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BUSINESS
FUNCTION
GUIDE



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WELCOME

Welcome to the 2014 Hunter Business Function Guide, an annual special coverage by HBR to help business people with planning an event in the Hunter region.

The Hunter has a growing reputation as an ideal location for business functions, with a growing number of local, Australian and overseas business people experiencing the excellent locations and services available.

One of the exceptional strengths of the Hunter is its extremely broad range of venues available, satisfying all tastes and budgets. The Hunter can readily accommodate any type of function, from small, intimate gathering, to large expos and international symposiums. The locations vary immensely, from the CBDs of major centres, to waterfront venues, vineyard experiences and rural retreats.

The Hunter also has a wide range of excellent support services to help ensure that you have a successful event. Whether you need help with just one aspect of an event or someone to take responsibility for almost the entire event, the Hunter has an experienced organisation ready to work with you.

The region is also unique in its range of accommodation, dining options and activities for delegates and visitors.

The Hunter is truly the perfect location for almost any type of business function.

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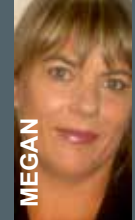
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GARRY



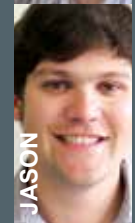
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VENUE REFERENCE GUIDE

Venues	Location	Room Capacity					Facilities	Onsite activities	Accom. room	See page
		Conference rooms	Area/M ²	Cocktail	Theatre	Banquet				
Anchorage Port Stephens	Port Stephens	7	144	160	140	100	Microphone, data projector, wireless internet. Day delegate packages include a screen, 2 flipcharts and free Wi-Fi.	Fine dining restaurant, Shayna Day Spa, team building experiences, function facilities, guest lounges, Balance Health Club – complimentary passes.	80	10
Blue Water Function Centre Swansea RSL Club	Swansea	3	400	300	200	150	Whiteboard, data projector, lectern, microphone, wireless internet, ipod, MP3 connectivity, 43in flat screen TV with DVD player. plenty of offstreet parking.	Private or public bar facilities, sports lounge, brasserie, access to water activities eg. fishing, scuba diving, boat charters, kayaking.		9
Customs House Hotel	Newcastle	5	428	80	100	250	Microphones, wireless internet, screens, plasma screen on stands, whiteboards, flipcharts.			12
Eaglereach Wilderness Resort	Vacy	3	1155	60	40	30	Live audio plus video streaming, breakout rooms.	Nature walks, wine tasting, yabbing, photography-native wildlife, Discovery Buggies Shuttle Bus, tennis court, swimming pool, games pavilion, restaurant, health & massage centre, outdoor gym, lagoon for fishing & kayaks, observatory deck.	45	13
Harrigan's Irish Pub & Accommodation	Pokolbin	3	285	250	60	150	PA system & microphone, Lectern, data projector & screen, WiFi, flip charts, white board	Sports Bar, pub, restaurant, swimming pool, 600m – Hunter Valley Gardens, aqua & mini golf, picnic area with BBQ facilities, shopping village.	48	8
Hunter Valley Resort	Pokolbin	7	175	250	150	250	Whiteboard, data projector, wireless internet.	In house restaurant, library, sport and recreational area, onsite vineyard.	35	4



