

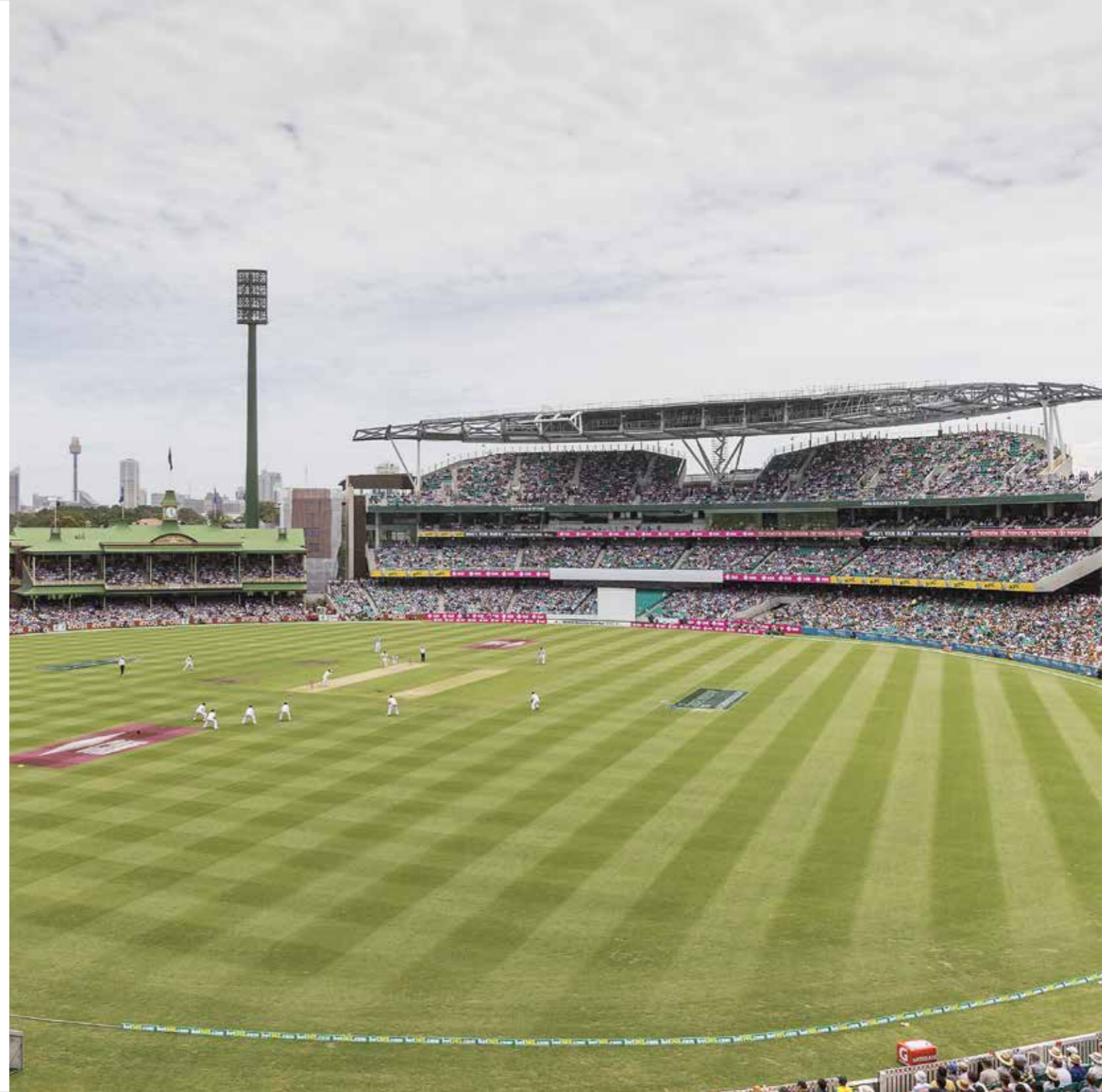


SYDNEY CRICKET & SPORTS GROUND TRUST
CORPORATE PLAN 2014-2018



OUR VISION

To celebrate sport, create history, enhance entertainment and share the experience.



