



SGL GROUP

SIMPLY GREAT LEISURE

*"Australasia's leading
Arts and Culture planners"*

Company Profile

Arts & Culture



www.sglgroup.net

With offices in:

ADELAIDE

**AUCKLAND
SYDNEY**

**CANBERRA
HOBART**

**CHRISTCHURCH
WELLINGTON**

MELBOURNE

INTRODUCTION

SGL GROUP is an innovative and progressive sports, recreation, leisure and tourism planning consultancy. As an alliance of Australian and New Zealand companies with an extensive array of leisure and management specialists. The Group's work history and large number of projects that have developed from initial feasibility to completion, are testimony to the services provided.

All the associated companies have expanded rapidly over the past 18 years to become one of Australasia's leading sports, recreation, leisure and tourism planning groups.

“Our mission is to deliver innovative, practical and leading edge solutions to the leisure industry.”

SGL GROUP strives for client and community empowerment and best outcomes for all stakeholders. In any project we are involved in, we place emphasis on client involvement and follow-up. We are interested in ensuring that the work we do, not only results in an outstanding outcome, but leaves a legacy of continuous capacity and skills.

ARTS AND CULTURE

With a work history of arts and cultural development in Australasia and the United Kingdom, SGL GROUP is well positioned to provide creative strategic planning and development activity recommendations. The Group has extensive project experience across creative industries, arts and cultural organizations, and schools; and has specialised in working in partnership to extend creative practice throughout Government, industry and community.



Our cultural and creative planning approaches unlock the aspirations and abilities of all target groups to plan, design and implement their project. Our experience ranges from developing arts and health strategies, arts networks, cultural plans and creative learning strategies; to projects that raise awareness of arts and culture and encourage participation in the creative industries.

KEY SPECIALIST SERVICES

SGL GROUP undertakes leisure and tourism planning and consultancy across a broad industry spectrum including **arts and culture, sport and recreation, and tourism**. Our core areas of expertise include:



OTHER SERVICES

We also offer:

- Market research and demand analysis
- Marketing and development plans
- Leisure trend analysis
- Industry development and training
- Facility Funding Strategies

OUR TEAM

SGL Group is a team of highly qualified, competent and experienced consultants with practical experience in their field. We are all genuinely passionate about the leisure industry and pride ourselves on our integrity and enduring relationships with our many quality clients.



PARTNERSHIPS

SGL GROUP has an extensive work history and ongoing strategic relationships with many of Australia and New Zealand's best architectural, engineering, landscape, market research, financial planning, funding and facility development companies. These links have seen SGL GROUP undertake projects in Australia, New Zealand, North America, Asia and the Middle East.

PROJECT EXPERIENCE

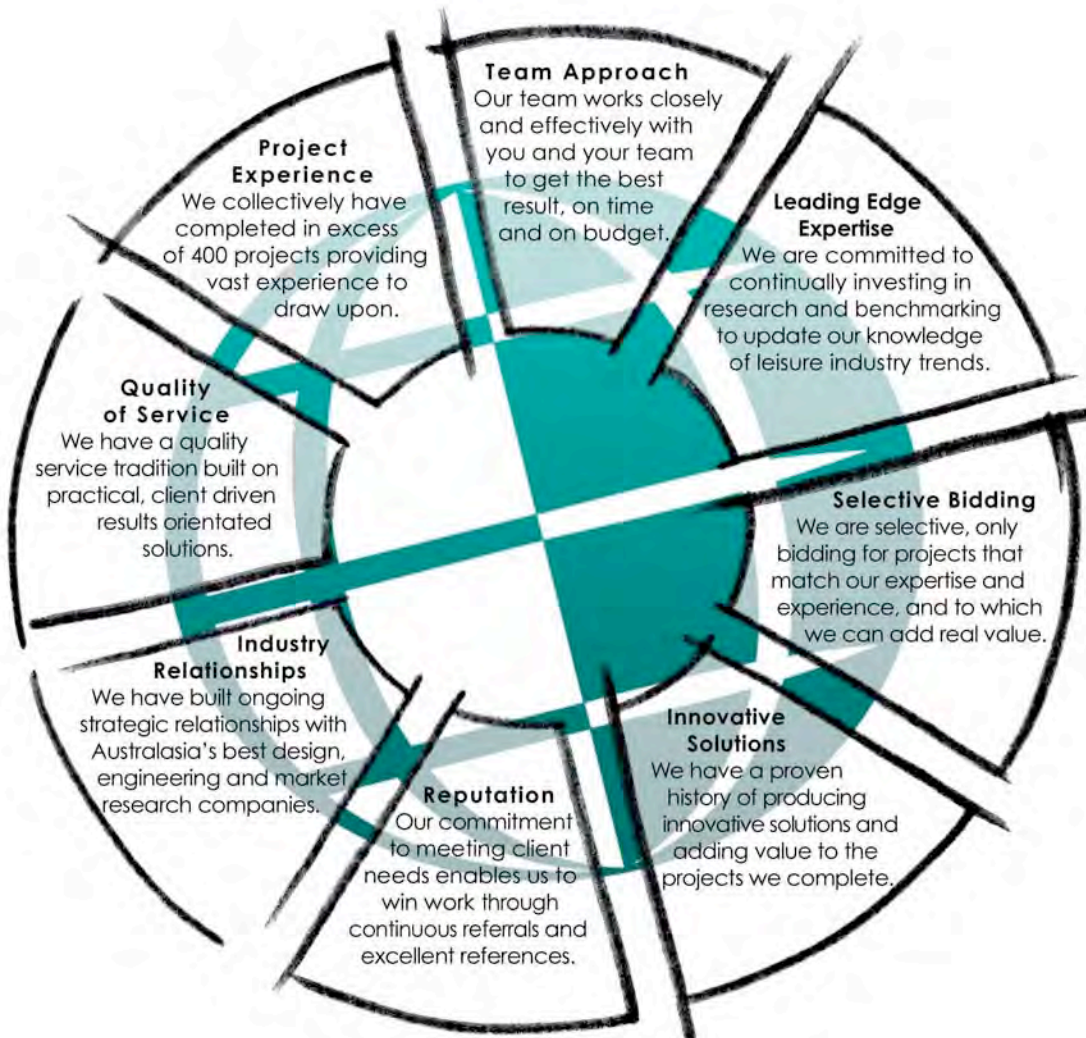
SGL GROUP has completed in excess of 400 projects. A list of projects is available on the SGL Group website (www.sglgroup.net) and includes the following areas:

- Arts and culture
- Tourism
- Major/international projects
- Aquatics
- Indoor sports
- Education
- Funding
- Events
- Open space
- Leisure plans
- Business plans
- Outdoor sports
- Policy
- Market Research

THE BENEFITS OF CHOOSING SGL GROUP

We offer "Simply Great Leisure". When you link us to your team and project, you will get practical results orientated recommendations and strategies that enable projects to progress to development implementation.

The Group is committed to providing the highest quality services and advice on all aspects of the leisure industry. The key reasons why you should choose SGL are simply:





FURTHER INFORMATION

For further and more comprehensive information on how SGL GROUP can assist your project, please refer to the SGL Group website:

www.sglgroup.net

Alternatively, please make contact with any of the following representatives:

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