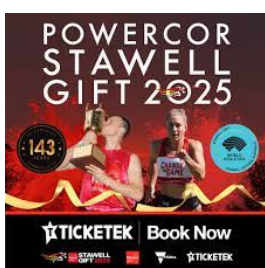




**Team Recruitment.
Travel Management.
Accommodation Booking.
Finance & Payroll Administration.
Onsite Operations & Ticketing.**

**All in a day's work for the
McArthur/Ticketek Stawell Gift Team**



McArthur
Best people fit. Making a difference.

TICKETEK

Ticketek & McArthur: 2025 Stawell Gift

Background

The Stawell Gift is one of Australia's most iconic sporting events. Every Easter weekend since 1878, the country's finest athletes have converged on the small Western Victorian town of Stawell to compete for both the prestige of being crowned Stawell Gift Winner and the highly attractive prize money.

2025 was always going to be a special 'Gift' as many of the country's current top athletes were competing. With sprint sensations Gout Gout, Lachlan Kennedy and Torrie Lewis all taking part, it was not surprising the event broke recent attendance records with 12,512 race-watchers coming through the gates across the three days.

Since 2022, McArthur has partnered with Ticketek to make the Stawell Gift the best possible ticketing experience for attendees. We also act as an extension of the Ticketek team by providing added value activities including travel and accommodation management, financial administration and overall team well-being.



The Challenges and our Solutions

1. Tyranny of distance



Stawell is located in Western Victoria - with the nearest major population centres being Melbourne (3hrs), Ballarat (1.5hrs) and Horsham (1hr). Sourcing local staff would not be easy and made more challenging due to the Easter break with many people on holiday or out of town. So we knew creative, lateral-thinking solutions were required.

Our experience over the last three years has allowed us to identify the key benefits that attract the best Melbourne based talent to work regionally and this year we implemented:

- An hourly rate based travel allowance covering all mileage to and from Stawell;
- Pre-arranged accommodation close to the event location;
- Generous daily meal allowances every day to cover breakfast, lunch and dinner;
- The opportunity to refer suitably qualified friends or family for roles with the team.

Ticketek & McArthur: 2025 Stawell Gift

2. Regional Logistics



Being a small regional town and in close proximity to the ever-popular Grampians tourist destinations, accommodation options are always at a premium in the Stawell area.

Over the Stawell Gift/Easter Weekend, the town's population swells 3-fold and accommodation becomes the area's most valuable commodity.

- Based on our previous Stawell Gift experience, McArthur had identified traditional hotels & motels during high season as cost prohibitive and too highly sort after;
- The McArthur team sourced, booked and paid for Air BnB accommodation for all six team members;
- Overall costs were within the Federal Government's Accommodation Allowance parameters;
- By having all team members in the same accommodation, it encouraged interaction, exchange of ideas/experiences and team bonding opportunities.

3. Multi-dimensional Award rates and Allowances



Our extensive experience providing staffing solutions for regional events gave us a full understanding of the unique financial administrative requirements that the Stawell Gift would demand.

Travel/kms, meals and accommodation allowances all had to be managed carefully and the shift rates across two levels (Supervisor/Seller) added another dimension of administrative complexity.

- Over the last three years' the McArthur team has developed an in-depth understanding of the specific nuances and requirements of the Stawell Gift. We have continuously improved our payroll and finance administrative processes based on 'on the ground' experience.
- We provide consolidated, transparent invoicing and financial reporting that simplifies the complexities of multi-award pay rates and disparate allowances.

Ticketek & McArthur: 2025 Stawell Gift

KEY PROJECT METRICS



100%

Shift fulfillment across all 3 days



12,500+

Attendees



120+

Hours completed across all shifts



6

f/t staff - 2 supervisors, 4 sellers

Outcomes

- A seamless, proactive service delivery covering all key project touchpoints from recruitment and training to travel, accommodation, team management and finance & payroll.
- A well-trained, experienced team that were straight out of the blocks from Day One and helped ensure the highest levels of operational efficiency and customer interaction across the 3 days;
- Consolidated, transparent invoicing and financial reporting that simplified the complexities of multi-award pay rates and disparate allowances.
- 'At Cost' invoicing for all non-core incidentals e.g. accommodation, meals, travel etc.
- **A fantastic 2025 Stawell Gift!**

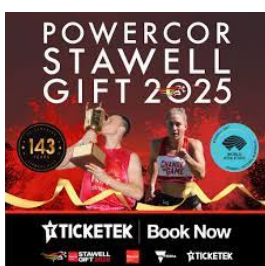
Wrap-up

A total event staffing solution built on Experience, Agility, Innovation and Real Partnership.

Since 2022, McArthur has enjoyed a highly successful working partnership with Ticketek and a shared commitment to providing the best possible Stawell Gift experience to all visitors. Every year we continue to learn, improve and expand our services and we now operate as a genuine extension of Ticketek.

Our role is now not simply confined to the recruitment and training of exceptional Ticketing staff for the Stawell Gift, we provide administrative support across all key project touchpoints including travel and accommodation, and finance and payroll activities. We are reactive when needed, and proactive by nature.

This is what we do. And no-one does it better.



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