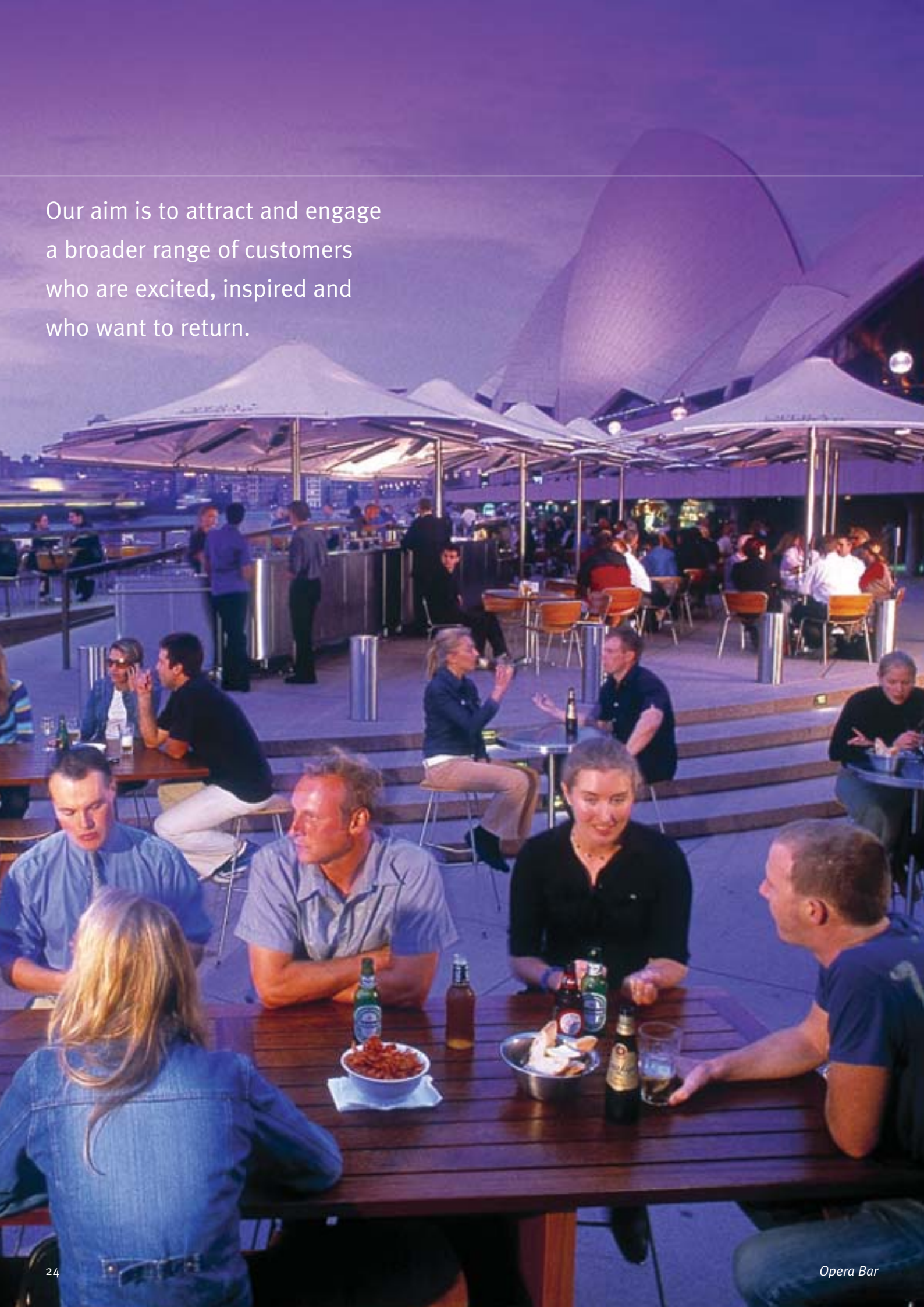


The Broader Experience

Our aim is to attract and engage a broader range of customers who are excited, inspired and who want to return.



Changes to the food and beverage experience at Sydney Opera House were made to ensure that it now complements the diversity and quality of the performances. Other steps we took this year to enhance the total customer experience included enlivening the Lower Concourse and improving our online services. Our continued focus on finding ways to engage with and inspire our customers resulted in the development of new Customer Service Standards, which will be implemented across the organisation over the coming year.

HIGHLIGHTS

More Sydney Opera House experiences were enjoyed by more people than ever this year, with a total of 2,397 events encompassing live performances, functions, weddings, lectures, film shoots, installations and exhibitions - a 4% increase on last year.

New food and beverage offers were a resounding success, attracting new customers, providing a variety of experiences. Extra seating was also installed to support the café life within the precinct and allow more people to soak up the ambience.

Our business partner Guillaume at Bennelong was awarded Best New Restaurant by the Sydney Morning Herald Good Food Guide 2003.

Better relationships with our customers online resulted in the doubling of ticket sales to 88,286. We're now talking to more customers more often. We sought feedback through surveys and we are driving more traffic to the website (sydneyoperahouse.com).

Steps towards improved customer service were taken, through moving guided tours tickets sales within the SOH Store and the introduction of a set timetable for tours, which are now available on the half hour.

Our first Special Occasions package was a local market success when we trialled The Amore Valentine's package developed with the Sydney Symphony. A romantic evening of dining and music resulted in full bookings for our business partner *Guillaume at Bennelong* and *Aria* restaurants.

Tourism numbers were down but our overall business performance was stable in a year impacted by international events. Our focus on broadening the total experience, on quality offerings and on our local customers all helped stabilise overall business results.

A comprehensive review of security arrangements was undertaken by Commonwealth, State and private sector professionals, in response to a heightened national security threat following the terrorist attacks in the U.S. in 2001 and the Bali bombing in 2002. Initial steps taken have resulted in physical modifications to key points around the site, procedural changes and additional security staff, with the strategic focus on security continuing into 2003/2004.

Continuing the mutual benefits for a 12th straight year, our principal sponsorship from Lexus allowed us to enhance the overall customer experience and afforded Lexus drivers a range of special services.

Guided Tours vs 2001/2002

No. of People	Difference
229,100	-13%

E-Newsletter Subscribers vs 2001/2002

Subscribers	Difference
27,572	+74%