wiggles website	31%

Michael McIntyre



- 94% satisfied with purchasing off Ticketek
- 94% satisfied with their public transport experience



Car	51%
Train	31%
Arrived on foot	5%

94%

Overall satisfaction



Ticketek website	76%
Social Media	38%
RAC Arena website	26%

Hopman Cup



- 93% satisfied with purchasing off Ticketek
- 97% satisfied with their public transport experience



Train	42%
Car	37%
Bus	7%

93%

Overall satisfaction



Hopman Cup website	70%
Ticketek website	66%
RAC Arena website	27%



- Bag size restriction complaints (30%)
- Slow / inefficient entry (8%)
- Parking too expensive (8%)



- Great venue (12%)
- Loved the show (10%)
- Food & beverage expensive (10%)



- Great experience (17%)
- Great stadium layout (14%)
- Food & beverage expensive (13%)

SpeedDome

Method

Data collection: Online & paper based 99 responses

Date: 20 May – 2 June 2019

Analysis: Findings presented against results of two 17/18 SpeedDome Survey's combined (137 responses)

91%

Overall
satisfaction
(77% in 17/18)

99 respondents (137 in 17/18)

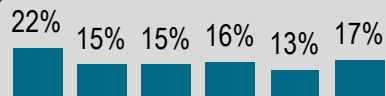


Main activity	Top 3
Cycling	40%
Outdoor driving events	15%
Marial arts	13%



- 45% are a member of a sporting association or club
- 79% access the venue by car
- 49% travel more than 10km to get to the venue

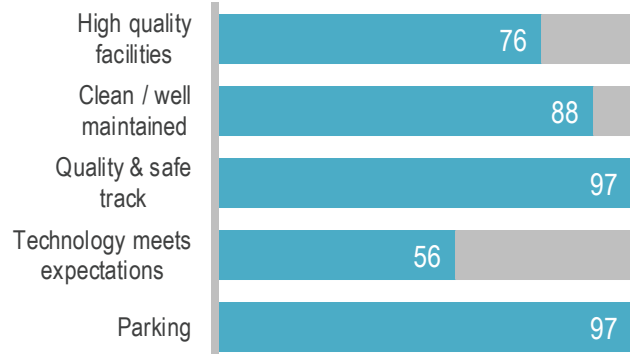
AGE



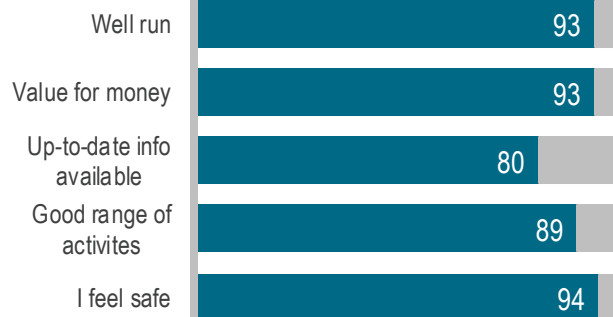
16-19 20-29 30-39 40-49 50-59 60+



Facilities (%)



Operations (%)



17/18



47% satisfaction with food
(7% in 17/18)

59



97% satisfaction with staff at
the venue (91% in 17/18)

79

75

49



Positive comments

- Like the track (15%)
- Activities / programs (8%)
- Venue (6%)
- Easy to access (6%)

91

No comment (48%)

17/18



Negative comments

- Food complaints (7%)
- Resurface outdoor track (7%)
- Facility maintenance / upgrade needed (6%)

64

64

40

56

74

No comment (47%)

State Netball Centre

Method

Data collection: Intercept, 638 responses

Date: 20 May – 2 June 2019

Analysis: Findings presented against results of 2018 State Netball Centre Customer Survey

90%

Overall
Satisfaction
(93% in 2018)

638 respondents (149 in 2018)

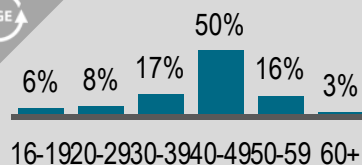


93% 7%

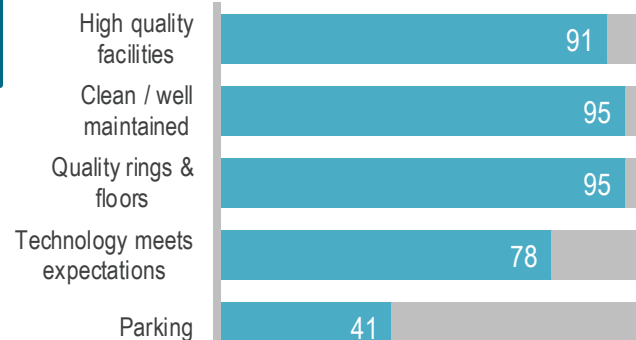
Main activity	Top 3
Netball carnivals	21%
Watching netball	18%
Junior domestic netball	14%



- 74% have been a customer of the venue for more than 1 year
- 70% travel more than 10km to get to the venue
- 62% use the venue as a sporting competitor or spectator



Facilities (%)



Operations (%)



62% satisfaction with food
(47% in 2018)



92% satisfaction with staff at the venue (94% in 2018)



Positive comments

- Clean and maintained (11%)
- Accessibility / location (11%)
- Upgrades / modern facilities (10%)
- Floors / courts (8%)

No comment (39%)



Negative comments

- Parking (28%)
- Food and beverage variety (11%)
- More seating (4%)
- Café – service / opening hours / lines too long (3%)

No comment (46%)

WA Athletics Stadium

Method

Source: Summary of annual survey and Track Classic Intercept

Date: Nov 2018 & March 2019

Analysis: Findings presented against 2017/18 annual user survey

82%

Overall satisfaction
(85% in 17/18)

192 respondents (86 in 17/18)