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VENUE REFERENCE GUIDE

Venues	Location	Room Capacity					Facilities	Onsite activities	Accom. room	See page
		Conference rooms	Area/M ²	Cocktail	Theatre	Banquet				
Merewether Surfhouse	Merewether		390	350	250	350	Lighting, in built data projectors & screens, zoned PA system with lapel & cordless microphones, whiteboard, lectern – with a dedicated AV Company. Full length balcony overlooking the ocean & break out rooms.	Restaurant, bar, cafe & pizza shop.		14
Mobys Beachside Retreat	Boomerang Beach	1	140	140	120	80	Microphone, lecturn, data projector, wireless internet and whiteboard.	Restaurant, day sap, tennis court, heated swimming pool & spa, gym and only 50m to surf beach.	75	10
Remington Motor Inn	Muswellbrook	2	195	67	50	40	Projection screen, wireless internet, 50in high definition TV with HDMI connection, whiteboard, catering, business and receptionist services.	Fine dining restaurant, licensed bar, alfresco dining deck, shuttle bus, airport transfers ex Newcastle & Scone, site transfers, affiliation with Anytime Fitness for gym access 3 mins away.	54	2
Quality Hotel NOAH'S On the Beach	Newcastle	8	315	300	300	200	Lectern, lectern microphone, roving microphone, lapel microphone, wireless internet, whiteboard, flip chart stand.	Restaurant and cocktail bar	91	5
Scone Motor Inn & Conference Centre	Scone	4	180	50	50	30	Wifi, lecturn, data projectors, PA, flip charts available for hire.	BBQ area, bar and dining.	15M 9A	2
Souths Merewether	Newcastle	4	400	200	220		Data projectors, plasma screens, microphones, free parking, complimentary wireless internet, whiteboard, flipcharts etc.	Restaurant, café, gaming, sports lounge, children's activity area, dedicated functions team		11
The Business Centre	Newcastle	2	112		45		Data projector, wireless internet, whiteboards, flip charts.			



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Key venues and suppliers for the conference, meetings and events industry will be onsite at Newcastle City Hall to showcase the reasons you should consider hosting your next conference or event in Newcastle, Port Stephens, the Hunter Valley or across all three regions.

Don't miss this opportunity to see products from all three regions at the one local showcase.

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Venue: Newcastle City Hall

Sessions: Anytime between 12pm - 3pm or 5pm - 7pm

RSVP: Wednesday 17 September 2014.

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Register your attendance at www.altogetherperfect.com.au

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RUNNING A SUCCESSFUL EVENT

*Jason Starling
Helloworld Newcastle*

If you attend events regularly, you can probably think of an event or two that just didn't feel quite right. Maybe the venue wasn't ideal, or the catering wasn't up to scratch. Perhaps the event space just wasn't set up well. That event serves as a good illustration of how important achieving the right atmosphere can be.

Atmosphere is a tricky thing to get right. It isn't spontaneously generated when you put a group of people together in one place.

1. "Location is Key"
2. "Facilities offered is just as important"

Choosing the right event space and understanding your clients' needs vs their wants is one of the most crucial elements contributing to the success of your event. The type of event will strongly influence your choice of venue. For instance, a business conference and an awards ceremony will require very different types of locations. Consider also the number of people



attending, as you'll need to ensure your guests have enough personal space. For example, if the event is for a large number of guests you cannot try to squeeze them into a venue that does not support this capacity, but ticks all of your other boxes.



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PLANNING

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Accommodation

Here is a simple checklist to use:

PRE-EVENT

Budget

- Prepare an event budget and monitor your spending

Location

- Select a location
- Select a venue for your event
- Transportation – will people travel long distances to your event?
- Is there parking and easy access from mass transit?
- When is your location available?

Event Agenda

- What is the goal of your event?
- Develop event timeline
- Book entertainment and MC if needed
- Collect written confirmation from entertainment or MC
- Submit deposit for their services if needed

Contractors

- Order equipment e.g. stage, lighting, PA system etc
- Book portable toilets, fireworks, marquee, generators
- Book and confirm all contractors in writing
- Check insurance – public liability, staff, volunteers etc

Risk Management

- Conduct risk assessment involving all key stakeholders
- Create risk management plan
- Contingency Plans – wet weather, low attendance

Site Preparation and Plan

- Design plan of venue / event site

Other

- Organise volunteers and staff
- Prepare scripts or run sheets for ceremonies
- Organise awards/trophies/certificates & decorations

ON THE DAY

- Gather staff for full briefing
- Organise volunteer registration area & entertainers area
- Circulate contact list with mobile numbers to all staff / volunteers
- Review chain of command in case of emergency

AFTER THE EVENT

- Removal of all equipment and rubbish
- Thank you letters to staff, volunteers, performers
- Thank you presentation to sponsors Evaluation / debrief with key stakeholders Close off budget
- Send out questionnaire to gain valid feedback, this is help to better your events in the future
- Hold a de-brief session to look at ways of improving the event

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CONFERENCE VENUES

Corporate motels supporting Upper Hunter Country

The Upper Hunters premium corporate Motels the Multi-award winning Scone Motor Inn and the Remington Motor Inn Muswellbrook are proud to support the Upper Hunter Country branding initiative.

