

COMPANY OVERVIEW

EVENTS QUEENSLAND PTY LTD



EVENTS
QUEENSLAND

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Events Queensland

Events Queensland is a group with a fervent passion for all occasions large and small. We have a reputation for delivering seamless event experiences for our customers and their guests. Whether it be a bespoke intimate occasion, vibrant soiree, large scale festival or outdoor event, we have the people, energy and expertise to deliver exceptional results every time.

Our past and present clients include, national sporting events, government agencies, music festivals and leading Australian companies.

It's no secret we are the champions of large scale occasions and having delivered some of Australia's most prestigious, engaging and historic events, we continue to search for new opportunities to conceptualise and partner with events that parallel our capacity to execute premier experiences, curate memorable moments, provide economic stimulus and showcase the very best our host destinations have to offer.

Our Team

EQ has an unparalleled capacity to deliver every aspect of an event, as we are a totally integrated company, which employs over 200 local staff, including, Event Managers a Marketing and Communications Manager, Videographer, Bar Staff and Baristas. Involvement in an event of this calibre will offer our passionate and motivated team the opportunity to showcase their talents and proficiencies.

Core to our event delivery philosophy is a commitment to utilise local staff to maximise the commercial outcomes for the local community as well as to provide local staff with experiences and training, which will build upon their current knowledge base and further enhance their skills and aptitude.

Our commitment to develop and foster the next generation of hospitality professionals doesn't stop with our own people. We have long standing mentoring and partnership programs in place to provide school students with a 'hands on' opportunity to experience large scale commercial hospitality operations.

A partnership with EQ ensures increased local employment, expansion of opportunities and a commitment to the highest standards of customer service and event delivery.



BUSINESS TEAM



Matthew Turich

Educated in Gladstone and Brisbane, Matthew comes from a business, development/ construction and agricultural background with extensive experience in property. Drawing on experience in business development, project planning, marketing and contract negotiation. Matthew brings to the team a broad base of critical knowledge as the group looks to greenfield markets for growth.

Benito Zussino

Born and raised in Central Queensland, Benito has a passion for people and the growth of regional Queensland. With a family history synonymous with Gladstone, Benito was born and raised in one of Gladstone's most iconic establishments, The Grand Hotel. It was here he learned his tools of the trade and love for hospitality.

Peter Hawkins

Schooled and raised in Gladstone, Peter moved to Brisbane in 2003 to further his business studies at Queensland University of Technology. Peter's interest for advertising led him to direct national and international property accounts. Working alongside developers like FKP, Watpac and Relcorp, Peter brought to market some of the region's most sought after commercial and residential projects. Peter returned to Central Queensland working closely with family through the successful sale of their McDonald's franchises.

KEY PERSONNEL



Joshua Woollett

Marketing and Communications Manager

Growing up on the Sunshine Coast Josh has had a long lasting affiliation with both the events and hospitality industries. Since his formal education in Brisbane Josh has worked in numerous Marketing and Communications roles across a variety of industries; building a the foundations for a career built on a passion to build bespoke and effective campaigns. With a keen interest in showcasing the nuances of different regions, Josh approaches each event whether returning or prospective with the attitude to create something of the highest calibre for both stakeholders and attendees.



Lance Meier

Head Chef

With 35 years of professional cooking experience, Lance has worked alongside some of Australia's most renowned chefs. After working throughout Australia, Lance brought a wealth of experience to his role as head chef at Lightbox Espresso & Wine Bar. More recently, Lance has been coordinating efforts across the organisation. Lance has a passion for large events and has delivered some of the region's biggest.



Lucia Carbone

Hospitality Manager

The newest member to the group, Lucia brings a passion for training and the development of the people she works with. A customer service professional, Lucia has developed teams of highly motivated, well skilled staff throughout her management career. If successful, Lucia will lead the hospitality team at Beef24.

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NEW ADDITIONS TO THE TEAM

TRENT & CECILIE MEADE

Events Queensland have expanded their human capital since 2022 in bringing onboard some key partners in Trent and Cecilie Meade. Trent and Cecilie bring to the team a substantial network of government and corporate partners and over a decade of experience in the hospitality and major events industries. Together the two have managed some of Brisbane's largest and most iconic multi-cultural festivals - the Scandinavian Festival, Colombian Festival and Brazilian Festival. Additionally, their venues which include The MET Brisbane, is QLD's premier late-night entertainment venue which hosts in excess of 5,000 patrons every weekend.

