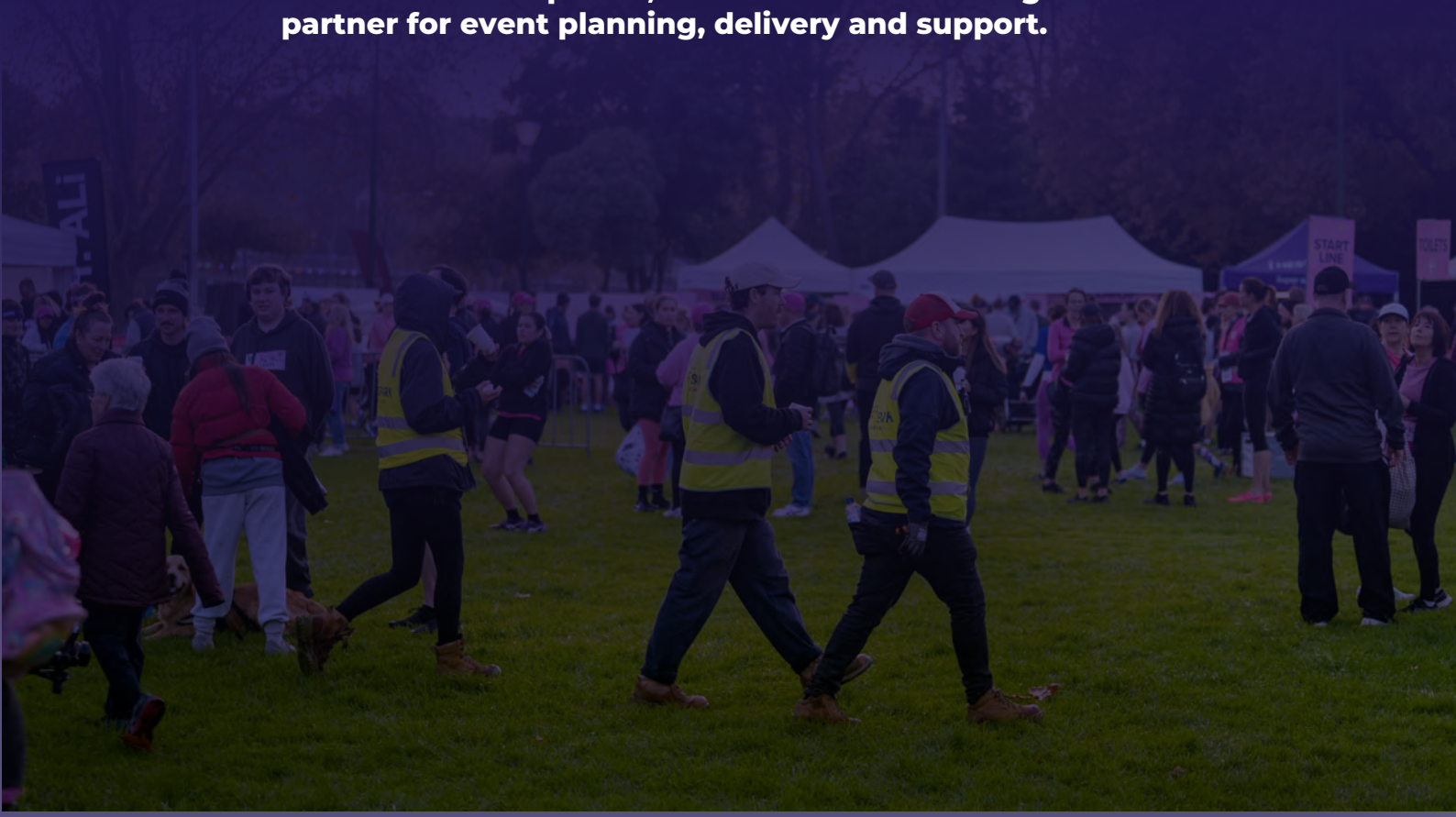


Three large, light grey plus signs are arranged in a triangular pattern on the left side of the page, behind the main title.

# **Event** management consultancy

**Focused and adaptable, we are Australia's recognised partner for event planning, delivery and support.**



# Your partner for management

Events are hard. Organising is ever more complex, demanding and extensive. We provide structured, measured advice.

With wide-reaching expertise from years of experience and knowledge in large-scale events, our team of exceptional event managers, coordinators, site crew and equipment brings end-to-end operation geared to you and your event.

