



# UNIFIED COMMUNICATIONS GEARED FOR ALL-TERRAIN PERFORMANCE

## ABOUT NORTHERN TERRITORY MAJOR EVENTS COMPANY (NTMEC)

Founded in 1998, Northern Territory Major Events Company (NTMEC) is a key organisation for events in Australia's Northern Territory (NT). With headquarters in Darwin, NTMEC employs approximately 30 people.

Over the years, NTMEC has managed a portfolio of signature events that boost visitor arrivals while strengthening the Northern Territory economy.

From music and sport to fishing and motoring events, NTMEC delivers a diverse range of crowd-pleasers, including BASSINTHEGRASS, Million Dollar Fish, Parttjima, Merlin Darwin Triple Crown Supercars, Territory Day, Red CentreNATS and Alice Springs Masters Games.

Red CentreNATS 2021 is a major event for NTMEC. Car and motorbike enthusiasts come from all over Australia to meet in Alice Springs every September, and entrants display their pride and joy through a varied programme.

Despite the COVID-19 pandemic, Red CentreNATS 2021 went ahead from 3-5 September, attracting a record number of 1008 entrants and more than 13,400 people over three action-packed days. Independent research showed Red CentreNATS 2021 generated a total expenditure stimulus of AU\$7.25 million in the Northern Territory.

## THE CHALLENGE: REMOTE WORKFORCE

COVID-19 restrictions prevented staff of key event partner, Summernats from attending the event site in Alice Springs, Central Australia. Every staff member counts, especially at a large-scale event like Red CentreNATS 2021, which includes many motorsport competitions that require experienced staff.

Moreover, the NTMEC team had to coordinate with different groups to ensure important information was delivered safely, quickly and on time. In an environment full of vehicles and pedestrians, safety issues could arise if critical information is not

delivered promptly. Being situationally aware is vital at motorsports events such as Red CentreNATS.

An extensive team located at different points, with different devices and networks or technologies, is ideal, as depending solely on smartphones does not provide instant, real-time communication with groups on the ground.

The need for a resilient communications solution delivering nationwide coverage, even in rough terrain, while uniting a remote workforce was critical to the success of this popular event.



TR hirecom

## THE SOLUTION: UNIFIED TEAM COMMUNICATIONS

TR Hirecom, a Motorola Solutions Partner who has worked with NTMEC for about 12 years, provided a MOTOTRBO Capacity Plus Digital Radio System and WAVE PTX integration through the WAVE gateway utilising LTE connectivity.

This solution unified team communications, connecting staff working in different states and in Alice Springs, where the event was, to ensure the safe and effective delivery of Red CentreNATS 2021.

Within a week, TR Hirecom deployed the Motorola equipment with pre-configured dial-in settings while remotely assisting the NTMEC and Summernats event teams. TR Hirecom also provided personalised access to the MOTORBO digital mobile radios and WAVE PTX system while delivering user training to ensure a successful deployment.

Support staff worked remotely and connected seamlessly with the on-site event team throughout the three-day festival.



“ Wherever the competition, everyone was on the grid to ensure the event ran smoothly. The WAVE PTX integration efficiently connected with all event team members. Those who were away from the event site could easily perform their tasks, such as to conduct remote judging, and ensure competition control with critical intelligence such as details of entrants and starting positions.”

Celia de Latour  
Senior Events Manager of NTMEC

The WAVE PTX system provided the centralised event management structure, essential for coordinating the fast-paced schedule of time-sensitive motoring competitions. Instantly, the event team could plug into different networks to access multimedia content in video, document or location data.

TR Hirecom set up 10 TalkGroups for the event team to seamlessly communicate across any smartphone, radio device, personal computer or tablet with the WAVE PTX Mobile App. Within days, TR Hirecom also set up 131 WAVE PTX subscribers for the event team to meet changing event requirements.

Ben Pollock, Rental & Sales Manager at TR Hirecom, said, “The MOTOTRBO Capacity Plus and WAVE PTX integration delivered the ideal solution for NTMEC to manage the eagerly anticipated Red CentreNATS 2021 event. Team members were spread across different locations and empowered to share event-critical information over different devices whether on smartphones or over MOTOTRBO radios.”





# BENEFITS OF THE SOLUTION

## SEAMLESS INTEGRATION

Extending two-way radio to broadband communications is possible with WAVE PTX so users can experience a seamless connection between radios and smartphones.

## EASY CONFIGURATION

Users can easily add, assign, or change TalkGroups and increase or reduce the number of subscribers as event requirements develop.

## RICH COMMUNICATION, WHEREVER THE LOCATION

WAVE PTX allows event teams to deliver clear audio across different locations and enhanced event information, whether text messages, photos, videos or documents.

## COST SAVINGS

Eliminates the need for separate networks for audio, multimedia data, two-way radios and devices to deliver event-critical information to team members in different locations.



For more information, please visit [motorolasolutions.com](https://motorolasolutions.com)

MOTOROLA, MOTO, MOTOROLA SOLUTIONS and the Stylized M Logo are trademarks or registered trademarks of Motorola Trademark Holdings, LLC and are used under license. All other trademarks are the property of their respective owners. ©2022 Motorola Solutions, Inc. All rights reserved.

