

Media Release

Monday 6 December, 2010

EVENTS CASE STUDY – Prepared by Klara Vida: Communications Manager – Gold Coast Convention and Exhibition Centre

Client: Gold Coast Blaze

Event: Blaze Home Games

Attendees: 43,293 for the 2009 / 2010 season

Days: Scheduled home game dates for the season

Date: October 2010 – March 2011

Budget: Not disclosed

THE EVENT:

The Gold Coast Convention and Exhibition Centre (GCCEC) comes alive every season as the location of the Gold Coast Blaze home games where thousands of fans attend to watch their local NBL team. Holding a capacity crowd of more than 5,000, the Centre's Arena is transformed into a buzzing hub of noise and energy at each game as the cheering crowd is entertained by the fast-paced action of the players. Between games spectators are bedazzled by the adrenalin-starting routines of the Gold Coast Blaze Inferno Dancers and entertained by the team's superhero mascot, Burnie Blaze.

Gold Coast Blaze is the newest addition to the National Basketball League, joining the competition for the 2007/2008 season and playing their home games at the GCCEC since. The venue was selected for its location and flexibility to host seasonal matches, but most important for its capacity to hold a large crowd and accommodate a growing fan base as the team became more and more popular on the Gold Coast. Today the games attract a range of supporters young and old; from families and friends to corporate executives entertaining their clients and work colleagues creating camaraderie. The 2009/2010 season attracted an impressive crowd of more than 43,000 and the 2010/2011 season has attracted more than 12,000 spectators to date.

WHAT WE DO:

Situated in the Arena holding entertainers, film crew, commentators and hundreds of spectators, the set-up for the Gold Coast Blaze games extends throughout the Centre's ground foyers where food, drinks and merchandise can be purchased. Green rooms branching from the Arena are prepared for the competing teams before each game. Central rooms that adjoin the Arena or meeting rooms upstairs are set-up to accommodate corporate box seat clients for a buffet-style dinner. The set-up for these rooms is then turned around within a 2 hour period to accommodate the Blaze meet-and-greet player autograph session. Games are immediately followed by a media conference in specially prepared conference rooms located near the court.

CHALLENGES AND SOLUTIONS:

Given the frequency of the games and their magnitude, the primary challenge is a tight set-up and turn-around. Set-up for each game requires approximately 10 hours of preparation work where carpet is removed, retractable seating is set in place and the drapes which cover the walls of the Arena are lifted into the ceiling. It takes 10 workers approximately 4 hours to set the court in place and bolt the basketball rings into the concrete floor. Fork-lifting the court materials which comprise 14 trolleys that are stored in the basement car park takes a sheer 4 hours. Breakdown of this setup takes a little less time, approximately 8 hours. All in all a huge effort is required for the 14 home games of the season! A major challenge is scheduling bump-in-bump out with other major events in the area which can often fall on the day following a home game. Consequently bump-in and bump-out frequently takes place during early hours of the morning to ensure events are running according to schedule.

OBJECTIVES & RESULTS:

Blaze home games are one of the most exciting sporting events taking place on the Gold Coast, creating a culture of team support and camaraderie in a city that is relatively transient as compared to others. The event entertains not only through the sport itself, but also through music, dancing and the spirit of the crowd that all in all create an atmosphere

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unique to basketball. Australian NBL is a growing culture, and while still small in comparison to its American Giant or the strong Aussie AFL culture, it's a game escalating in size and following nonetheless. The objective of the GCCEC is to create the foundation to entertain fans at each game. Gold Coast Blaze provides the rest, including the excitement and energy that sets the Arena buzzing at each game.

CLIENT COMMENTS:

The Gold Coast Convention and Exhibition Centre is a fantastic venue for live sport. It's a world-class facility that offers a mix of an intimate atmosphere with all the capacity requirements needed for top-flight basketball. With crowd attraction vitally important, the physical location is also first-class – only steps from the heartbeat of Broadbeach and Jupiters Hotel & Casino.

Paul Pamerter

Chief Executive Officer, Gold Coast Blaze

ENDS

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