

Rapid registration for one of the world's great sporting arenas

Melbourne Cricket Ground

The Melbourne Cricket Ground (MCG) has hosted countless major events in its 156-year history, including international cricket, World Cup soccer qualifiers, rugby league matches, international rugby union, 1956 Olympic Games and the 2006 Commonwealth Games, to name a few.

Problem

Outside of event days, the MCG has a huge number visitors and contractors entering its premises every week from multiple entry points around the venue. Many visitors, contractors and groups who arrive by car at the gatehouse are required to report to the reception area within the corporate offices of the facility. Security management was faced with the concern that some visitors would gain entry at the gatehouse and never report to the office reception.

Implementation & Results

The Security and Venue Support management of the MCG therefore required a visitor management solution that would effectively and efficiently badge visitors, contractors and groups, and automatically notify the staff in the event that they have not turned up at reception after a certain period of time. To facilitate the handling of large groups, the pre-registration and rapid registration features were also prerequisites of an ideal visitor management solution for the MCG.

"The introduction of Passage Point to the Melbourne Cricket Ground has been a great innovation in the management, and day-to-day operations of visitor, contractor and group access to the MCG," says Andy Frances, Melbourne Cricket Club security manager. "The ability of stakeholders to enter visitor information directly into PassagePoint, along with the user-friendly interface, ensures our security team can provide visitors with quick and easy access into the stadium, whilst maintaining the integrity of secure access procedures."

The MCG has also benefited from PassagePoint's networking capabilities. With five critical entry points, management were able to easily generate visitor reports from one central location.

"We have also found the suite of available reports invaluable, with the ability to track which visitors are on site in an emergency situation and management review of visitor activity," Frances explains.

To complement the visitor management strategy, customised badges have been used to project a professional image of the venue. This was seen as the most economic badging option and also highlights PassagePoint's versatility in adapting to various badging mediums.



Benefits

- Networking of five critical entry points around the MCG
- Badging of visitors, contractors and groups
- Preregistration and rapid registration of large groups
- Ability to create emergency reports with just one click

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