



Sydney Dragway

Case Study



Background

Sydney Dragway, a motorsport venue located in Eastern Creek, New South Wales, is home to some of the states largest and most popular motor sporting events and has been named one of the best motorsporting facilities in the country. The multi-million dollar purpose built facility, which has been in operation since 2004, was been specifically designed to handle large-scale motorsport and outdoor events. Some of the events hosted by Sydney Dragway include all levels of drag racing, top fuel events, roll drags, expos, shows and concerts.

The Dragway hosts a combination of small and large scale events on a consistent basis, with a minimum of one event being hosted weekly. Spectators to these events can range anywhere from 500 through to 15,000; with a staggering 250,000 patrons passing through the gates on average each year.

Located in the heart of Metropolitan Sydney, surrounded by car enthusiasts, the facility has an impressive turnout for its events. However, with so many people attending these ticketed events, it was important for Sydney Dragway to streamline their event entrance process to create better flowing access into the facility; ultimately enhancing the customer journey.

Requirement

Sydney Dragway's previous entrance control comprised of multiple staff members standing at the entrance zone with a ticketing scanner, manually managing people entering the facility with the support of a security guard. This process was time consuming, often slowed down people flow and was not secure for the facility.

This meant that the customer journey into the facility, especially for larger events, was not optimal. Sydney Dragway noticed there was a gap in their process which they wanted to streamline and enhance the customer experience when visiting the site for an event, primarily larger events with a 4,000+ capacity.

There was also a requirement for the solution selected to be able to integrate with the existing ticketing system used by the venue. There was a requirement for an advanced solution to be offered that provides more reporting opportunities and higher security when with respect to ticketing and ingress into the dragway. By implementing automated entrance gates with a ticketing system, the venue would be able to reduce operating staff / guarding costs, increase people flow, streamline their internal processes and optimize the customer experience – making the decision to upgrade simple.



Solution

When Sydney Dragway was deciding on the right solution, they were impressed by the systems installed by Gunnebo at Perth Motorplex, in Perth Western Australia. Perth Motorplex stated their happiness with the solution installed at their venue, and so Sydney Dragway decided to follow suit.



Installed at Sydney Dragway's main entrance are 4 x SlimStile EV TurnStiles. These TriArm Turnstiles provide the site with compact, cost-effective gates that are designed for a smooth transition and high throughput of people – perfect for a high traffic venue.

In addition to the entrance gates, the venue also opted to implement QuikScan – Gunnebo's one stop admission control system. QuikScan provides a customized admission control solution that integrates with ticketing companies, resulting in quick and efficient gate control. The software is designed to validate a ticket issued by the ticketing company and allow passage once verified within seconds. This process also provides reporting on rejected tickets, errors, multi-use attempts, and more.



Results

Since installing the 4 new Tri Arm TurnStiles, entry into the venue for patrons attending large events has now become a much more streamlined and advanced process. The gates are primarily utilized for larger events at this present time; however the venue plans to continue to educate their guests to have the gates run autonomously for all events.

Staffing levels and costs have reduced already however the venue will continue having a staff presence at the entrance, just on a smaller scale. Staff that are working alongside the entrance gate have provided feedback that they are less stressed during larger events, and that people are getting through the gates faster with each event that passes.

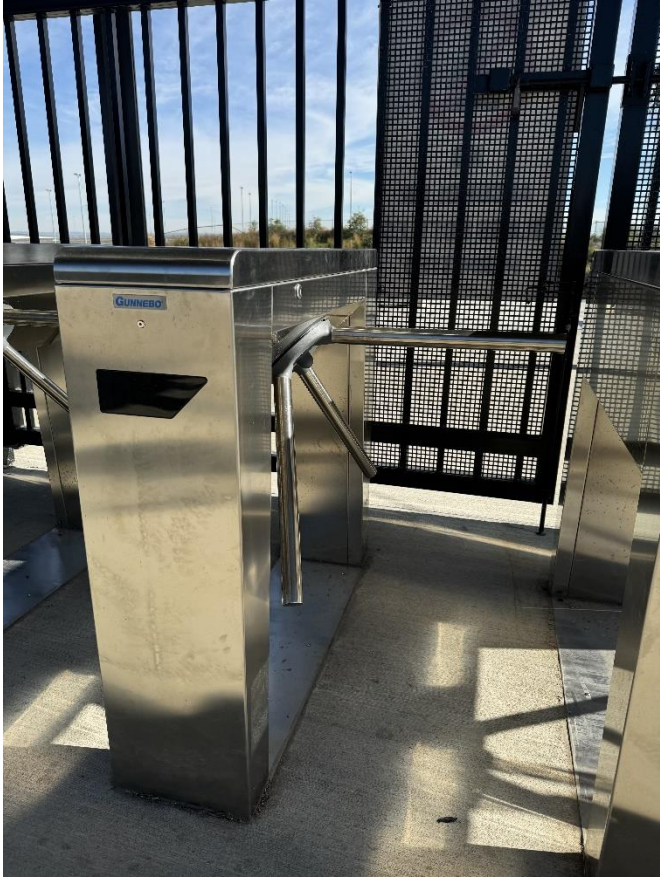


The Gunnebo solution has assisted in overall security and people flow whilst decreasing operating costs. This helps us with security and access control, but also in increasing people flow during our larger events which is optimizing our customer experience.

Darien Engler
Sydney Dragway

Integrating QuikScan with the TurnStiles has provided the venue with an elevated level of ticketing security, visibility on passage during events and increased speed of authorization; ultimately increasing security, data collection and customer satisfaction. The integration of Gunnebo's equipment with the third-party system has allowed the venue to continue using their preferred ticketing supplier for events whilst enhancing security and alleviating pressures off staff.

Overall, the TurnStiles installed provide a secure layer to the main entrance of the facility, are efficient for people flow and provide reliability for Sydney Dragway. The new Entrance Control solution has increased customer satisfaction during larger events, getting people into the venue quicker with a simple to use solution. There has also been benefits with process streamlining, staffing costs and business efficiencies. Both visitors and staff alike are pleased with the addition of the Gunnebo TurnStiles into the facility but more importantly, Sydney Dragway now have an extra layer of security to protect their venue.





For More Information



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