

ACCREDIT Solutions

The Victoria Racing Club

Modernising an accreditation system for Australia's premier horse racing event





Who are they?

Founded in 1864, The Victoria Racing Club (VRC) is a world leader in horse racing, hosting the annual Melbourne Cup Carnival each spring at the iconic Flemington Racecourse.

The carnival runs over a week and is made up of four races including the famous Melbourne Cup on the first Tuesday of every November. The Melbourne Cup has run since 1861 and attracts over 200,000 spectators in normal circumstances, and is known as “the race that stops a nation”. It is even a public holiday in Melbourne’s home state, Victoria.



The requirements

The VRC had an antiquated accreditation system that was slowly becoming untenable. There was a need to simplify processes with a more streamlined system whilst being able to integrate with their incumbent access control partner, UMD.

The organisers also wanted to move away from a role-based access model to a zonal-based model to better control who had access to eliminate the continuing problem of creating thousands of roles to match each and every combination of roles.

With approval for the system delayed due to COVID-19, a quick turnaround time was needed to get Accredit live for their fast approaching events at the end of October 2021.

The main objectives for the project were:



Provide accreditation to all four race days on a single application process



Allow account managers to select the zones for each individual applicant, for the accreditation team to later approve or amend



Manage parking pass applications to organisation and individual levels for eight different parking areas



Push barcodes to their access control provider's system with a newly created API



Vet the jockeys and strappers on arrival to ensure only people affiliated with horses competing on the day were allowed into the horse-yard areas



Allocate organisations to specific accreditation team members to manage



Our approach

In our early scoping meetings it came to light that the VRC needed a full accreditation system to allow them to manage and distribute responsibility across the different departments for contractors, catering, security, media, as well as parking passes. The VRC employs an accreditation team of over six members who were each provided with an Accredited personal login assigned to a list of organisations for them to manage. This prevented any crossover of work and streamlined the process greatly.

We also enabled our zone selection form configuration settings to switch on all of the zones and race day events within the invite and completion of application forms. This allowed the person responsible for each organisation to state what zones they believed each individual should be allocated to. In the approval process, the accreditation team were able to confirm or amend the zones and race-days allocated to each person prior to printing their accreditation pass.

As an extremely large venue to manage, the VRC's vehicle access and parking process is similarly complex in nature. We configured an area for vehicle passes which allowed the VRC to allocate a strictly managed number of each type of parking pass to each organisation. Each pass application collected allowed for the driver and vehicle details to be stored in the system to be matched against each pass on arrival.

The most strictly controlled area, known as the Horseyard Areas, required us to ensure that each person entering had a valid purpose to be in that area. On top of restricting passes with a zone, each jockey and strapper (a horse attendant) was required to register their intention to be in that area each day by answering several questions pertaining to what horse they were managing that day. We were able to use our Accredited GO feature to facilitate this requirement and successfully restricted the number of uninvited people in this area.

We collaborated with the VRC's access control provider we successfully integrated the pushing of barcodes and zones into UMD's API system for the ability for real-time actioning and cancelling of barcodes.



The benefits

- Manage a multi-day event via a single system
- Collect and incorporate photos onto the badges
- Ability to apply new processes and procedures on demand
- On-demand printing to plastic cards via the system, incorporating complex zone rules
- Full real-time integration with the existing access control provider
- Use of zone choices in forms and imports
- Integration of document collection, including health-related certificates and vaccination information
- Text message broadcasts to accredited members
- Management of vehicle access and car parking



The results

We worked closely with The VRC to ensure they received the accreditation system they needed and within the tight time-scale. The delivered system is able to cope with the requirements of today, but also has the flexibility to adapt as new situations arise in the future.

In a venue where industry participants traditionally had free access to the site, the Accredited Platform suddenly gave the VRC complete oversight and control on who could enter and which areas they would be able to access. The system now forced people to pre-register their interest to attend, along with a daily link to declare their intention to be on-site on that day.

VRC could now centralise their processes and improve the efficiency of the overall accreditation process. They set up over 900 Responsible Organisations to collect information on their behalf for workers, contractors and media to ensure all those entering the event are fully

accredited. In addition, complete integration with their access control supplier was achieved allowing for a seamless process from accreditation approval to entry to the site.

Since the system was launched, VRC has successfully run two Melbourne Cup Carnivals and is planning to use the system for many other events in their race calendar.

It was great to work with the Accredited Solutions team over the past 4 months to implement a new accreditation solution for the VRC and the 2021 Melbourne Cup Carnival.
Project Manager

Our extensive experience comes from working with small venues up to the largest stadiums and events in the world. We are experts at working with operational, security and stadium management teams from many environments. We understand the challenges you go through to deliver your events.

Contact us now to see how we can help

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