



# ALL ABOARD

Bring your event idea to life at The Station.  
Newcastle's most unique space for events, creativity and pop-up retail.

[newcastlestation.com.au](http://newcastlestation.com.au)   [@thestationnewcastle](https://www.facebook.com/thestationnewcastle)





# THE CITY'S MOST UNIQUE DESTINATION



Bring your event idea to life at The Station.

With expansive landscaped piazza and platform areas, bookable indoor space for up to 150 people and quality amenity and infrastructure to make hosting your event easy - anything can happen.





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PHOTOGRAPHER: CHRIS EYLES





# WELCOME TO THE STATION

**The Hunter and Central Coast Development Corporation (HCCDC) owns and manages The Station, and is excited to temporarily activate the ground floor areas and expansive platform.**

A unique offering with over 7235m<sup>2</sup> of flexible space, The Station can accommodate a variety of indoor and outdoor activations from small gatherings to large community events and festivals.

The site is managed under a temporary use development activation (DA), allowing HCCDC to provide varied community uses on a site that was formerly used as a transport hub.

Under this DA, the platform can be activated between 6am–10pm Monday to Saturday, and 8am–10pm Sunday. Permitted uses include markets, entertainment, food and drink, information and education.

The site map on page 6 outlines the amenity provided on the platform to inform event planning, and detailed site conditions provide essential information for any event manager looking to host an event at The Station.

We can host a multitude of events such as markets, food and beverage events, small reoccurring events, fitness activations and boot camps, corporate training and workshops, comedy shows, music concerts, launches, weddings and celebrations, festivals and much more.

## EVENT PROCESS

These steps are to be followed when booking an event at The Station.

- Online event enquiry form submitted by event manager
- Formal event application form submitted by event manager
- HCCDC provides draft Event License, venue hire/ security bond estimate and request key event documentation (outlined below)
- Event manager accepts offer and fee quotation
- Event License with HCCDC, event manager submits event documentation and pays any applicable fees
- Event manager can then commence promotion of their event

## KEY DOCUMENTATION

- Event Management Plan
- Risk Assessment
- Public Liability Insurance (noting Hunter and Central Coast Development Corporation as an interested party)
- Workers Compensation Insurance
- Plan of proposed area to occupy
- Depending on scale of event, additional information may be required

## NEED ASSISTANCE?

**Event Coordinator  
The Station Newcastle**

Sally Leacy  
Hunter and Central Coast Development Corporation  
**M:** 0424 581 241  
**E:** [sally.leacy@hccdc.nsw.gov.au](mailto:sally.leacy@hccdc.nsw.gov.au)  
[newcastlestation.com.au](http://newcastlestation.com.au)



## OUR EVENT STRATEGY IS UNDERPINNED BY TWO KEY ASPIRATIONS:

### Activate The Platform

Activate the platform with regular Friday, Saturday and Sunday events (allowing multiple activations on one day, depending on activation); and

### Create Opportunities

Create opportunity for randomised or recurrent activation from Monday – Thursday that complements the tenancy offerings and attracts people time and time again.





PHOTOGRAPHER: CHRIS ELVES

# PLANNING YOUR EVENT

Hunter and Central Coast Development Corporation (HCCDC) values safety as a top priority and following needs to be considered when proposing an event at The Station.

## COMPLIANCE

### LIQUOR LICENCE

The Station has an existing on-premises liquor licence. As each event is different, with varying levels of risk, HCCDC will work with each event manager to negotiate terms based on the conditions of the liquor licence.

Contact [sally.leacy@hccdc.nsw.gov.au](mailto:sally.leacy@hccdc.nsw.gov.au) for a full overview of conditions and parameters when proposing an event with alcohol at The Station.

When proposing having an event with alcohol, please consider the following:

#### You must:

- Comply with DA conditions
- Comply with HCCDC Liquor Licence Conditions and Alcohol Management Plan
- Gain approval from HCCDC and its licensee, Liquor and Gaming Solutions (LGS) to facilitate events that propose the sale or supply of alcohol
- Work with local police when events expect over 1500 people in attendance, minimum 28 days prior to event
- If supplying your own security guards as per licence conditions, you must submit valid copies of the Security Master Licence and Public Liability Insurance
- Pay fees prior to your event associated with activation of the Liquor Licence

#### You cannot:

- Bring your own alcohol to The Station
- Engage unlicensed security guards
- Suspend current On-Premise liquor licence, without permission
- Bring an external liquor licence or caterers licence to service your event

### Preferred suppliers

The Station works with preferred suppliers that can service and supply alcohol for your event, under the management of HCCDC and LGS.

