

BRITISH & IRISH LIONS TOUR



**How McArthur helped
tackle staffing needs across
three states for one of
international rugby's
biggest events.**



Intercruises and McArthur: The 2025 British and Irish Lions Tour

The Intercruises British and Irish Lions Tour presented a unique opportunity for McArthur to showcase its capability in delivering large-scale, multi-location staffing solutions under tight deadlines. Spanning three states — Queensland, Victoria, and New South Wales — the project required rapid mobilisation of 77 experienced staff across 731 total work hours to support a range of roles including Customer Service Assistance, Welcome Hosts, and Directional Staff.

Working in high-traffic environments such as Surfers Paradise, Melbourne CBD, and Sydney CBD, our teams navigated logistical challenges, short lead times, and evolving client requirements to ensure all shifts were filled and operations ran smoothly. Through our local knowledge, adaptability, and commitment to service excellence, McArthur played a key role in helping Intercruise deliver a world-class experience for guests throughout the tour.

The Challenges

- Staffing requests often arrived with less than 48 hours' notice
- Each location came with its own hurdles, requiring quick adaptation
- Coordinating staff across sites while ensuring consistent service
- Managing high foot traffic and crowd flows in busy public areas

1 Game Plan

The British and Irish Lions Tour required McArthur's state teams to respond quickly and independently. Intercruise approached each state directly with their staffing requirements, often with less than 48 hours' notice — as was the case in Sydney, where requests came through only the day before shifts commenced.

This meant each McArthur state team needed to rapidly source, confirm, and roster staff, ensuring the right mix of skills for Customer Service Assistance, Welcome Hosts, and Directional roles. Our ability to draw on a large, experienced casual workforce and quickly adapt rosters allowed us to meet every request, despite the short lead times and varying local challenges in Queensland, Victoria, and New South Wales.



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2 The Key Plays

Team Selection

The British and Irish Lions Tour was a fast moving operation, with each location presenting its own set of challenges. Unlike a centrally coordinated event, staffing requests came directly to each McArthur state team, often with less than 48 hours' notice, requiring rapid roster creation and swift mobilisation of staff. In New South Wales, for example, the Sydney team received requirements only the day before and still achieved 100% shift fulfilment.

Flexible Game Plans

Each state brought unique dynamics. In Queensland, a scheduling overlap with Suncorp Stadium required adjustments to staffing plans, while in Victoria, the team navigated the challenges of Melbourne's complex layout. Through it all, Intercruises and McArthur worked closely together, with staff showing initiative to support customers and drawing on real-time assistance to ensure operations quickly ran smoothly.

Home Ground Advantage

One of the key advantages McArthur brought to the tour was our teams' deep knowledge of major sporting venues such as Suncorp Stadium, the MCG, and Sydney's CBD precincts. This local expertise proved invaluable, allowing staff to confidently guide visitors on entry points, seating views, and stadium amenities.

3 Full-Time

KEY PROJECT METRICS



5

Big days!



100%

Shift fulfillment in NSW.



77

McArthur staff deployed.



731

Working hours delivered.

4 ...and most importantly a Happy Client...



Hi Skye and Team!

Thanks for all your help recently. Your team has been fantastic.

Kind regards,

Peter Turrall

Port Operations Manager | Turnaround & Land Programs