



M3

integrated  
services

# Capability Statement

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Event Security &  
Crowd Management

Manage.  
Monitor.  
Maintain.

# Company Overview

M3 Integrated Services (M3is) is a 100% Australian-owned security specialist delivering professional event security and crowd management services across festivals, community events, sporting fixtures, corporate functions, exhibitions, government events, and major public gatherings.

We understand that successful events rely on more than a visible security presence. They require careful planning, experienced personnel, effective communication, and the ability to respond confidently to changing conditions while maintaining a safe and welcoming environment for patrons, performers, staff, contractors, and volunteers.

Our event security model combines licensed security officers, qualified crowd controllers, structured supervision, and risk and safety -based operational planning with real-time reporting and workforce management through our proprietary Ops Savvy platform. This integrated approach provides organisers with complete visibility of service delivery, rapid incident reporting, and confidence that every aspect of the security operation is professionally managed from commencement through to pack-down.

M3is maintains a directly employed workforce, allowing us to retain full control over recruitment, training, deployment, supervision, and performance. This approach ensures consistent service standards, stronger accountability, and security personnel who understand that professionalism, customer service, and public engagement are just as important as safety and security.

Whether supporting a local community festival, a major sporting event, a government function, or a large-scale public celebration, M3is delivers tailored event security solutions that protect people, safeguard assets, support organisers, and contribute to safe, successful, and memorable events.



# Event Security Overview

M3is delivers professional event security and crowd management services that support the safe, organised, and successful delivery of events of all sizes. From local community celebrations to major public festivals, sporting events, concerts, exhibitions, and corporate functions, we provide experienced personnel, structured operational planning, and responsive on-site management that allows organisers to focus on delivering exceptional event experiences.

Our approach combines proactive planning, visible security, effective crowd management, and real-time operational oversight to minimise risk, protect people and assets, and maintain a safe and welcoming environment throughout every stage of an event.

Our event security services support:

- ✓ Community festivals and cultural celebrations
- ✓ Concerts, live entertainment and sporting events
- ✓ Government, council and civic events
- ✓ Corporate functions, conferences and exhibitions
- ✓ Public gatherings requiring professional crowd management

Event security delivery is underpinned by **direct supervision, structured procedures and real-time operational visibility.**



# Core Security Services



## Event Security & Crowd Management

- ✓ Event security officers
- ✓ Licensed crowd controllers
- ✓ Access control and ticket verification
- ✓ Entry screening and bag inspections
- ✓ VIP protection and restricted area security
- ✓ Crowd monitoring and queue management
- ✓ Emergency response coordination
- ✓ Asset protection

## General Security Services

- ✓ Static guarding and site security officers
- ✓ Corporate concierge and front-of-house security
- ✓ Mobile patrols and scheduled inspections
- ✓ Alarm response services
- ✓ Loss prevention services
- ✓ Gatehouse and access control management

## Electronic Security Services

- ✓ CCTV systems and monitoring
- ✓ Access control systems
- ✓ Intruder alarm systems
- ✓ Integrated alarm monitoring
- ✓ Control room support and remote monitoring

## Specialist Security Services

- ✓ Site-specific risk assessments
- ✓ Security planning and deployment strategies
- ✓ Public-facing behavioural management and de-escalation
- ✓ Emergency and incident response coordination
- ✓ Support for community safety and compliance activities





# Our Security Approach

Our security approach is built on control, visibility, and accountability, ensuring services are not only delivered, but actively managed and continuously improved.

M3is delivers security services through a risk-based, accountable and highly structured operating model.

Key principles include:

-  **Direct Workforce Model**  
All officers are directly employed, ensuring greater control, consistency and accountability across all locations.
-  **Risk-Based Deployment**  
Security services are tailored to each site based on operational requirements, risk exposure and environmental factors.
-  **Professional Site Presence**  
Officers are trained to balance safety, compliance and customer-facing responsibilities in both public and corporate environments.
-  **Technology-Enabled Visibility**  
Service delivery is supported by digital systems for tracking, reporting and operational oversight.
-  **Consistency Across All Sites**  
Structured procedures and supervision ensure uniform service delivery regardless of location or shift.



# Service Delivery Methodology

M3is delivers event security through a structured, disciplined, and repeatable methodology that ensures safe, well-managed, and professionally delivered events. Our approach combines detailed planning, experienced personnel, active supervision, and real-time operational oversight to support successful outcomes across community events, festivals, sporting events, corporate functions, and major public gatherings.