### Security guards

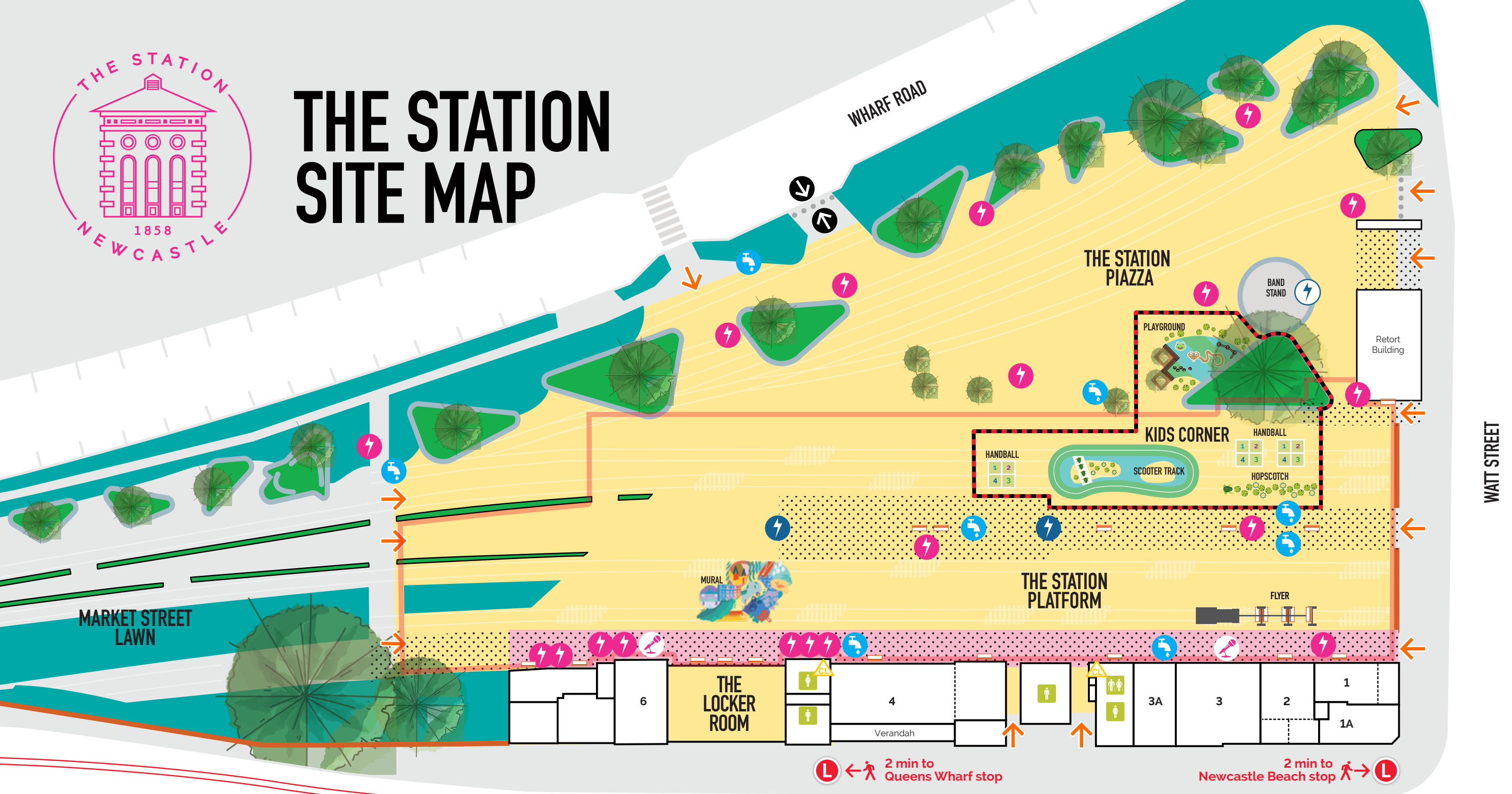
- LGS preferred security company can provide quotation upon request
- It is mandatory for all security guards working at events to hold a valid security licence
- If not using recommended security company, you must provide valid licences, valid RSA's and Insurances







# THE STATION SITE MAP



## KEY

- Event area
- Licensed for liquor (conditions apply)
- Exclusion Zone (Strictly no cars or set up in this area)
- Music Zone (Low impact soloists and other artists exempt)
- Undercover

- Power supply
- 32 amp 3 phase
- 20 amp 3 phase
- Water outlet

- Fence
- Light Rail route
- Bollards
- Pedestrian entry/exit
- Approved vehicle entry/exit only

- Toilets
- Accessible toilets
- Cleaning equipment
- Seating
- Light Rail stop

- Informal seating
- Trees
- Grassed area
- Planting

SCOTT STREET

**2 MIN**  
NEWCASTLE BEACH



# FLEXIBLE AND FUNCTIONAL



PHOTOGRAPHER: CHRIS ELES

## THE STATION PLATFORM

The Station platform has access via Watt Street, Scott Street, Wharf Road and through the beautifully landscaped space that connects to Market Street Lawn.

