



AFL

2012 EUROPEAN CHALLENGE

EPG helps deliver Australian Football to foreign shores.

When the Australian Football League (AFL) decided to return to Kia Oval in London 2012 they appointed EPG as their event delivery partner to deliver all logistics and marketing related services for the event.

We provided AFL Europe with a full suite of services including event overlay & infrastructure services, event operations, event logistics and transport services for the competing teams, event catering as well as event safety & spectator services.

“Andrew and his team at EPG carried out every task with professionalism and efficiency from start to finish.”

Ben MacCormack, General Manager – AFL Europe

Event overlay & infrastructure services delivered included field of play (FOP) signage and wayfinding, fit-out of hospitality, media and athlete spaces and the addition of temporary technology infrastructure. Our team was also required to capture all requirements on behalf of the AFL and other stakeholders to produce venue CAD's, venue commodity schedules and the installation overlay program.

With the venue not normally accommodating Australian Football some distinct challenges were faced in regards to contracts management with the venue. Our team was able to assist the AFL by assuming full ownership of all commercial venue use agreement discussions and managing the scope and procurement of overlay services with incumbent venue suppliers, maintaining cost control and cost efficiency for the AFL whilst maintaining strong relations with the venue.

Additionally our team reviewed the event safety plan to ensure it met AFL standards and ensured all spectator service requirements were met in relation to areas such as catering, look and wayfinding, information services and athlete and spectator welfare.

Our event and local knowledge was pivotal in formalising and taking control of the project budget on behalf of AFL Europe.

Location & Year

London 2012 (United Kingdom)

Client Sector

Single-Sport Event

Services Provided

Event Strategy
Event Operations
Event Overlay & Infrastructure
Event Security & Safety
Event Logistics
Event Catering
Event Workforce