



MOONEE
VALLEY
RACING CLUB

Moonee Valley Racecourse

Keeping a Length Ahead of their Competition

Moonee Valley Racing Club (MVRC) faces strong competition when it comes to getting the attention of punters.

As one of the most unique racecourses in Melbourne, Moonee Valley is focused on keeping its gates open all year round.

The Club has succeeded by expanding beyond its traditional racing business, actively promoting itself as a function centre and meeting venue.

It has also made it a priority to minimize costs without compromising the quality of the patrons' experience.

In 1996, in line with these objectives, the Club decided to make a change from their incumbent cleaning services provider.

When Cleanevent was selected, their experience working with other racecourses was an obvious benefit. But, so too was their enthusiasm and their proactive service approach.

The partnership with Cleanevent has gone from strength to strength since the initial handover in 1996.

By continually reviewing performance and finding innovative ways to tackle problems, MVRC has achieved its goal of reducing costs while increasing the presentation quality of their venue.

Moonee Valley Racecourse is one of Australia's premier horse racing venues and function centres. It has twenty function rooms and a racecourse seating capacity for 38,000 people. The racecourse is home to the prestigious Cox Plate and approximately 300,000 patrons pass through the venue each year.



Cleanevent helps MVRC with comprehensive cleaning and waste management services, as well as setting functions and occasional venue maintenance. Together, MVRC and Cleanevent work diligently to ensure a great presentation to patrons on race days and to attendees at functions.

This long term partnership drives efficiency and cost minimization, helping ensure the success of their unique Melbourne racecourse throughout the year.



Performance

Over a long period of time, MVRC has been able to cost effectively provide a clean, comfortable venue for patrons. For MVRC, their partnership with Cleanevent has more than met expectations and has helped the Club achieve their key operational goals.

Flexibility

As a 'mixed' services venue, MVRC has required a high level of flexibility from service providers.

Cleaning requirements include day-to-day servicing of the venue, some 700 functions per year, general office cleaning and presentation of the Tabaret Leisure Centre.

The same flexibility is needed for the Cox Plate, the most important race day on MVRC's calendar.

This requires more of an event style approach to cleaning, due to rapid turnovers of large crowds. At the same time, it has to be conducted without disrupting day-to-day operations.

Additionally, the number of corporate guests increases dramatically which requires a more up-market approach and higher standards.

Overall, there is agreement that Cleanevent's actions and planning continue to help make Cox Plate Day the success it is.



Cost Effectiveness

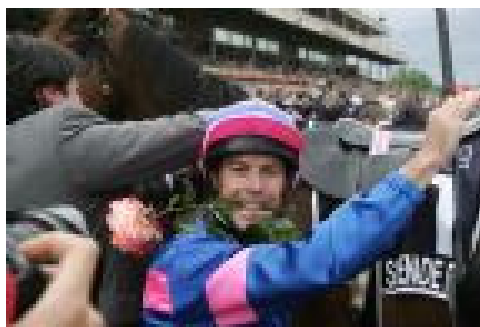
In the area of functions, Cleanevent's efficiency has kept costs down, particularly when it comes to tight turnovers.

Their efficiency in this regard has allowed for more bookings at the venue, helping MVRC achieve an improved bottom line.

For Cleanevent to turn over a 1,200 seat theatre style set to a 1,200 seat sit down dinner set in 25 minutes is nothing short of remarkable, according to the MRVC- particularly when no additional costs are incurred.

Long Term Relationship

The relationship with MVRC continues to grow through Cleanevent's performance and venue knowledge.



As noted by Don Abell, MVRC Chairman, the partnership flows both ways with Cleanevent sponsoring the *Manikato*—the first Group I race of the season.

Evidence of Cleanevent's quality of service is the amount of return business the venue wins.

The fact that the existing contract with Cleanevent is planned to stretch over ten years is highly significant in itself.

“They’re a great bunch to work with. They just seem to know what to do and get it done before asked. It’s a great relationship and one that continues to benefit the Club.”

Darcy Smith, Facilities Manager

A good reason for this show of confidence from MVRC is consistent performance, helped by the retention of long term, experienced staff. There is a common belief around MVRC that Cleanevent can- and does deliver-on time every time.

That is the kind of reliability the MVRC is looking for and is the foundation of an extremely successful partnership.

For more information about the ways Cleanevent can help manage your event or venue with cleaning and waste management services, please contact your local Cleanevent office or visit us on the Web.

www.cleanevent.com

It's the things
you don't see that
make all the difference