

VenuesWest Customer Satisfaction Survey Summary

Research conducted in 2021-22 financial year

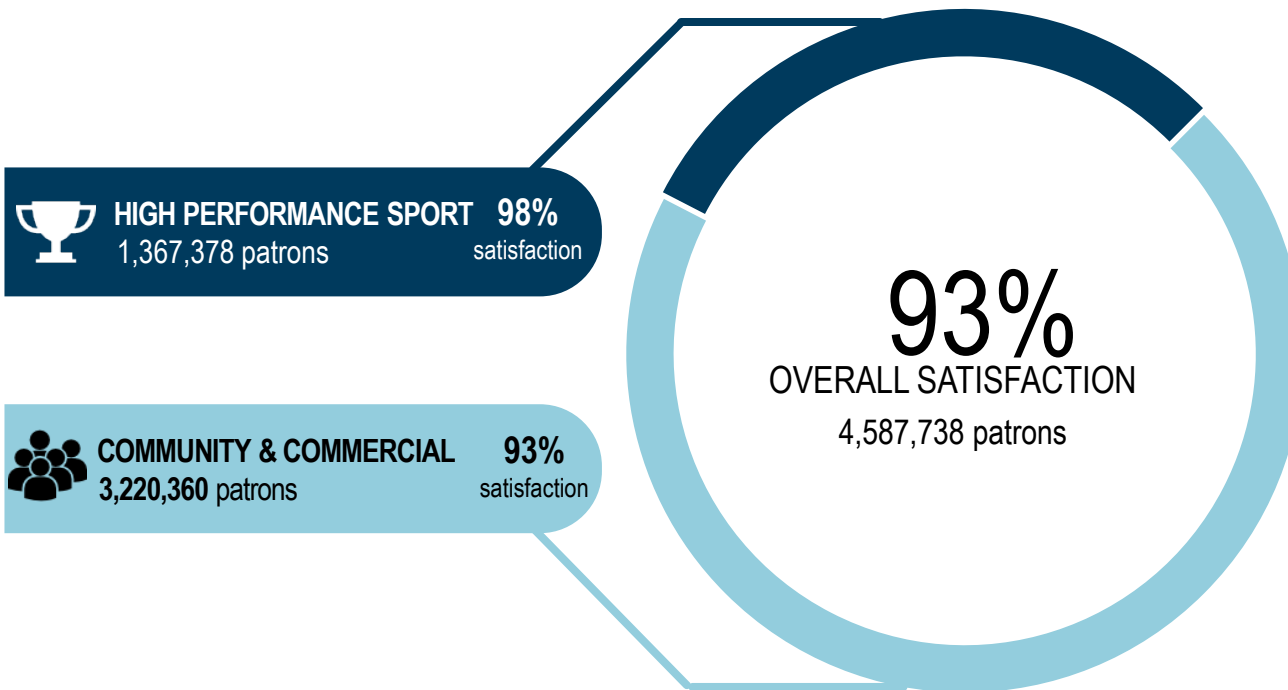


Method

- Customer satisfaction research was conducted at 11 VenuesWest venues in 2021/22, with feedback received from 13,193 customers in total from 21 surveys.
- Two surveys were also administered to VenuesWest stakeholders and high performance sport users with feedback received from 64 customers.
- Surveys were delivered online.
- \$100 Coles Myer gift cards were used as to incentives the respondents.
- Note: This table include all responses received. For the remaining slides, 'don't know' responses have been excluded to increase comparability across venues and surveys.

<u>Venue</u>	2021/22	2020/21
Bendat Basketball Centre	656	260
Champion Lakes	93	44
HBF Arena	587	483
HBF Park	1,399	212
HBF Stadium	724	633
Motorplex	651	325
Optus Stadium	7,981	3,124
RAC Arena	873	666
SpeedDome	33	37
Gold Netball Centre	110	371
WA Athletics Stadium	86	175
Total responses	13,193	6,330

Overview



BENDAT BASKETBALL CENTRE **94%**
465,824 patrons satisfaction

CHAMPION LAKES REGATTA CENTRE **79%**
51,779 patrons satisfaction

HBF ARENA **95%**
1,426,850 patrons satisfaction

HBF PARK **86%**
91,152 patrons satisfaction

HBF STADIUM **92%**
714,130 patrons satisfaction

OPTUS STADIUM **95%**
1,193,042 patrons satisfaction

PERTH MOTORPLEX **93%**
134,212 patrons satisfaction

RAC ARENA **94%**
328,579 patrons satisfaction

SPEEDDOME **81%**
21,536 patrons satisfaction

GOLD NETBALL CENTRE **82%**
65,189 patrons satisfaction

WA ATHLETICS STADIUM **90%**
95,445 patrons satisfaction

Venue comparisons



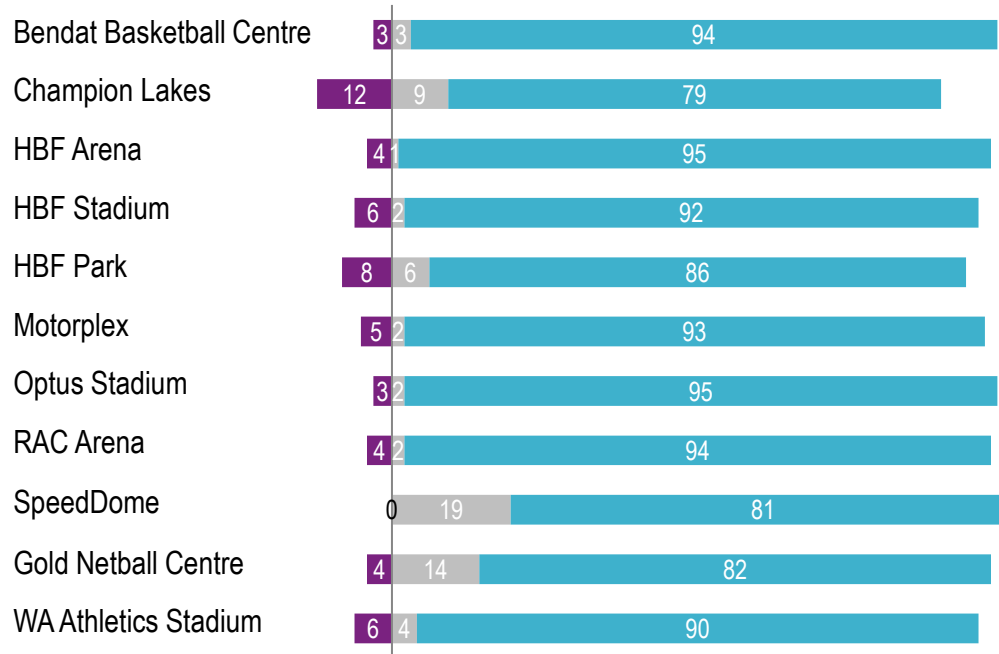


Overall satisfaction

- Overall satisfaction for all venues is up on last year from 92% to 93%.
- Consistent with last year overall satisfaction was highest at Optus Stadium, and five venues recorded satisfaction levels at or above 90%.
- Bendat Basketball Centre increased the most in terms of ranking from the 9th highest satisfaction rating in 2020/21 to the 3rd highest in 2021/22.