64%



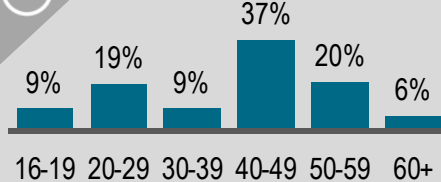
36%

Main activity

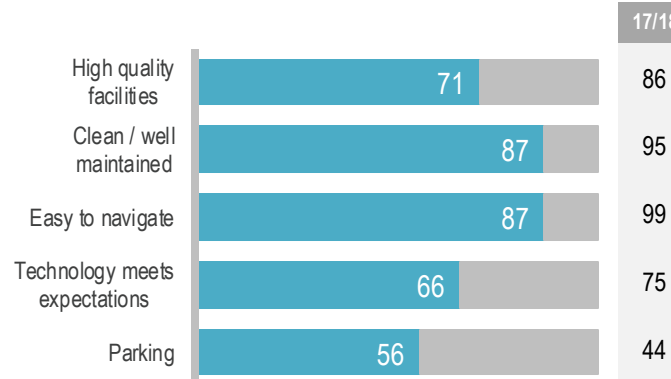
Top 3

WA State Champs	67%
WA Little Athletics	55%
Athletics training	42%

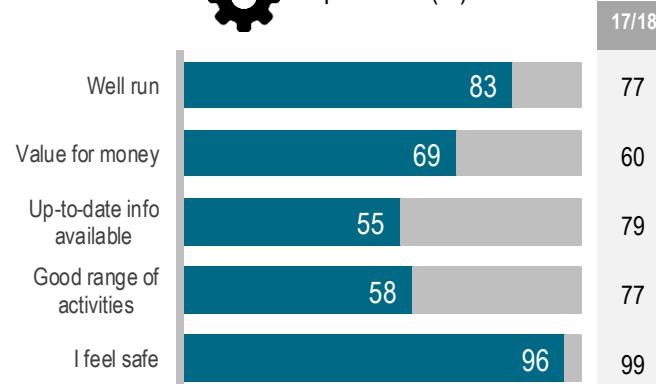
AGE



Facilities (%)



Operations (%)



53% satisfaction with food & beverages (16% in 17/8)



89% satisfaction with staff at the venue (83% in 17/18)



Positive comments

- Access to good quality track (19%)
- Enjoy spectating (7%)
- Shaded viewing (7%)
- Social/Supportive atmosphere (6%)
- Accessibility (5%)
- Location (4%)
- No comment (44%)



Negative comments

- Catering Complaints - not enough choice (27%)
- Maintenance of track and equipment (14%)
- Toilets unclean and unkempt (11%)
- Need more shade (9%)
- Upgrade technology – results reporting, timing etc. (9%)
- Reduce entry price/prices in general (8%)
- No comment (36%)

High Performance Users

Method

Data collection: Online, 109 responses

Date: 15 April – 10 May 2019

Analysis: Findings reported for all sports collectively, and are presented against the 2017/18 survey

89%

Overall
Satisfaction
(93% in 17/18)

109 respondents (49 in 17/18)



39% 61%

User type	Top 3
Athlete	44%
Administrator	29%
Coach	28%

Representation (by sport)

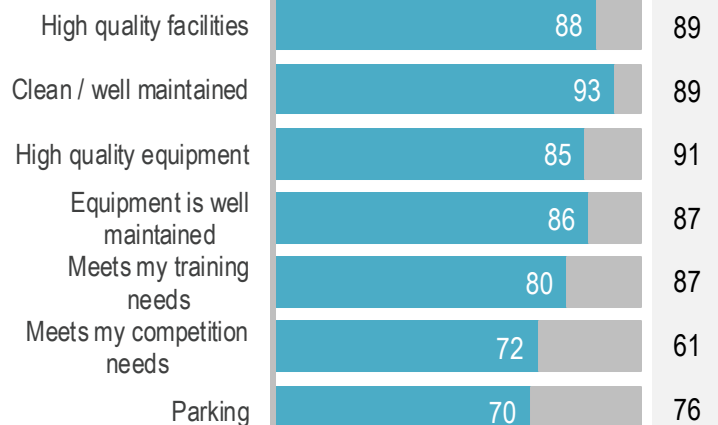


Main venue used

Bendat Basketball Centre
State Netball Centre
WA Rugby Centre
HBF Park
Speed Dome
WAIS
HBF Arena
Optus Stadium
HBF Stadium
WA Athletics Stadium



Facilities (%)



Operations (%)



86% satisfaction with staff at the venue (87% in 2017/18)



45% satisfaction with food & beverages (65% in 2017/18)



Better than other venues	About the Same	Worse than other venues
64%	23%	13%



Most enjoyed aspect of venues

- Great facilities (18%)
- Gym / Recovery / Courts {WAIS} (13%)
- Spacious / Size (12%)
- Modern / Recent upgrades (10%)



How to improve venue services

- Upgrade equipment (11%)
- Surface too hard {Optus Stadium AFL} (10%)
- Food / beverage options (10%)
- Increase accessibility / opening hours (9%)
- Increase parking (9%)

Key points & recommendations

Bendat Basketball Centre

- Very positive feedback overall, with results consistent with last year
- Satisfaction with parking is marginally higher (56% vs. 50% last year), though remains a concern for the venue – suggest mystery shopper visits to assess parking situation during peak periods to better understand the problem and identify solutions
- Lowest rating for catering across all venues - primary issues relating to café quality, variety and opening hours – explore high quality self-serve options / long-life products that may be suitable for the venue outside of café operating hours or for sale at the front desk.

Champion Lakes

- Satisfaction with water quality standards improved to 67%, though this remains an issue – visual display of readings at the venue (green / amber / red) and posting online may provide clarity and transparency on standards for the customer
- The need for shelter and wind protection has been a persistent issue over the past three years – shade has been added adjacent to the main building though limited shade is provided along the course
- Satisfaction with technology has improved and the impact of the new PA system should be evident in next years survey. Explore large visual display options to broadcast action and results during major events

HBF Arena

- Feedback remains very positive and is consistent with last year
- Respondents are most happy with the staff and instructors at the venue
- Customers sought more group fitness space, as well as an increase in the availability of classes – recent venue upgrades should satisfy this demand in 2019-20



Key points & recommendations


HBF Stadium

- Satisfaction was high across the board, consistent with last years results
- Feedback on staff and instructors was excellent, with negative comments focusing on the availability of classes
- Satisfaction with food and beverages were down after increasing in 2017/18. A Lemon Tree Café survey in August will provide further insight
- Some operational issues relating to the entry process, signage, arena layout, sound quality and staff were raised through the commercial surveys. It is recommended that upcoming mystery shopper visits target these areas to identify opportunities for improvement

HBF Park

- High level of satisfaction across all aspects, consistent with 2017/18
- Satisfaction with food and beverage at the venue was the highest for all VenuesWest venues
- Some negative feedback related to long lines for entry/toilets/food at RnB Fridays
- Staff are delivering exceptional service

