

CROCK PRODUCTIONS – CASE STUDY

DOCKLANDS VISITOR INFORMATION CENTRE AND THE MEDALLION CLUB SALES SUITE, COLONIAL STADIUM

DESIGN, CONSTRUCTION AND COORDINATION

NAME: Docklands Visitor Information Centre and Medallion Club Sales Suite

CLIENT: Melbourne Docklands Authority, Seven Network Limited and Bastion Stadium Solutions

VENUE: Shed 8, Victoria Harbour, Melbourne Docklands

PROJECT TYPE: Construction, Fit out and Management of the inaugural Docklands Public Visitor Information Centre and the Medallion Club at Colonial Stadium Display and Sales Suite

PAX: 100,000 over 18 months

THE BRIEF: To construct a comprehensive sales suite and coordinate tours of the Docklands Stadium whilst it was under construction, taking into consideration all safety aspects of taking the public into a construction site along with providing catering and necessary infrastructure.

AIM: To sell 5000 premium seats within the Stadium for Seven Network, along with memberships for the exclusive "Medallion Club" and to provide the public of Melbourne and visitors to Melbourne, the first taste of what life in the redeveloped Docklands will be like.

TIMEFRAME: The design, construction and fit out of the sales suite was to be completed within an 8 week timeframe, at which point tours of Colonial Stadium and the Sales suite for prospective members and their guests would begin. The project was to have an 18-month lifespan.

SALES SUITE DESIGN: The challenge was to design a contemporary and vibrant environment inside one of the first buildings ever built in the State of Victoria - a long disused shipping shed. Crock Productions designed the facility mimicking the external architecture of the yet-to be completed Stadium, which became the dynamic interior architecture of the Display and Sales Suite.

The design included:

An office for 30 staff, boardroom, theatrette, crèche, café and Stadium model display area.

OUTCOME: A team of over 30 staff provided detailed briefings on the benefits of membership - an estimated 100,000 people attended, and over 4500 seats/memberships were sold in 18 months, anchoring the Seven Network's successful investment in Colonial Stadium.

CLIENT COMMENTS:

Mel Schwass, National Business Manager - Bastion Australia

"Your professional and imaginative approach to this project has resulted in an outstanding display suite. The fact that you were able to design, construct, fit out and commission this project in only 8 weeks was remarkable. It is a credit to your organization that you were able to do all this and remain within a fixed budget. The service and responsiveness of your staff since the Display Suite was constructed has also been first class."