93%

Overall customer satisfaction (%)



	21/22	21/20		19/20	
	Rank	Nett: Agree	Rank	Nett: Agree	Rank
▲ 3	88	9	84	7	
▼ 11	79	10	76	11	
▲ 1	92	5	92	3	
▼ 6	94	3	95	1	
▼ 8	92	4	90	4	
▼ 5	94	2	81	9	
▬ 1	95	1	87	6	
▲ 3	89	6	93	2	
▲ 10	75	11	81	9	
▼ 9	88	7	88	5	
▲ 7	88	8	84	7	

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

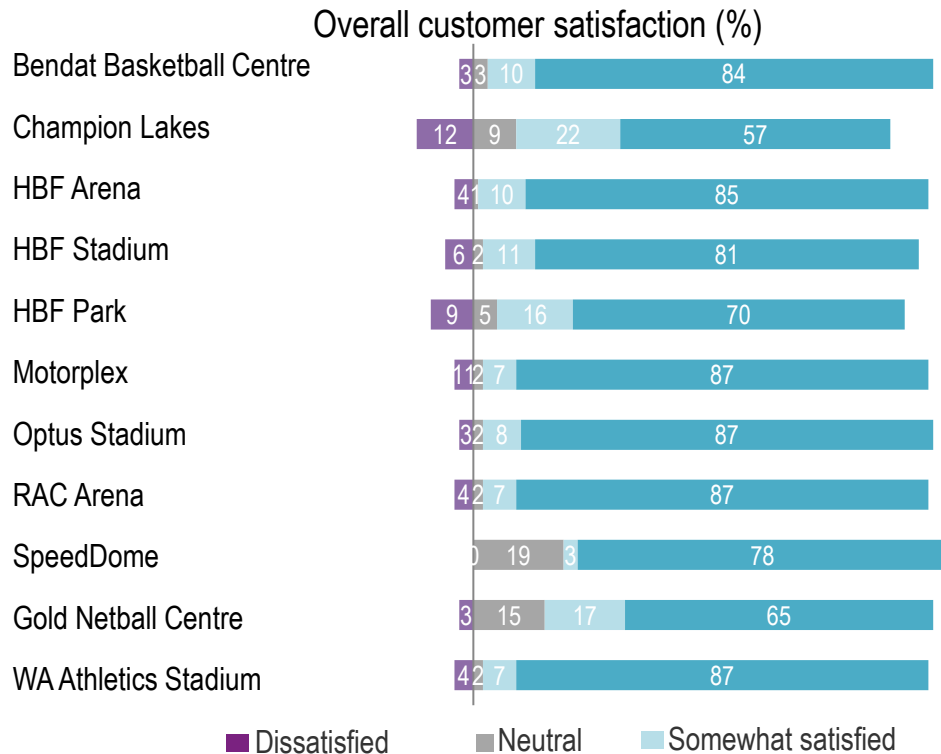
■ Dissatisfied ■ Neutral ■ Satisfied



Overall satisfaction without 'Somewhat satisfied'

- By removing somewhat satisfied customers from our calculations, the overall satisfaction rate decreases from 93% to 84%
- Venues with highest proportions of somewhat satisfied customers are Champion Lakes Regatta Centre, Gold Netball Centre and HBF Park.

84%



21/22	20/21		19/20	
Rank	Nett: Agree	Rank	Nett: Agree	Rank
▲ 6	69	9	63	9
▲ 11	65	10	53	11
▼ 5	83	4	81	3
▼ 7	82	5	84	1
▼ 9	84	2	79	4
▲ 1	83	3	67	7
■ 1	91	1	76	6
▲ 1	78	7	84	1
▼ 8	59	11	65	8
▼ 10	79	6	79	4
▲ 1	72	8	63	9

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

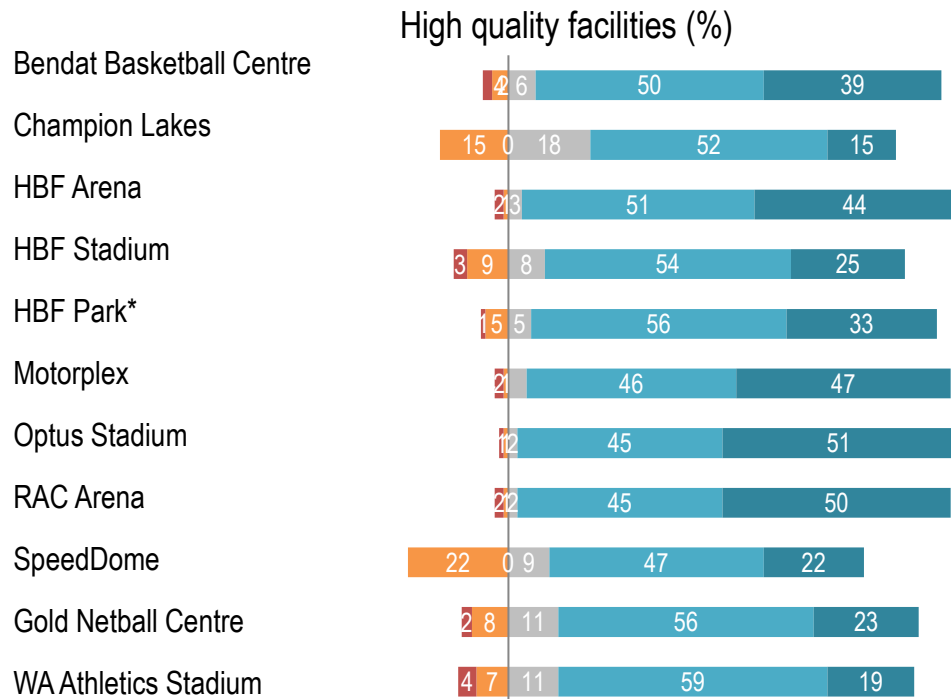




Venue provides high quality facilities

- Average satisfaction remained strong at 92%
- Optus Stadium, HBF Arena and RAC Arena rated highest in terms of quality facilities with scores 95% or over
- Champion Lakes Regatta Centre ranked lowest, dropping 13% from last year
- Gold Netball Centre also experienced a significant shift (-12%) in satisfaction of facilities

Mean Satisfaction
92%



	21/22		20/21		19/20	
	Nett: Agree	Rank	Nett: Agree	Rank	Nett: Agree	Rank
Bendat Basketball Centre	89	5	89	4	86	5
Champion Lakes	67	11	80	8	70	9
HBF Arena	95	2	86	7	84	7
HBF Stadium	79	7	88	6	86	5
HBF Park*	89	5	N/A	N/A	N/A	N/A
Motorplex	93	4	88	5	87	4
Optus Stadium	96	1	95	1	91	2
RAC Arena	95	2	90	3	92	1
SpeedDome	69	10	70	10	65	10
Gold Netball Centre	79	7	91	2	91	2
WA Athletics Stadium	78	9	74	9	71	8