Optus Stadium

- Rated highest of all VenuesWest venues in terms of overall satisfaction, quality of facilities, and cleanliness
 - Many patrons commented positively on the stadium and their experience at the stadium, however some feedback noted concerns with food and beverage and a negative experience entering / exiting the venue due to poor signage and congestion.
 - Some patrons commented negatively on the quality of the sound system at Taylor Swift, which was also an issue at Ed Sheeran last year.
- 

Key points & recommendations


Perth Motorplex

- Overall performance rated lower than last year and was the lowest of all VenuesWest venues this year.
- Drag racing customers were most satisfied, followed by Speedway customers. Monster Trucks attendees were least satisfied
- Perceptions of value for money was down from last year, as was satisfaction with food and beverage
- Negative comments centred on cost – particularly the cost of events for families and the cost of food and beverage – this was consistent across all customer types

RAC Arena

- Rated well in satisfaction generally, consistent with last year
- Overall satisfaction was significantly lower at The Wiggles due to many complaints about bag size restrictions for a children's event and resulting difficulties entering the venue
- AEG Ogden implemented text message notifications regarding bag policy on event days after The Wiggles survey and this resulted in a smoother entry process and more satisfied patrons in the second half of the year

SpeedDome

- Overall satisfaction increased significantly from last year
 - Patrons are enjoying the indoor track however noted the outdoor track requires resurfacing
 - Very low satisfaction with the range of food and beverages, although an increase from last year. Similar to Bendat Basketball Centre, further exploration of alternative food options is warranted - explore high quality self-serve options / long-life products
 - Satisfaction with technology remains low and has decreased from last year
- 

Key points & recommendations


State Netball Centre

- Performed well with strong satisfaction with facilities and cleanliness
- Lack of parking remains a major venue issue with a 23% decrease in parking satisfaction. As per basketball, mystery shopping is recommended to assess the parking process during busy periods and to identify how potential improvements to the shuttle bus service that is provided
- Feedback on food and beverage was much improved, though customers are still seeking more food options, as well as longer café opening hours

WA Athletics Stadium

- Overall satisfaction fell marginally from last years results
- There was significant decreases in ratings of facilities and cleanliness, as well as technology and access to venue information.
- Satisfaction with food increased (due to commercial survey at Track Classic), though feedback from regular users suggests that the daily catering offering is limited. Suggest reviewing catering options for the venue and exploring high quality self-serve options

High performance users

- Positive overall result among high performance users – satisfaction of 90% or above for 16 sports
 - Rugby union showed the lowest level of satisfaction at 60% (9 of 15) – negative comments primarily relating to maintenance of WA Rugby Centre
 - Satisfaction among AFL users was largely positive, though the hardness of Optus Stadium was the key area for improvement (11 comments)
- 

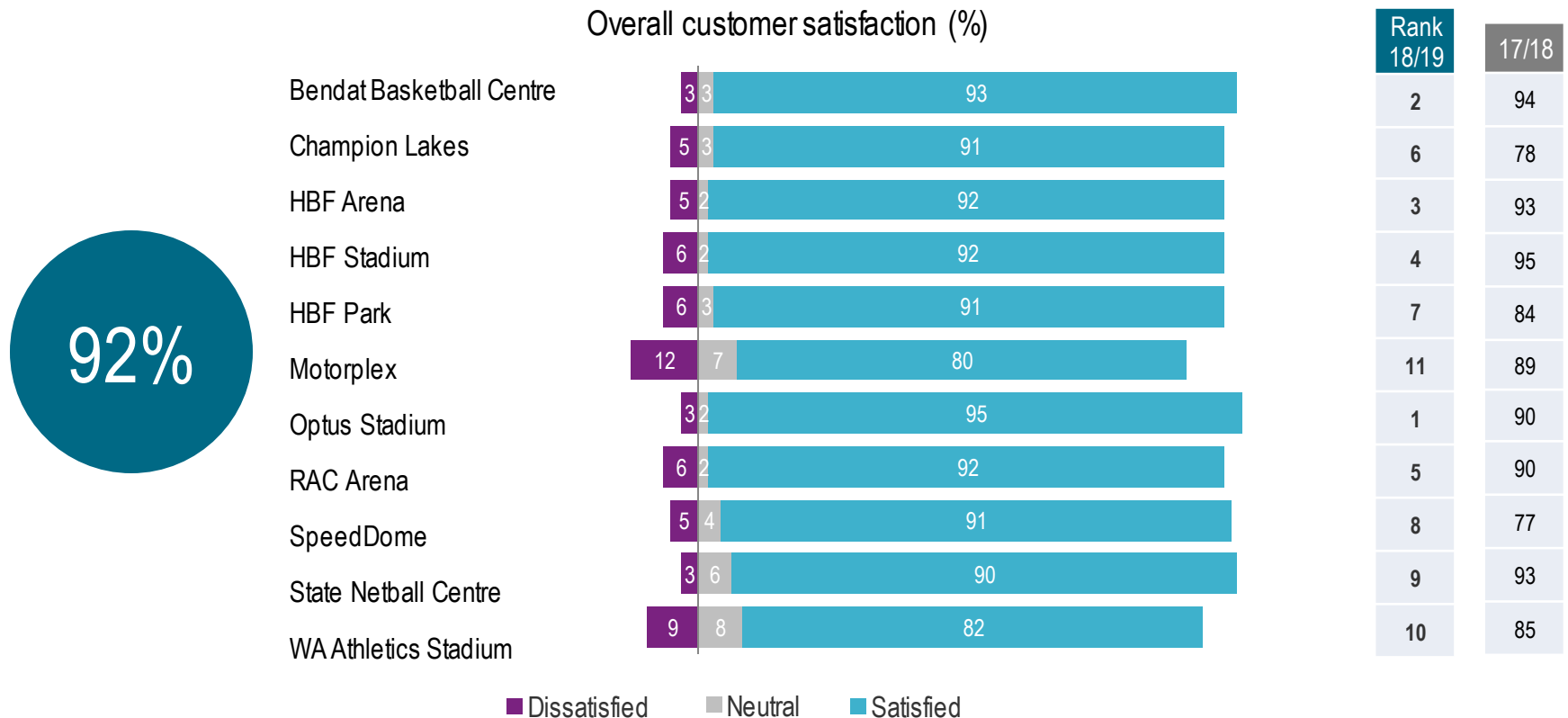
Venue comparisons





Overall satisfaction

- Overall satisfaction was highest at Optus Stadium, with nine venues recording satisfaction levels of 90% or greater.



