



UCI TRACK CYCLING WORLD CHAMPIONSHIPS

Ensuring gold at the end of the rainbow.

In May 2004, the worlds best track cyclists competed at the eleven thousand (11000) seat capacity Vodafone Arena for the coveted UCI World Championship rainbow jersey.

The EPG team was enaged to provide event logistics, technology and event overlay & infrastructure expertise to the Victorian Major Events Company (VMEC) and event organisers. Integral to the success of the event was the ability of our team to integrate into the event organising team during the operational planning phase of the event and manage the procurement and budget activity. EPG also ensured the operational readiness of the venue and managed the event logistics function during the event delivery phase.

Event overlay & infrastructure services procured and supplied included furniture, fixtures and equipment (FF&E) fit-out, wayfinding signage, field of play signage, temporary structures for team hubs and maintenance facilities, rigging and set-up of doping control facilities. Our team also planned and coordinated the activity with external sport presentation providers within the Field of Play (FOP) for ceremonies and entertainment production.

Technology services included technical support to the event organisers for the duration of the project, site radio communications, implementation of technology rate card facilities and the establishment and operation of the Venue Communications Centre (VCC). Our integration of existing venue technologies with additional requirements for media, broadcast and FOP as prescribed by Union Cycliste International (UCI) was pivotal to the success of the event.

During the event delivery phase, our team also managed the event logistics function providing support to all functional areas of the event, including FOP, broadcasting, ceremonies, workforce and catering. Additionally, our team also planned and executed the event closure phase to ensure a smooth venue reinstatement and handover to venue management post event.

Location & Year

Melbourne 2004 (Australia)

Client Sector

Single-Sport Event

Services Provided

Event Strategy

Event Overlay & Infrastructure

Event Logistics