■ 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

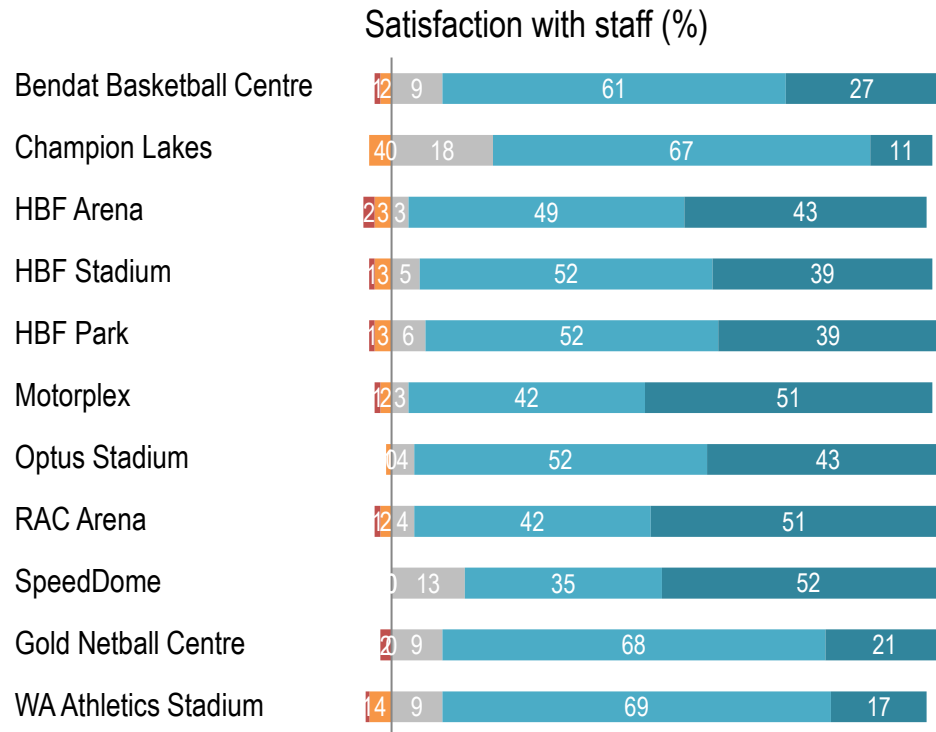
*HBF Park surveys did not contain this question in previous years

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



Satisfaction with staff

- Satisfaction with staff increased on last year from 92% to 93%.
- Service was rated least favorably at Champion Lakes Regatta Centre consistent with the last 2 years results, although satisfaction with staff has improved at the venue



21/22		20/21		19/20	
Nett: Agree	Rank	Nett: Agree	Rank	Nett: Agree	Rank
▲ 88	8	79	10	75	10
▲ 78	11	74	11	74	11
▼ 92	4	94	2	91	5
▼ 91	5	93	4	92	2
▼ 90	6	92	7	92	3
▬ 94	2	94	3	85	7
▲ 95	1	94	1	92	4
▲ 93	3	88	8	95	1
▲ 87	9	81	9	85	7
▼ 89	7	92	6	91	6
▼ 86	10	92	5	85	7

■ 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 service delivered by staff

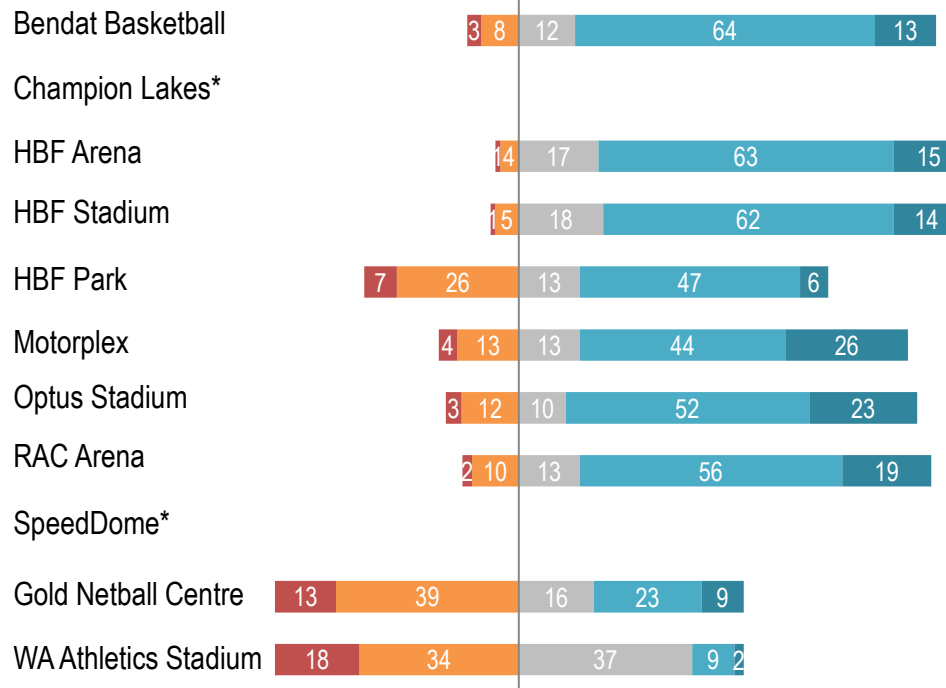


Catering offerings

- Overall satisfaction increased on last year from 71% to 72%.
- As SpeedDome and Champion Lakes Regatta Centre do not offer catering to the surveyed population this question was removed in 21/22
- Bendat Basketball Centre had a 39% positive swing

Mean Satisfaction
72%

Suitable food and beverage offering (%) ▲



21/22		20/21		19/20	
Nett: Agree	Rank	Nett: Agree	Rank	Nett: Agree	Rank
▲ 77	2	38	8	41	8
N/A	N/A	0	11	17	10
▼ 78	1	82	1	75	3
▼ 76	3	77	2	80	1
▼ 53	7	64	7	66	4
▼ 70	6	71	4	58	6
▬ 75	4	75	3	76	2
▲ 75	4	70	5	66	5
N/A	N/A	10	10	8	11
▼ 32	8	65	6	58	6
▼ 11	9	23	9	37	9