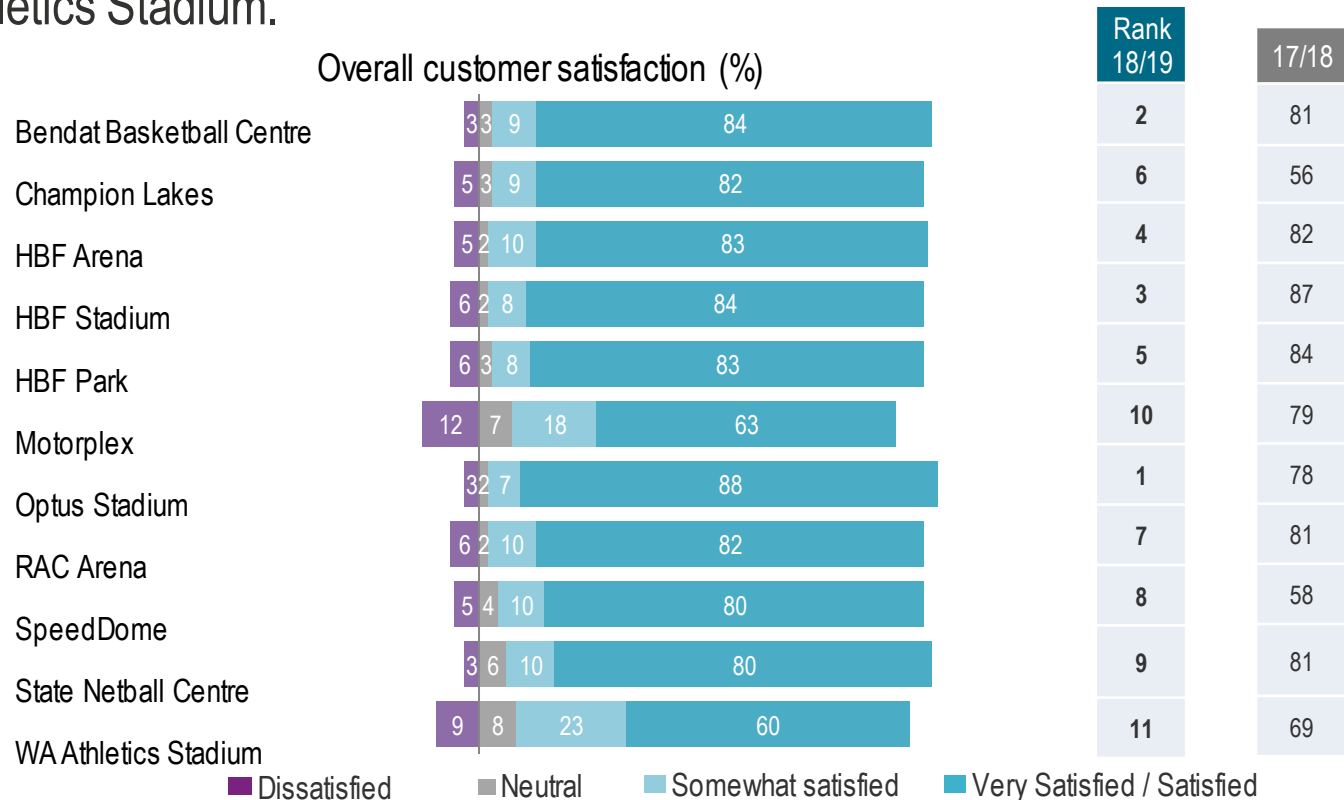
Overall, how satisfied are you as a customer of this venue?



Somewhat satisfied

- By removing somewhat satisfied customers from our calculations VenuesWest Overall Satisfaction rate drops from 92% to 82%.
- Venues with highest proportions of somewhat satisfied customers are Motorplex and WA Athletics Stadium.

82%



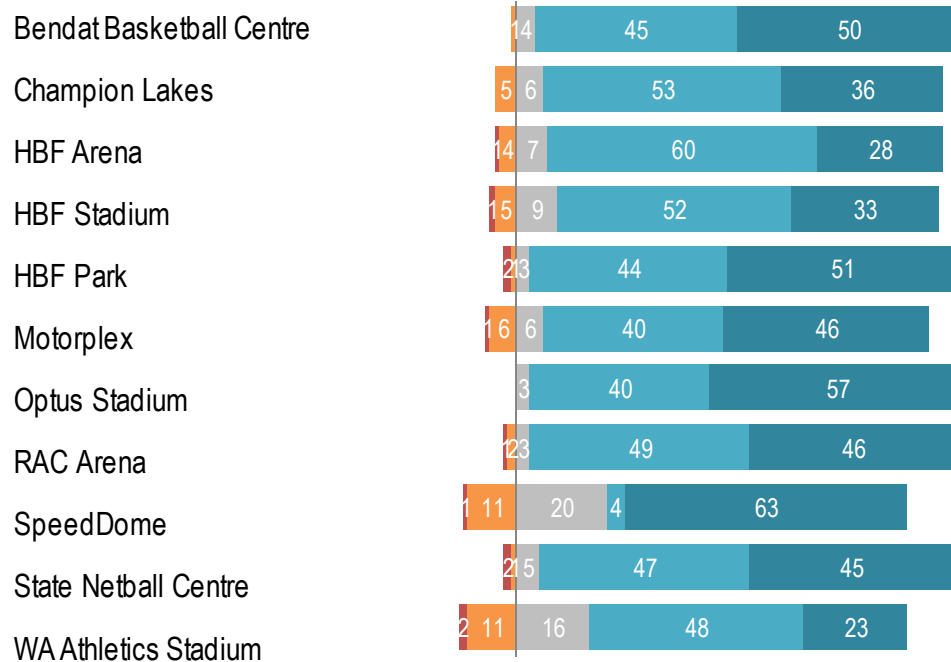
Overall, how satisfied are you as a customer of this venue?



Venue provides high quality facilities

- Facilities were rated highest at Optus Stadium, HBF Park, and RAC Arena, with SpeedDome ranking lowest (67%).

