

Minutes

Meeting:	Western Sydney Stadium CCC - Meeting 4
Date:	Monday, 15 October 2018
Location:	Macquarie Room, Level 1, Parramatta Library 1-3 Fitzwilliam St, Parramatta
Time:	5.00 – 6.45 PM
Independent Chair:	Darryl Watkins

Attendees	
Christopher Brown (member)	Angus Morten (Lendlease)
Paul Doorn (Venues NSW)	George Perry (VenuesLive)
Raymond Haddad (member)	Finbar O'Donoghue (North Parramatta Residents Action Group)
Anthea Hall (City of Parramatta Council)	Megan Phelps (member)
Rhys Haynes (Parramatta Light Rail)	Marc Snape (Project Manager)
Daryl Kerry (VenuesLive)	Darryl Watkins (Independent Chair)
Brad Main (Parramatta Lions JAFC)	
Apologies	
Kiara Neasy (Infrastructure NSW)	

Subject	Actions
<p>1. Welcome & Induction</p> <p>The Chair welcomed members, and gave an acknowledgement of country. Kiara Neasy's apology was noted.</p>	➤ No actions.
<p>2. Code of Conduct</p> <p>The Chair reaffirmed the code of conduct.</p>	➤ No actions.
<p>3. Meeting 3 – Action Items</p> <p>The Action Items from Meeting 3 were reviewed by the Chair. All of the action items have been concluded.</p>	➤ No actions.



<p>4. Construction Update</p> <p>Angus Morten briefed the Committee with an update on the progress of the stadium construction (Attachment A). This was followed by a Q&A Session with the Committee.</p> <p>Ray Haddad asked how many spots of the planned carpark would be available for public use.</p> <p>Angus responded that the use of the carpark would be finalised by VenuesLive.</p> <p>Megan Phelps asked a question in relation to recent media coverage following the recent high level of rain, suggesting the stadium had flooded.</p> <p>Angus advised that the images were of the compacted base of the stadium. The final drainage system is not installed yet, so while the water was an inconvenience, it was not representative of the final drainage system. No major damage was incurred and there was no major impact to the delivery target for the stadium.</p>	<p>➤ No actions.</p>
<p>5. Operational Briefing</p> <p>Paul Doorn and Daryl Kerry gave an operational briefing to the Committee.</p> <p>Paul advised that he would be briefing Parramatta City Council following the CCC tonight. Given the large amount of CBD development, changing transport routes, lighting considerations, and activation required, a strategic overview rather than reactive.</p> <p>Daryl Kerry advised that VenuesLive now have been reviewing a large amount of information, and now have a better understanding of the venue itself, how it will operate, what will be in it, and what won't be.</p> <p>VenuesLive will take some time to carefully understand the full scope of the opportunity that this venue could bring to the area. There hasn't been a new stadium in the city for many years, so they are investigating what it could bring to the community and the city.</p> <p>This process has included reviewing the results of independent research undertaken by Future Reference, and speaking to people who will be using the stadium and starting to get a better feel for what people want out of the stadium.</p> <p>This as a one-in-a-generational opportunity to change the dynamic a little bit.</p> <p>One focus of this process is how to bring the precinct to life on non-event days, and also when people come to attend events, what is it that can be done to ensure the day is a great day and that they will come back again in future.</p> <p>With the government investing a lot of money in other facilities currently, this process is a precursor to what is down the track.</p>	



VenuesLive engaged Future Reference to undertake independent research, after providing some guiding key drivers for VenuesLive. As part of this process, Megan Phelps, Chris Brown and a representative of the Parramatta Lions JAF Club were interviewed.

They were then asked to test the stadium plans with future users, as well as people who identified that they don't attend stadium events to identify what barriers may be in place.

VenuesLive considers its core customer target to convince people to come to do business at the stadium, and by doing that, they bring the people to watch the events.

Daryl Kerry then gave a presentation on the results of the Future Reference project (Attachment B). This was followed by a Q&A Session with the Committee.

The Chair asked what opportunities there will be for the Committee to contribute more to the operational decisions in the future.

Daryl Kerry responded that as the process goes forward, the committee will be included as VenuesLive figures out the right answers to the challenges they face.

Anthea Hall advised that Parramatta Council perspective is very keen on the area outside of the stadium footprint, how it can be used to activate the city, and improving the "couch-to-couch" experience.

