

AUSTRALASIAN LEISURE

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ISSUE 146

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ADVANCED
LOCKER

NO GLITCH SECURITY LOCKERS

A LOCKER SYSTEM AS DEPENDABLE
AS THE STEEL IT'S ENGINEERED FROM.

- ✓ Theme Parks
- ✓ Aquatic and Recreation Centres
- ✓ Zoos
- ✓ Animal Sanctuaries
- ✓ Sports Centres
- ✓ Gymnasium
- ✓ Waterparks

All lockers are future-proofed to adapt to modern technologies, so you have a system that supports your online promotions and payment, POS or authentication software.

Advanced Locker an Australian designed, engineered and manufactured Locker System built for endurance and usability.

Lock in a time to discuss a partnership proposal for your venue.

CALL: Chris 0412 306 662



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Advanced Locker installations and the Advanced Locker team (below).

Australian Designed, Developed and Built

Advanced Locker's collaboration with one of Australia's leading engineering specialists in the defence and medical device sector has achieved their objective of delivering a 'game-changing' self-managing smart locker system

As Australia returned to work after the Christmas break in January 2020 Dean Burrows, founder and Director of Advanced Locker, had an issue that he was determined to solve that year. The company had achieved his goal of being one of the leading providers of lockers across Australasia's leisure industry, but it had yet to achieve an objective he had in his sights when he first launched the company in 2012 - that being to break new ground and truly take the locker industry into the 21st century.

Burrows recalls "I had always been immensely proud of what we had achieved in eight years at Advanced Locker.

"But it troubled me that we hadn't yet realised the full potential of what locker systems could deliver for park owners and venues; essentially a locker system that was a reliable, risk-free self-managing system. I knew the answer lay in the AI space. I also knew that the answer probably lay outside our industry."

Burrows was aware that the locker industry had for a long time had a stigma of being issue ridden. Venue owners had seen lockers as a "pain in the arse"; products that would inevitably break down and have issues that would create problems that proved time consuming and an immense frustration for staff. His goal was to not only remove this stigma but to position lockers so that they became regarded as a significant asset across the industry.

The answer appeared one day in a chance meeting at a networking event.

Burrows was introduced to Dino Bravin and Aaron Maher, Directors at Procept, one of Australia's leading engineering companies best known for designing and developing medical devices and smart technology for several leading brands in the medical device sector as well as several government departments including the Department of Defence.

Burrows advises "I was tremendously excited when Dino, Aaron and I connected.

"I'd known of Procept for a while and long admired their reputation but had never put two-and-two together and realised they could provide the solution to what we wanted to achieve at Advanced Locker. Within minutes of talking and explaining



our objectives I realised they had the capability to deliver the solution. Their hardware is world-class, they have impeccable ISO standards, and their software solutions enjoy a reputation of being ground-breaking and second to none. I knew if we worked together, we could develop a locker system that we could take to market both domestically and worldwide with absolute confidence."

Burrows literally engaged Procept that week. His brief was straightforward. He wanted to deliver a robust, reliable, self-managing locker system to market that would not only be trouble free for venue and park owners but provide them with full auditing and reporting capabilities that would enable them to optimise the revenue they'd receive from their lockers.

Explaining that the first step of Procept's engagement was a product review, Bravin notes "we needed to know from an engineering perspective what Advanced Locker were doing wrong and more importantly how it could be fixed.

"Once we had achieved this, we could then adapt and build on their existing product to meet Dean's objectives. It was an exciting challenge for us and on completion we produced a detailed report – a roadmap – that would achieve Dean's objectives. We were fully confident it would achieve his 'set to forget' objective for park and venue owners."

On completion of the report, Burrows didn't hesitate in fully engaging Procept, and the design and development journey started.

It was to take a full 10 months but was to result in some staggering results.

Advanced Locker launched the new range in July 2021, with Burrows convinced that the system is like no other on the market.

He states "Procept's expertise has enabled us to launch a locker range the like of which the industry has never seen.

"It's robust, self-managing and its auditing and reporting system enables venues to optimise locker revenue like never before. We've now been in the market for three months and surveys and feedback are way beyond our projections. The system has almost totally eradicated negative experiences of venue staff, introduced extra layers of redundancy, and the AI system has proved literally ground-breaking."

Another intriguing aspect of the Advanced Locker AI system is that it not only monitors the system itself, but it sends comprehensive information back to the cloud.

Explaining that the Advanced Locker system was developed using QMS (Quality Management System) procedures and processes, Bravin noted "we wanted to ensure that everything was crossed and dotted and ensure that the venue was in control of the whole system. Overseas developers tend to work around processes so it's wonderful seeing the growing trust and faith venue owners have in the Advanced Locker system.