High quality facilities (%)



18/19		17/18
Nett. Agree	Rank	
95	2	95
89	6	67
88	7	87
85	9	92
95	3	88
86	8	91
97	1	n/a
95	4	92
67	11	59
92	5	87
71	10	86

Mean Satisfaction

92%

Strongly disagree (1) Disagree (2) Neither (3) Agree (4) Strongly agree (5)

Please rate your level of agreement with the following statements about **operations** - satisfied with the quality of the facilities

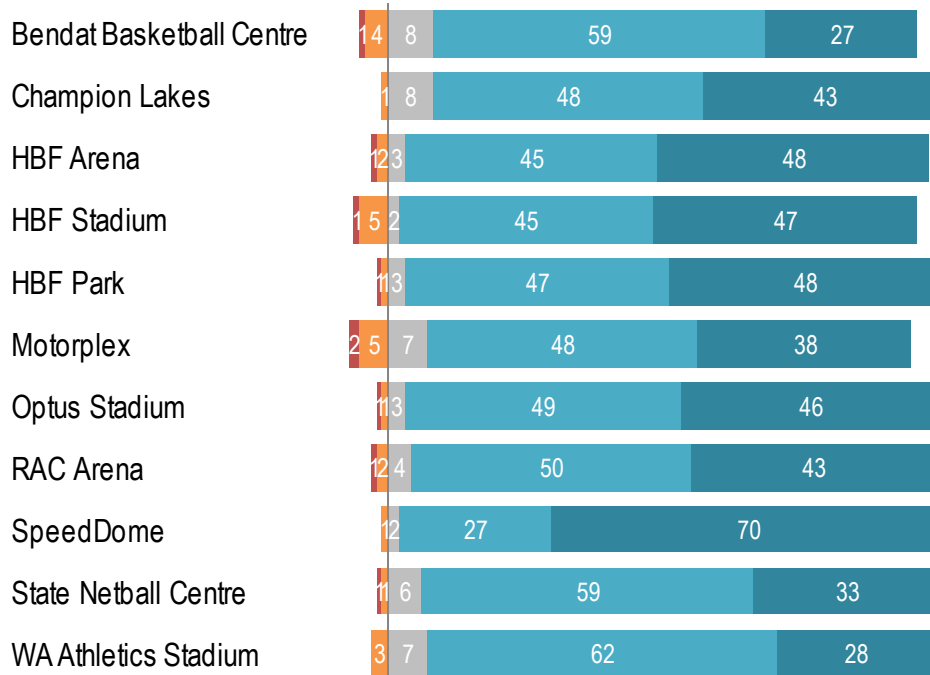
'Don't know' responses are not included in calculations



Satisfaction with staff

- Satisfaction with staff was outstanding at 93% across venues, up from 89% last year.
- Lowest rating was 86%, indicating a consistently high level of service.

Satisfaction with staff (%)



18/19		17/18
Nett Agree	Rank	
86	10	87
91	8	64
93	4	92
92	6	95
95	2	95
86	11	95
95	3	94
93	5	90
97	1	91
92	7	92
89	9	83

Mean Satisfaction
93%

■ Strongly disagree (1) ■ Disagree (2) ■ Neither (3) ■ Agree (4) ■ Strongly agree (5)

Please rate your level of agreement with the following statements about **operations** - satisfied with the service delivered by staff

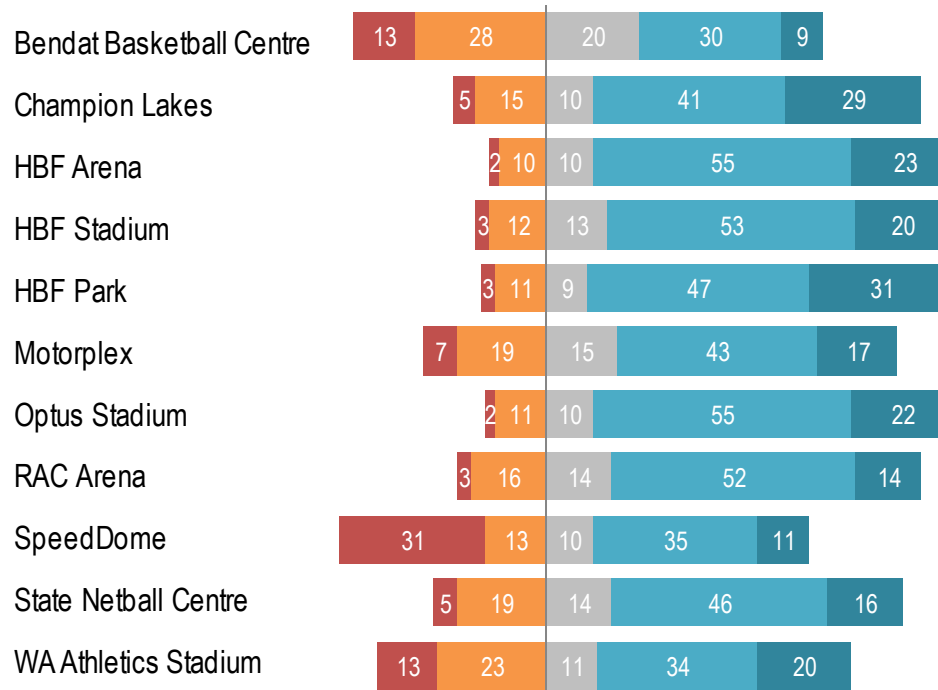
'Don't know' responses are not included in calculations



Catering offerings

- Satisfaction with food and beverages was highest at HBF Arena and HBF Park at 78%.
- There was a 39% increase in satisfaction with food and beverage at WAAS from 2017/18.
- Satisfaction with food and beverages was lowest at Bendat Basketball Centre.

