

Streamlined Multi-Purpose Stadium Operations



How Kardinia Park Stadium Trust is Boosting Efficiency and Collaboration with Momentus

The Customer

Kardinia Park Stadium Trust, commercially known as GMHBA Stadium, is a landmark sports venue in Geelong, Australia. For years, it has served as a versatile, multi-purpose venue, hosting a wide array of events that extend far beyond its role as the home ground for the Geelong Football Club (Geelong Cats) in the Australian Football League (AFL). In addition to AFL matches, the stadium regularly accommodates high-profile events such as Big Bash League cricket games and A-league soccer, international tournaments like the ICC T20 World Cup and major concerts, including a standout performance by the Foo Fighters. The recent redevelopment, which expanded the stadium's capacity to 40,000, has further solidified the stadium's reputation as a premier venue capable of attracting and managing a diverse range of major events and community gatherings.

Organization:

Kardinia Park Stadium Trust

Industry:

Stadiums and Arenas

Website:

kardiniapark.vic.gov.au

Location:

Geelong, Australia

Number of venue spaces:

100

Number of unique events annually:

400

The Challenge

Kardinia Park Stadium Trust has long operated as a multipurpose venue, hosting not only major events like AFL matches and concerts but also handling daily facility management tasks such as game days, team training and community events. Management faced several challenges in juggling these responsibilities:

- 1. Managing Diverse Events:** The venue hosted a wide range of events, from AFL matches to international concerts, requiring a system that could handle this variety efficiently.
- 2. Optimizing Venue Usage:** With the need to balance sports events, concerts and community functions, optimizing the use of the stadium's spaces was crucial.
- 3. Eliminating Manual Work with Spreadsheets:** The team relied heavily on manual processes, particularly using spreadsheets to manage event bookings, ground usage and communication between departments. This led to inefficiencies and increased the risk of errors.
- 4. Replacing Outdated Processes:** The previous event management workflow was outdated and lacked the flexibility needed to support the stadium's diverse operations in a modern way, particularly in calendar management and reporting capabilities.
- 5. Siloed Information:** Prior to adopting Momentus, event-related information was siloed within departments, making it difficult for the entire organization to have visibility into upcoming events and their specific requirements.
- 6. Complex Coordination:** With a small team responsible for coordinating a broad range of events, there was a pressing need for a system that could streamline operations, reduce manual work and enhance collaboration.



The Solution

Kardinia Park Stadium Trust selected Momentus as their event management solution to address these challenges. Momentus was chosen for its modern interface, comprehensive features and ability to centralize event management activities, providing a single source of truth for the entire organization.

Key Features Utilized:

- **Advanced Calendar Management:** The Momentus calendar feature has become the backbone of event coordination, allowing seamless scheduling and management of diverse events, including sports, concerts and community activities. It also facilitates better coordination between the events team and the facilities team, ensuring optimal use of the stadium's resources.
- **Task Management and Automation:** The ability to create, assign and track tasks within the system helps streamline event planning and execution. Task templates allow the team to efficiently manage recurring events and ensures that all necessary steps are completed on time.

Gerard Griffin, CEO of Kardinia Park Stadium Trust said, "Momentus makes it so much more efficient for our event staff to do a run sheet, according to our Event Manager, Sarah Petschel-Middleton. The ability to duplicate templates allows us to avoid starting from scratch each time, which is a significant advantage."

- **Comprehensive Reporting:** Momentus provides powerful reporting tools that enables the team to generate detailed reports on venue usage, event types and operational metrics. These reports are invaluable for internal reviews and for responding to requests from various government departments.

The implementation of Momentus was spearheaded by our business requirements and needs and led by Georgia Whiteley, Venue and Commercial Operations Coordinator. The process involved training staff and integrating Momentus into daily operations, but the user-friendly design of Momentus made it easy for the team to adapt to the new system and its flexibility allowed for a customized setup that met the stadium's specific needs.



The Results

Since adopting Momentus, Kardinia Park Stadium Trust has experienced significant improvements across various operational aspects:

- **Increased Efficiency:** The time required to create event run sheets and manage bookings has been dramatically reduced. The ability to duplicate templates and tasks has streamlined workflows, allowing the team to focus more on strategic planning and event delivery.
- **Enhanced Collaboration:** The centralization of information in Momentus has broken down silos between departments, leading to improved communication and collaboration. Teams now have real-time access to event details, reducing the need for redundant communication and ensuring that everyone is aligned.

“Momentus has improved collaboration across departments. Now, everyone can see what’s happening in real time, which cuts down on the back-and-forth and ensures we’re all on the same page.”

— Gerard Griffin, CEO
Kardinia Park Stadium Trust

“Momentus provides a single source of truth for the entire organization. Instead of information being siloed, everyone has access to the same up-to-date details, which has been a game changer for us.”

— Gerard Griffin, CEO
Kardinia Park Stadium Trust

- **Better Resource Utilization:** Momentus has enabled more accurate scheduling and resource allocation, ensuring that the stadium’s facilities are used to their full potential. This has led to more efficient operations and an improved ability to host back-to-back events without overburdening the staff or the venue.
- **Improved Reporting and Visibility:** Momentus’ reporting capabilities help Kardinia Park Stadium Trust generate detailed reports on event performance and venue usage, which are crucial for both internal decision-making and external stakeholder communication.





“The flexibility of Momentus’ reporting tools allows us to quickly generate detailed reports, whether it’s for internal reviews or responding to government stakeholders,” said Gerard Griffin, CEO. “It’s given us much more control over our data.”

The implementation of Momentus at Kardinia Park Stadium Trust has been a game-changer in its journey to becoming a premier multi-purpose venue. By streamlining operations, enhancing collaboration and reducing manual workloads, Momentus has empowered the team to manage a diverse range of events with greater efficiency and effectiveness.

As Kardinia Park Stadium Trust continues to attract major events, Momentus will remain an integral part of its success.

“Momentus has helped us improve collaboration and time efficiency across teams, making it easier to manage our diverse range of events,” said Gerard Griffin, CEO. “It’s become an indispensable tool in our day-to-day operations.”

Ready to explore an event management platform for your stadium or arena?

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