"Essentially the engineering process has de-risked everything. Everything is accountable to itself, the doors, the screens, and other key components. Everything is done in a methodical structured way. The process has ensured that Advanced Locker has literally been able to put them in the field and ensure that they can be run from an iPhone. The sophisticated data also gives park owners a full audit trail and an analytics dashboard that enables them to run status reports as well as revenue reports."

Advanced Lockers provides park teams with full system training on installation. Refresher training as well as a yearly update is also provided. The remote management also ensures that there is minimal need for manual intervention which is a massive relief for owners as well as their staff.

The system comes with some fascinating benefits. A content sensing device monitors what's in the interior of the lockers and captures any discrepancies, such as items or rubbish being left behind when a locker should be clear. The system can sense anything as small as a credit card left behind in the locker and will not let the user end the rental or rehire the locker door. The system will then notify the venue.



Burrows concludes with an observation he hadn't thought of at the start of the venture, commenting "a good experience to the beginning and conclusion of the day is absolutely vital to the whole visitor experience.

"The feedback we've been getting from Park owners is outstanding. I never thought I would ever hear of visitors commenting on how a locker of all things has enhanced their whole day at a park or a venue but it's something we are proud of and we're receiving feedback about time and time again."

Advanced Locker can be contacted at:
sales@advancedlocker.com or
Chris Kenny on 0412 306 662.

James Croll was talking to Dean Burrows at
Advanced Locker and Dino Bravin of Procept.

Richard Bayliss has joined the Australian Professional Leagues, operators of the top tier of domestic men's, women's and youth football in Australia, as its first Director of Content.

One of the leading administrators of drag racing in Australia, **Peter Beaumont**, has been appointed Chief Executive of the Willowbank Raceway.

World football governing body FIFA has announced that **Dave Beeche** has been appointed to oversee overall delivery of the Women's World Cup 2023 in Australia and New Zealand.

City of Newcastle lifeguard **Mick Body's** displays of courage, and professionalism have seen him secure an Australian Professional Ocean Lifeguard Association Meritorious Service Award, the highest accolade in the profession.

Basketball New Zealand has named **Dillon Boucher** as its next Chief Executive, taking over from **Iain Potter**.

Monique Dowling has been appointed Special Events Manager at Perth's Optus Stadium.

Nicole Edsall has taken on the role of Senior Contract Manager - Aquatic Leisure Services for the City of Sydney.

Industry-leading playground and outdoor fitness equipment manufacture KOMPAN has named **Justin Edwards** as its new Managing Director for Australia.

Jonathan Fisher is the new Chief Executive at Tasmania's Port Arthur Historic Site Management Authority.

Boxing Australia has appointment **Dinah Glykidis** as its new General Manager. Glykidis joins the NSO from Queensland Rugby League where she has worked since 2014.

Power Plate has appointed **Clare Hozack** as their latest Women's Health Ambassador.

Basketball Australia has announced a new role for Hall of Famer **Lauren Jackson** where she will focus on the game's women and girls strategy, aiming to deliver outcomes in gender equality. The body has also appointed **Patrick Moloughney** as its new Executive General Manager Commercial.

Blue Mountains Tourism has appointed **Colleen Kanzora** as its new Marketing Manager.

ASM Global has appointed **Dr Debbie Kristiansen** as General Manager of the new Bahrain International Exhibition and Convention Centre - which is set to be the largest venue of its kind in the Middle East when it opens in 2022.

The rapid expansion of specialist industry consultancy Fitness Business Sales has seen the appointment, just six months after launching, of **Jason Laurence** as a Senior Advisor.

Myzone has announced that fitness innovation and technology expert, **Leon Rudge**, is joining its team as Global Head of Product.

Visit Sunshine Coast has announced the appointment of **Kelly Ryan** - a highly experienced tourism marketer - to the role of Head of Marketing.

The Commonwealth Games Federation (CGF) has named New Zealander **Katie Sadleir** as its new Chief Executive.

Michael Scott, General Manager of Perth's RAC Arena has been inducted into the Australian Hotels Association's (WA) Hall of Fame.

Australian Taekwondo has appointed **Bronwyn Slatter** to its executive team as Communications Manager.

Fitness technology solutions company OneFitStop has named **Stephanie Tucker** as Global Chief Customer Officer.

John Weir, formerly Creative Director at Octagon Australia, has been recruited by the Gemba sport and entertainment consultancy to fill a new role as Creative Director in Sydney.

Sydney's Powerhouse Museum has announced the appointment of **Mark Wilsdon** to the new role of Chief Operating Officer.