Trent won the Hospitality and Tourism Category for the Brisbane Young Entrepreneurs Awards in 2018. During his tenure in business, he has been a strong advocate and industry representative in the hospitality sector. Trent's experience was actively called upon by the State Government during the development and implementation of the Tackling Alcohol Fuelled Violence Amendment Bill (Qld). He has also been a past President of the Fortitude Valley Safe Night Association and is a current management committee member of ChaplainWatch Inc (since October, 2016), which is a charitable community service organisation that provides its services in Rockhampton, Gladstone, Bundaberg, Brisbane and Sunshine Coast.

Cecilie brings a wealth of knowledge as an experienced events manager in the not-for-profit sector. Cecilie has consulted and managed several large-scale events including the iconic "Scandinavian Festival", which Cecilie helped grow from 5,000 - 10,000 attendees over the course of the three years she was involved with the event. Other major events Cecilie has played an integral part as a consultant and organiser includes; YMCA Rat Race, ANZLAA (Australian & New Zealand laboratory animal association) annual conference, Association of Biosafety for Australia and New Zealand annual conference and the AISA (Australian Information Security Association) national conference.



Marketing & Promotion

Through our stable of events and venues EQ commands an extensive social media database by which we have the capacity to engage with our followers and promote various events and activation.

Through our in-house videographer and photographer, we have enhanced our reputation for capturing and developing engaging content, which acts as a powerful promotional tool, both during and post event.



Supplier & Contractor Relationships



During our time in business we have developed robust relationship with Australia's leading companies along with award winning independent boutique brands, which provides EQ and our partners with the assurity around supply, logistics and reliability of service.

As a group we place paramount importance on partnering with and utilising the services and skills of local businesses and have fostered mutually beneficial relationships.

Hospitality IT and Software

EQ employs fully integrated, industry leading hospitality software, which captures all sale and patron data. This real time data system allows for efficiency in management and can both identify trends, opportunities and risks. All of our point of sale software is integrated with our accounting software and provides for accurate data collection and transparent post event acquittals.



Crowd Management

Over the years we have refined and perfected our systems to ensure minimal wait times and phenomenal service. Our passionate and dedicated management team and staff exceed our customer and client expectations on every occasion. Partners of EQ can expect a professional and committed approach to customer service and safety.



Our Events



POP UP POLO (ROCKHAMPTON & BUNDABERG) & POLO BY THE SEA (SUNSHINE COAST)



Pop-Up Polo is the regional offering of the Urban Polo Association, which is the largest polo series in the world. As of 2022, EQ has grown to include the Sunshine Coast - Polo by the Sea. Further expansion to locations including; Mackay, Townsville, Cairns, Port Douglas, Ipswich, Toowoomba, Dalby, Roma, Goondiwindi and Longreach are currently being negotiated by EQ who's portfolio keeps growing from strength to strength.

The Pop-Up Polo series was nominated along with the other Urban Polo assets in 2019 for the Australian Event Awards in the category of BEST NATIONAL SPORTING EVENT and were runners-up to the Commonwealth Games.

It is designed to expose regional centers to the hospitality, aspiration and social engagement of Polo, which up until now, has been reserved for metropolitan audiences.

Having played host to sold out audiences of 3000 and 2000 guests respectively, both the Rockhampton and Bundaberg events have quickly become must attend events on the social calendar.

Polo by the Sea Sunshine Coast has had a 50% increase in numbers from year 1 (2022) to year 2 (2023) and EQ is looking forward to seeing the numbers grow and surpass their current regional records.

@polobythesea

@popuppolo



OUR EVENTS CONT'

SCANDINAVIAN FESTIVAL (BRISBANE)



The Scandinavian Festival brought together Brisbane's communities from Denmark, Sweden, Norway, Finland, Iceland and Estonia for a fabulous one day festival in Bowen Hill's Perry Park.