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

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

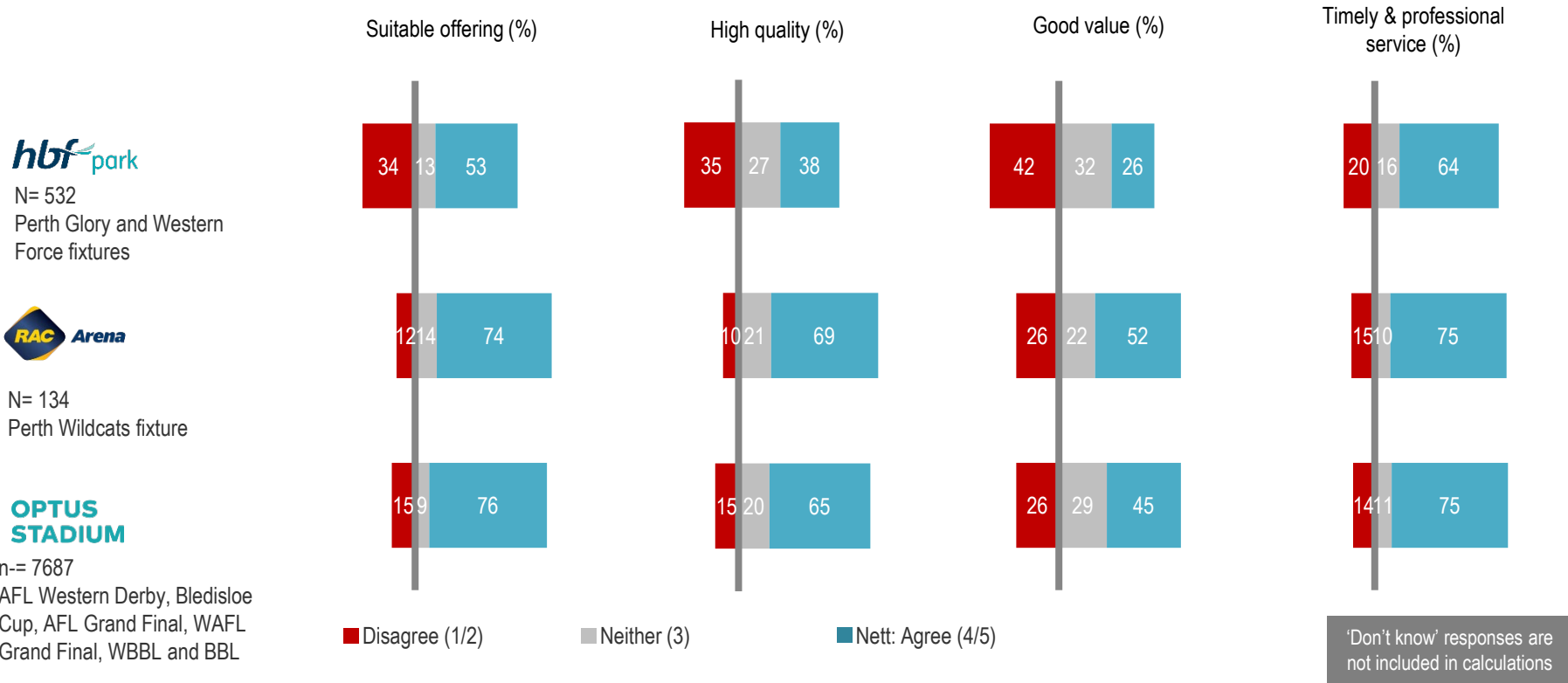
Please rate your level of agreement with the following statements about **operations** - satisfied with the quality and selection of food and beverages available

*This question was not included in the Champion Lakes Regatta Centre and SpeedDome customer satisfaction survey



Catering - sporting events

- Optus Stadium sporting events rated highest in terms of offering with an average of 76% satisfaction
- HBF Park rated lowest in all food and beverage categories
- Food and Beverage represents good value when compared to other venues had the largest amount of neither responses across all venues which may suggest respondents cannot or are choosing not to compare the value to other 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 - entertainment events

- Catering at HBF Stadium for entertainment events rate higher in all areas when compared to RAC Arena.
- Perceptions of the suitable food and beverage offering was lowest at the Delta Goodrem concert but highest for timely and professional service

