

TESTIMONIAL



Bryn McGoldrick

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“We can’t solve problems by using the same kind of thinking we used when we created them.”

– ALBERT EINSTEIN

After being appointed as CEO of Jade Stadium, I took over the project to construct what was then the first four-tiered stand in New Zealand, with extensive hospitality areas and corporate and retail facilities. As my background was not in stadiums, I was genuinely pleased to meet John Wilkinson, the General Manager for the caterers at the Stadium. John quickly became a trusted advisor whose extensive knowledge proved a great resource for me. Event catering at the old Lancaster Park had been a logistical nightmare with poor facilities leading to slow service. With two new stands to build it allowed us to re-think stadium catering.

The design we inherited was along the lines of a USA stadium with multiple small food outlets situated under the seating between the exit points from the stands. John recognized immediately that whilst this type of set-up suited baseball with nine segments and football and basketball spilt into quarters, it just couldn’t work for rugby with one break for food. John challenged the architects and kitchen designers and devised a radical supermarket-like solution with multiple pick-up and pay points well away from the egress points of the stand. The concept worked incredibly well with queuing and therefore sales improving dramatically.

John taught me much about stadia. He practiced “management by walking around” which was an exercise that I shared. Over the two years, I worked at Jade we built a strong practical relationship based on supporting front-line people excelling at serving customers better.

