



Bankwest Stadium, Parramatta, NSW, Australia

Bankwest Stadium delivers a world-class experience for 30,000 fans in Parramatta, NSW. Venues NSW, who operate the stadium engaged Podium Systems Integration Services to design, integrate and install their digital technology to elevate the fan experience to new heights.

Opened in 2019 more than 700,000 fans and visitors embraced sporting, entertainment, business, community and cultural events in its first year.

The Stadium had a strong vision to elevate the fan experience by amplifying the intensity of live sport and entertainment with state-of-the-art technologies...and bringing fans closer to the action than ever before.

Podium System Integration Services

The NSW Government, which owns Bankwest Stadium, worked closely together with the digital design and installation teams of Lendlease's Podium System Integration Services.

Podium System Integration Services crystallised their vision by:

- Introducing nearly 600 screens, next gen video walls, high quality wi-fi, and a 360-degree digital ribbon that injects colour and atmosphere.
- Enhancing the experience with 20 speaker clusters delivering perfect sounds and creating a fully immersive sensory experience for fans.
- Implementing a state-of-the-art sound system designed for fans in the VIP suites to dial up the crowd noise for their team.
- Create new revenue streams for the Stadium, through unique advertising and sponsorship offerings, as well as dynamic concession and merchandising solutions.
- Enabled Bankwest Stadium to combine custom greetings and real time promotions with video to deliver customised, time specific communications to their patrons enjoying both life and digital experiences.

Benefits Derived

Bankwest Stadium delivers an exceptional experience for fans – fans who are overwhelmingly positive about their new digital live event experiences.



Fan experience

The delivery of an amazing live fan experience enhanced with digital technology



Customer satisfaction

Improvements to customer satisfaction and NPS scores attributed through state of the art stadium technology



Revenue

New revenue streams created through the integration of live and digital experiences



Fan acquisition

New fan groups now attracted to the stadium to harness the live and digital experience which they previously could only achieve from home

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