



GOLD COAST TITANS
MEMBERS  ALLIANCE

1st MEETING SUMMARY – 12/06/2018



#THRUNTHRU



Venue: Parkwood Village, Estate Room

Attendees:

David Allsopp
David Armstrong
Adam Brown
Matthew Brown
Peter Campbell
Jenny Cole
Lee Dungey
Matt Edwards
Lisa Forrest
Guy Freeman
Adam Johns
Kevin Liggins
Deborah Marshall-Deeth
Jack McDonald
Judy Meikle
Peter Morichovitis
Santino Patane
Michael Pulford
Judy Puna
Brendan Reeves
Israel Rensen
Lyndon Revell

Apologies:

Gary Bourke
Dan Cooper
Steven Gerard Dwan
Rhonda Toms

Staff in attendance:

Chris Knell
Adam Barry



Agenda

The meeting consisted of the following overall structure:

1. **Welcome (Graham Annesley)**
2. **Members Alliance Charter/Overview**
 - a. Advisory Group – not a decision-making body
 - b. Not a complaints mechanism – but rather a forum for constructive discussion
 - c. While we all care about the team and how it performs, the Alliance is focused on how the club can grow as opposed to specific on-field issues
3. **Provisional Schedule of future Members Alliance meetings**
(second Tuesday of every 2nd month)
4. **Introduction**
 - a. Each representative to provide a quick summary of:
 - i. Name
 - ii. Membership Category
 - iii. When you joined as a member
 - iv. What you believe is the most important issue facing the club?
5. **Organisational Structure and context**
6. **Issues we do not have direct control over**
 - a. Parking
 - b. Food prices
 - c. Team performance
 - d. Team selection and signings
 - e. NRL Decisions/Officiating
 - i. Refereeing etc.
7. **Alliance Objectives and Priorities**
8. **Open Floor**
9. **Meeting wrap-up**

Towards the end of the meeting, Alliance representatives were invited to watch the Simon Senek video entitled “How great leaders inspire action” (https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action) and think about ‘why they support the Titans and are so passionate about the club as a member’. Responses by email have



been requested, and the answer Members Alliance representatives provide will form the basis of the Charter that will be set for the Members Alliance.

Ideas and points raised by Members Alliance representatives during the meeting:

(please note that these are paraphrased summaries of discussion points and not necessarily direct quotes from each representative)

Lisa Forrest: The Member's Bar needs more drink options and the layout of the space for Members could be improved.

Israel Rensen: The image of the club still need to be repaired in the local community after negative headlines over recent years.

Matt Edwards: The kids on the field time is quite limited – it should be longer. The kids have to wait quite some time while everything is being cleared off the playing surface and then are rushed off the field shortly after going on.

Judy Meikle: The 2 for 1 offer is a great introductory mechanism for new fans.

Most Members Alliance representatives: Getting bums on seats and winning back the public is a big issue in the minds of most members.

David Armstrong: Former players must be better used to engage with the community.

Matthew Brown: Game day experience can be improved. The layout and presentation of the stadium as well as the Member's Bar as well as the way staff throughout the stadium on match days make for a welcoming event experience are areas that can improve. The Commonwealth Games venues (including our stadium for the Rugby 7's) are examples of how things can be done well in these areas, particularly the way staff where everywhere helping spectators and making them feel welcome at the event.

Michael Pulford: It's frustrating that away fans can be louder than home fans at matches.

Adam Johns and Michael Pulford: We need to target the younger generation of fans to ingrain them as Titans. Targeting kids is critical.

Adam Brown and Lee Dungey: The sub-standard media coverage of the Titans is a major issue for the club. If things could be improved in this area, it would help the club to grow.

Lee Dungey: The corner bar overlooking the playing field would be an ideal location for the Member's Bar.



Kevin Liggins: The engagement with members and fans by players need to improve.

Santino Patane: There seems to be a Social Media disconnect where so much of the great work the club does engaging with the local community doesn't filter through to many members and fans who aren't highly connected via social media.

Judy Puna: A Post-Match Function is a higher priority compared to any possible Member's discount on Food and Beverage purchases within the stadium.

Adam Brown: Member cards could be loaded up with Food and Beverage credits or discounts from vendors around the stadium. *(note: the Point of Sale systems for the caterers and other vendors at the stadium would need to be able to cater for this – the current POS systems in operation by vendors at the stadium do not have this functionality)*

Adam Brown: As a club we need to find ways to make advocating membership easier for members to do to their friends and family. One idea might be to provide a designated number of free birthday tickets for kids within family member groups, so they can invite some friends along to matches.