Upper Hunter Country Tourism, Muswellbrook Shire Council and Upper Hunter Shire Council have joined forces to promote the Upper Hunter to potential visitors. The Upper Hunter's unique character together with its location and distance from Sydney, Newcastle and Brisbane makes the region an ideal visitor destination. The Upper Hunters premium corporate Motels, the Multi-award winning Scone Motor Inn and the Remington Motor Inn Muswellbrook, are proud to be a part of the Upper Hunter Country branding initiative.

The local tourism association and Councils have unified behind a new brand and marketing direction launched by the Hon George Souris, Member for Upper Hunter, at Two Rivers Wines, Denman, on 4 August.

Natural light a feature of new conference venue

Newcastle's newest conference and events facility, The Green House, features floor to ceiling windows as well as all the technology required for a professional event. Named due to its location at Wests Bowling Club New Lambton, The Green House is well suited for a presentation, conference, cocktail party or banquet.

The Wests Group's Corporate Events Executive Maggie Small said the natural light was a key feature for The Green House. "It assists with concentration and productivity for conference attendees," she said.

For businesses wishing to cater for a larger event, the recently renovated Macquarie Room at Wests Cardiff is an ideal location for a trade show or expo. The Macquarie Room caters for up to 400 attendees theatre style or 300 for an expo.

For a function that requires an intimate setting, a chairman's meeting or exclusive lunch or dinner, The Figtree Boardroom is ideal. Located on the penthouse level of The Gateway Inn, Newcastle just 10 minutes from the city centre, The Figtree Boardroom can seat 16 people and provides catering from one of Wests signature restaurants Figtree Churrasco Bar and Grill.



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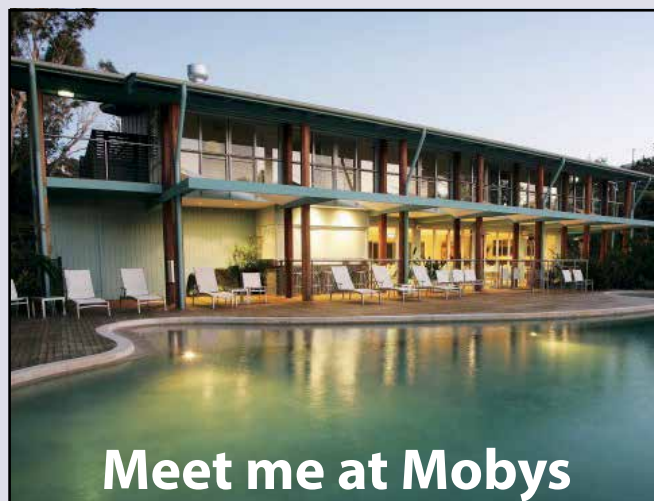


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CONFERENCE VENUES

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The workshops are designed to help discover how team members tick. When working together with the horses the team gets instant feedback - one of the fastest ways to find out how the team best communicates. The horses are free to respond (or not) to your team in the tasks set. The skills the team learns together transfer straight back to the office.

Working with horses is a practical way to understand what it takes to be a great leader. As part of the herd, horses naturally follow good leaders. They will respond the same way to you. They don't care what your title, experience or salary is. Their behaviour will mirror your actions and intent. Often how you think you are behaving is different than what you are actually doing.



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SUCCESSFUL THEMING OF AN EVENT

Many events can be made more successful through the creation of a theme. The good news is that through good planning, theming need not be expensive to create a more memorable experience.

The following tips will help when theming an event.

1. Plan theming from the start

The key to successful theming is to have it an integral part of planning at the beginning. Depending upon the type of event, the theme can have major impacts on a broad range of decision making, including venue, decorations, food, entertainment, invitations, promotion and much more. It is much better to make these decisions at the beginning rather than have the added work and expense involved in changing decisions further down the planning process.

2. Be open to theme ideas

Many businesses, particularly professional services, tend to be conservative in their planning and theming. This may be safe, but is unlikely to be memorable. Something a bit more edgy or with a “wow factor” is will have much more impact.

3. Don't go overboard with colours

A simple colour scheme is usually best, easier to organise and frees dollars that can be used for more impact.

