



SCENE CHANGE OPENS IN WOLLONGONG

New audiovisual group Scene Change has announced its second office in Wollongong.

Scene Change Wollongong will be run by Sean Keaveny, who has spent the last six years as Technical Supervisor at the 6000-seat WIN Sports and Entertainment Centre.

Prior to that he managed Staging Connections in-house offices at venues



L-R Peter Kolevas, Sean Keaveny, Ian Whitworth.

around Australia, including the Novotel Northbeach, Hilton Brisbane and Sheraton Mirage Port Douglas.

"We've known Sean for years, and he's a perfect fit for us. He knows hotels, he has a lot of high-end production skills and contacts from his time at the WEC, and he's a Wollongong guy through and through. There's nothing going on there that he doesn't know about," said Scene Change Director Ian Whitworth.

In line with the Scene Change business model, Keaveny will be taking an equity stake in the business.

"Ian and I have been travelling around the country talking to potential clients, and there's been a strong response to the idea of a national brand combined with local ownership," said Director

Peter Kolevas. "They know that a local manager who's bet his house on the business has a pretty strong incentive to deliver a great show."

Keaveny sees major potential in the Wollongong area. A number of new hotel developments are already under way, with its proximity to Sydney making it an increasingly attractive conference destination.

"I've been wanting to set something up myself for a while, because I think Wollongong's about to really take off as a destination," said Keaveny. "It's good to be able to do it with Peter and Ian, because they've got a good brand and they care about the technical quality of what we do."

Other Scene Change announcements are expected shortly. Their new 'Revolucion' web site and marketing campaign was recently launched at the Meetings Events Australia conference in Hobart. Prominent members of the conference industry were seen sporting the distinctive 'Scene Che' t-shirt, featuring Hobart Manager Rod Street in Che Guevara mode.

"We're having more fun than you can possibly imagine. Watch this space," said Whitworth.