

Case Study

Entertainment and Gaming

oosto

Australian Turf Club and Royal Randwick

Using Vision AI to Deliver Safe, Secure,
and Memorable Experiences



The Situation

The Australian Turf Club (ATC) is an iconic thoroughbred racing, events, and hospitality operator.

As the largest racetrack in Sydney, the elegant Club's Royal Randwick Racecourse was bestowed its title by the Queen of England and is visited by more than one million patrons each year, creating a complex set of security requirements for guests and employees alike. The Club has also hosted World Youth Day with Pope Benedict and has featured in many blockbuster films including Mission Impossible.

The Challenge

Challenges for the racecourse included issues with identifying and managing evictions of bad actors across multiple entries and exits throughout the massive property. Theft and fraud are rampant in such large crowds, and it is humanly impossible to monitor everyone at all times. Security personnel needed to identify bad actors who had caused trouble on one property and to be able to recognize them again at another time, and in another one of the ATC racecourses.

Coupled with a challenging and evolving risk landscape, more than 500 staff, including up to 300 security officers (and over 2000 casual staff), needed to be accounted for and kept safe on 120 major race days.

Moreover, with an ever-changing set of regulatory requirements, ATC needed to comply with a strict set of regulations in order to maintain the integrity of operations while maintaining data protection.

Finally, ATC needed security technology that would enable real-time monitoring as well as the ability to analyze video footage retrospectively for post-event investigations to track behaviors, especially during high-traffic times.

The final requirement? A solution that would be user-friendly since the head of security knew all too well that if a system were too complicated, it wouldn't get used and would be money not well spent.

About the Australian Turf Club and the Royal Randwick Racecourse

Headquarters:

Sydney, AUS

Venues:

Royal Randwick, Rosehill Gardens, Rosehill Bowling Club, Canterbury Park & Warwick Farm

Employees:

280 full-time staff and more than 2,000 seasonal staff

Industry Sector:

Entertainment and Gaming

Year Founded:

Royal Randwick - 1833
Australian Turf Club - 2011

Services Offered:

Thoroughbred horse racing, events, and hospitality

Our Solution

The human eye alone is imperfect, and most facial recognition solutions underperform in real-world conditions (i.e. when there are crowds, face masks, and POIs looking directly at the camera). This is even more challenging when the cameras are positioned on ceilings or high on walls (especially if the lighting is less than ideal). That's why facial recognition technology is an essential security tool for entertainment venues and gaming operations.

The Australian Turf Club and its systems integrator, Quorum Systems, turned to Oosto to take their enterprise security systems to a new level and solve their existing challenges.

Once the Australian Turf Club implemented Oosto OnWatch real-time watchlist alerting to recognize potential security threats, the solution delivered vast efficiencies in operations by ensuring that evicted and banned patrons were immediately refused entry, while security teams were able to better track persons of interest throughout the venue without disruption.

Since OnWatch can identify a person of interest through both face and attribute recognition in real-time or in historical footage, security personnel can receive alerts instantly on any device, without having to rely solely on memory or manual comparison of images between systems.

With the world's leading-edge biometrics-based technology in use, ATC is empowered to identify individuals faster than traditional methods and to manage their operations more efficiently and safely.

Oosto OnWatch quickly and accurately recognizes persons of interest for security teams – from VIPs to banned players – to help improve the player experience, address compliance risks, and make ATC ultimately a safer, more enjoyable destination for patrons and a safer place to work for employees.



Positioned at key entry points, our passive cameras were turned into smart cameras with Oosto's video analytics software nearly instantly. We didn't have to invest in a bunch of brand new cameras or a massive amount of servers. It was easy for us to implement it on our system. We needed something that was user-friendly. If it's too complicated, [security teams] won't use it and it becomes a waste of money."

Gary Colston, Head of Security and Access at Australian Turf Club



The Results

Since working closely with security consulting firm partner Quorum Security to implement Oosto's OnWatch solution, ATC has significantly improved in the rate of detection, finding individuals, and being more proactive with potential threats.

The ability to search backward in video footage at a rapid speed to find the location of POIs historically has been a welcome tool and a key point of differentiation for ATC. Oosto's technology has dramatically improved ATC's ability to perform forensic investigations and understand the full context of a security incident or crime scene.

Oosto's cutting-edge technology is also in use at the Club to help protect guarded points of entry for authorized employees. According to Mr. Colston, this proved especially beneficial recently: "One of our staff members was assaulted and we were able to obtain a photo of the person we thought had done it and run them through the facial rec system here and we were able to locate him at the event at the time and have that person banned."

Oosto's Vision AI technology is helping entertainment destinations like the Australian Turf Club stay focused on the fundamentals of strong client service while remaining resilient as the marketplace continues to shift.

As forward-thinking venues look to stay competitive, grow revenues, solve business challenges, gain greater operational efficiencies and ensure safer, more secure spaces, they look to Oosto - and then never look back.



To learn more about Oosto Vision AI solutions for the entertainment and gaming industry, please visit oosto.com