Daryl responded that improving the couch-to-couch experience is about acknowledging everyone has different needs, figuring out what works, and ensuring that everyone has this slightly customisable experience.

The Chair will speak to Paul Doorn to ensure the Committee is involved in those future discussions.

Anthea Hall asked about the details of the research capture, number of people interviewed, breakup and other details.

Daryl advised that an executive summary of the research findings will be circulated. Overall, feedback from the research was that people want the venue to do its core tasks really well, and not to get caught up in cutting edge new offerings.

Anthea asked what the key takeaway was from the people who 'don't go to games'.

Daryl advised that the overall response was that sometimes it's difficult to get to the stadium. They want the experience to be easy to get there, have a good time, easy to get home.

Paul Doorn added that at the end of the day, the research indicated that the venue or users can have any number of apps, new technology, and add-ons, but if the venue isn't getting the basic things done well, then it doesn't matter.

➤ Action: Chair to identify CCC opportunities with Paul Doorn.

➤ Action: Daryl Kerry to circulate executive summary.



<p>Chris Brown asked whether the naming rights negotiations had progressed.</p> <p>Daryl advised that there are numerous ongoing negotiations.</p> <p>Ray advised that he is receiving questions from external third party food providers who want to be involved.</p> <p>Daryl Kerry noted that there are some ongoing discussions around that matter, and the relevant party is already in contact with the operations team. VenuesLive is also looking at further activating some of the external areas, but those discussions are ongoing.</p> <p>Megan Phelps asked about the stadium as a music venue, and whether noise quality has been considered in its design.</p> <p>Paul Doorn advised that it will be a really good stadium entertainment venue. Stadiums by their design are not like the Opera House or niche music venues, so by their nature it's not perfect for audio, but people attending music concerts in stadiums understand that.</p> <p>Daryl Kerry noted that an additional variable with concerts is also that many acts will bring their own team and sound system along, so that's where you get variance from concert to concert.</p>	
<p>6. Parramatta Light Rail Update</p> <p>The Chair introduced Rhys Haynes, Communication and Engagement Director of the Parramatta Light Rail, who gave a presentation to the Committee on the project.</p> <p>Rhys advised that forecasts show there will be an extra 420,000 people living in this area over the next 20 years. Light Rail will get these people moving efficiently.</p> <p>The Parramatta Light Rail (PLR) design fits with the 30-minute city strategy. The idea that people can live, work, and play within 30 minutes of their home, as opposed to spending a lot of time travelling in traffic.</p> <p>The project is well on track for Stage 1 to be complete in 2023. The presentation will focus on how the project will work with the stadium construction and operation.</p> <p>The Western train line is essentially at capacity. Metro West will also be coming in the future and will link up with the PLR service.</p> <p>The PLR is connecting great places, with the Western Sydney Stadium just one of them - Eat Street down the middle of Parramatta, three Western Sydney university campuses, the Parramatta North Precinct, Westmead, Parramatta Square, and Telopea where NSW Land and Housing Corporation has 4,500 dwellings underway.</p> <p>Stage 2 will involve extending North of the Parramatta River, looking across Ermington and Melrose Park, and into Wentworth Point where people are desperate for public transport.</p>	<p>➤ No actions.</p>



Light rail is fairly well utilised across Australia and around the world. The PLR system is not designed for a 6-10 am peak. It will be a 7 am – 7 pm peak, with university students, nurses at hospitals, and visitors to Eat Street as users through that time. During peak times the plan is for a service every 7.5 minutes.

The PLR's first contract is actually to remediate the Camellia site to then construct a stabling and maintenance facility. The end vision for Camellia is not dissimilar to Rhodes or Wentworth Point 20 years ago.

The main question received by the PLR project team is how does the project ensure what is currently happening to the Sydney Light Rail project won't happen in Parramatta. The main difference is that the PLR is not a Public-Private Partnership. PLR will directly manage individual contracts and contractors which makes it easier to manage on a day to day basis.

Eat Street won't have any construction until 2020, which means the construction team will be working for a year or so before impacting eat street, so they should be in their full stride.

Paul Doorn noted that from the stadium operator's perspective, they are keen to use 2019 to help set up behaviours so that when the PLR construction does come in, there are benchmarks and established behaviours.

Rhys advised that urban design is a key deliverable of the project. PLR have worked with Parramatta Council to set up a baseline for the urban design look and feel. There will be enabling road works to avoid the light rail construction

In regard to people walking from Parramatta Station, and Western Sydney Wanderers' street march, the aim is not for people to just arrive in their cars, but really to promote the culture of catching light rail and creating a buzz down the main street of Parramatta

Paul Doorn asked the Committee what makes that journey to the stadium. What's the hook to get people walking?

