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**The great expansion: Why small business in Australia is forced to expand its reach.**

During the pandemic, there was one thing that was clear: nothing was clear. Small businesses in Australia for generations have prided themselves on servicing local industries and giving the local community its best.

For a small business in Australia, Covid-19 quite literally was make or break, with many companies too small to remain open, shut their business, and turn their back on their art. Upskilling and changing their careers suddenly became the new norm.

As cases were ramping up over the world, the local industry in sunny Brisbane, witnessed an interstate movement as it had never seen before. With lockdowns crippling Melbourne in the middle of 2020 and Sydney not far behind it, the Sunshine State looked like a better option for family and business migration. With many businesses closing down across the southern states, the rise of expansion into Queensland, hit the local economy harder than most would probably have known.

With the uncertainty it was already facing in the suffering events industry, in late 2020, Gathering Events saw its first competitors arrive from the southern movement, opening up in Southeast Queensland. Leads already drying up and were now split amongst the newcomers, with many companies going all in on Queensland, and it’s an uncanny ability to avoid most lockdowns.

“My family was confused when I told them I was on my way to Sydney. Crossing that border and heading south seemed silly and destructive when everybody was heading north up to Queensland.”

“I felt that with the rising number of competitors migrating into Queensland, we had to fight fire with fire and take a risk in the southern states.”

“I left my wife who ran the business in Queensland, and with our trusted team of full-time staff members offered support in the expansion.”

“The new locations for the business were expected to create over 30 jobs in the events industry.”

Getting onto the front foot, Gathering Events and its directors set out to expand into the southern states to recoup some of its lost revenue, and hopefully produce revenue to save their small business. Driving only a Volkswagen Crafter full of coffee carts, juice carts, gear, and one suitcase, director Adam MacMillan jumped in at midnight and crossed the border, knowing there was no return – at least if the premier had it her way.

Hitching up in an AIRBNB for three months, Gathering Events opened its warehouse in South Sydney’s Alexandria and began hiring casual and full-time staff, marketing itself to the struggling state. Events picked up, lockdowns finished and a quick dash over to the city of Fashion, Melbourne, saw immediate success in bringing together events across all three states.

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Related links

www.gatheringevents.com.au

Founded by husband and wife duo Adam & Jennifer MacMillan, Gathering Events runs brand activations including coffee carts, juice carts, gelato carts and more. The company has the ability to custom design it’s cart, with full spec branding available across all of its products.

Gathering Events proudly now employs over 30 staff across Sydney & Melbourne, and now has been operating in the southern states for almost 2 years.