hbf stadium

N= 72

Urzila Carlson

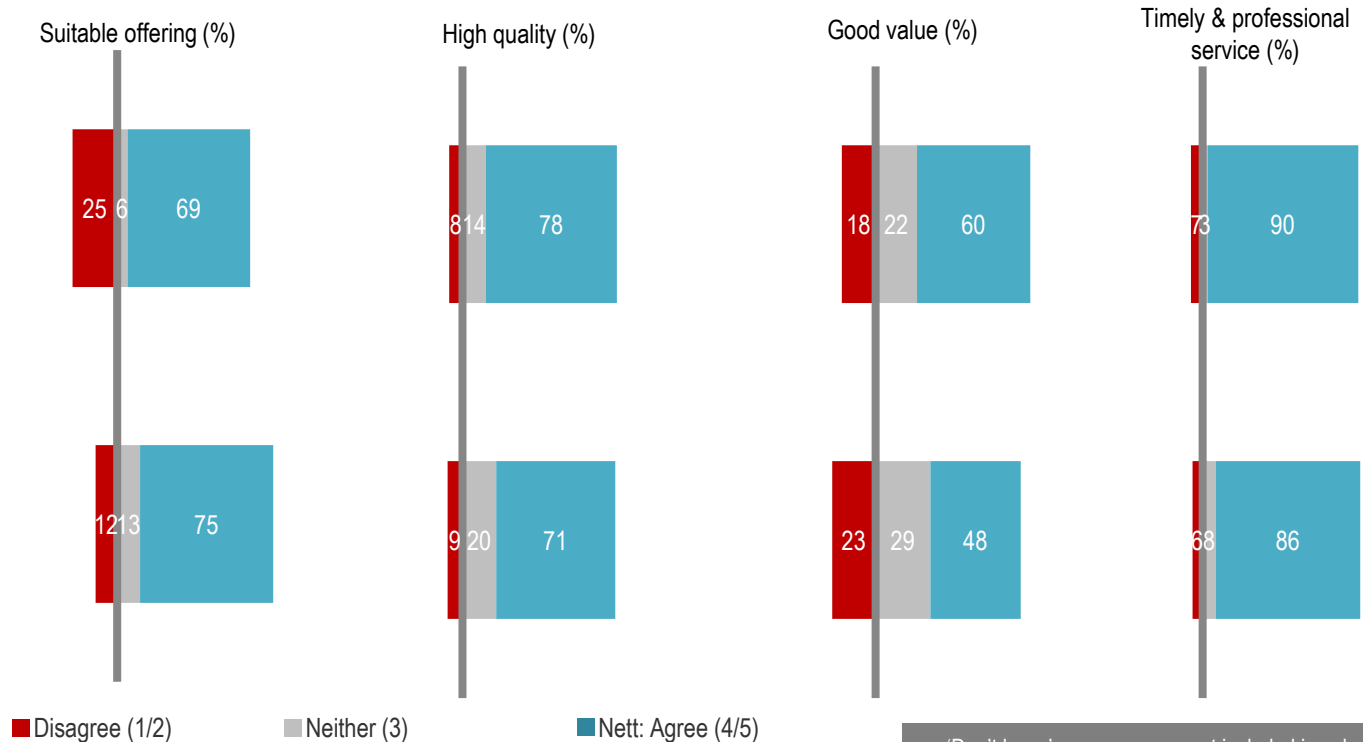
RAC Arena

N=534

The Wiggles, Delta

Goodrem, Amy Shark,

Home Alone in concert



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

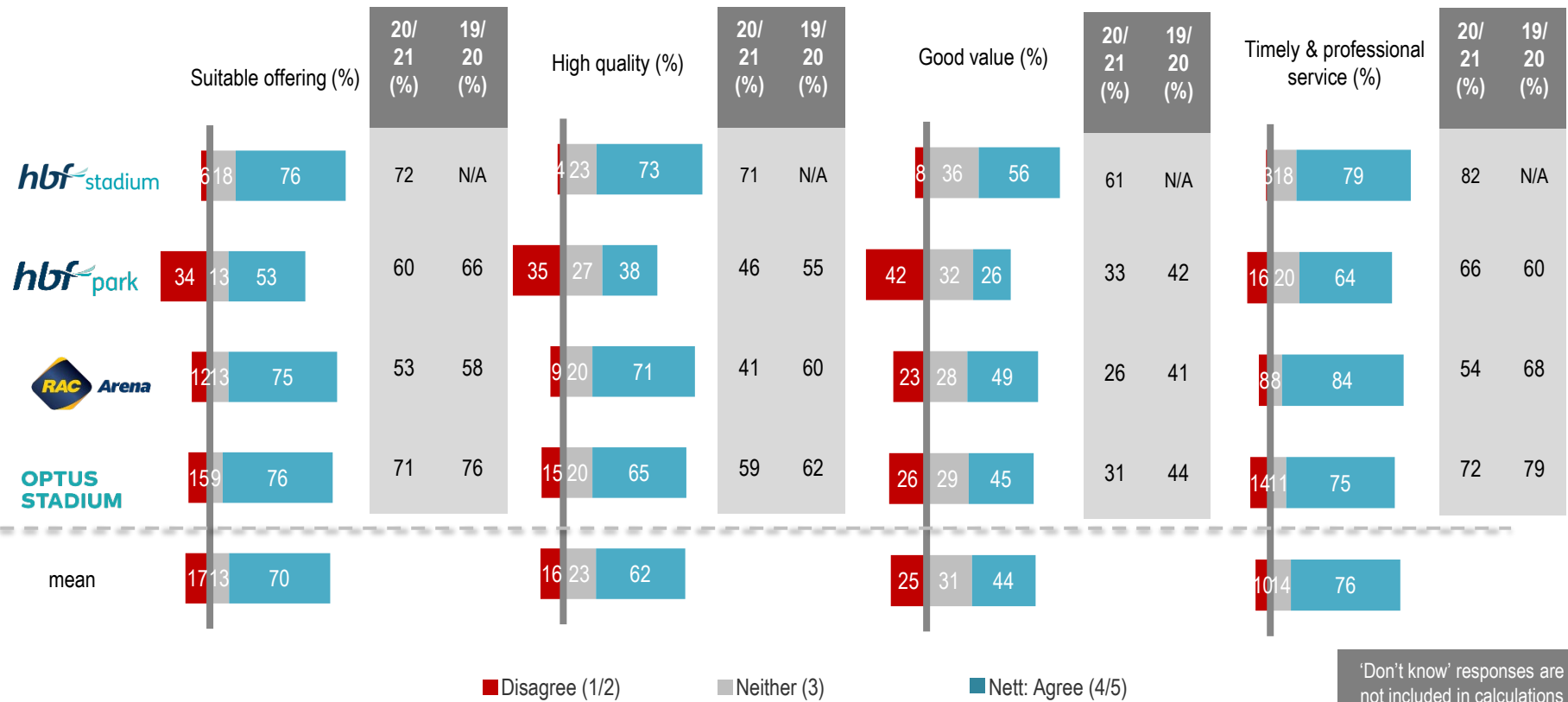
Please rate your level of agreement with the following statements about **operations** – food and beverage: suitable offering, high quality, good value compared to other venues, timely and professional service





Catering – overall total

- Consistent with the last two years, perceptions of food and beverage value was most poorly rated across all venues. HBF Park rated lowest in all areas of food and beverage.
- RAC Arena and Optus Stadium improved in all areas against 20/21 scores

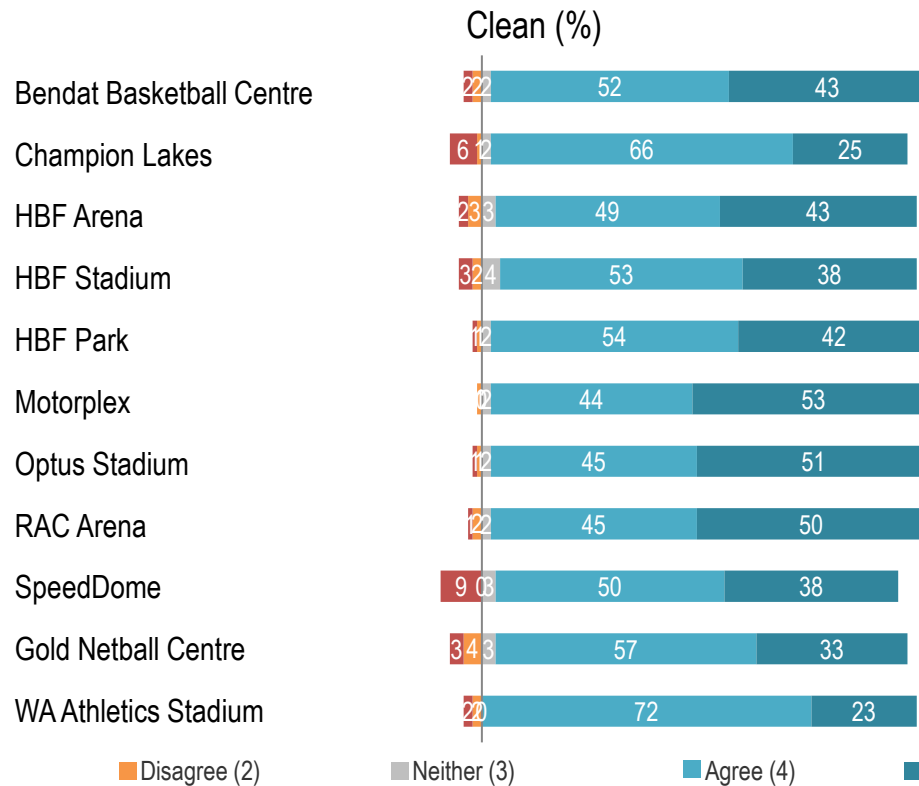


Please rate your level of agreement with the following statements about **operations** – food and beverage: suitable offering, high quality, good value compared to other venues, timely and professional service

Cleanliness



- The mean satisfaction across all venues is extremely high at 95%. Our customers generally see our venues as being clean, with satisfaction exceeding 90% at all but 1 venue.
- SpeedDome was viewed as the least clean venue however satisfaction did increase by 2% on last year.