With over 50 Scandinavian markets stalls and 10 000 annual visitors, the event offered a smorgasbord of traditional food, unique fashion, kids clothing, jewellery, arts and crafts, numerous activations and live entertainment.

The Scandinavian festival was a hugely successful event that received support from council and state government. It was considered one of the most popular and well respected multicultural events prior to Covid 19.



OUR EVENTS CONT'

COLOMBIAN INDEPENDENCE DAY STREET FESTIVAL (BRISBANE)



A visionary activation which brought the spirit of Colombian tradition to the streets of Fortitude Valley and culminated in six extremely successful festivals for both the organisers and all stakeholders.

The event featured traditional exotic food, beverages, arts, performances and live entertainment which tantalised the senses and provided an extraordinary cultural experience in the heart of Brisbane.

The event consistently attracted over 4000 visitors and reimagined how cultural activations could be delivered in the capital city.



BRAZILIAN STREET FESTIVAL (BRISBANE)



The wildly colourful and energetic Brazilian Street Festival featured mouth watering Brazilian churrasco (BBQ), drinks and pop-up activations, LIVE music performances, DJ sets and LIVE dance performances across 12hrs pure fun.

The festival attracted over 4000 visitors across both editions of the event and gave each guest a true insight and taste into the Brazilian way of life.

The event was touted a huge success by all stakeholders including from all three levels of government and local Brazilian for-profit and not-for-profit organisations.



OUR EVENTS CONT'