Suitable food and beverage offering (%)



18/19		17/18
Nett. Agree	Rank	
39	11	53
70	5	43
78	1	63
73	4	65
78	2	72
60	8	70
77	3	63
66	6	67
46	10	7
62	7	43
54	9	15

Mean Satisfaction

66%

Strongly disagree (1)

Disagree (2)

Neither (3)

Agree (4)

Strongly agree (5)

'Don't know' responses are not included in calculations

Please rate your level of agreement with the following statements about **operations** - satisfied with the quality and selection of food and beverages available

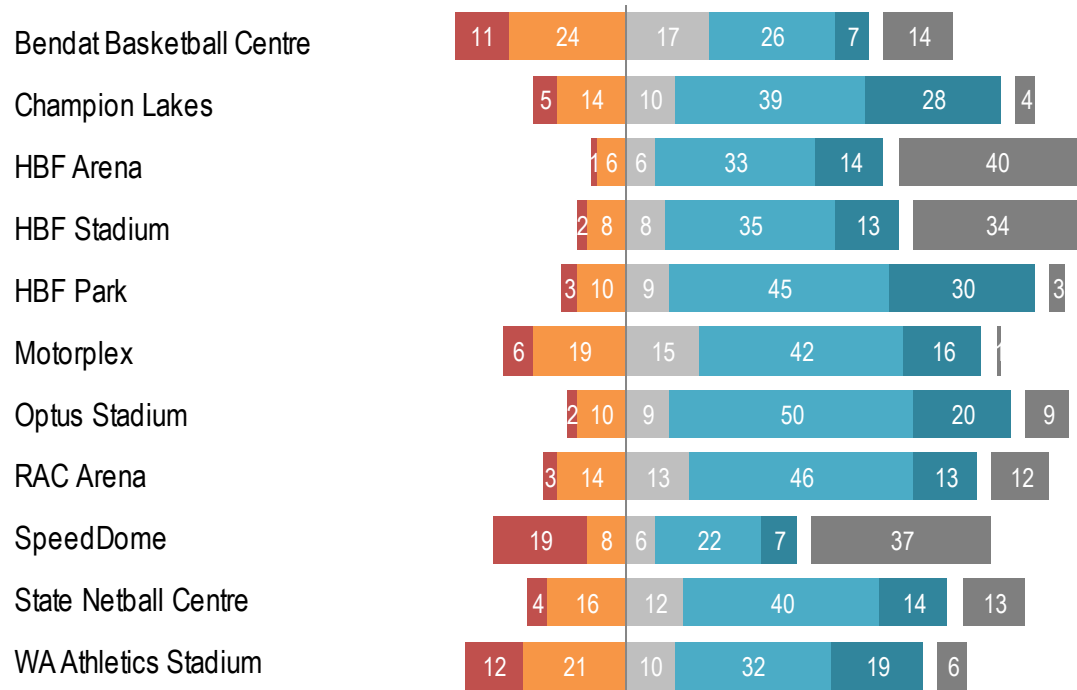


Catering offerings – ‘don’t know’

- By including ‘don’t know’ responses, mean satisfaction falls from 66% to 60%.
- HBF Arena, HBF Stadium and SpeedDome have the highest proportion of ‘don’t know’ respondents – increasing engagement with F&B at these venues may generate more revenue.

Mean Satisfaction
60%

Suitable food and beverage offering (%)



18/19		17/18
Nett. Agree	Rank	
33	10	53
67	3	43
47	9	63
48	8	65
75	1	72
58	5	70
70	2	63
59	4	67
29	11	7
54	6	43
51	7	15

■ Strongly disagree (1) ■ Disagree (2) ■ Neither (3) ■ Agree (4) ■ Strongly agree (5) ■ Don't Know (6)

Please rate your level of agreement with the following statements about **operations** - satisfied with the quality and selection of food and beverages available



Catering offerings - sporting events

- HBF Park sporting events rated highest in terms of offering with Western Force most favorably rated at 86%
- Perceptions of food and beverage value for money was the lowest rated aspect of catering at sporting events at all venues

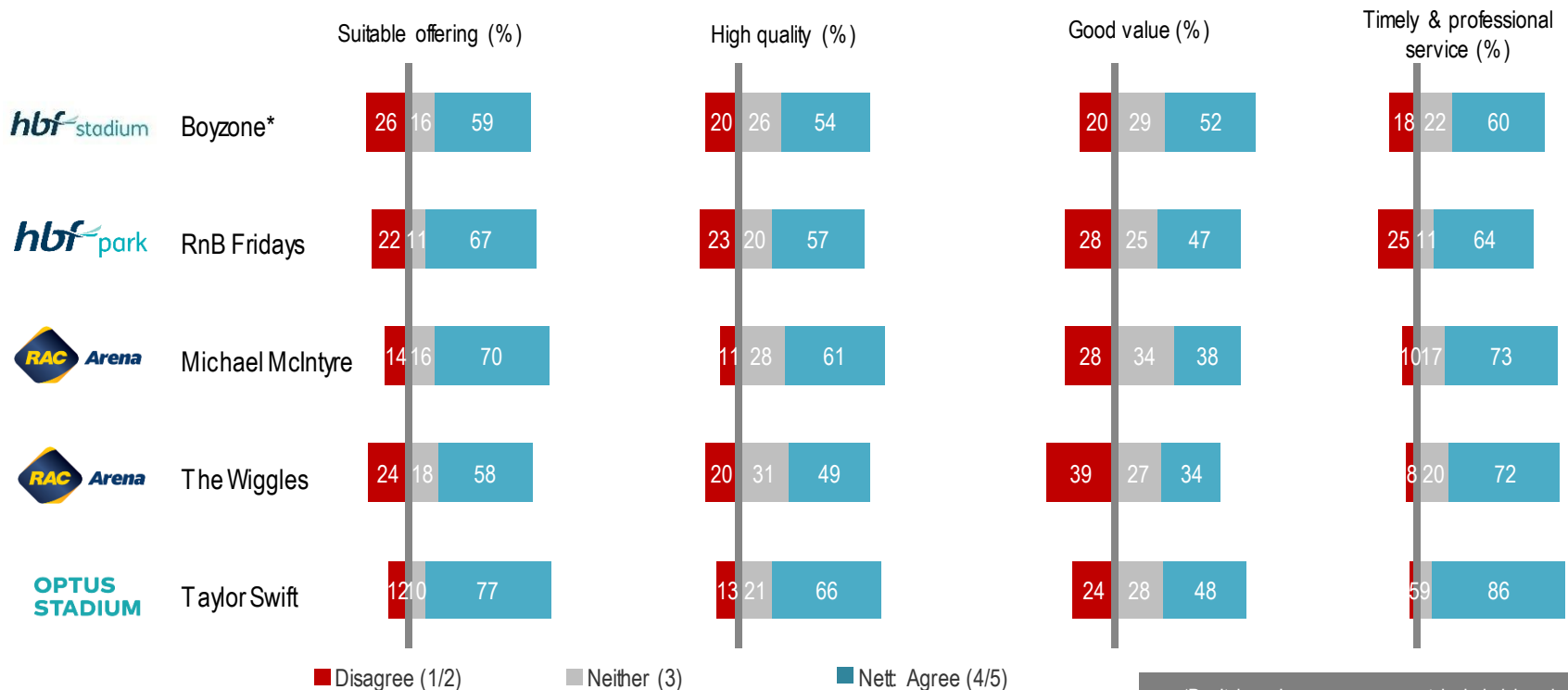


Please rate your level of agreement with the following statements about **operations** – food and beverage: suitable offering, high quality, good value compared to other venues, timely and professional service



Catering offerings - entertainment events

- Catering was rated lower on average at entertainment events in comparison to sporting events across venues
- Taylor Swift at Optus Stadium rated the highest in terms of offering, quality and service.
- The Wiggles at RAC Arena was rated most poorly of entertainment events at all venues.



