



# Perth Motorplex

Case Study

**GUNNEBO**<sup>®</sup>



## Background

Perth Motorplex, a motorsport venue located at Kwinana Beach, Western Australia, is home to some of the states largest and most popular motor sporting events. The multi-million dollar facility has been in operation since December 2000, and has become the centre of attraction when it comes to motortainment activities. Some of the events hosted by Perth Motorplex include Drag Racing; Dirt Track Speedway; Burnout Competitions; Street Car shows, Monster Trucks, Stunt Shows and Super Cross events.

Approximately 275,000 patrons pass through the gates at Perth Motorplex each year, spanning across a multitude of events and can host an impressive 15,000 patrons at one time.

The facility is only a short 30 minutes from Perth's city centre, allowing a great number of people to be able to come along and enjoy the venue's offerings and events. With so many patrons entering a ticketed venue, implementing an updated and efficient entrance gate system in which integrated with ticketing requirements was the obvious next step of growth for Perth Motorplex. This would allow the venue to be able to create a more enjoyable customer experience from the moment patrons arrive at the gates.

## Solution

Perth Motorplex installed a TurnStile system in the original build over 20 years ago, which had become long outdated. Consequently, a decision was made to elevate the entrances to the sporting facility through the use of new TurnStiles. However, due to the complexity of integration requirements, finding a TurnStile solution that would fit the needs of the venue was challenging. The venue wanted a turnstile system which was easy to use for both operators and patrons, looked modern and integrated with the current ticketing systems that the venue was using.

The sporting facility selected the Gunnebo solution for a range of different reasons: The design of the TurnStile; the integration capabilities; the effectiveness of the equipment; and meeting the venue's budget. There were a few different options that were required to be included in the package as the venue has several entrances depending if you are a staff member, patron or entering through the competitor entry for racers and pit crew. Gunnebo were able to provide options which met the needs for each individual entrance.

**Racer and Pit Crew Entrance**



**Main Venue Entrance**



Installed on site are 6 Tri Arm TurnStiles, otherwise known as the SlimStile EV, at the facility's main entry gate. Alongside the turnstiles, Perth Motorplex also opted for 6 hand-held scanners which integrate with the ticketing software that is powered through the entrance gates. This means that staff can scan tickets through a hand-held device, reducing queues in busy periods.

At the competitor entrance where all the racers and pit crews enter the venue, a singular Tri Arm TurnStile was installed alongside the ticketing booth which is integrated with the software that registers racers and crew for a seamless yet secured entry into the venue.



The TurnStiles installed are finished with stainless steel and feature a tri-arm for entry, bringing a clean and modern look to the entrance gates. Now, when arriving as a spectator to Perth Motorplex, you are greeted with a sleek entrance control system that is non-invasive for guests whilst increasing security and people flow.

## Challenge

The venue required a TurnStile solution that could integrate with several of different systems and companies including a patron ticketing system and a separate competitor nomination ticketing system. The venue's main entrance is for patrons and visitors to enter the facility and then there is a secondary entrance for the competitors such as racers and pit crew to gain access to the venue before an event. The competitor system is separate to Perth Motorplex's main patron systems and cannot communicate with just any software; it would require it's own individual solution to be implemented into the design. This meant that the ticketing company and the TurnStile company had to work together for the venue's needs to be met. Through technology engineering, Gunnebo were able to develop a solution that would address these challenges.

The ability to integrate external software systems with a hardware solution such as a TurnStile can be tricky, however, Gunnebo's years of experience in the stadium and arena space, along with their adaptability approach allowed for the customers' expectations and requirements to be exceeded.



## Results

Since installing the 7 new Tri Arm TurnStiles, entry into the venue for patrons through the main entrance has now become a quick, easy and efficient process. Hand scanners are used during peak periods to assist in reducing lines and allows the patrons who require special access, such as those in wheelchairs a faster entrance. The singular TurnStile installed at the competitors' entrance has made the process for racers and pit crew seamless and speedy – something they are all about!



*We are extremely happy with the Gunnebo Entrance Control solution. It is reliable and has worked with multiple different ticketing systems just like we needed it to. The customer service desks are friendly and assist us with what we need. Perth Motorplex is extremely happy with Gunnebo.*

Emma Couch  
Perth Motorplex

Using of the hand-held ticket scanners during larger events, Perth Motorplex have increased their levels of security. The system is designed so that once a ticket has been scanned once and entry has been permitted, the ticket is then null-and-void, hence the TurnStiles will not allow access and the hand scanner is able to give the exact date and time in which the ticket was scanned and used.

In addition, when tickets are scanned and processed, the ticketing and TurnStile reporting is updated in real time, which allows the venue to be able to relocate and/or reduce the number of staff where required. This assists the venue in increased staff productivity and reducing overheads, resulting in better business optimization.

Overall, the TurnStiles and hand-held scanners are easy to operate, look great and are efficient, reliable pieces of technology for Perth Motorplex. The new Entrance Control solution has made the entry process into the venue quick and user-friendly for patrons and staff alike. This has led to a better fan experience, increased people flow, heightened business efficiencies and most importantly, a secured facility using Entrance Control.

## What would you rate your new solution out of 5?

(1 being the lowest, 5 being the highest)



“5, We are extremely happy with Gunnebo and the solution”

*Emma Couch – Ticketing Supervisor – Perth Motorplex*



Images 2 and 8 courtesies of (Andra Drag Racing, n.d.)

### For More Information



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