



Victoria Racing Club

Industry: Sports & Entertainment

Location: Melbourne, Australia



Avigilon Solutions Implemented

Avigilon Control Center™ Software

Allows quick and easy review of live or recorded video with a simplified screen layout, intuitive controls and self-learning video analytics.

Avigilon Appearance Search Technology

A sophisticated artificial intelligence search engine that helps you quickly identify a specific person or vehicle and track their route throughout a site in near real-time or during investigations.

Self-Learning Video Analytics

Recognize and detect the movements of people and vehicles, notifying you of events that may need further investigation.

H4 PTZ Camera

Combines powerful, high-speed tracking with 360° coverage.

SUCCESS STORY

Avigilon Solutions: The Fast Track for Security

Victoria Racing Club Limited (VRC) held its first race meeting on the rough river flats beside the Maribyrnong River in March 1840 when the town of Melbourne was barely five years old. In 1864, it took over the Melbourne Cup horserace and has run it at Flemington every year since then. Flemington is treasured as a world leader in racing and event entertainment and VRC is committed to ensuring the racecourse is a safe, welcoming and inclusive place of entertainment and employment.

With over 200 employees and over 400,000 total attendances annually at its race days, VRC needed a complete security solution that could effectively manage the heavy live traffic flow of people and vehicles throughout its grounds and parking areas without crashing or lagging. This was desired not only for general crowd management but as a measure of preparedness in case of emergencies.

Additionally, VRC sought a system with advanced search capabilities to help locate specific individuals throughout their site quickly and easily while maintaining ease of use for its operators.

Security that Leads the Pack

To safeguard its customers, employees and resources, VRC deployed a security solution including Avigilon video surveillance cameras with patented self-learning video analytics and Avigilon Control Center (ACC) video management software with Avigilon Appearance Search™ technology.

The system has helped VRC more efficiently manage the video collected by their cameras, as Avigilon's advanced video analytics are able to accurately recognize the movements of people and vehicles, differentiating it from motion that is not relevant to a scene. When an event occurs that may need further investigation, VRC's security team is instantly notified and, with the exceptional image detail of the video, can quickly verify the event and determine whether action needs to be taken. If a specific person needs to be located on site, an Appearance Search can be quickly conducted to find the individual and track their route throughout the venue — all within the ACC™ software interface.

“With the number of visitors our venue receives each year, the volume of video data our system collects far exceeds what the human attention span can effectively search through,” said **James Reid, Executive General Manager - Flemington Operations**. “Our Avigilon solution helps identify potential problems and brings that information to our attention, helping our security team to be proactive rather than reactive — and that level of security is extremely valuable to our customers.”

A Reliable Solution

Since the installation of the Avigilon solution, VRC no longer experiences frequent lags in its video or system crashes, which has greatly increased the efficiency of its day-to-day operations. Now, the security team can easily oversee human and vehicle traffic as well as access to and from the venue.

This has allowed VRC to take a more proactive approach to its security operations; its security team can monitor areas to help control movement and ensure they do not become overcrowded, which could be problematic in the event of an emergency if first responders needed fast access to the venue. This improved situational awareness has helped enhance VRC's emergency preparedness while offering greater peace of mind for its guests.



“Since the deployment of the Avigilon system, we are confident in our ability to proactively respond to events that may need further investigation and action,” said **Mr. Reid**. “And as the safety and security of our guests and employees is our top priority, that is a huge win for us.”

Growing Success

VRC's Avigilon system has allowed it to improve crowd management and event response, creating a safer, more secure environment for both its employees and guests. The success of the system has prompted VRC to continue expanding its Avigilon solution, adding more cameras to its ACC system while maintaining ease of use for its security team. ■



Next Steps

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