4. Take advantage of venue facilities

Many venues have a variety of in-house facilities. Good use of sound, audio-visual and lighting facilities can add immensely to the theme, with little additional expense. Also consider other options that the venue may have, including table cloths, decorations and staff attire.

5. Encourage attendees to join in

Where appropriate, encourage attendees to dress according to the theme. This will not only add immensely to the overall effect but also make them feel more part of the event rather than a spectator.



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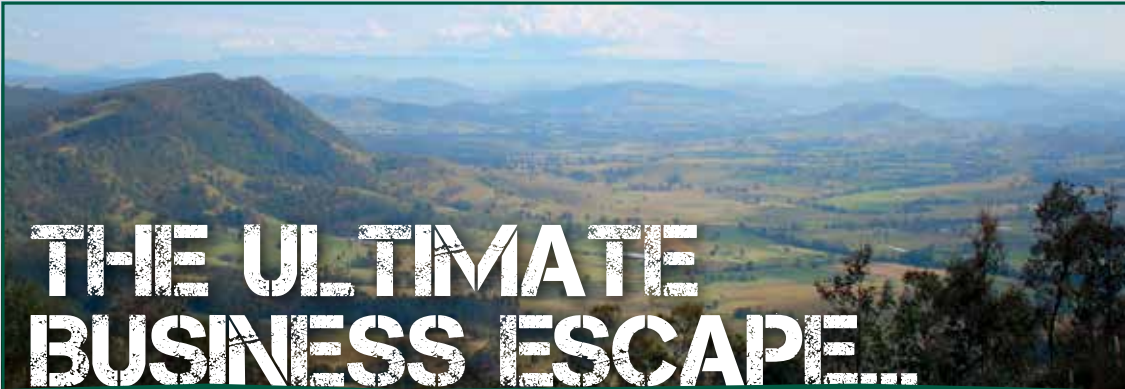
PRESENTING AT A BUSINESS FUNCTION

A presentation by one or more people is the primary function of many business functions. Making a presentation that is of interest to the audience and also of value to the presenting organisation can be a difficult task.

The following tips are designed to help.

- **Venue** – Ensure you have an appropriate venue. Make sure there is an appropriate sound system and other facilities that may be required, such as a data projector. The room should be comfortably large enough, but not too large or it will feel empty. Reasonably comfortable seating should be available in sufficient quantity for attendees, but not so many that most are unused. The temperature should also be comfortable.
- **Preparing the presentation** – One of the keys to a good presentation is preparation. The presentation should be kept short and to the point. Long company or personal histories may be of interest to you but are likely to bore much of the audience. Apart from very short presentations, it is often good to use a data projector where useful, but don't overdo it. Projected images should be readable by all visitors, even at the back. Projected data, video or audio are also a good way to break up the presentation and maintain audience interest. A sprinkling of humour and a human touch now and then never goes astray. If it will be a longer presentation, it is advisable to mix up the oral and electronic presentations so that each portion is easily digested by the audience. A presentation rehearsal works well for many people to ensure you are properly prepared. If there is going to be a question time then make sure that you are prepared to answer them.

- **On the day** – Arrive at the venue with plenty of time to spare and have the sound system and data projector/ computer tested and ready to go. There is nothing worse for both the audience and the presenter than a presentation beginning with an equipment problem. Some people are natural born speakers, whilst others find it very difficult. When delivering the presentation try to present in a calm manner but with enthusiasm. If there is a question time then answer concisely and don't let it drag on. Inform the audience that you are also happy to talk after the presentation. If appropriate, gather forms or contact information from the audience.
- **After the presentation** – Review how the presentation went. Were there any problems or ways you could do better? If the same presentation will be used again then think of ways to improve it. If there are people to contact following the presentation, ensure it is done in a timely manner.






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Getting the most from team building activities

Many businesses organise activities for their staff in an effort to build a more effective team, as a reward and to increase job satisfaction. If they are poorly organised, however, these activities can fail to produce these outcomes and even dampen morale if it is seen as just a work obligation.

The following tips will help you with planning your team building activities.

Set goals and a budget. What is the purpose? Is it to celebrate a significant business accomplishment, reward staff, let staff get to know each other better without work pressures, help staff see the "bigger picture" or some other purpose? The activity needs to be selected to meet the goals and keep within budget.

Select an activity suitable for your whole team.