21/22		20/21		19/20	
Nett: Agree	Rank	Nett: Agree	Rank	Nett: Agree	Rank
95	4	95	7	92	7
91	9	84	11	86	11
92	7	95	6	91	10
92	7	92	8	93	5
96	2	99	1	97	2
97	1	97	3	93	5
96	2	97	2	97	2
95	4	97	4	98	1
87	11	85	10	92	7
90	10	96	5	95	4
95	4	90	9	92	7

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

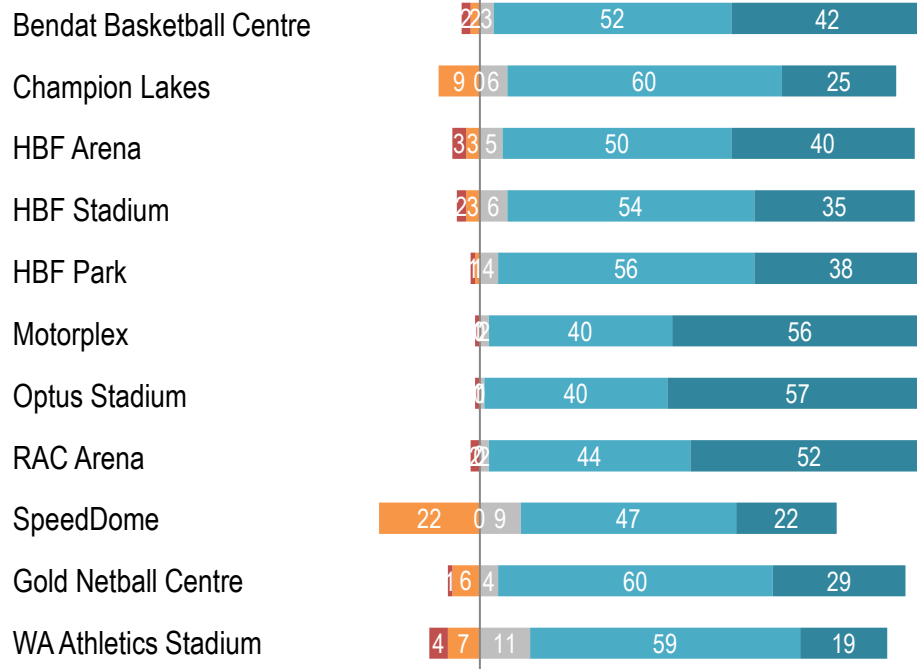
'Don't know' responses are not included in calculations

Maintenance

- The mean satisfaction across all venues is extremely high at 96%
- Satisfaction across most venues decreased however the increase at Champion Lakes Regatta Centre and Bendat Basketball Centre was significant enough to improve the mean satisfaction by 1% compared to last year.



Well maintained (%)



21/22		20/21		19/20	
Nett: Agree	Rank	Nett: Agree	Rank	Nett: Agree	Rank
▲ 94	4	89	8	96	5
▲ 85	9	77	11	90	10
▼ 90	6	91	7	92	7
▼ 89	7	92	6	98	1
▼ 94	4	99	1	98	1
▼ 96	2	98	2	97	4
▼ 97	1	98	3	92	7
▬ 96	2	96	5	98	1
▼ 69	11	85	9	92	7
▼ 89	7	97	4	94	6
▼ 78	10	82	10	88	11

■ 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 well maintained

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

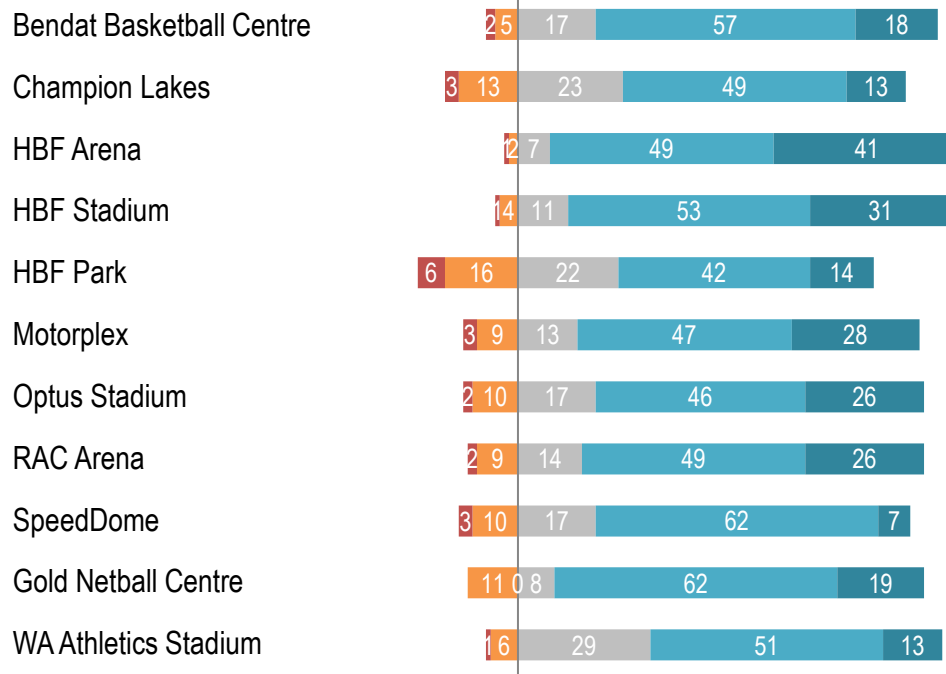


Venue provides value for money

- The mean satisfaction across all venues decreased by 3% compared to last year, to 71%
- Customers rated value for money highest at HBF Arena.
- HBF Park dropped 16%, and ranked as the lowest venue for value for money
- Motorplex impressively increased by 25%

Mean Satisfaction
71%

Value for money (%)



	21/22		20/21		19/20	
	Nett: Agree	Rank	Nett: Agree	Rank	Nett: Agree	Rank
Bendat Basketball Centre	75	4	72	6	65	9
Champion Lakes	62	10	62	9	52	11
HBF Arena	90	1	90	1	88	2
HBF Stadium	84	2	82	3	90	1
HBF Park	56	11	72	7	67	6
Motorplex	75	4	50	11	55	10
Optus Stadium	72	7	72	5	66	8
RAC Arena	75	4	69	8	72	5
SpeedDome	69	8	76	4	77	4
Gold Netball Centre	81	3	84	2	80	3
WA Athletics Stadium	64	9	62	10	67	6

■ 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** Services and programs at the venue provide value for money