Guy Freeman: The final home matches of the 2018 season present a unique opportunity for introducing new fans and growing attendance at the end of the season due to the possibility of Jonathan Thurston playing his last match at Robina, and also the possibility of Billy Slater's last match in Queensland being at Robina depending on what he decides to do and how the finals draw works out.

Michael Pulford: It would be great to have the opportunity to buy into trips away with the team like what used to happen in the early days.

Peter Morichovitis: With the nature of the Gold Coast and the high visitation of tour groups, this may be an area where the club can really capitalise and get overseas tour groups to attend matches (Liam Faithful can make this an area for him to target for group bookings).

Matt Edwards: Perhaps we could have a referral program for members only at a selected match or matches where guests could be invited along if they are being introduced to the club. *(note: in relation to this discussion point it was cited that there may be issues with seating associated with this idea – sections would probably need to be reserved to allow for this and enable the option of members sitting with their guests)*

Israel Rensen: The communication of special offers and how they are conveyed to members is key – when members understand that they aren't being disadvantaged compared to the general public, the offer is more well received.

David Armstrong: A Member's exclusive area such as a Member's Bar is crucial and the corner bar would be ideal for this as it overlooks the field and would overcome some of the issues that might arise from guests not being able to sit with members at matches. Currently the corner bar starts to



close 6 minutes after halftime and it would be better if it was open for longer – perhaps this area can be a post-match members area for Members and players to interact.

Santino Patane and Adam Johns: The Pre-Game experience can be improved

Judy Puna: Is Hospital or High School parking that is nearby and often unused on match day an option that could be looked at for members?

Kevin Liggins: Metricon Stadium has more space and things happening outside the seating bowl.

Matt Edwards: Ideas that representatives would like to raise can be circulated by email (or another communication method) so the merits can be discussed, and the ideas that gain some traction by the group can be brought to the meetings for wider discussion. *(note: as mentioned later in this summary, the app Vetter might be an option for collecting and rating ideas in this way: <https://www.getvetter.com/>)*

Most Members Alliance representatives: Designated email or a closed Facebook group might work for communication – a response of some sort is critical to ensure that the communication/submission has been received and acknowledged.

Peter Campbell and Brendan Reeves: It would be ideal to get some national or international celebrities connected to the club (Pink for example).

David Armstrong: We need something unique to Titans matches such as the Viking Clap in Canberra.

Lisa Forrest: Radio engagement including promotions and competitions etc is important.

Provisional Schedule of future meetings:

Meetings generally will be schedule for the 2nd Tuesday of every 2nd month. The provisional details for the next 3 Gold Coast Titans Members Alliance meetings are as follows:

- Tuesday August 14
- Tuesday October 9
- Tuesday December 11
- Time: Usually 6:30pm unless otherwise advised
- Venue: TBC (Parkwood Village will normally be the location – room TBC)

General themes for upcoming Alliance meetings:

To ensure that this process is member driven, we suggest that a group of around six members from



the Alliance volunteer to drive the agenda for each meeting around the general themes the club has suggested as well as anything else pertinent coming out of Alliance representatives communications.

August 14

- 2019 membership program overview
- New members acquisition

October 9

- Off-season member engagement

December 11

- Game day experience

Members Alliance representative biographies:

Some basic information regarding the representatives including their background, membership type, number of years with the club, a photo (for those who attended the first meeting), and an answer to the question 'What was the main reason you wanted to be part of the Alliance?' is included on the Gold Coast Titans Members Alliance overview page of the club website:

<https://membership.titans.com.au/link/2018-Member-Advisory-Group>

Communication methods for the Members Alliance:

- An email is being set up that will be designated for Members Alliance members to communicate with the club regarding issues pertinent to the Members Alliance, its meetings and discussion points. Once set up, this email address will be distributed to Alliance representatives
- Members who are not representatives on the Alliance can make a suggestion regarding something they would like to have discussed by the Members Alliance by emailing to: membersinfo@titans.com.au
- Members Alliance representatives will have their own self-driven closed Facebook group that they can use to communicate with one another. Gold Coast Titans staff will not be included in this group, and ideas that come out of communications via this forum can be put forward for further discussion in the lead up to meetings as well as tabled at meetings (for ideas that garner support from a number of representatives).



- The App Vetter is likely to be used to discuss and rate ideas before meetings are held, so that by the time of each Members Alliance meeting, the ideas that are tabled have already received some critical analysis and discussion. Details of this App and how to access it will be sent to Alliance representatives once confirmed.