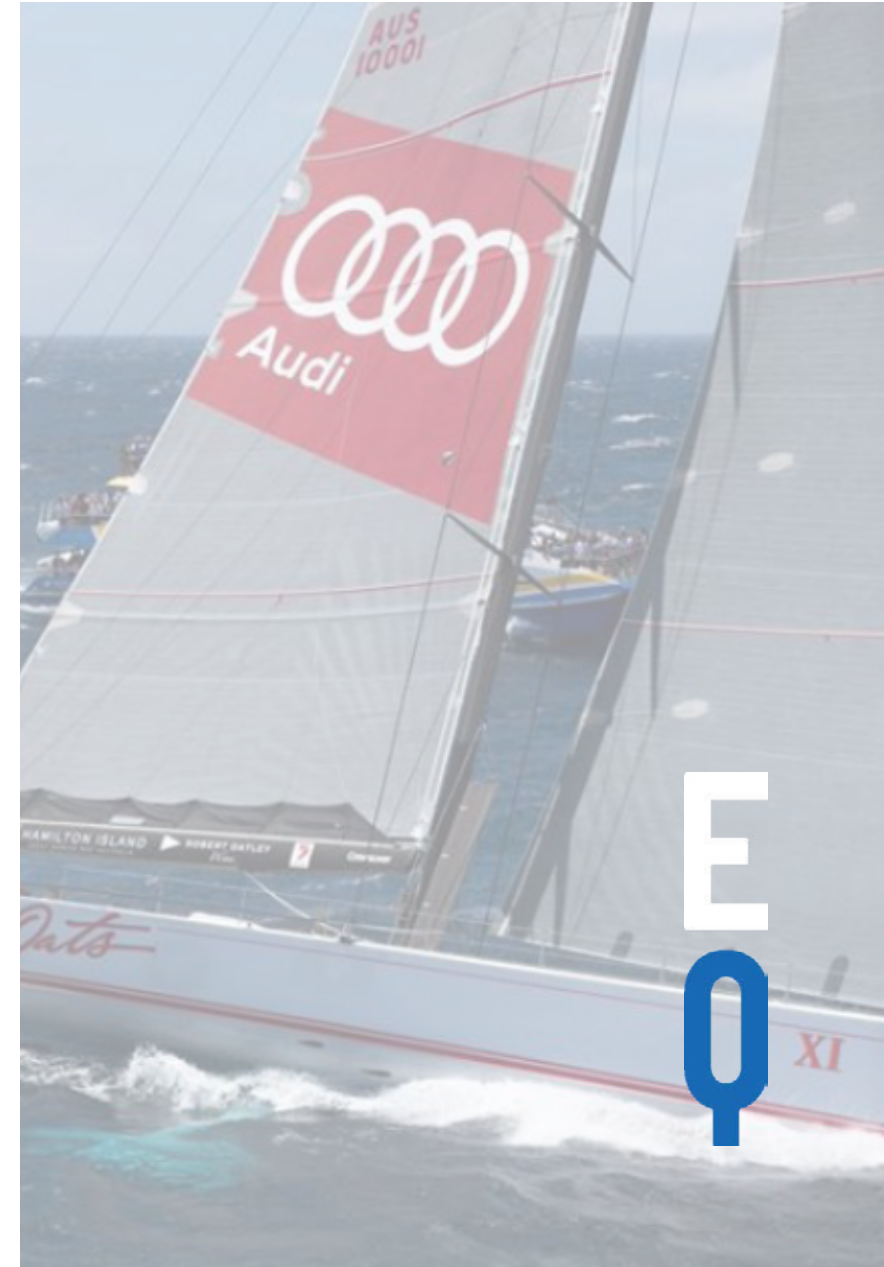
BRISBANE TO GLADSTONE VILLAGE



Partnering with Gladstone Regional Council, Events Queensland delivered a suite of hospitality and entertainment offerings that coincided with one of Queensland's most iconic open-water yachting races.

Operating over the Easter Long weekend on the foreshores of the Gladstone harbour, this newly activated event attracted 4,000 plus guests across three days.

The offerings included a Yachtsman's Long Lunch, Seafood Festival and a Line Crossing Party.



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OUR EVENTS CONT'

GLADSTONE NEW YEARS EVE

With NYE events having a 20 year hiatus from Gladstone, EQ collaborated with the Gladstone Regional Council to re-establish an event to celebrate the welcoming of the new year.

The event was a huge success with over ten thousand (10,000) guests attending to enjoy live music and fireworks.





EVENTS QUEENSLAND

OUR PORTFOLIO SUMMARY

- **PROVEN TRACK RECORD OVER THE LAST 15 YEARS IN LARGE SCALE EVENTS, AND A CONSISTENT COMMITMENT TO EXCELLENCE.**
- **SERVING OVER 500, 000 PATRONS PER YEAR**
- **THE POP-UP POLO SERIES WAS NOMINATED ALONG WITH THE OTHER URBAN POLO ASSETS IN 2019 FOR THE AUSTRALIAN EVENT AWARDS IN THE CATEGORY OF BEST NATIONAL SPORTING EVENT AND WERE RUNNERS-UP TO THE COMMONWEALTH GAMES.**



Testimonials



KEY STAKEHOLDER TESTIMONIAL

"Events Queensland have a reputation for delivering fantastic events not just here in my community but across Queensland. Their commitment to delivering events in regional areas is unquestionable including the successful Pop-Up Polo series which has delivered events in Rockhampton, Bundaberg and the Sunshine Coast.

This series brings experiences to regions which otherwise wouldn't get the chance to participate in an event of this calibre."



HON GLENN BUTCHER MP - MEMBER FOR GLADSTONE
**MINISTER FOR REGIONAL DEVELOPMENT AND MANUFACTURING
AND MINISTER FOR WATER**



KEY STAKEHOLDER TESTIMONIAL

"Their experience is extensive; their events are vibrant; their attitude is inclusive.

Over the 15 years I have known them, their ability to create and support business in Fortitude Valley means they have an established track record of delivery.

They have given our local community events that are meaningful, appropriate, and incorporate the wider population; providing lasting memories for our local cultural landscape are what they both do best.

The amazing Scandinavian Festival, Colombian Festival, and Brazilian Festival are three examples that come to mind about how they both have extensive track records of delivery of large events in our area."



CR VICKI HOWARD
COUNCILLOR FOR CENTRAL WARD

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KEY STAKEHOLDER TESTIMONIAL

"I am excited to hear that Trent and Cecilie have joined Events Queensland, as we have had only supportive and positive interactions with Peter and the EQ management team, all of whom clearly have a passion for an energised and inviting event scene within Central Queensland and throughout the regions.

As someone whose work is all about safety and wellbeing of patrons enjoying entertainment in Rockhampton and throughout QLD, I can sincerely give my support to the Events Queensland team".