- ⚡ Two 32amp 3 phase outlets
- ⚡ Ten double 15amp outlets
- 💧 Five water outlets
- 🍷 Existing on-premises liquor license
- 🚻 Access to toilets
- 🛹 Kids scooter track












# ANYTHING CAN HAPPEN

## THE STATION PIAZZA

The new open-air piazza feature beautiful raised garden beds that provide informal seating, a band stand and an interactive lighting feature.

-  Eight smart poles each with double 10amp and 15amp GPO outlets
-  One 20amp phase 3 outlet
-  Three water outlets
-  Direct access to Watt Street, Wharf Road and Market Street Lawn
-  Kids play space







# THINGS ARE DIFFERENT ON THE INSIDE

## THE LOCKER ROOM

This internal space is 150m<sup>2</sup> and has been beautifully refurbished to suit the temporary activation needs of the site, and is ideal for use as a yoga studio, dance space, wedding reception venue, networking event space and more.



Two female toilets, one shower, four male toilets and two showers



Four double power outlets



Direct access to the platform and Scott Street



A custom large screen and projector is available for use in the space, making it perfect for movie nights, presentations and product launches. (Fees apply)





# GETTING TO THE STATION



The Station is located in the heart of Newcastle's East End and right on the beautiful harbour. The Station is highly accessible and can be reached by many methods: cycling (we have bike racks!), walking, driving (parking close-by), as well as public transport (including bus, light rail and ferry). All Aboard!

## BIKE AND WALK

Cyclists and those living in and around the city will enjoy the scenic trip into The Station via the foreshore and Market Street Lawn.

## LIGHT RAIL

Queens Wharf stop near Market Street Lawn and Newcastle Beach stop are located just 2 minutes walk from The Station.

## CAR

There are over 1400 car parks within a 12-minute walk of The Station, with the closest parking along Wharf Road at the Foreshore.

## FERRY

The Stockton Ferry is a short a five-minute stroll through Market Street Lawn to Queens Wharf.

## BUS

Regular public bus services operate along Watt Street with a bus stop directly opposite The Station.

## TAXI

Taxis are easy to find and the streets surrounding The Station are key transport routes through Newcastle city centre.







# VENUE HIRE PRICING

Our fee schedule has been designed to create a vibrant and active precinct and to attract and retain events. The fees and charges have been calculated on the type of event, area used, event risk profile and commercial aspect of the event.

Unless specified and negotiated with HCCDC, all events will have nonexclusive use of the platform and piazza (ticketed events exempt) to allow the community to continue to participate and enjoy the site and its retail offerings.

To qualify for non-commercial rates, the event must be registered non-for-profit or charity. In this instance, the event manager will be notified upon application of a revised rate in comparison to above rates, this will be determined on size, scale and risk of event.

Bookings of multiple events spaces will incur a booking fee for each space booked. Fees listed are exclusive of GST.

When requesting a booking, additional bump in or bump out days must be included for approval by HCCDC.

## THE LOCKER ROOM

Event	Description	Fee
Full Day	Up to 12 hours	\$200
Half Day	Up to 5 hours	\$100
Hourly		\$25/hour

## TICKETED EVENT

Commercial events with higher site impact and restricted community access

Ticketed event examples would be music concerts, comedy festivals etc.

Event	Description	Fee
Small Ticketed	Ticketed, attracting less than 500 people per day	\$750/day (Additional \$100 / ½ day for bump in/out)
Medium Ticketed	Ticketed, attracting 500-1000 people per day	\$1000/day (Additional \$100 / ½ day for bump in/out)
Large Ticketed	Ticketed, attracting 1000-2000 people per day	\$1500/day (Additional \$100 / ½ day for bump in/out)
Major Ticketed	Ticketed, attracting 2000-4500 people per day	\$2000/day (Additional \$100 / ½ day for bump in/out)

## SINGLE EVENTS

### One-off booking

Event examples include markets, music events, concerts, comedy festival, craft fairs, networking events, cinema under the stars and sporting workshops.