If you have less active member, it is not a great idea for anything too strenuous. Don't select an activity that is likely to have an extreme range in abilities. Don't let the activity be overly competitive – you can have winners if you want, but make sure that others don't feel like losers.

Pick a convenient time. Employees will be most receptive to an activity that is during work hours and does not interfere with their personal time. When scheduling the activity, keep your employees' schedules and personal obligations in mind. If you have employees with children in day care or school, make sure that the team-building day does not interfere with their pick-up schedule or require them to plan additional childcare.

Ease work pressures. Make sure that you reduce the employees' workload that typically gets done during the scheduled team-building time so that they do not have to work nights or weekends to get their jobs done. You may need to hire temporary staff. Take into account the downtime when setting schedules and targets.

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TEAM BUILDING

Consider help. Ask possible venues for tips, what has worked before etc. You can even consider hiring an external professional to organise the whole or some of the activities.

Don't forget travel time. You may find a great location, but staff may not be happy if they have to travel an extra hour or two each way. If you are really set on a location a little more distant, consider hiring a mini-bus and also use the travel time effectively.

Provide food. No one is happy if they are hungry or if finding something to eat is a chore.

Don't be boring. Don't bore staff with speeches or work-related talks. The best activities are those a bit different, not something many of the staff do on a regular basis. Consider special challenges.

Encourage staff to mix. Forget about staff hierarchy. Make all staff feel like they are on an equal footing. If you have a large number of staff consider nametags with just their first name. If the activity involves teams, try to have teams comprise of staff members that normally don't work closely.

Get post-event feedback. After the event, have employees provide anonymous feedback on the team building day. By knowing what your employees liked and disliked about the event, you can better plan team-building activities in the future. If you planned the day for a specific reason, evaluate the outcome after the event.



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Hunter Business Review

The dawning of a new era in the evolution of HBR

HBR has evolved into a multi-media information source for businesspeople with the launch of a new integrated print – website – social media strategy.

We have no plans to not print hard copy issues, but recognise the tremendous opportunities available to complement the region's leading printed magazine with an active website and social media plan to keep readers more informed than ever.

The new website is a complete re-design and offers a whole new level of content including:

- Regular new stories
- The complete contents of published HBR issues – posted stories plus PDFs
- The ability to search all stories on the website
- and much more

We are also offering regular advertisers with free website advertising (contact us for further information and conditions!)

HBR has commenced with twice weekly posts on social media and will also assist story suppliers and advertisers to spread the word on their content to their social media contacts.

But this is only the beginning.

Over coming months you will see a number of further changes in the integrated HBR product.

If you are interested in participating in the new HBR, then contact us today.
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SUPPORTING SERVICES

Depending upon the nature of your business function, you are likely to require supporting services of some form. Even if you feel confident of managing the entire event by yourself, it is prudent to at least investigate what services are available.

Event organisers are highly recommended for medium to large functions, particularly if your own organisation does not possess the sufficient skills, experience or available time. They also have regular contacts that they can call on to help in a wide range of different aspect of the function.

Other services that you may need to consider include caterers, security, entertainment, travel, storage & transport, printers, stand builders (for expos) and much more.

The real key is to make sure that you organise as many of these early in the planning process to ensure you are not making last minute decisions when you are likely to be snowed under with other aspects of organising. They may also have recommendations and advice that will make your planning easier and the event more successful.

The Hunter is fortunate to have a wide array of these services available, any of which would be happy to attend to your queries.



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WE DON'T DO GROUP HUGS

Lincoln Amidy
Pinnacle Team Events

Well folks have you ever been to that conference where all was fine until they made you hug a tree, yell chants, play sport, abseil down a mountain or pretend to like others.

Phew I think we have all been there. Over the 11 years of us running Pinnacle Team Events the landscape and emotion has changed and the above introduction is in fact one of our greatest challenges. We started this business with the aim to “de fluff” this concept and enable conferencing groups to conduct a realistic, fun and potentially morale boosting experience. Our mission statement or purpose has endured the 11 years and we believe is still very relevant- “we don’t do group hugs”.

For us people crave realism, honesty and authenticity. Nothing worse than the facilitator of a team building activity talking about how good they are and telling you how good you could potentially be.

