



How McArthur helped keep the lines moving and the music pumping at Laneway Festival 2026



Ticketek and McArthur:

LANEWAY FESTIVAL 2026

1. Planning and Preparation

Laneway Festival returned in 2026 with another highly anticipated national tour, delivering one of Australia's most talked-about music events of the summer. Spanning five cities across February, the festival brought a curated lineup of some of the world's most in-demand global and emerging artists to Australian audiences, generating strong national attention and significant ticket demand in every market.

Headlined by **Chappell Roan**, with standout performances from **PinkPantheress**, **Role Model**, **Lucy Dacus**, and **Alex G**, Laneway 2026 continued its reputation for showcasing both chart-topping talent and critically acclaimed artists, attracting a diverse and highly engaged audience nationwide.

Tour Overview

The 2026 festival tour included:

- **Gold Coast** – Saturday 7 February (*New Venue*)
- **Sydney** – Sunday 8 February
- **Melbourne** – Friday 13 February
- **Adelaide** – Saturday 14 February (*New Venue*)
- **Perth** – Sunday 15 February (*New Venue*)



Laneway Festival 2026 required comprehensive coordination and forward planning to deliver seamless operations across all five cities. With **event dates spanning 7–15 February and the introduction of three new venues**, early engagement was critical. Planning discussions commenced in May 2025, enabling McArthur teams to collaborate closely with Ticketek and festival organisers to assess staffing requirements, site layouts, patron entry flows, and overall operational logistics well in advance of event delivery.

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2. The Challenges



Managing Large-Scale Crowds

Laneway Festival 2026 attracted significant attendance across all five cities, presenting complex crowd management and safety considerations at each venue:

- **32,000** attendees - Southport Sharks (QLD)
- **43,000** attendees - Centennial Park (NSW)
- **45,000** attendees - Flemington Racecourse (VIC)
- **18,000** attendees - Royal Adelaide Showground (SA)
- **20,000** attendees - Joondalup Areana (WA)

With high volumes of patrons entering venues within compressed timeframes, managing crowd flow while maintaining safety, efficiency, and a positive customer experience was a key operational priority for the McArthur team.

Dynamic Workforce Delivery

Laneway Festival 2026 required a highly flexible staffing model, particularly with the introduction of three new venues. Through close collaboration with Ticketek, workforce levels were carefully refined to meet site-specific requirements while maintaining consistent national delivery standards and achieving cost efficiencies.

This approach enabled a smooth transition from workforce planning to on-site execution across all five cities, supported by an experienced mix of ticket scanning and box office professionals to ensure efficient patron flow at every venue.



Weather Conditions

As with all large-scale outdoor events, weather presented an inherent operational risk. For Laneway Festival 2026, conditions across the national tour were largely favourable. Gold Coast, Adelaide, and Perth recorded no rainfall on event days, while Sydney and Melbourne experienced only light rain, with 0.2 mm recorded in each city.

These minimal weather impacts meant operations continued without disruption, allowing scanning and box office teams to maintain steady patron flow and deliver a smooth, consistent experience for festival-goers across all five locations.

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3. Successful Implementation & Delivery

- ✓ **FIVE BIG DAYS!**
- ✓ **160,000 (very) happy festival-goers**
- ✓ **5 cities**
- ✓ **1,280.10 working hours delivered**
- ✓ **\$80,708.04 total labour investment**
- ✓ **\$10,077.31 in savings achieved**
(vs original quoted estimate)



Optimised Workforce Planning Across a National Tour

McArthur's ability to dynamically scale workforce delivery was a key driver of success. Initial staffing requirements were carefully reviewed and refined through close collaboration with Ticketek, allowing resources to be optimised based on real-time, site-specific demand.

Initial staffing requests:

- Gold Coast - 51 staff
- Sydney - 64 staff
- Melbourne - 67 staff
- Adelaide - 31 staff
- Perth - 40 staff
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Final staffing delivered onsite was:

- Gold Coast – **51 staff**
- Sydney – **52 staff**
- Melbourne – **73 staff**
- Adelaide – **27 staff**
- Perth – **36 staff**

This flexible approach demonstrated McArthur's capability to scale workforce requirements both **up and down** as required:

- **Melbourne** expanded beyond initial projections to support higher operational demand
- **Sydney, Adelaide, and Perth** staffing levels were strategically optimised without compromising service standards
- **Gold Coast** successfully launched at a new venue, delivering 100% of requested staffing

**Overall, McArthur filled
239 shifts, delivering
1,280.10 working hours.**

The result was a highly efficient, cost-effective workforce solution that maintained consistent national delivery standards while responding to local venue and demand variations.

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4. Most Importantly - a Happy Client!