Event	Description	Fee
One-off small, low site impact	Free entry, attracting less than 100 people	\$55/hr (Minimum 2hr hire)
One-off Micro	Free entry, attracting 100-250 people	\$350/day (Additional \$100 / ½ day for bump in/out)
One-off Small	Free entry, attracting 250-1000 people	\$500/day (Additional \$100 / ½ day for bump in/out)
One-off Medium	Free entry, attracting 1000-2000 people	\$750/day (Additional \$100 / ½ day for bump in/out)
One-off Large	Free entry, attracting more than 2000 people	\$1000/day (Additional \$100 / ½ day for bump in/out)

## RECURRENT EVENTS

### Three or more bookings, that are non-ticketed

Event examples include markets, food and beverage, networking events, training workshops, fitness classes, craft fairs, cinema under the stars and sporting workshops.

Event	Description	Fee
Recurring small, low site impact	Recurring and scheduled, attracting less than 50 people per day	\$25/hour
Recurring Micro	Recurring and scheduled, attracting 50-100 people per day	\$55/hour
Recurring Small	Recurring and scheduled, free entry, attracting 100-1000 people per day	\$350/day (Additional \$100 / ½ day for bump in/out)
Recurring Medium	Recurring and scheduled, free entry, attracting 1000-2000 people per day	\$500/day (Additional \$100 / ½ day for bump in/out)
Recurring Large	Recurring and scheduled, free entry, attracting more than 2000 people per day	\$750/day (Additional \$100 / ½ day for bump in/out)



# EVENT PLANNING TIPS AND GUIDES

When planning your event at The Station, there will be lots of things to consider, and lots of different stakeholders to engage with.

The following information is intended as ideas only and does not constitute any formal recommendations for services. HCCDC does not have any affiliations with these suppliers; they have been included as a starting point only, should event managers wish it.

Please contact suppliers directly to discuss pricing and liaise logistics for your event.

## INFRASTRUCTURE AND AV

We own key event infrastructure that you can choose to use for your event. Contact our Event Coordinator if you'd like to discuss using any of the following:

- 1.8m timber trestle tables
- Black folding chairs
- Black stools
- Outdoor rugs
- White picket fencing
- Lawn games
- PA System
- Kid's Corner and Scooter Track

### Projector and Screen

Installation and packdown fees apply. Install in designated locations only.

- Indoor (Locker Room): \$220
- Outdoor (suitable for after-dark)  
Weekdays: \$280 / Weekends: \$380

## PARTY HIRE, DECORATIONS AND LIGHTS

Beavis Party Hire specialise in supplying staging, marquees, tables, chairs and dance floors. Also, a range of linen, crockery, cutlery, glassware and kitchen equipment. Whimsical Fox Events can assist with the hire of furniture, décor, backdrops and lights. Individual items can be hired, or packages offered. Delivery and collection can be arranged.

### Beavis Party Hire

**T:** 02 4966 2933  
**E:** enquiry@beavisparty.com.au



BEAVIS PARTY HIRE

## CATERING

Sprout Catering, Fennel & Co Catering and Cranky Chef Catering are all local caterers that can assist with any sized event. Offering sit down dinners, bespoke events, corporate packages.

*All offer gluten free, vegetarian and vegan options.*

### Sprout Catering

**M:** 0410 409 746  
**E:** info@sproutcatering.com.au

### Fennel & Co. Catering

**M:** 0413 802 418  
fennelandco.com.au

### Cranky Chef Catering

**M:** 0400 422 637  
**E:** orders@crankychefcatering.com.au

THE NAKED FLORIST



## FLOWERS

The Naked Florist can provide customised quotes for floral arrangements. Minimum of \$1,000 for jobs that require installation and \$450 for jobs that don't require installation.

### The Naked Florist

**M:** 0422 558 428  
**E:** ashleigh@thenakedflorist.com.au

## AV

Fordtronic AV and Scion Audio and Events offer a large range of AV equipment and services including festoon lights, event stages, sound systems and microphones, lighting, screens and projectors.

### Fordtronic AV

**M:** 02 4969 67 22  
**E:** office@fordtronicav.com

### Scion Audio and Events

**T:** 02 4961 3733  
**M:** 0428 600 199  
**E:** scion@scionaudio.com.au



STATION INFRASTRUCTURE

CATERING



SCOOTER TRACK





# ALL ABOARD

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