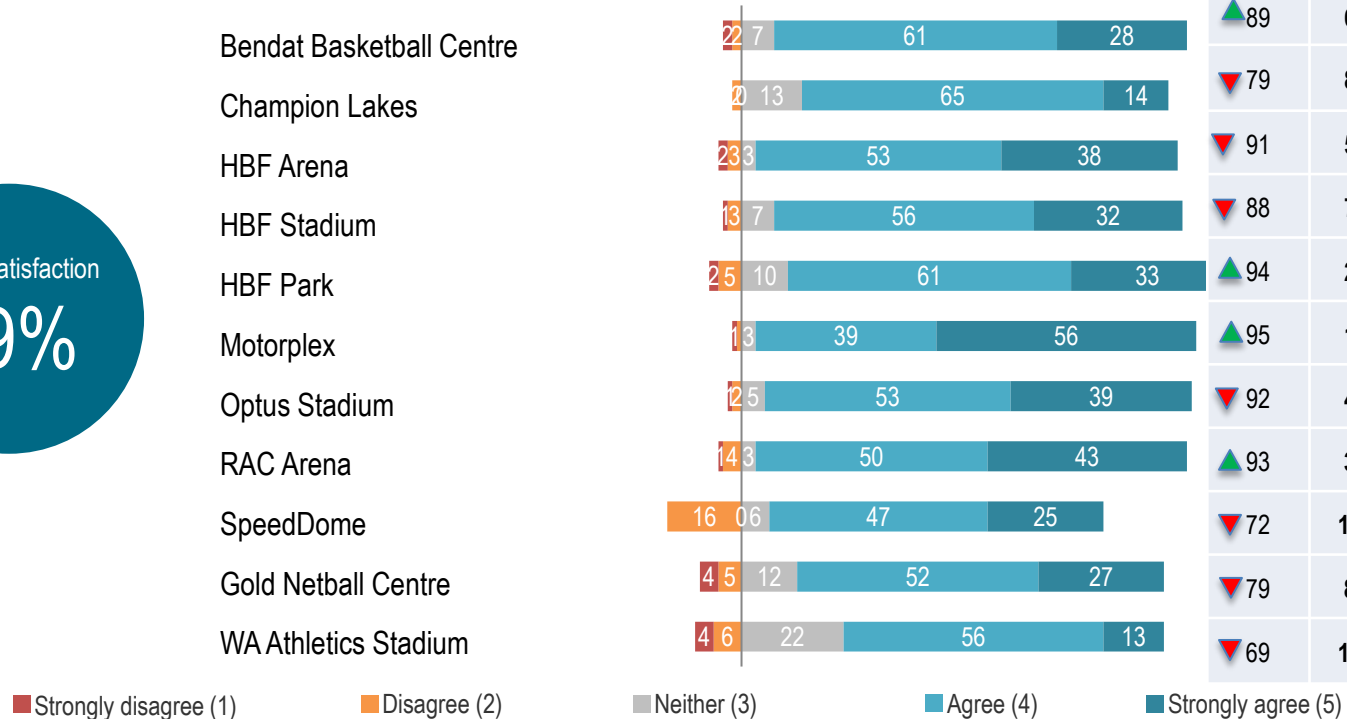


Overall management of the venue

- The mean satisfaction across all venues decreased on last year from 91% to 89%.
- Consistent with the previous 2 years patrons are most satisfied with management at Motorplex.
- Satisfaction with venue management at WA Athletics Stadium and Gold Netball Centre declined significantly on last year (11%)



Management of the venue (%)



21/22		20/21		19/20	
Nett: Agree	Rank	Nett: Agree	Rank	Nett: Agree	Rank
▲ 89	6	83	8	73	11
▼ 79	8	81	9	82	9
▼ 91	5	92	3	93	1
▼ 88	7	92	4	88	4
▲ 94	2	89	6	88	4
▲ 95	1	94	1	84	8
▼ 92	4	93	2	88	4
▲ 93	3	84	7	92	2
▼ 72	10	74	11	87	7
▼ 79	8	90	5	90	3
▼ 69	11	80	10	81	10

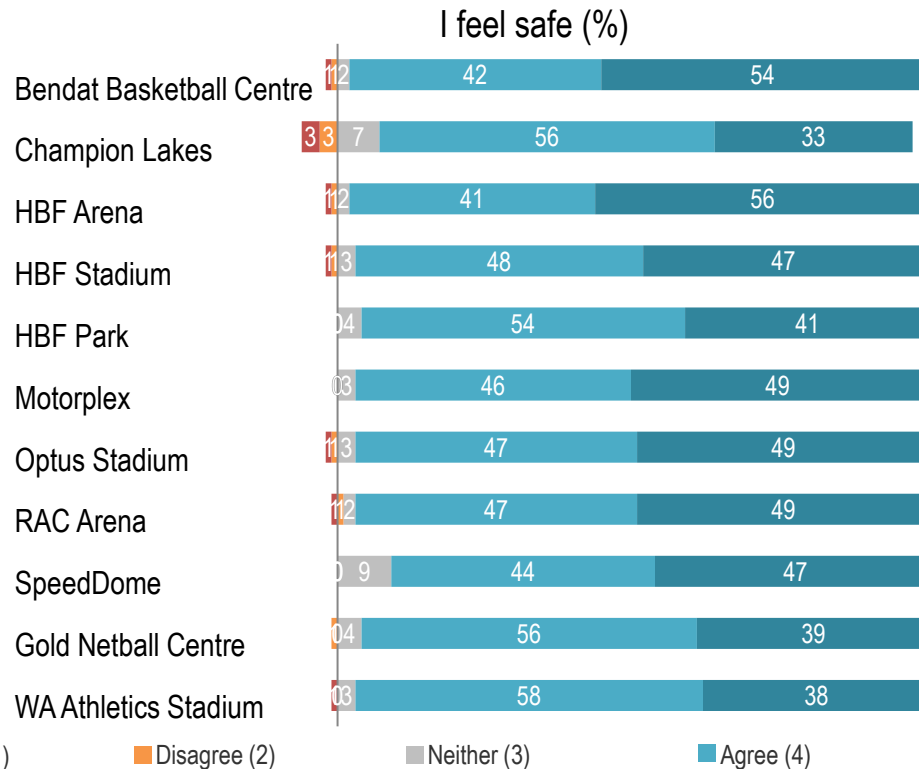
Please rate your level of agreement with the following statements about **operations** - the venue is well run

'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 95%
- All venues other than Gold Netball Centre scored over 90%.
- Satisfaction at Champion Lakes is back in the high 90's after 2 years of low satisfaction



21/22		120/21		19/20	
Nett: Agree	Rank	Nett: Agree	Rank	Nett: Agree	Rank
96 ▼	1	96	5	97	3
95 ▼	6	79	11	88	10
91 ▼	10	96	4	98	2
96 ▼	1	97	3	99	1
96 ▲	1	97	2	95	6
95 ▲	6	96	6	94	9
95 ▲	6	96	7	95	6
95 ▼	6	95	8	97	3
97 ▲	5	91	10	85	11
89 ▲	11	97	1	96	5
96 ▼	1	92	9	95	6

