



# Our Story

**The HSM Group** has a comprehensive history, specialising nationally within the realm of sports marketing, creating effective commercial partnership in sport with the professional ability to craft unique event properties with a point of difference,

Our prime focus is brand loyalty, which plays a major role in sports marketing delivering outcomes and accountabilities, a refreshing return for our client's valued investment.

HSM Group is proficient across all traditional cross media relations, having the ability to engage suitable campaigns and promotions associated with television, radio and press , plus all the new trends and movements of social media marketing, Facebook, Instagram, Pinterest and Twitter

## **Ironman:**

HSM Group started in Sports Management in securing major sponsorships and commercial properties for Surf Life Saving's World & National Iron Man Champion Trevor Hendy, then quickly expanded the portfolio to other national sporting celebrities, like Wally Lewis (Rugby League) Craig McDermott (Cricket) Hayley Lewis (Swimming) Guy Leech (Iron Man) and Australia's most capped Ironman Champion Zane Holmes.

## **Surf Boat Rowing:**

The HSM Group is an industry leader in the development of Surf Lifesaving Australia's iconic sport of surf boat racing and facilitated the formation of the Australian Surf Rowers League (ASRL). The HSM Group was the catalyst in securing a long-term agreement with the Royal Australian Navy as the sports major sponsor.

## **Surf Rowing Australia:**

The newly formed identity of HSM Group, the sport of Surf Boat Rowing is now at an elite level, with the creation of Ocean Thunder Pro Surf Boat Challenge, an event specifically designed for both national and international television audiences (televised to over 32 countries). Through this extensive coverage we now see the sport being embraced by the vast still water rowing fraternity throughout Europe who are looking to take their rowing expertise to an extreme level of excitement. We now have over 9 countries participating in this new surf sport phenomenon called "Surf Rowing".

## **Surf Rowers Golden Blade Awards**

An annual gala event presentation for over 1000 guests to honor "Gold Medal" winning Surf Boat Crews at the Australian Surf Lifesaving Championships. In true tradition the winning boats (6) are displayed and strategically hung "ceiling rigged" at the Gold Coast Convention and Exhibition Centre - Central Arena, a spectacular display and feature, each of the 6 Divisional Winning Crews are presents with their (full size) "Golden Oar Trophy, all the actual televised race finals are replayed highlights on 30m (largest) LCD screen, the day then parties on with non stop live entertainment and comedians on stage .

## **Wave Warriors Junior Challenge (Nippers)**

In partnership with Australia's Champion Ironman Zane Holmes and State Surf Lifesaving bodies, the creation of the Medibank Wave Warriors Junior Challenge has a proud 6 year history of "Nipper / Junior" development nationally. This unique surf sports property is designed to encourage the transformation of Nippers into the senior ranks of Surf Lifesaving competition. The key formula to this event is "all participants are winners but winners are champions".



## Supercars Australia

HSM Group has become a respected name in the commercial partnership business for key Supercar Race Teams, currently aligned and on track with the TEKNO Group an Australian family business led by Jonathon Webb a champion driver in his own right, and TEKNO's full time champion driver Will Davison, combination backed by the knowledge and experience that comes from 35 years of involvement in racing and motorsport.

Winning culture is all-important and the team is comprised of industry leading engineers and mechanics whose combined skills are driving the team to the top ranks of the sport

## Supercars Australia (Off Track)

To complement the motorsport involvement (8 years), V8 Supercars Australia commissioned the HSM Group to run their annual Gold Coast 600 V8 Supercar Drivers Official Welcome Lunch at Jupiters Hotel & Casino with all drivers attending.

## Cycling

Cycling as a sport and recreational activity, has enjoyed an explosive growth over the last decade, and as more people take up riding and their ability improves, they seek out more challenging and alternate cycling experiences the HSM Group has created event partnerships to further the exciting evolution of cycling within the community.

- 2012-2014 HSM Group created Gold Coast Festival of Cycling in partnership with Robbie McEwen - Australian Cycling Champion and triple winner of the Tour de France's Green Jersey -Sprinters classification. Gold Coast local Robbie - designed 3 extraordinary courses - Robbie McEwen Gran Fondo 117km Piccolo Fondo 50km Tourist Ride 25km
- 2016 HSM Group collaborated with event partners to establish the inaugural Oceanway Ride lead by Event Ambassador Phil Liggett. Focusing on a Gold Coast community cycling experience with emphasis on families - producing a combination of a family fun day out while providing cycling enthusiasts a challenging 42km adventure ride by the sea with the backdrop of Gold Coast's iconic beaches..

## **International Fleet Review - Celebrating 100 years of Navy**

On Saturday 5th October 2013, the HSM Group secured Fort Denison, one of Australia's most iconic landmarks to celebrate Australia's most historical Naval events, the "Royal Australian Navy's International Fleet Review", and "100 Years of Navy". An unforgettable evening "A Once in a Lifetime Gala Dinner" on Fort Denison, Sydney's "Jewel in the Crown" to witness the most spectacular fireworks and lighting show that the world has ever seen, with over 40 battleships and 19 tall ships from around the world, and surrounded by over 2 million people along the foreshores of Sydney.

## **ANZAC 100 Years Remembrance Ceremony**

HSM Group partnered with South Curl Curl SLSC and Turkish household appliances Beko to help commemorate the 100 years since the Gallipoli landings. 100 surfboats simulated the Gallipoli landings at Collaroy Beach on ANZAC Day 2015 "100 years – 100 boats". At sun rise over on ANZAC Cove in Gallipoli for their Dawn Service, here in Australia it was approximately 12:00pm, our landing of 100 Surf Boats took place to align with the Dawn Service in Gallipoli. As a symbolic gesture, 100 schools prepared 'wreaths' which were presented to a representative from each Surf Boat Crew on landing. As an exchange of goodwill and understanding, crews presented 100 Lone Pine Tree seedlings / saplings, originating from the original Lone Pines of Gallipoli, to the participating schools.

### **Peter Hickey**

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