**We plan, manage and deliver events on any scale.**



**Event Strategy  
& Planning**



**Management**



**Budget Advice**



**Project Planning**



**Stakeholder  
Management**



**Scheduling**



**Documentation**



**Procurement**



**Logistics**



**Site/Venue Build  
& Management**



**Equipment**



**Delivery**



**Review**



# Event snapshot

## THEY SPARK OUR WORLD

Spark provides expertise to the biggest events and organisations in Australia – sport, cultural and much more. Think Grand Prix, Presidents Cup, Australian Open, MotoGP, AFL Grand Final, Boxing Day Test, White Night, Wings for Life World Run, Cricket World Cup, Melbourne University, TLA Worldwide, IMG, Supercars, Royal Melbourne Show, Chinese New Year, Cricket Australia. So yes we handle the biggest events in town. Also some of the smallest.



### Formula 1 Grand Prix

**Wide-ranging** workforce.

**750+** staff per day.

**12,000+** hours worked.

**5 weeks** on-site.

**Large scale**, logistically challenging.



### Australian Open

**Customer service**, ticketing, ushering, labour.

**Up to 500** staff per day.

**14 days**.

**18,000+** hours worked.

**Delivering** for a global audience.



### Collingwood FC

**Event planning, management and delivery** across AFLW, VFL & VFLW programs

**Close integration** with local council & stakeholders.

**Multiple touch points** across operations.



### Mother's Day Classic

**National portfolio** running concurrently in Melbourne, Geelong, Adelaide, Brisbane, Gold Coast and Perth.

**Extensive** traffic-management operations and street closures.

**Not-for-profit** partnership.



### Illuminate Festival

**End-to-end** event management.

**5 events** over 6 weeks.

**All-encompassing** planning and delivery.

**Multiple** stakeholders and partners.

**Achieving** strategic council objectives.



### White Night

**Operationally challenging** end-to-end project.

**500,000+** attendees.

**50+** experienced management and crew.

**Multiple** weeks on-site.

**Acclaimed** result, tight deadlines.

**Bendigo**, Geelong and Shepparton.



### Inflatable Regatta

**Unique and fun**, outdoor event spectacular.

**Extensive** equipment and stock management.

**Complex planning & delivery** including river closures.

**Extensive** stakeholder management.

## WE HANDLE ALL EVENT SIZES

### Major Events

### Mass Participation Events

### Local Government & Council Engagement

### Stadiums and Venues





# Our amazing clients say

“

*It was evident from the outset, the alignment of values between Spark and M&OP was strong and a solid foundation on which our partnership is built. Spark's event management and workforce mobility expertise has delivered us some impressive results. Most recently at the Australian Open, Spark's attendance rate; talent of their workforce; quality in their planning and delivery processes; and thorough post event debrief far exceeded our expectations.*

**TARYN EVANS**

Head of Workforce  
Melbourne and Olympic Park Trust

*If you're looking for a team that can help you navigate the complexities of event management with a smile on their face and a calming presence; then Spark Event Group is for you. Highly professional, effective and detail-oriented, Geordie, Anthony and the Spark crew (including the workforce) will tackle the task with a level of investment and care that mirrors your own. They'll absorb your vision, understand your objectives and stay agile across every aspect of the event; from concept to permits through to attendee flow, safety and fan engagement.*

**KARINA WHITEFORD**

Head of Marketing  
Collingwood Football Club

*The Mother's Day Classic and Spark Event Group have enjoyed a deeply meaningful partnering relationship since 2020. From precision event management strategy, planning and implementation, to leaving no stone unturned when the inevitable challenges occur, we absolutely love working with them. Every team member authentically cares for the cause and each interaction is so easy and positive, and when you really need that final burst of energy, they come through every time! Operating across 6 major Australian city locations, Spark Event Group make our events bigger and so much better!*

**SARAH CLEMENTS**

General Manager - Events & Risk  
Mother's Day Classic Foundation

”

## SOME OF OUR CLIENTS



# Points of difference



## **OUR WORKFORCE**

*Placement with a purpose* - Motivated to work in events.  
Extensive event freelance network for senior roles.



## **OUR TEAM**

Positive, open-minded and honest.  
Dedicated and driven to deliver in the industry we love.



## **OUR EVENT EXPERTISE**

Specialised and solely event-focused.  
Multiple years of delivery expertise and knowledge.



## **OUR RELATIONSHIPS**

Respected by the biggest Australian events and companies.  
Attitude of 'partnering' with events, not 'supplying'.



## **OUR TECHNOLOGY**

Tailored for workforce management and delivery.  
Smart, simple and highly effective.



## **OUR SOCIAL PURPOSE**

Strategic goals for inclusion and wellbeing in our workforce.  
Focusing on the environment in all of our planning and delivery.



## Spark a contact

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### SPARK EVENT GROUP

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