

# Perth Stadium – Member Transition Guiding Principles & Policies

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## Introduction

This document outlines the guiding principles and policies that the West Coast Eagles Football Club intends to apply to the transition of seated (non-premium hospitality) members to Perth Stadium.

## 1. Transition Principles

The club's transition from Domain Stadium to Perth Stadium is one of the most significant events in the history of the West Coast Eagles.

In planning for the relocation of its members, the club has developed a process and set of policies that are underpinned by five guiding principles:

- Equity
- Recognition of loyalty
- Growth for future generations
- Flexibility
- Practicality, efficiency and functionality

### *Equity*

The loyalty and patience of all West Coast Eagles members will be recognised and protected where possible; 'queue jumping' will be limited, where possible, by the policies implemented by the club. This principle has been adopted to ensure a member-centric approach, to deliver the best outcome for the club's broader membership base, rather than any individual or group.

### *Recognition of loyalty*

It is important to the club that members are rewarded for their loyalty; therefore, the club will recognise consecutive years of membership as the primary determinant of priority order of transition.

### *Growth for future generations*

While it is imperative that the West Coast Eagles assists its current members as a priority, in planning for the new stadium we must also embrace the opportunity to ensure the club remains accessible for future generations. This entails making decisions in the best interests of the club and its future members at all times; including the introduction of more flexible package options. The club commits to a transition strategy that attracts and engages the next generation of supporters.

### *Flexibility*

The club believes that adopting a philosophy of flexibility over restriction will allow delivery of the best outcomes, with a 'member centric' approach. Policies have been established that ensure, wherever possible, that members are able to attend the football with who they want, on their own terms. An approach of facilitation and accommodation has therefore been applied in developing policies.

### *Practicality, efficiency and functionality*

The transition process must be efficient in order to relocate such a large body of members within the allocated time. As such, policies will be developed and decisions made using principles of practicality and functionality, with the aim of achieving a seamless transition for all.

## **2. Definitions**

“Premium Member” refers to match day premium hospitality or corporate offerings

“Member” refers to club members with a reserved seat, in non-premium hospitality options

“General Admission Member” or “GA Member” refers to a non-reserved seat club membership with unallocated seats available in a predetermined section

“General public” refers to match attendees without a club membership

## **3. Membership Packages**

The configuration and allocation of non-premium hospitality membership packages has been developed following confirmation of detailed design of the seating bowl and function room arrangements in Perth Stadium, and with consideration of research that indicates member demand for particular types of packages.

The West Coast Eagles may offer the following types of non-premium hospitality access membership packages at Perth Stadium:

- a) 11-match reserved seat (replicating current Season membership), broken into categories determined by price level of seat, viewing position, access to function rooms, and other benefits
- b) 11-match general admission
- c) Reduced match general admission, most likely three-match and five-match packages

## **4. Seating Allocation Process**

1. In the lead up to transition, all 2017 West Coast Eagles Season members will be asked to nominate a preferred club membership package (reserved or GA) at Perth Stadium.
2. Prior to the relocation, some members may be offered the opportunity to upgrade into available premium hospitality memberships (timing to be determined based on premium hospitality member transition and priority).
3. Those requesting an 11-match reserved seat package will be asked to identify those that they wish to be seated with at Perth Stadium, with a leader identified within the group as the contact point for discussions and decision-making regarding seat allocation, package selection, etc. This will be an online process (grouping stage).
4. Groups will be validated and confirmed before commencing transition, with regular communication to groups via the identified group leader and in general member updates.
5. The club will execute the transition utilising a seating algorithm (developed for previous stadium transitions, such as Adelaide Oval) that automatically seats the nominated groups to a placeholder location at Perth Stadium.
6. The transition will utilise a virtual venue that replicates the Perth Stadium seating bowl and design in an online, 3D environment. Members will have the opportunity to view their placeholder allocation in Perth Stadium within this virtual venue, which will present a 360-degree view (including view of the playing field).
7. Once the seating algorithm has run, all transitioning members will be emailed a link to view their placeholder offer, within the virtual venue.
8. Following this, groups will be emailed in stages (limited to a small number of groups at a time, to facilitate adequate service levels), asking them to log into the virtual venue to

secure their placeholder offer (**Seat Secure window**). The order in which the Seat Secure window is offered will be determined by the established allocation hierarchy (see below).

