



Project #1 – Review of Management, Operations, Programming and Technical Fit Out of Tamworth Regional Entertainment Centre

Tamworth Regional Council

Project Brief:

Pegasus was engaged to conduct a complete review of TREC for Tamworth Regional Council in order to increase usage, maximise financial return, lower the financial burden on Council and bring the centre into venue of positive national repute.

Services Provided:

- Community and Industry Consultation – Pegasus conducted a questionnaire of local users to establish their needs and potential uses of TREC and also consulted with promoters Australia wide to gauge the feasibility of including TREC in their regional touring circuit. Pegasus also worked closely with the Tamworth Tourism Bureau.
- Programming Advice – In several instances Pegasus acted on behalf of the management in securing large scale performances for the venue (e.g. *Long Way To The Top.*) Pegasus also provided advice to management on securing the best possible financial outcome in negotiating its future terms of hire.
- Technical & Front of House Refurbishment – Pegasus provided a report on the upgrades and refurbishments required for TREC to become a suitable venue for professional use. Once the report was adopted, Pegasus also acted as Project Managers on the works, including the installation of 1,500 retractable seating to enable the TREC to act in Lyric and Concert Mode, the installation of house audio and lighting equipment and general upgrades to all front of house and back of house facilities.
- Relocation of Museum – TREC previously hosted a small museum in its front foyer entitled “Walk a County Mile...” which Pegasus advised would be better suited to the Tourist Information Centre. This was subsequently relocated, and now enjoys a higher patronage.

