CUSTOMER STORY



KARDINIA PARK STADIUM TRUST · GEELONG, AUSTRALIA

Kardinia Park strengthens venue operations with 24/7 Software

Kardinia Park Stadium Trust partners with 24/7 Software to strengthen event operations at GMHBA Stadium.

At a glance

CUSTOMER
Kardinia Park Stadium Trust (KPST)

LOCATION
Geelong, Australia

VENUE
GMHBA Stadium

HOSTS
AFL, AFLW, BBL, international football, community activities and other major events

SOLUTIONS DEPLOYED

- Incident Management System
- Communicator App
- Conversations
- Task Manager
- Request Tracker
- Web forms

Kardinia Park Stadium Trust manages GMHBA Stadium in Geelong. The team uses one platform to manage incidents, communications, tasks and operational requests across a broad and increasingly complex event program.

As Australia's leading regional venue, GMHBA Stadium supports AFL, AFLW, BBL, international football, community activities and other major events.

1 THE CHALLENGE

Each event brings a different operating environment

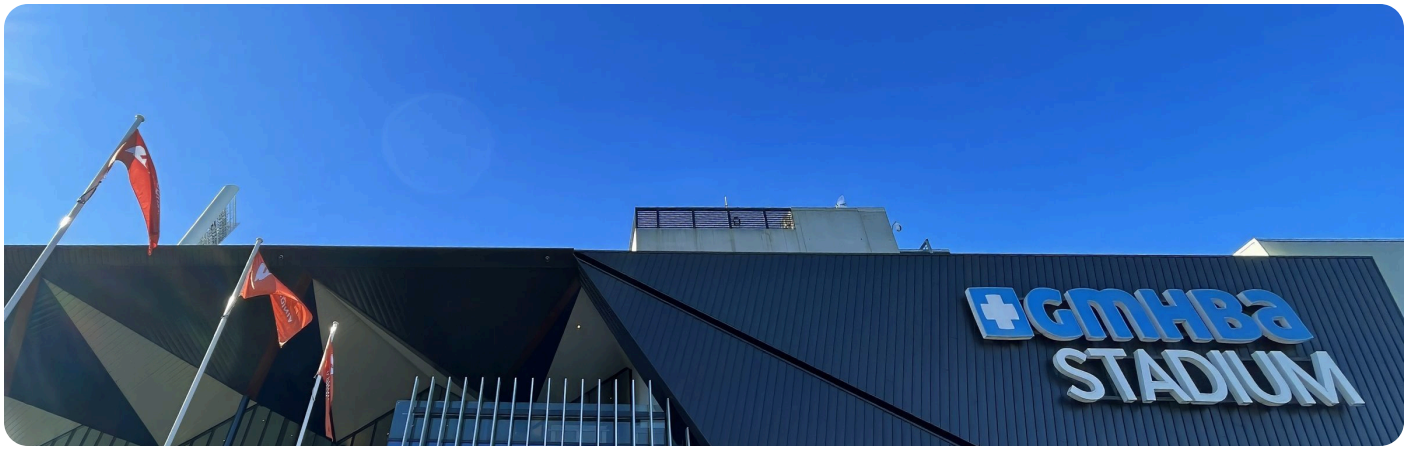
The workforce changes. Venue configurations change. Patron movements, risks and service requirements change.

What remains consistent is the need for accurate information, clear ownership and a reliable operational record across frontline teams, the control room and management.

- Accurate information
- Clear ownership
- A reliable operational record
- Frontline, control room and management aligned

KPST uses 24/7 Software to connect incident management, mobilise its workforce, support two-way communication, strengthen control room management and manage operational activity and service requests through one platform.

This gives teams a clearer view of what is happening across the stadium, what has been actioned and what still requires attention.



2 CONNECTED OPERATIONS

Bringing the operation together

Modern venues use a range of communication and operational tools, including radios, phone calls, messaging platforms, spreadsheets and specialist systems.

Each plays an important role, but as event environments become more complex, there is increasing value in bringing key operational information together and giving teams a consistent operational view across the venue.

An issue may first be identified by a staff member in a grandstand, at an entry point or within a patron area. The control room needs to understand what has occurred, coordinate the appropriate response and maintain visibility until the matter is resolved.

At the same time, teams may be managing cleaning requests, accessibility support, transport enquiries, maintenance issues and other operational activity that requires action but does not necessarily belong within the incident queue.

24/7 Software allows KPST to manage these activities through the workflow most appropriate to each one.

INCIDENTS

Incident Management System

Incidents are documented and coordinated through the Incident Management System.

TASKS

Task Manager

Operational tasks are allocated and tracked.

REQUESTS

Request Tracker

Patron and service requests follow a separate workflow.

COMMUNICATION

Conversations & Communicator App

Real-time communication between the control room and teams working across the stadium.

Frontline personnel provide updates from throughout the venue, helping the control room coordinate activity and maintain visibility across the broader operation.

3 MULTIPURPOSE VENUE

Supporting a multipurpose venue

A major AFL match does not operate like cricket, international football or a community event.

Different teams are involved. Different parts of the venue are active. Different risks, requests and operating procedures apply.

KPST configures its use of 24/7 Software around the requirements of each event while maintaining a consistent approach to reporting, communication, ownership and follow-up.

This creates a more complete event record, with incidents, actions, requests and operational updates captured within one environment.

That information supports the live operation and gives operational leaders a stronger basis for event debriefs, follow-up and planning.

As KPST expands its use of the platform, additional teams and workflows are incorporated and reporting becomes more detailed. The operational record built across events helps identify recurring issues and informs decisions around staffing, procedures, resources and venue readiness.



4 PARTNERSHIP

Developing with Kardinia Park Stadium Trust

KPST's platform includes the Incident Management System, Communicator App, Conversations, Task Manager, Request Tracker and supporting web forms.

The value lies not only in each individual capability, but in how those workflows operate together.

KPST is building a connected operational environment that supports the way GMHBA Stadium operates now, while providing the flexibility to continue developing as the venue's requirements evolve.

5 IN THEIR WORDS

A single source of truth for event operations

> *The implementation of 24/7 has transformed the way we manage incidents during an event, providing a single source of truth for communications and improving real-time information sharing across our operations. The platform has strengthened support for our customer text line, enhanced visibility of critical information, and reduced the administrative burden on event staff through streamlined reporting. As a result, we've achieved meaningful efficiencies while enabling our teams to focus more on venue operations and customer experience.*

Rick Bell
General Manager – Venue and Commercial Operations, Kardinia Park Stadium Trust

> *Major venues are managing an increasingly diverse range of events, with growing expectations around safety, communication, patron experience and operational accountability.*
>
> *At GMHBA Stadium, Kardinia Park Stadium Trust is using 24/7 Software to connect frontline teams with the control room, bringing incidents, communications and operational workflows together in one platform.*
>
> *This gives teams greater visibility, clearer ownership and the ability to respond more effectively in real time, while maintaining the flexibility to meet the unique demands of each event.*

Shane Armstrong
Regional Director APAC, 24/7 Software

See how 24/7 Software can support your venue

Connect incidents, communications, tasks and operational requests in one platform.

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