There are two ways of conducting real, honest and authentic team experiences: one is to conduct more of your traditional outdoor/indoor team activity or two investigate the functionality of the team through an incisive, truth based, fun workshop. Either way it’s important that the activity matches the client, and what’s just as important is that the participants enjoy themselves safely.

The other approach is to investigate the functionality of the team. Teams are made of up individuals and we are thrown together and expected to work harmoniously as a cohesive unit. There is no Team University or educational program so sadly this tends to be an assumption toward success. We have found that with investigation and discussion based around individual and team behaviours a group of co-workers can be given the tools and motivation to work together as a functional unit.

Everyone’s perceptions and expectations of a team activity will differ, but if it’s an experience that’s fruitful and enjoyable for all, with a bit of fun on the side this usually translates to a happier more productive employee and workplace.

For further information contact Pinnacle Team Events on (02) 4962 5034, email info@pinnacleteamevents.com.au or visit www.pinnacleteamevents.com.au



Lincoln Amidy is Director & Team Development Facilitator at Pinnacle Team Events. He is a team development expert who provides motivation, education and coaching to some of the biggest organisations in the country.



HELLOWORLD TRAVEL GROUP WINS MAJOR AWARD

Newcastle's travel agency, helloworld Hunter Travel Group (HTG), has been named Best Retail Travel Agency - Multi Location at the Australian Federation of Travel Agents (AFTA) National Travel Industry Awards (NTIA) in July.

The NTIA is Australia's leading travel industry event of the year, celebrating the travel industry's achievements and congratulating those companies who have excelled in the retail travel business. The Best Retail Travel Agency - Multi Location award recognises a retail travel agency operating across two or more locations demonstrating best practice in management and service delivery.

Brett Dann, Managing Director at HTG, says that winning this prestigious award against the best agencies in the industry is something HTG is very proud of.

"Over the past 15 years, HTG has established itself as an innovative, reliable, respected group that continues to get stronger each year. Our passionate and successful team is the backbone of our company and this award is a credit to their ongoing dedication and professionalism," said Mr Dann.

"To achieve this type of recognition from industry peers at a national level is an absolute honour. It certainly

reconfirms our philosophy and commitment to providing the best and most memorable travel experiences for our customers. I am extremely grateful to my team, suppliers, and clientele, for their support and belief in our services," added Mr Dann.

Elizabeth Gaines, CEO at Helloworld Limited, congratulated HTG on receiving national recognition at this year's NTIA.

"I would like to congratulate and acknowledge HTG and all helloworld's franchisees, members, consultants, managers and supply partners selected as winners and finalists on their achievements. By striving for excellence, backed by a strong and contemporary brand, we will continue to transform the travel experience for customers across the country," said Ms Gaines.

HTG was the only Newcastle-based travel company selected as a finalist in its category, from a national field of contenders.



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Louise Maher
Hunter Valley Events

In most major event destinations you will find a local company who specialises in 'destination management services' for events. They are a specialist in the destination and offer a broad range of event related products and services that can be tailored to suit your event.

The service is based on booking, providing and managing certain components of the event at the destination that you would prefer to outsource, due to time or capability constraints. A Destination Management Company (DMC) works on a fee for service basis, which is either incorporated into costs or quoted separately as a management fee, depending on the service provided and how the service provider structures their fees.

This type of service can add an enormous amount of value to your event through delivering local content in a creative and cost effective manner. The service provider has local expertise and access to local options that you may not be aware of, which in turn provides you with unique content and saves you money in sourcing from outside the area (which is beneficial in assisting with your carbon footprint).

The typical service offerings a DMC provides can be categorised as follows;

- **Accommodation and Venue sourcing/booking** - provide options and costs to suit a client brief in summary format, in order to streamline the information gathering and selection process for the client. The service is provided with the understanding that the client engages the service provider to make their venue booking. The service can finish once the venue contract is in place, or some DMS's offer further management of the booking throughout the event planning and delivery stages, on a fee for services basis, if the client requires this level of assistance.

- **Team Building Activities and Local Touring Options** – source or design local activities to suit a required outcomes or brief. Most DMC's will operate the activities with the assistance of local services, products and personalities. Knowing the capabilities and delivery standards of the local options is the key service offerings in engaging a local DMC.

