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National Achievers Congress 2011

Melbourne was the location that brought three of the most successful millionaires in one location to impart their knowledge and success to an eager crowd of thousands at the National Achievers Congress. Donald Trump, Robert Kiyosaki and Anthony Robbins were the guest speakers at the event that attracted current and future business leaders. Event Organisers Knowledge Source selected I-SEC Group to provide event security services at the event held at the Melbourne Convention and Exhibition Centre. The I-SEC Group team were engaged to provide services that included asset protection, event security, VIP escort / protection and first aid.

I-SEC Group General Manager Nick Drak added "Security Team Leader John Dimoulas and the team delivered a professional, effective and first-class service. They should be very proud of their effort and the outcome. It was a true testament to the effort and response provided by John and the Victorian team." I-SEC Group also welcomes Knowledge Source as a new client and congratulates them on an exciting and successful event.

Melbourne Spring Fashion Week at City Square

Melbourne Spring Fashion Week is Victoria's most exciting fashion event and one of Australia's most diverse. It attracts over 80,000 people to the beautiful city of Melbourne every year. The event plays a vital role in showcasing the exciting collections of new and emerging fashion designers. The City of Melbourne transformed the City Square into a thrilling and energetic hub of fashion excitement and I-SEC Group were chosen as the sole provider of security and first aid services for the duration of the event and the festivities. I-SEC Group General Manager Nick Drak added "We were proud to be chosen by the City of Melbourne and excited for our team to be involved with the city's professional events team. A special mention goes to Security Team Leader Peter Balafas for the



From left to right: Peter Balafas and GM Nick Drak

commitment and support provided to the client and service delivery on behalf of our organisation." I-SEC Group also welcomes the City of Melbourne as a new client and we look forward to a beneficial partnership.

Cold Chisel Hits Coffs Harbour



Security Guard: Ahmed Mougabbel

Aussie rock legends Cold Chisel included Coffs Harbour on its biggest tour in nearly 30 years around Australia. Their "The Light The Nitro Tour" made its way to the Stadium Drive Hockey Fields in November and I-SEC Group were selected to be the sole provider of event security services for this exciting occasion for the city. Services provided included asset protection, RSA Marshals, bump in / out staff, crowd management and event operations. Director of I-SEC Group Tony Daou explained, "The stadium was alive, Cold Chisel rocked the house and our teams made sure the fans received the experience they were hoping for, without incident. We are proud of our people. Well done to them all."

Brightest and Best Business Awards 2011



I-SEC staff members: Katrina Palffy and David Bale

I-SEC Group has long been associated with the Waverley Council. Our proud involvement has permitted us to service them for many years at a variety of events and on many projects. One of those recently was "The Brightest and Best Business Awards" which recognise, promote and reward the contribution of local businesses to making Waverley in Sydney a dynamic and economically vital place to live, work and shop. The awards this year were expanded to include all businesses located in the Waverley area. The services proudly provided by I-SEC Group included asset protection staff and corporate event personnel whom greeted guests and watched over proceedings.

I-SEC Group at the Muswellbrook Cup 2011



I-SEC Group staff in action

It may not be the race that stops a nation but the Muswellbrook Cup Racing Carnival is celebrated by the many who attend in a great atmosphere. The Muswellbrook Cup Carnival is traditionally staged to correspond with the Melbourne Cup and is the biggest two-day racing carnival in the Hunter Valley. People from the Hunter Region look forward to a great day of racing and the I-SEC Group Events Security Team was on hand to ensure the focus remained on the event, the course and the festivities. A big thank you goes out to the I-SEC team whom travelled to Muswellbrook to deliver a service that ensures the I-SEC brand remains strong.

Parklife Adelaide 2011



September 2011 signalled the official expansion and launch of the I-SEC Group brand in South Australia. Although I-SEC Group had been managing events and having a presence in South Australia since 2008, the Parklife event was officially delivered by I-SEC Group employees in the company's new event uniform. Director Tony Daou and General Manager Nick Drak spent considerable time, planning and preparation in ensuring suitable staff were interviewed, selected and employed to represent the brand. The Parklife event was once again a success, with some of the biggest live entertainment acts on the various stages keeping the huge crowd entertained. The Adelaide team led by National Major Event Manager Simone Elbeb delivered a superior service. Simone added "It was refreshing to work with eager, professional and mature staff that were enthusiastic for the best guidance and direction. With the continual support and training from our management team, our staff with our brand will always exceed our client's expectations in South Australia. I would like to thank all our staff for a job well done and for the support provided by our new suppliers."

Kyle & Jackie O's Million Dollar Dawn Dig



I-SEC Group's Specialist Security Service Manager Chris Jones

As dawn broke over Bondi Beach in November, Kyle and Jackie O from 2Day FM gave one lucky listener the opportunity to become an instant millionaire. It was buried somewhere in the sand like treasure and the lucky contestant was given the rare opportunity to dig it up at one of Australia's most famous beaches in a competition that changed her life forever. With such a huge responsibility to protect the location of the hidden money and ensure no unauthorised access, I-SEC Group was engaged to provide tight security around the site. Escorting the 2Day FM events team in complete darkness the I-SEC Group Team cordoned off the area and kept prying eyes away, ensuring the competition was delivered without incident. Our Specialist Services Manager, Chris Jones also provided close personal protection duties on Jackie O ensuring she could deliver the good news without delay. We would like to congratulate the winner Isabella and wish her good fortune and success.

