

Hawkridge Entertainment Services is pleased to announce a new partnership with the Vass Theatre Group. Founded by Aleksandar Vass OAM, the Vass Theatre Group is the strategic hub for a wide range of Australian and International theatrical activities from ownership of venues, production, management, national and international touring. Hawkridge Entertainment Services are specialist consultants in the sport, entertainment, arts and venue industries with a vast range of experience in major infrastructure projects and strategic advice.

Initially the Hawkridge team will be working with the Vass Theatre Group on the Alex Theatre Project developing an Arts innovation and technology hub in Melbourne. The project is a social enterprise, designed for research into sustainable models of management for facilities in Australia. This exciting project was established to create a model for compact boutique commercial performance spaces that would not only act as hubs in communities for the Arts but innovative spaces to develop 'Off Broadway' productions and innovation in the Arts.

In addition, the partnership will focus on the establishment and development of esports and VR Gaming venues with particular focus on commercialisation strategies. Both organisations bring a depth of experience in this emerging industry as well as the development of integrated and immersive studios and entertainment precincts.

The partnership will include assisting a range of clients with;

- Strategic planning advice;
- Design development;
- Financial modelling and analysis;
- Business case preparation;
- Risk analysis;
- Operational planning.

The partnership creates a permanent presence for Hawkridge Entertainment Services in Victoria to be located at 1/135 Fitzroy Street, St Kilda and adds to the existing operations in Sydney, Perth and Singapore.



For further information please contact:

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