Finbar O'Donoghue suggested the use of wayfinding and stewards to guide people.

Ray noted that the major hurdle for walkability is going to be rain. If you have a wet day, regardless of a great activation strategy, people will stay home.

Paul noted that street scaping is very important to the experience. Of course people will get wet crossing roads or at certain parts of the walk. Paul suggested the main point is how to make that journey feel safe.

Megan Phelps asked whether the Parramatta Square project will impact this planning process.



<p>Paul advised that the goal is to make this as permanent as possible, so understanding what’s happening in the city, and working with the local council and stakeholders to make sure a holistic view is taken.</p> <p>Rhys noted that PLR has a task to ensure street activation. The project will be using activation, and one of the goals is to ensure people are still in Eat Street.</p> <p>Megan asked about a new proposal pedestrian bridge from the proposed pool location over the railway line to have that connection between sporting venues</p> <p>Paul advised that he hadn’t heard of that proposal.</p> <p>The Chair asked in relation to the 2020 timeframe for construction, whether people will still have pedestrian access to Eat Street. Rhys advised that yes they would. Hoardings will only be up when they absolutely necessary.</p> <p>Finbar asked whether cafes or restaurants will lose their outdoor seating areas.</p> <p>Rhys advised that at some stages of construction that may be the case so that pedestrians have a space to walk. Those businesses are being consulted with. The PLR have business advisory groups to talk to those business owners about their needs.</p> <p>Finbar mentioned a recent event with Alan Jones where businesses were claiming that they haven’t been consulted at all.</p> <p>Rhys responded that PLR have a Place Manager purely dedicated to speaking to the businesses in that area and they have been consulting.</p> <p>Finbar asked a number of questions regarding the route of the PLR, and heritage concerns of the North Parramatta Residents Action Group, and made multiple disparaging comments about the guest speaker.</p> <p>The Chair advised that the questions were outside the scope and Terms of Reference of the Committee, and that the derogatory comments were a clear breach of the Committee’s code of conduct.</p> <p>Megan asked a question regarding illumination on the stadium, given the recent Sydney Opera House controversy</p> <p>Paul advised that the naming rights policy explicitly says no gambling, tobacco or alcohol.</p> <p>Megan commented that as a representative of the community, would like to note a strong preference for no alcohol, gambling or tobacco ads in the stadium.</p>	
<p>7. Communication with the Broader Community</p>	



<p>The Chair asked how the committee can best bring issues from the community into this forum, and how we can get information into the community.</p> <p>Anthea Hall reported on Parramatta Council’s event schedule and advised the committee of numerous upcoming events. Parramatta Lanes was held last week, with the largest turnout ever for opening night.</p> <p>Upcoming events include an Invictus Games lunch in Parramatta CBD, Foundation Day (4 Nov), Remembrance Day (11 Nov), and Loy Krathong (17 Nov).</p> <p>Ray suggested that the forecast road changes need to be known well in advance in the community. If George Street is going to be 2 ways, make sure people know.</p> <p>Rhys advised that this process is a very big piece of communications work, and if you live in the relevant area you’ll definitely hear about it.</p> <p>Anthea Hall advised that PLR now have a social media presence, so that is an extra channel of communication to the community.</p> <p>Megan advised that the last community update on the Western Sydney Stadium was the August update. More frequent releases would be great to keep the project more visible. It is also very difficult to find the minutes on the INSW website, requiring navigation through multiple layers.</p> <p>The Chair committed to taking those suggestions up directly with Infrastructure NSW.</p> <p>Megan suggested involving more politically neutral representatives in photos, and not just the sitting member could broaden the appeal of material. Megan also suggested the use of the Westmead Precinct communications channels as well, as there are some overlaps.</p>	<p>➤ Action: Chair to speak with INSW.</p>
<p>8. Agenda Items for Meeting 5 – 3 December 2018</p> <p>The Chair confirmed the next meeting would be held 3 December 2018, and a draft agenda would be circulated closer to that time.</p>	<p>➤ No actions.</p>
<p>9. Final comments</p> <p>There were no further comments.</p>	<p>➤ No actions.</p>
<p>10. CLOSE MEETING</p> <p>The meeting was closed at 6.45 pm.</p>	