The Dally M Awards



The Dally M Awards are the official annual player awards for the National Rugby League competition and are the highest honour that can be bestowed upon a player of the league. The event was held in September at the Royal Hall of Industries in Sydney and broadcasted live on Fox. The event brought out league players and their glamorous wives and girlfriends, who frocked up in their finest for the occasion. Billy Slater was awarded the highest honour of the night of player of the year in front of an animated and prestigious crowd whom were being kept safe and secure by the I-SEC Group Events Team tasked with crowd management, access and egress control, brand protection and safety.

Miranda Kerr Launches David Jones Collection



Supermodel Miranda Kerr dazzled in red as Australian designers showcased flowing designs and bright colours for the David Jones spring summer season launch. Hundreds of Australia's fashion elite and designers watched in August as Kerr walked the catwalk for the Australian-themed parade at Sydney's famous Hordern Pavilion.

Over 24 Australian designers, including Sass and Bide, Akira, Trelise Cooper and Kirrily Johnston, showed their summer collections, in front of an excited and enthralled crowd of VIP guests and industry leaders.

I-SEC Group were chosen to provide the specialist event services they are renowned for ensuring access was provided to those guests / VIPs invited, the asset and brand protection of all designs that were to be paraded and the safety and security of the event organisers and those in attendance.

Audi Launches its NEW A6 in Style



One of the world's most prestigious car manufacturers Audi launched its new A6 in Sydney in August 2011 at the Royal Hall of Industries. An intimate black-tie function heralded the launch of the vehicle by Audi Australia. The Audi A6 was unveiled before MC Sandra Sully invited guests to view two of the latest A6 vehicles.

During the evening, guests were entertained by Melbourne band Electric Empire, and a live cook-off between former Wallabies George Gregan and Matt Burke. The competition was overseen by Matt Moran, who, along with the rest of the team at Aria, produced food for the VIP guests from his award winning Restaurant.

I-SEC Group were once again selected to provide specialist event security services ensuring the guests, the vehicles and the brands of Audi and Playbill Venue Management were being protected and promoted.

Foreshore Festival 2011



I-SEC Group once again showed their true national presence by providing security at the Foreshore event in Canberra in November 2011. The Foreshore Festival returned for the 5th consecutive year to a sold out crowd. Held in the picturesque Parliamentary Triangle, Foreshore 2011 kicked started the summer festival scene for Canberra. Kicks Entertainment once again selected I-SEC Group to provide event security, safety and risk management services for the highly anticipated event that attracted the most exciting entertainers including Armin Van Buuren, LMFAO and ARIA winners Gotye and Boy and Bear. A big thank you goes out to the Events Team for ensuring the crowds rocked without incident.

Christmas Message from the Management Team

We always look forward to this time of year because it provides a great opportunity to catch up with so many of our people. We are very proud of all your individual and team achievements and without your dedication and commitment; our ongoing success would not be possible. Congratulations to those employees who have maintained and or attained positions with us, welcome to those who have joined our team all over Australia and good luck to those whom have moved on to pursue new career paths. To our valued clients Australia wide, we would like to thank you for your support and trust in us and the I-SEC Group brand. We are proud to be associated with your company and your people. To everyone, we thank you all for your support during 2011 and all the best to you and your families for Christmas and the New Year.



I-SEC Goes with Hyundai

In September I-SEC Group took delivery of our new events transportation vehicle. The vehicle which has been completely branded with the I-SEC Group badging is a welcome addition to the fleet of vehicles and equipment used to manage our operations and deliver our services.

The iLoad Crew Van was chosen as the preferred

transportation because of the inoffensive looks of the vehicle, which also houses a pleasant and comfortable interior with enough space for five security team members and all our required equipment. An easy to drive, easy to manage vehicle the I-SEC Group Events vehicle excels in providing not only a spacious interior and a plethora of commodious storage compartments for all our important equipment but it has been fitted out with the latest equipment to ensure that we can respond to any event, project or incident and deliver to our clients our service promise. If you see us on the road, give us a beep and a wave.

Masterchef Live 2011

Australia's favourite TV show once again transported itself to be the ultimate foodie event with great success as a live event. Over 185 cooking demonstrations across 3 days were staged at the Hordern Pavillion & the Royal Hall of Industries which showcased some of Australia's best and most famous rock star chefs including Gary Mehigan, George Calombaris, Kylie Kwong, Adrian Zumbo and Matt Kemp.

The crowds lapped up the atmosphere and the food with great delight and were kept entertained and engrossed by the culinary skills of not only some of Australia's but the world's best culinary geniuses.



I-SEC Group were selected to provide crowd management, event security staff, safety and risk services and RSA. The team enjoyed the event and worked with both the venue and the event directors to ensure the various sponsors and brands were protected and the patrons in attendance enjoyed their experience.

Walt Disney Heiress Arrives in Melbourne

Abigail Disney is the Founder and the President of the Daphne Foundation, a progressive, social change foundation that makes grants to grassroots, community-based organisations working with low-income communities in cities around the world. She is also known as the Walt Disney heiress. She is a renowned filmmaker and philanthropist. The Australian Women Donors Network, a not for profit organisation advocating for women, hosted Abigail when she came to Australia for the first time in November 2011. At a Gala Dinner in the Palladium Room of Crown Casino, Abigail was the international keynote



speaker. Perfect Events selected I-SEC Group to provide Close Personal Protection Services for the Melbourne event to ensure Abigail's safety and security. We welcome Perfect Events as a new client and look forward to a long and rewarding partnership.

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