



REPCO SUPERCARS CASE STUDY

Driving Success: X-Site's Impact On The Repco Supercars Championship In Taupō

The Repco Supercars championship is Australasia's leading motorsport category and holds a significant position within Australia's sports scene. Historically held in Pukekohe, the championship's venue for 2024 through to 2026 has shifted to Taupō.

This change marks a significant transition, as the Taupō International Motorsport Park is now New Zealand's sole Federation Internationale de l'Automobile (FIA) Grade 3-rated circuit, joining an exclusive roster of just 76 worldwide capable of hosting Grade 3 motorsport events. Following a full quoting process which included being reviewed on industry experience for this level of event, X-Site were successful in being chosen to provide marquees for the event.

The X-Site crew commenced marquee construction on April 2nd 2024, ahead of the event's opening on April 19th 2024. Given the tight time frame, X-Site brought in subcontractors for assistance, of which Shanelle Barrett, Event Manager for 2024 SuperSprint, said the X-Site team *"managed them all very easily and without any issues from our point of view."*

During the event build, Shanelle spent considerable time with Hamish and Donna. She valued their positive demeanour and active involvement in the business.



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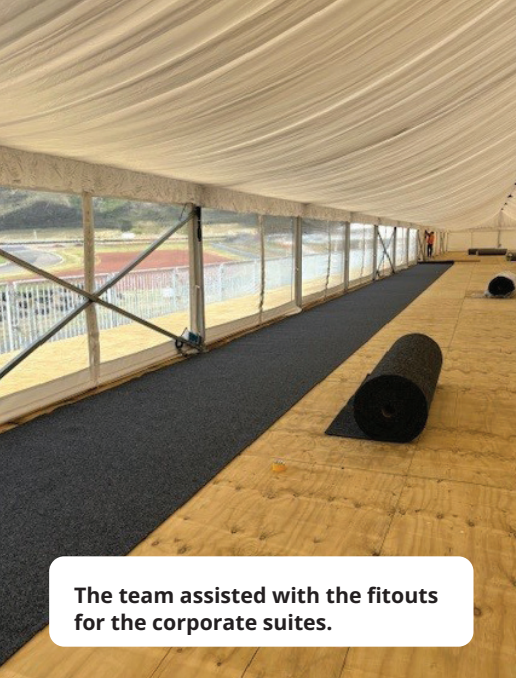
She stated, *"They weren't just sitting up there dictating all their staff; they were on the ground and accountable for what was going on."* Shanelle appreciated Hamish and Donna's down-to-earth approach and felt they truly became part of the team, mentioning,

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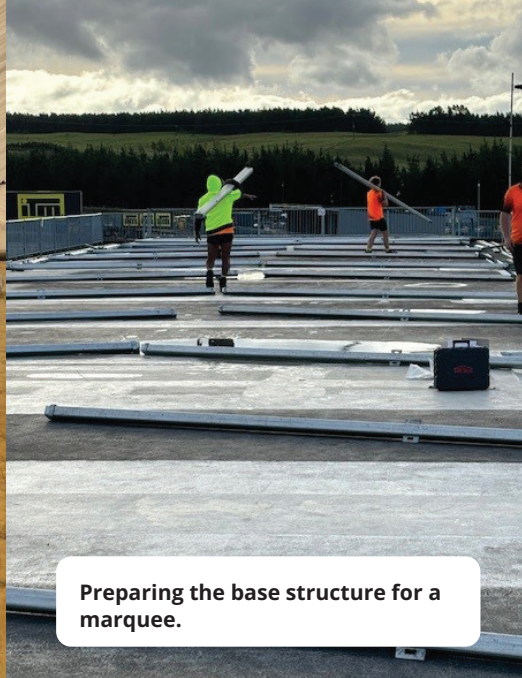
The events industry is tough, so it's nice to see we got on great as a team. I thoroughly enjoyed working with them.

”





The team assisted with the fitouts for the corporate suites.



Preparing the base structure for a marquee.



The X-Site team constructing one of the marquees.

X-Site and their contractors erected approximately 3000 square metres of marquees. Additionally, X-Site provided services for several of the event's merchandisers, including Redbull and Ford. They also assisted with the fitouts for the corporate suites, handling carpet, flooring, lighting, and the division of the suites. Shanelle commended the X-Site team, stating,

“

They delivered as promised and in a timely fashion, which is imperative for an event.

”



X-Site erected approximately 3000 square metres of marquees.

Shanelle mentioned that the X-Site team worked well onsite and offered assistance outside of their contractual obligations, *“we worked well as a team onsite and they even*

jumped in to assist in areas outside of their contractual obligations.”

Any concerns raised by the Supercars team were promptly addressed by Hamish himself. Shanelle explained, *“Hamish was present throughout the entire build and pack down ensuring that if any problems arose he was there to handle them directly.”*

During the three-day Supercars event, Taupō welcomed over 67,000 visitors, achieving an impressive sold-out event. The 2024 Repco Supercars event was a resounding success, with the Supercars team forging a strong relationship with X-Site. Shanelle reinforced this sentiment, stating,

“

I'd 100% recommend them. They offer competitive pricing, top-quality equipment and deliver as contracted onsite.

”

The event's new location in Taupō, a beautiful tourist spot in the heart of the North Island, made it more accessible for Kiwi motorsport fans. X-Site is proud to have played a part in organising such a memorable event.



LET'S GET STARTED

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