



Winarch Group Acquires Wats On Events, Extending Events and Activations Capabilities



Thursday February 6, 2025 — Winarch Group has added **Wats On Events** to its growing portfolio of companies – a move which gives it access to festival bar management, licensing, pop up bars and brand activations, providing new opportunities to scale the business across Australia.

The acquisition is complete, with all full-time staff, including Wats On General Manager Ben Morgan, and the company's extensive network of casuals moving across with the sale. Founder and Director, Michael Watson, will stay on to ensure a smooth transition and continuity for staff and Wats On clients. The group has ambitious growth plans for the well-established and well-respected business.

Watson founded what was then known as Wats On Tap in 2009 as a beverage business, catering to weddings, engagements and private functions. From there, Watson guided it to also become a fully fledged festival and event bar management and brand activation event company, which became Wats On Events.

Wats On Events now offers premium bar operations for some of Australia's most renowned and prestigious events, and works in partnership with global brands, agencies and venues to execute seamless activations and events across the country. The full-service offering of Wats On Events includes everything from liquor licensing, compliance documentation, staffing and management, bar infrastructure, menu development, beverage forecasting, cash management and point of

sale, security, post-event reporting, reusable vessel systems, and sponsorship sourcing and negotiation.

Wats On Events will now sit within Winarch Group's recently unveiled **Winarch Live**, the Group's comprehensive offering of venue, event, safety and management services. The Winarch Live division is spearheaded by **Ewen Craig**, and includes Cedar Mill Events and Secure Events and Assets (SEAA), as well as The Olive Tree Market and The Finders Keepers markets.

Winarch Live has lofty growth ambitions for Wats On Events, including expanding its operations into other markets including Melbourne. In addition, Winarch Live will be seeking to secure some significant food and beverage contracts for Wats On Events over the next 18 months, and will look to integrate some of its capabilities into its other business units, including The Finders Keepers Markets.

Wats On Events Founder, **Michael Watson**, said: "Almost 16 years ago I sold my boat to fund the inception of this business, and I can't believe how far it's come. What began as a dry hire bar rental business, has grown and evolved into the well respected and thriving business it is today, and is something I am extremely proud of. I have been fortunate to have been involved in some extraordinary events and activations while leading Wats On Events.

"As a solo founder, who has been very hands-on and close to my amazing team, I'm chuffed Winarch Group acquired Wats On Events. Their team has similar values and I'm confident they'll continue to look after the company's staff and the legacy of the business. We've built something truly unique and special, and I can't wait to see how Winarch Group scales the company across the country."

Winarch Group Founder and Director, **Paul Lambess**, said: "At Winarch Group, we're driven by a vision to reshape the live entertainment and tourism landscape through strategic investments and ambitious partnerships. Every acquisition we make adds to the human experience, and strengthens our ability to deliver world-class venues, live music events, and lasting experiences that support and help local and regional economies to thrive.

"Wats On Events is a natural extension of that vision. It has carved out a unique position in the market, building a loyal following of customers and clients who genuinely love what it delivers. Michael and the team have built an impressive company that is in demand, respected and ready for growth. Integrating Wats On Events into Winarch Live is an exciting next step - one that allows us to scale the business, reach new markets and further strengthen our event capabilities across our existing portfolio. This is exactly the kind of business we look for, one with strong foundations, a great team and the potential to grow even bigger."

Winarch Group's acquisition of Wats On Events, which will sit within the Winarch Live division, marks another milestone for the business. With a growing portfolio of world class venues, music businesses, markets and event services - including the Cedar Mill Events precinct, a purpose-built

music venue under construction in Lake Macquarie - Winarch Group continues to push boundaries as a leader in Australia's live entertainment, tourism, and events sectors. The addition of Wats On Events' food and beverage capabilities will further enhance and expand Winarch Group's venue and event offerings.

For further information or interview opportunities, please contact Sound Story.

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MEDIA ENQUIRIES | SOUND STORY

Jane Elliott

+61 428 508 628

jane@soundstory.com.au

Geoff Cope-Watts

+61 429 900 313

geoff@soundstory.com.au



About Winarch Group:

Winarch Group is an integrated investor, developer, and manager of real estate, alternative assets and live entertainment with the human experience at the core of everything they do. Founded in 2016, Winarch Group has proven projects and world leading expertise, and pushes the boundaries to redefine the connection between built environments and communities. Bringing together the best minds in real assets and event design, production, and operations, Winarch is an end-to-end deliverer of integrated precincts and multi-platform projects.

Founded by Paul Lambess, Cedar Mill Group (now Winarch Live) was established by Winarch Group in 2020 to lead its ambitious growth plans into the tourism and events sector. Winarch Live offers a unique end to end approach to venue and event services, safety and management. With one of the country's most experienced teams, including top industry specialists, Winarch Live has the proven capability to deliver dynamic event management solutions that create a uniquely human experience.