JESSE WEBB - CEO
CHAPLAINWATCH INC



SUPPLIER TESTIMONIAL

"I have worked with Trent and Cecilie Meade over the last 12 years whilst at Diageo and they have always been a great partner of ours. They are very proactive in promoting events and strategically use brands the right way to help bring them to life.

I look forward to continuing that relationship into the future."

DUSTIN OSBORN - FIELD SALES MANAGER ON PREMISE QLD
DIAGEO AUSTRALIA

DIAGEO



Venues

Headricks Lane

Rockhampton's most exciting destination, Headricks Lane. With a nod to its history and a look to the future, Headricks Lane will draw you from its grand exterior facade into its breathtaking modern interior featuring stunning raw materials juxtaposed with natural bespoke beauty.

The spacious venue is unique in that it comprises a cafe, bar, formal and casual dining and private dining room downstairs and a function space upstairs. It also features an award winning microbrewery on its lower level.

With its minimalistic furnishings, Headricks Lane's interior creates a sense of calm, through a flurry of activity, ensuring a constant buzz. Whether stopping in for your morning coffee, sitting at the bar watching the open kitchen or bartenders in action, enjoying an evening with friends or family, or attending an event, you're always welcomed with a smile and excellent service.

Our newly appointed head chef has crafted the menu to focus on seasonal ingredients and a progressive cooking style centred around quality produce.



Boathouse

In partnership with Rockhampton Regional Council, Boathouse is our newest opening. As part of Rockhampton's award winning riverfront precinct, Boathouse offers a casual menu with uninterrupted views across the Fitzroy River.

This unique open-aired venue with its large roof offers protection from the weather while taking full advantage of Queensland's beautiful climate. Comfortably catering for cocktail functions of up to 300, Boathouse has quickly become a local favourite for corporates and locals alike.





Lightbox Espresso & Wine Bar

An espresso and wine bar with a unique drinks offering and a progressive food menu to match.

Located at the entrance to Gladstone's recently redeveloped entertainment precinct, Lightbox is the perfect spot for a pre-show drink, lazy weekend breakfast, or chilled Sunday session enjoying live music in the garden or courtyard.

Since opening, Lightbox has quickly become renowned for its excellent service, carefully hand-picked range of wines, bespoke cocktails and delectable food offering. Lightbox also offers French Champagne, premium spirits and a selection of the best local and imported beers.

Lightbox also has a range of function spaces perfect for intimate events and celebrations.



VENUES CONT'

Auckland House

Auckland House is Gladstone's hottest new dining destination. With a fresh approach to casual dining and situated at the heart of the hotly anticipated redevelopment, Auckland House is tasked with adding life and vibrancy to the precinct - a task critical to reconnecting the community with this iconic location.

The architecturally designed restaurant and bar cater for more than 140 diners for breakfast, lunch and dinner across two zones so guests can enjoy a casual bite after a morning at the park or a refined dining experience with table service.

The pièce de résistance however, and ultimate welcome for our Southern visitors; a line up of six beers, handcrafted and brewed right onsite via the venues showpiece, a working 3 hec brewhouse. With beers like the Yellow Patch Lager and Heron Ale, Auckland House is set to strengthen the fabric of the Gladstone leisure and entertainment landscape.



Gladstone Entertainment & Convention Centre

In 2016, Light Group was awarded the catering and hospitality contract at the Gladstone Entertainment Convention Centre. The Gladstone Entertainment Convention Centre is Central Queensland's only fully integrated convention and entertainment centre.

Following a multi-million dollar redevelopment, Gladstone Entertainment Convention Centre is one of regional Queensland's premier entertainment venues, attracting new entertainment, conferences and events never before seen in the region.

In the heart of the Gladstone CBD, the GECC is at the centre of the city's entertainment precinct.





THE MET Brisbane QLD - Since 2013

The MET Brisbane is Queensland's premier, late- night entertainment venue that hosts in excess of 5,000 patrons every weekend.

The world's largest electronic artists have played at The MET, including: Carl Cox, Steve Aoki, Skrillex, Martin Garix and Peking Duk.

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**B2G
VILLAGE**



**EVENTS
QUEENSLAND**

LIGHTGROUP



**HEADRICKS
LANE**



lightbox.
espresso and wine bar

**AUCK
LAND
HOUSE**