Please rate your level of agreement with the following statements about operations – food and beverage: suitable offering, high quality, good value compared to other venues, timely and professional service

*Small sample: 58



Catering offerings – commercial total

- Across all venues perceptions of food and beverage value was most poorly rated. RAC Arena rated lowest of all venues in terms of value.
- Suitable offering and quality was most favorable at Optus Stadium and HBF Park, and was rated as at or above the VenuesWest average.



Please rate your level of agreement with the following statements about **operations** – food and beverage: suitable offering, high quality, good value compared to other venues, timely and professional service

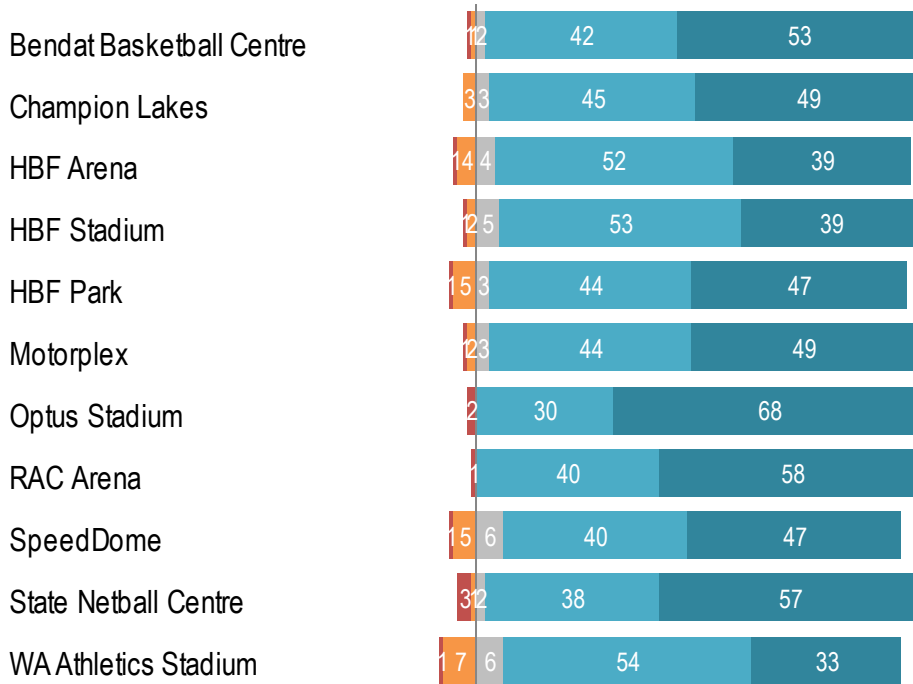


Clean & well maintained

- Our customers generally see our venues as being well maintained, with satisfaction exceeding 90% at all but two venues.
- Satisfaction at Optus Stadium and RAC Arena was highest.
- Whilst SpeedDome rated lowest in terms of cleanliness, there was an improvement from last year.

Mean Satisfaction
95%

Clean & well maintained (%)



18/19		17/18
Nett. Agree	Rank	
95	3	97
94	5	83
91	8	95
92	7	92
91	9	98
93	6	97
98	1	98
98	2	98
87	10	79
95	4	97
87	11	95

Strongly disagree (1)

Disagree (2)

Neither (3)

Agree (4)

Strongly agree (5)

Please rate your level of agreement with the following statements about **operations** - I found the venue to be clean and well maintained

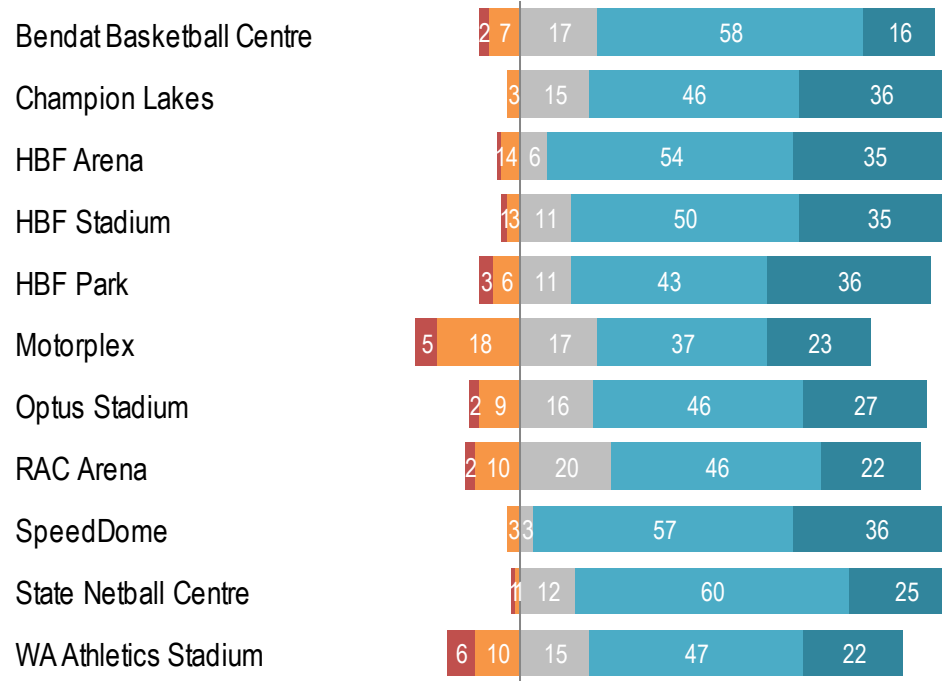
'Don't know' responses are not included in calculations



Venue provides value for money

- Customers rated value for money highest at HBF Arena and SpeedDome.
- Mean satisfaction was consistent with last year at 71%.
- Champion Lakes visitors were significantly more satisfied with value compared to 2017/18.