9. Groups will be provided with a limited timeframe within the Seat Secure window for the group leader to change the offered seats, if desired. The ability to change seats will be dependent upon remaining inventory; however, groups will only have **one** opportunity to change, and the larger the group, the more restricted the group will be in their ability to change the placeholder offer. The Seat Secure process will be completed by the group leader, within the virtual venue.
10. The group leader will be required to secure the seats with a deposit, at \$50 per seat. The group leader will manage this transaction and make payment on behalf of their group.
11. The Seat Secure process will continue until all 2017 Season members, opting to transition to an 11-match reserved seat package, have been made an offer of seating at Perth Stadium.
12. Once the 11-match reserved seat package stage has been completed, 11-match and reduced-match general admission membership offers will then be made to any 2017 Season members who have nominated for those options.
13. Once all 2017 Season members have been assisted, offers will be made to In The Wings waitlist members (applying the same process and principles) and so on, until all club inventory has been allocated and sold.
14. In the instance that not all club inventory is sold, the remainder will be offered to existing members who have already been assisted and who may wish to secure additional memberships.
15. Any club inventory remaining after the transition process is completed will be released to the general public

## 5. Allocation Hierarchy

1. Noteholders with an active membership as at January 31, 2017. Within this stage, noteholders will be prioritised according to consecutive years of membership.
2. Current Season members as at January 31, 2017, prioritised by consecutive years of membership of the longest-serving member in the group.
3. In The Wings / waitlist members (in order of waitlist number).
4. All other members (prioritised by consecutive years of membership).
5. Re-offer to members already assisted (again, in order of consecutive years of membership)
6. General public.

## 6. Assumptions and Allowances

*Premium invitation priority* – this will be offered to noteholders with an active membership as at January 31, 2017, following completion of the premium hospitality member transition process. Pending available inventory, 2017 Captain's Club members may also be offered the ability to upgrade to a premium hospitality membership, after noteholders.

*Current Season members grouping with non-access members* – during the grouping stage, Season members may list family who hold a non-access membership as a part of their group (eg Rick's Rookies, In The Wings). In line with the current club transfer policy, and to protect the interests of In The Wings members, non-access members grouping with access members must be immediate family and supporting documentation will be requested to verify this. The club will assess its ability to assist non-access members in Season member groups following the grouping stage and noting that sufficient inventory must be available to satisfy an offer to all current Season members.

*Data validity* – membership numbers and grouping information will be entered by the user via an online form and imported back into the membership database. Group validation will occur through confirmation emails sent to the group leader and group members, prior to the execution of the transition algorithm. Should errors not be identified by groups during this validation period, the club accepts no responsibility for data errors that occur in the transition process.

*Breaking of groups* – Season members will be asked to form groups prior to February 28, 2017. There will be no opportunity to break or change groups after that date, until all Seat Secure windows have been completed (most likely to be August 31, 2017).

*Continuous membership vs broken membership* – length of membership for the allocation hierarchy will be determined by consecutive years of membership only. Those with broken membership will be assisted based on the consecutive length of time of their current membership. Note that continuous membership includes movement between membership products; for example, if a Season member has moved interstate and carried on with a Victorian Membership during the period of their current membership.

*Changes or challenges to tenure* – should a member believe that their recorded length of consecutive membership is incorrect, the club will review any supporting documentation provided by the member prior to January 31, 2017, and assess requests on a case-by-case basis.

*Transferred membership* – in accordance with the club's recognition program, Beneath Our Wings, continuous membership is recognised as the number of consecutive years that a company or an individual or has personally held and paid for a membership. Should ownership of that membership be transferred to another party, the length of membership will not be transferred to the new party and will commence at zero years.

*Noteholders* – refer to the noteholder priority period communication. Noteholders wishing to group with non-noteholders will forfeit their noteholder priority.

*Large groups* – group size will be restricted to 12 members to ensure a smooth transition process. Members who already hold more than 12 memberships will be allocated that same number in the transition process; however, the general assumption will be that the larger the group, the more difficult it will be to achieve a move during the Seat Secure window.

*Single seat members* – members who do not opt in to a group during the grouping stage will be treated as single individuals. Unless they specify a medical requirement for seating, they will be transitioned according to the rules established by the club, noting that they will be positioned to ensure the most efficient use of all inventory.

*Special requirements* – those with special requirements for seating will be asked to provide the club with their requirements during the grouping stage. A current letter from a doctor must accompany this request (dated no later than 90 days prior to submission), even if this information has previously been provided to the club. The club will assign the whole group with the seating that best fits the specified access needs. Members who require specific seating for non-medical purposes will be assessed on a case-by-case basis and supporting documentation will again be required. This decision of the club will be final in the case of all special requirements and members will not be provided with the opportunity to move until the following season, subject to availability of options.

*Changes to structure and design* – the virtual venue will be based on designs supplied by the venue operator. Despite best efforts, members should anticipate that some discrepancies may occur between representations in the virtual venue and actual seating at Perth Stadium, once construction and commissioning is finalised. Examples of these discrepancies include (but are not limited to)

pillars, rails, additional seats, additional stairs, TV camera locations, protection from elements and other changes to sightlines. The club and the venue operators will work to ensure that such discrepancies are kept to a minimum and are of little or no impact to members.

*Number of home matches* – memberships, as advertised, assume that the West Coast Eagles will play 11 home matches at Perth Stadium. This may alter at the discretion of the AFL.

*Waitlist* – should demand for a type of membership exceed available inventory, a waitlist will be established.

*Seat Secure deposit* – during the Seat Secure windows, each group leader will be required to make a \$50 deposit per seat on a credit card to confirm the allocation. Invoices for the remaining balances of the memberships will be issued to the individual membership holders in line with the club's usual renewal processes.