

Broadening the Experience

OUR OBJECTIVES: to exceed our customers' expectations through delivery of a broad range of customer experiences of the highest possible standard; introduction of new and enhanced products; meaningful measurement of our performance and our customers' response and a beautifully presented site and secure environment.



Opera Bar

1973

The general public are given the opportunity for an inside view of the new landmark with the first guided tour, 3 months before the official opening.

1988

Lower Concourse opened, providing an undercover restaurant and shopping precinct.

1995

The first Sydney Opera House website is launched, broadening our customer reach.

ACHIEVEMENTS 2003/04

A day of celebration and free entertainment to mark our first 30 years was enjoyed by more than 15,000 people at our 'Step Inside the House' open day, its broad scope made possible by major sponsor, LG Electronics. Experienced guides were on hand as people walked through the Concert Hall and Opera Theatre, while roving entertainment enlivened the site and added to the overall enjoyment.

Original exhibition space was reclaimed and renovated and once again became a dedicated public gallery. The opening of the Exhibition Hall was celebrated with Max Dupain's Sydney Opera House photographic retrospective, capturing the effort of construction and the beauty of the building as it developed during its first 8 years. Through the valuable support of Macquarie Property, this exhibition was made free to the public. It was followed by a further 4 free exhibitions, presented by Object Gallery.

Sydney Opera House continued its role as a central place for community celebration and participation. Free events on the Forecourt included the sails being brilliantly lit for the Rugby World Cup 2003. *Rugby On The House* was an exciting free event enjoyed by 10,000 people during the semi-finals. It featured pre-match entertainment, a live broadcast of the match on a big screen and post-match wrap-up from Effie, James O'Loughlin, Tony Squires and Roy and HG.

Food and beverage recorded another successful year, attracting customers and adding to the full experience. Guillaume at Bennelong continued its success, attaining a number of high profile awards including 2 Chef Hats in the *Sydney Morning Herald Good Food Guide*. Opera Bar continued to establish itself as one of the places to be in Sydney, night and day.

Guided Tour patronage rose to just under a quarter of a million this year, with visitors from the USA, UK, Taiwan, Australia and Germany topping the list of countries represented. In May, we added a backstage tour starting at 7am every day, giving small groups of people the unique opportunity to experience the excitement of theatre by exploring behind the scenes where the magic is made.

Retail sales continued to grow, with postcards, music CDs, Sydney Opera House memorabilia and books being the most popular items sold in the SOH Stores. The relocation of the guided tour ticket sales to the SOH Lower Concourse Store increased pedestrian traffic and supported improved retail sales.

Designed to improve form, function and capture more of the inspiring experience online, we launched the first phase of our improved website. Tickets sold online totalled 123,205 this year, representing 23.4% of total tickets sold and highlighting the growing importance of this medium to our customers and overall business performance.

A new uniform for a new era was launched. A new image was launched on the opening night of the Opera Australia's winter season. The stylish Australian wool-mix outfit, which won the uniform design competition, was conceived by young Sydney designer Marie Lupang and was manufactured in Sydney by Dallen Design. Ms Lupang drew her inspiration for the asymmetrical, tailored midnight-blue jacket from the design of the sails and the soft ivory chevron shirt from the pattern of the tiles.

A secure environment continued to be a top priority. Implementation of an upgraded security program was completed following additional funding provided by the NSW Government. Major elements of the program included a new role of Head of Security and new security staff. Security infrastructure improvements included bollards at 4 key points on the site and additional CCTV surveillance cameras.

Our Principal Sponsor, Lexus, continued its support, enabling us to enhance the customer experience in a variety of ways. We are proud of our longest standing business relationship, the mutual benefits it brings and that it has become a benchmark sponsorship for the arts industry.

EXHIBITION HALL (opened October 2003)

EXHIBITION (FREE)	PEOPLE
Dupain's Sydney Opera House	26,587
Sydney Style	29,850
Design Island Exhibition	15,438
Message Sticks - By The River	3,500
d→arto4	2,650
TOTAL	78,025

GUIDED TOURS

YEAR	PEOPLE
2003/04*	244,890
2002/03	229,100
2001/02	260,857
2000/01	261,257
1999/00	278,999

* 2003/04 saw the reversal of 8 year trend of decline