**AFLMA INC.**

**AFL MEMBERS ASSOCIATIONINC.**

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Hi AFL Members,

AFLMA AGM

The AFLMA AGM is coming up on November 22nd. Location details, nomination for positions on the committee and Proxy voting forms are attached to this email or go to the AFLMA website at [www.aflma.com](http://www.aflma.com/).

 AFLMA MEETING WITH AFL MEMBERSHIP MANAGER

The AFLMA committee recently met with Emily Pilling (AFL Membership Manager) to discuss issues arising from the 2011 finals series.

The first week of the finals provided a problem for AFL members as many missed out on tickets to the Essendon v Carlton game. The AFLMA saw the selling of guest passes as a major reason for this and that they should not have been sold for this game. Guest passes were limited to 1000 and in hindsight Emily conceded that they shouldn’t have gone on sale. No further guest passes were sold at any other games and this led to many empty seats in the AFL reserve, a situation the AFL does not want to see.

Having 4 finals in Melbourne on the one weekend with 3 of those finals being sold through Ticketek put a huge strain on their system.

 The NRL finals series also went on sale on the same day adding to the strain on the system.

People buying in larger groups were having the most problems, whereas buying seats of 1 or 2 seemed to cause less problems.

AFL members had 500 more tickets for the Grand Final than the previous year. It is hoped that tickets provided to non-competing clubs for distribution to their sponsors etc will be reduced to allow more tickets to competing club members.

Total full AFL membership number is capped at 30,000. There were just under 1000 upgrades from restricted membership to full membership in 2011.

A trial system of restricting the selling of guest passes in a different way may occur during the 2012 finals with the view of bringing into the full season in 2013. Emily will plan to communicate all changes before they are made so members can make decisions about buying guest passes.

Ticketek also kicked people off as 'timed out' while trying to book but this was probably a load issue and Emily will raise this with them.

The AFL has a limited capacity to affect Ticketek practices as they are not a client. The contract is between the venue ie MCG and the ticket agency.

The upselling of the record and pin seemed to interfere with the buying of tickets online and were more convenient to buy at ground. This was not how the system was supposed to work so feedback will be given to fix this. The option to buy should have been after the seats were booked. It was meant to be helpful (selling pins to charity).

ID checks were carried out at GF both inside and outside gates. Some members have had their memberships cancelled due to providing their membership cards to another person or selling tickets using their membership.

Sound system at MCG discussed. Entertainment during finals and season discussed, including the volume of scoreboards, advertising, club branding, etc.

Southern stand refurbishment has started. It is a 12 month project. Seating will not be affected during the season. The entrance at gate 6 will look like gate 3 (brighter and more open look). Removal of toilet block infront of gate 6 entrance providing a view of the ground when entering.

Electronic screen will be installed instead of the traditional whiteboard to give match day information. The aim is to reduce bottlenecks. Standing room will increase. Concession stands will be upgraded and will have new plasma screens to view the game. New membership and ticketing office to be built at gate 7. Members will be able to access from both inside and outside ground. The Bunton room will be upgraded. A new food court in the public area level B1. The B1 sports bar will be upgraded and opened up. The Barassi room will be a more upmarket eating area eg pizza and pasta, with more seating. New flooring. Some improvement to food facilities on Q will take place.

The AFL has purchased the “boxes” at level N 23-27 to provide a new Member’s dining area. This will not be available until 2013. This will provide a dining room of up to 500 seats in with a view of the ground. Seating will be allocated in front of this room. Some extra rows on level N will be provided, but for season 2012 level N will be affected to some degree but no overall loss of seats. All dining rooms on that level will be upgraded during 2012 so rooms may not be available for AFL members until the project is completed.

The budget ended up slightly higher than anticipated and public areas also received similar money.

Information regarding the upgrade can be seen here at <http://www.mcg.org.au/News/News/2011/September/Great%20Southern%20Stand.aspx>

And progress is shown here <http://www.mcg.org.au/The%20MCG%20Stadium/Capital%20Works/Great%20Southern%20Stand%20upgrade/Project%20update.aspx>

Membership photo ID will start after the Southern Stand upgrade is completed.

If you wish the AFLMA to take up a problem or suggestion to the AFL, email steercom@aflma.com with your comments.

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