Value for money (%)



18/19		17/18
Nett. Agree	Rank	
74	7	66
82	5	50
89	2	76
85	3	86
79	6	80
60	11	74
73	8	70
68	10	n/a
93	1	64
85	4	64
69	9	56

Mean Satisfaction
71%

Strongly disagree (1) Disagree (2) Neither (3) Agree (4) Strongly agree (5)

Please rate your level of agreement with the following statements about the **operations** of the venue/ competing at Perth Motorplex – A visit to the venue provides value for money

* BBC/HBFA/HBFS/WAAS/Motorplex/SD/SNC – Services and programs at the venue provide value for money

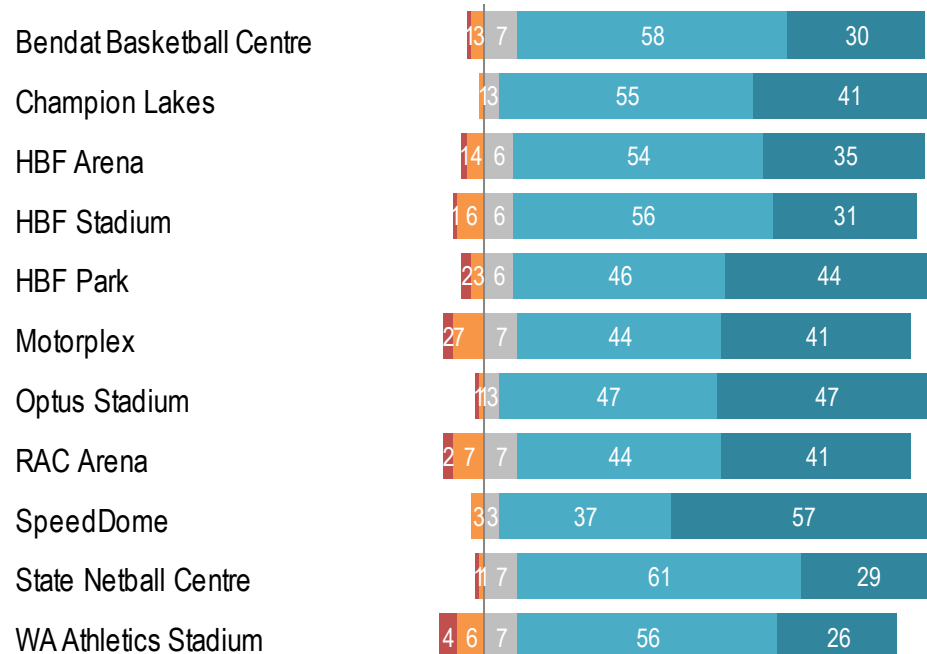
'Don't know' responses are not included in calculations



Overall management of the venue

- Patrons were most satisfied with venue management at Champion Lakes Regatta Centre.
- Satisfaction with management improved at Champion Lakes and SpeedDome, however Motorplex satisfaction fell from last year.

Management of the venue (%)



Strongly disagree (1)

Disagree (2)

Neither (3)

Agree (4)

Strongly agree (5)

18/19		17/18
Nett: Agree	Rank	
88	7	83
96	1	65
89	6	85
87	8	89
90	4	93
85	9	89
94	2	90
85	10	86
94	3	64
90	5	84
82	11	75

Mean Satisfaction

91%

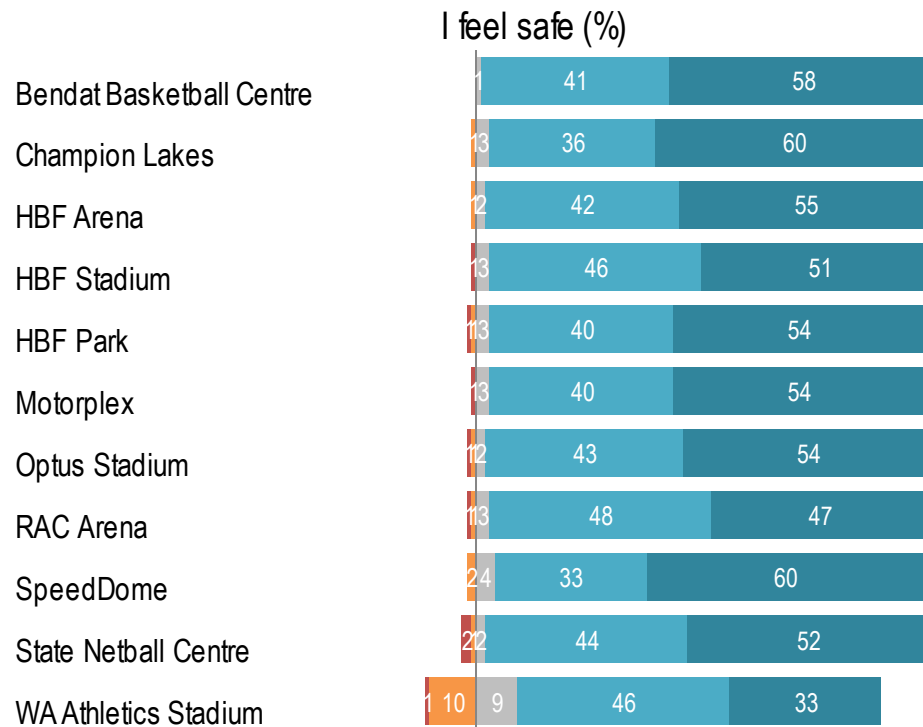
Please rate your level of agreement with the following statements about **operations** – management of the venue / the venue is well run

'Don't know' responses are not included in calculations



I feel safe at the venue

- Perceptions of safety within our venues rates very strong overall, with a VenuesWest average of 96%
- Satisfaction with safety is lowest at WA Athletics Stadium at 80%
- Ten venues rates above 90%



18/19		17/18
Nett. Agree	Rank	
99	1	98
96	5	83
97	2	98
97	3	97
94	8	97
94	9	97
97	4	91
95	7	96
93	10	74
96	6	98
80	11	97

Strongly disagree (1)

Disagree (2)

Neither (3)

Agree (4)

Strongly agree (5)

Please rate your level of agreement with the following statements about **operations** - I feel safe at the venue

'Don't know' responses are not included in calculations