- **Special Events** – create local content and support, to assist in the delivery of client 'special events'. This can include events such as Gala Award Dinners, Themed events, Product Launches, Incentive programmes, Christmas Parties, Weddings, Festivals and Concerts. The support can range from total event management through to management of certain components such as entertainment, theming, activities and staffing.

- **Meetings and Conferences** – assist with the local set-up and service requirements of business sessions including; audio visual support, sourcing speakers/entertainers, floor plans, company branding, printing, food and beverage.

For further information please contact Hunter Valley Events on (02) 4933 5400, email louise@huntervalleyevents.com.au or visit www.huntervalleyevents.com.au

The image shows a promotional graphic for Hunter Valley Events. At the top, there are four colored squares (grey, green, orange, blue) with horizontal lines. Below them is the text "hunter valley events" in a sans-serif font, with "hunter valley" in lowercase and "events" in a larger, bold font. Underneath is "conference & event solutions" in a smaller font. Below this is a row of four small images: a marina, a person holding a glass, a group of people, and a couple in formal wear. Below the images is the text "fresh ideas" in a large, stylized font, with "fresh" in green and "ideas" in white. Below that is "that engage and deliver" in a bold, sans-serif font. At the bottom, there is an orange banner with the text "call us to plan your next conference, special event or team building activity" in white. Below the banner is the text "Hunter Valley • Newcastle • Port Stephens • Central Coast" and at the very bottom, the address "222 High Street Maitland NSW 2320 • P 4933 5400" and the website "info@huntervalleyevents.com.au • www.huntervalleyevents.com.au".



Louise Maher is Director of Hunter Valley Events who specialises in corporate events in the Hunter region and has over 25 years' experience in the Events & Tourism industry.

Ray Kress
Newcastle Security

Security must always be considered when organising your business function. Unfortunately, sometimes it is an aspect that is not given enough importance until it is too late.

Security risk assessment

For all business functions, some type of security risk assessment should be done, considering what security risks are present and what actions need to be taken to address each risk.

At the most basic end, say clients attending a function on your business premises, the risks may be fairly minimal but will still be present. Businesses are normally quite good at controlling access at these events and are in familiar surrounding so have often attended to many security risks as a normal course of running their business. But having a function is much different than the day-to-day running of the business. A fairly unique risk to these types of events is data security - from leaving sensitive information visible, printouts in bins and even electronic media in easily accessible locations. You should also consider the security of attendees from their parking location to

your premises. It is hardly good for business relations if a client is mugged or their car is damaged when they are attending your event.

When using an outside venue consideration must be given to the access points and what security is already provided.

If you are expecting a large number of attendees then crowd control measures may need to be taken.



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Planning checklist

- What type of event is it?
- Is there valuable assets at risk?
- Will alcohol be consumed?
- Where will the event be located, is it at a licenced facility?
- Access points – where do the guests enter/ exit? Are these easily accessible in the event of an emergency?
- Age groups attending, will RSA be required?
- Number of people attending?
- Is traffic flow of a concern?

Finally there should be incidence preparedness so everyone knows what to do if a security incident occurs and measures have been put in place to minimise their impact.

Getting help

It is often wise to obtain help from specialised businesses to help with security for your event.

They can help in almost all areas of security, including risk assessment and planning. They also have trained staff who know how to handle a wide range of situations whilst still being customer friendly.

Newcastle Security guards are trained in many aspects of security such as Responsible Service of Alcohol (RSA), First Aid, WHS and crowd control. The guards are chosen for specific tasks based on the training certificates which they hold.

Security businesses can also provide a range of equipment for your event that you may otherwise need to spend time and expense in obtaining.

Making the security plan

After threats are assessed, the next step is planning what people and materials are needed to address each threat risk.

The first step is usually making the venue a low security risk. This includes limiting the access points, controlling traffic flow, securing equipment, etc.

Next there should be deterrence, such as lights and visible personnel.

For further information contact Newcastle Security on (02) 4960 6800, email admin@newcastlesecurity.com.au or visit www.newcastlesecurity.com.au



Ray Kress started his security career in 1983 when he started his own security business, then called Security City, a name he later changed to Newcastle Security Centre in 1987 when the company was incorporated. He also taught the Security Course at TAFE for 10 years in the late 80s and 90s.





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