

# VICTORIA IT STARTUP POWERS HR FOR 30,000 AT EXPO 2020 DUBAI

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Melbourne-based, Rosterfy, has created a single technology suite to manage all aspects of a large workforce. The startup had already opened offices in London and San Francisco when it spotted a major new opportunity in the United Arab Emirates – the contract to oversee and support the activities of the thousands of employees and volunteers involved in Expo 2020 Dubai.

Rosterfy, a specialist in staff-management technology at major events, will recruit, screen, train and schedule the entire workforce journey of all volunteers and staff at Expo 2020 Dubai.

Expo will see some 30,000 volunteers on the 438-hectare site working a total of 1.2 million shifts across a six-month period starting in October 2020.

Co-Founder and Director, Shannan Gove, explains that Rosterfy had an edge over competitors pitching for the contract because it could demonstrate the effectiveness of their platform at previous world-class events.

‘We already had case studies and proven results at big events – the Super Bowl, Commonwealth Games, Cricket World Cup – showing how we’re already doing it.’

## Worldwide exposure

Gove was encouraged by industry colleagues familiar with the company’s platform to tender for Expo 2020. He describes the process, which took six to eight months, as uncomplicated.

‘It was fair; it was transparent; it was very organised,’ he says. ‘In terms of doing work with



Rosterfy application used to manage invitations for the Expo 2020 Volunteers Celebration. 3,000 people attended the event.

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**Shannan Gove, Co-Founder and Director, Rosterfy**

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Expo 2020 is expected to attract 25 million visitors, an unprecedented 70 per cent of which will be from outside the UAE. Gove views this global visitor profile as an effective way to drive brand awareness and consolidate credibility as a high-growth company.



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## A powerful brand

Gove sees Expo 2020 as having a potent impact on the branding of Dubai and the region.

'While Dubai and the United Arab Emirates are well known worldwide, I think World Expo has strengthened its reputation. It's an internationally recognised, highly regarded event,' he says.

'To say that we are the workforce management system powering Dubai World Expo has opened up quite a few opportunities. We've just signed the Australian Expo stand so we'll be working with them to provide their workforce management of all staff.'

With more than 200 nationalities living and working in Dubai, Gove believes the development of a strong volunteer base that can be mobilised for future major events will play a crucial role in the legacy of Expo 2020.

'Building volunteer networks is becoming a critical part of event legacy and economic impact,' he explains.

## Innovation and opportunities

With Expo 2020, Dubai is aiming to position itself as a centre for sustainability, innovation and connectivity. Partnering with the world's fastest-growing event workforce management solution platform seems a natural fit.

'It's the largest contract we've ever been involved with so there are lots of learnings for us being a small, nimble business dealing with such a humungous company,' Gove says.

'It's been about finding a balance and managing expectations.'

Working with Expo, he says, has simply been 'fantastic'.

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