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

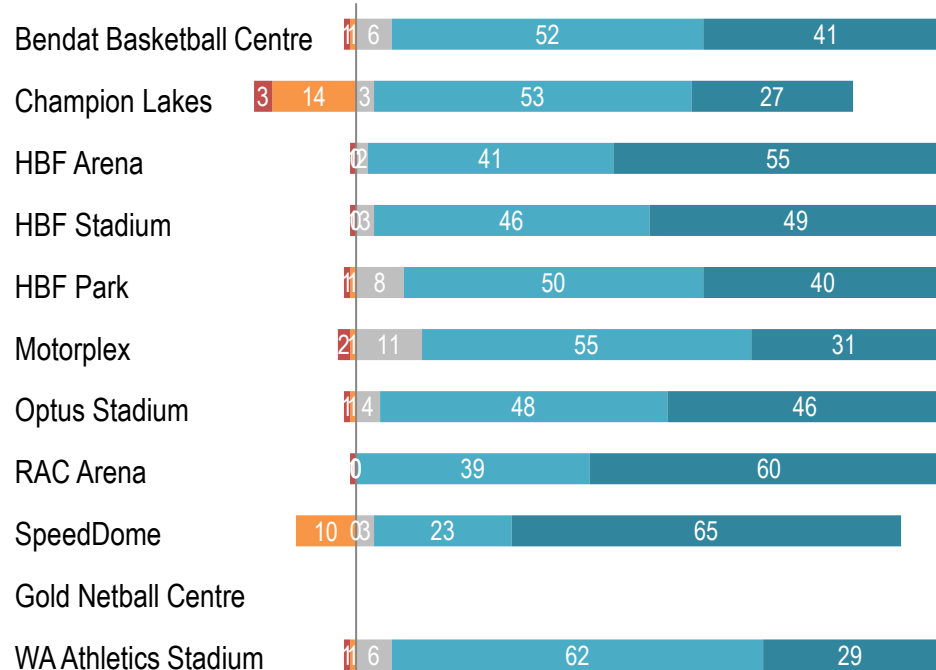


COVID-19 Social Distancing Measures

- Satisfaction with QR access to QR codes at the venue was high in 21/22
- Its important to note when comparing results to the previous year that changes applied resulting in some venues not needing visible QR codes during the survey period

Mean Satisfaction
94%

Social distancing measures (%)



21/22		20/21	
Nett: Agree	Rank	Nett: Agree	Rank
▲ 93	5	90	3
▼ 80	10	91	2
▲ 96	2	81	7
▲ 95	3	87	6
▲ 90	7	77	8
▲ 86	9	76	9
▲ 94	4	69	10
▲ 99	1	56	11
▼ 88	8	97	1
		89	5
▲ 91	6	90	4

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

Please rate your level of agreement with the following statements about COVID-19 safety measures - Contract tracing QR codes were available throughout the venue

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

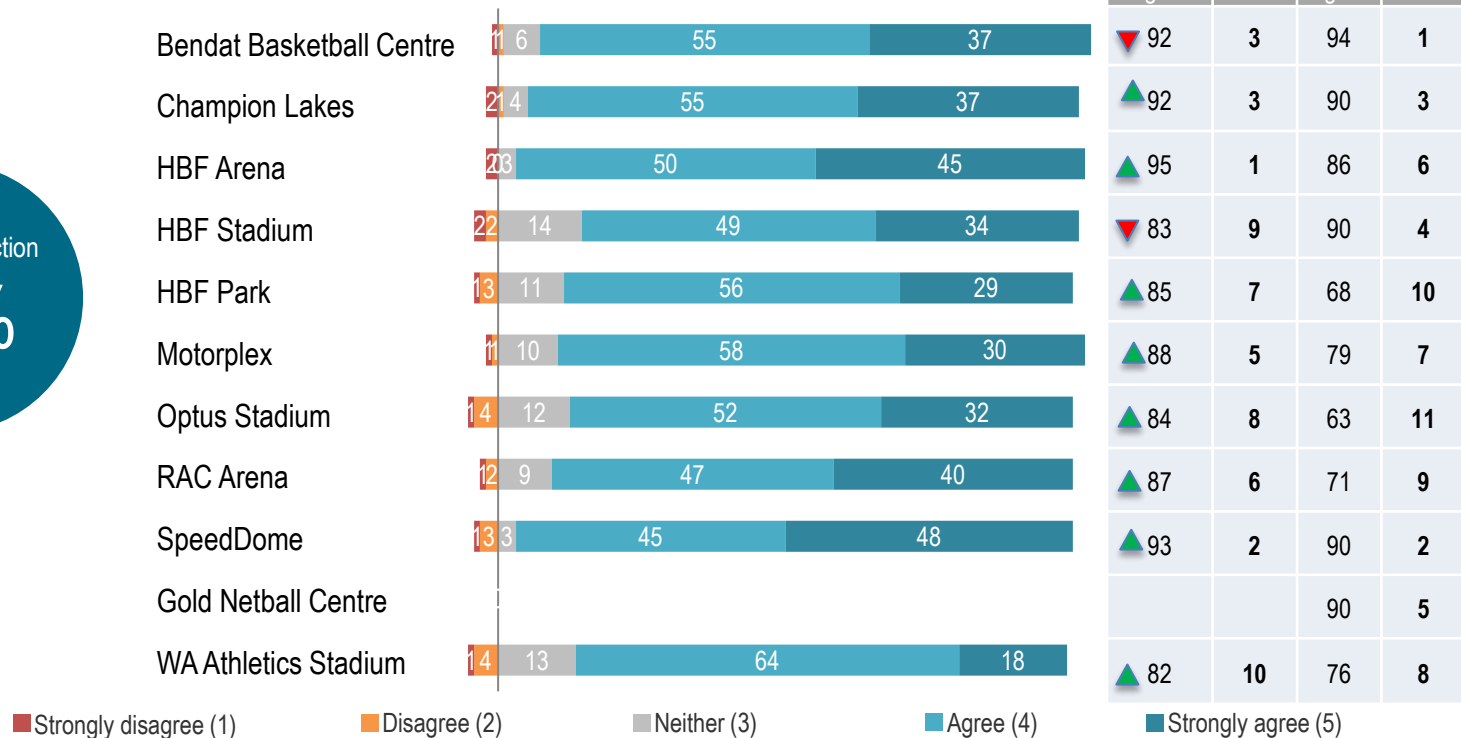


COVID-19 Hygiene Station Measures

- HBF Stadium and WA Athletics Stadium had the lowest satisfaction ratings with visible and easy to use hygiene stations.
- It is important to note when comparing results to the previous year that changes applied resulting in some venues not needing visible QR codes during the survey period

Mean Satisfaction
85%

Hygiene stations (%)



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

Please rate your level of agreement with the following statements about COVID-19 safety measures – Signage with hygiene reminders were prominent