OUR VALUES

Our goals and the strategies for achieving them are based on a foundation of five core values that define us as an organisation. They underpin our key decisions, actions and response to challenges and new opportunities.

HERITAGE

We honour our past as proud custodians of our history and traditions.

INTEGRITY

We will operate as an ethical organisation with a clear set of values practised by all employees.

RELATIONSHIP

We promote positive relationships built on honesty, consultation and service.

PASSION

We are passionate about the sports we host, and about innovation in all that we do.

DIVERSITY

We will embrace diversity, value differences and respect our communities.

WHO ARE WE

The Sydney Cricket and Sports Ground Trust is responsible for managing two of Australia's premium sports venues – the Sydney Cricket Ground and Allianz Stadium. Together these two grounds form a central sports precinct of international standing that includes a sports museum, Member fitness centre and club facilities. We host nearly 100 sports and concert events and attract around 1.7 million visitors each year.

OUR CORPORATE PLAN

The Corporate Plan 2014 to 2018 has been developed to:

- 1 Set a vision for our future
- 2 Outline our goals and immediate priorities
- 3 Specify our strategies for achieving them
- 4 Provide key performance measures to assess progress

OUR GOALS

HERITAGE

Preserving history, honouring champions past and present and chronicling 160 years of sport at the SCG and Allianz Stadium.

FACILITIES

Transform our precinct into a world-class sports and entertainment hub on the doorstep of Sydney's CBD. Be world leaders in technology and innovation in stadia facilities and match day experience, while respecting the history and heritage of our grounds.

SERVICE

We exist to serve sport, from the biggest stars in the world to the first time fans of any age. In pursuit of excellence in all parts of our business, we will build strong relationships and memorable experiences for our partners and patrons.

COMMERCIAL

Ensuring the continued commercial viability of the Trust.



OUR STRATEGIES AND PRIORITIES

HERITAGE GOAL

Preserving history, honouring champions past and present and chronicling 160 years of sport at the SCG and Allianz Stadium.

- Five-Year Strategy:**
- Be a custodian of our heritage and traditions and champion their place in the future plans for the precinct.
 - Plan for and develop Australia's leading sports museum as part of the Sports Central development.
 - Through research, public education and museum exhibitions further showcase the social, political and cultural importance of the SCG and Allianz Stadium to Sydney, NSW and Australia.

FACILITIES GOAL

Transform our precinct into a world-class sports and entertainment hub on the doorstep of Sydney's CBD. Be world leaders in technology and innovation in stadia facilities and match day experience, while respecting the history and heritage of our grounds.

- Five-Year Strategy:**
- Be at the forefront of technology and innovation in the venue/event industry.
 - Strategically invest in grounds and facilities through the annual capital works program and Trust Master Plan.
 - Increase cooperation and collaboration between the Trust, sports partners and key stakeholders.

SERVICE GOAL

We exist to serve sport, from the biggest stars in the world to the first time fans of any age. In pursuit of excellence in all parts of our business, we will build strong relationships and memorable experiences for our partners and patrons.

- Five-Year Strategy:**
- Strengthen our ability to identify, understand and respond to Member, staff, partner and customer needs.
 - Use traditional, digital and social media channels to communicate with our patrons in a respectful and open manner.
 - Create fulfilling and memorable experiences for our partners and patrons.

COMMERCIAL GOAL

Ensuring the continued commercial viability of the Trust.

- Five-Year Strategy:**
- Increase and diversify the Trust's revenue base
 - Negotiate long term hiring deals with sports partners and tenants
 - Adapt to the digital revolution in sport, using data and analytics to profile consumer behaviour for revenue opportunities
 - Maximise the opportunities present with the Connected Stadium solution's Wi-Fi and IPTV networks



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