Every event begins with collaborative planning to understand the event objectives, venue layout, crowd profile, operational risks, and client expectations. Security deployment plans, post orders, access control arrangements, communication protocols, emergency procedures, and escalation pathways are developed to ensure every officer understands their responsibilities before the event commences.

During event operations, security personnel maintain a visible and professional presence while actively monitoring crowd behaviour, managing access points, responding to incidents, and supporting the safety of patrons, performers, contractors, and event staff. Experienced supervisors provide ongoing operational oversight, ensuring resources can be adjusted quickly as event conditions change.

A structured incident management framework is applied throughout the event to identify, assess, respond to, and document all incidents. Real-time reporting through Ops Savvy provides immediate visibility of operational activities, creating a complete audit trail and supporting transparent communication with event organisers.

Following each event, operational performance is reviewed through incident analysis, supervisor debriefs, and client feedback. Lessons learned are incorporated into future planning, allowing M3is to continuously refine deployment strategies, strengthen operational performance, and improve the overall event experience.

This proven methodology enables M3is to consistently deliver safe, responsive, and professionally managed event security services while maintaining accountability, operational control, and exceptional customer service throughout every stage of the event.

# Workforce, Training and Supervision

M3is maintains a well-structured workforce model to ensure professionalism, operational readiness, and responsive event security service delivery.

- ✓ All officers are licensed, inducted, and trained prior to deployment
- ✓ Event-specific training ensures alignment with venue procedures, operational requirements, and crowd management responsibilities.
- ✓ Ongoing supervision supports compliance, operational performance, and customer service.
- ✓ Backup personnel and layered management structures ensure service continuity throughout every event.

This approach ensures our personnel remain professional, responsive, and prepared to support events of all sizes.

## Workforce Model

- ✓ Directly employed and vetted personnel
- ✓ Verified licensing and compliance prior to deployment
- ✓ Structured onboarding and event-specific inductions

## Training Focus

Officers are trained in:

- ✓ Crowd management and de-escalation
- ✓ Customer service and public engagement
- ✓ Event procedures and compliance requirements
- ✓ Emergency response and evacuation procedures
- Reporting & Escalations

## Supervision and Management

- ✓ Dedicated supervisory structure
- ✓ Regular site inspections and compliance checks
- ✓ Performance monitoring and corrective action processes



*We ensure  
personnel  
remain  
**professional,  
capable and  
prepared to  
deliver safe  
and successful  
events.***



# Technology, Workforce Management & Operational Visibility (Ops Savvy)

M3

M3is uses a centralised operations platform to provide transparency and real-time visibility.

M3is operates a fully integrated, technology-enabled workforce management system designed to provide real-time visibility, accountability, and control across all security operations.

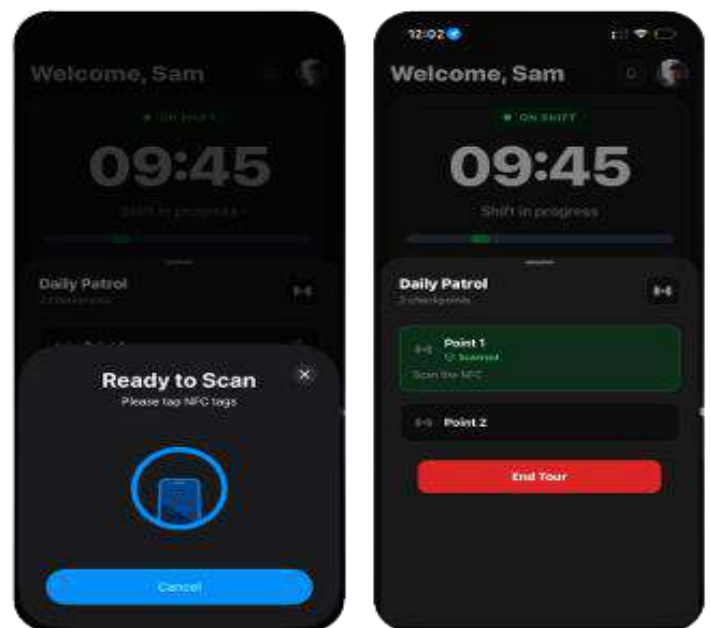
At the centre of our delivery model is Ops Savvy, our purpose-built, AI-enabled platform that connects field personnel, site activity and management reporting in one centralised system. It provides real-time visibility, control and communication across field personnel, supervisors and client stakeholders, while ensuring that shift, patrol and incident information is captured, monitored and accessible in real time.

## Integrated Technology Capabilities

Our platform consolidates all workforce and operational functions into a single system, including:

- ✓ Workforce deployment, scheduling and digital timesheets
- ✓ Patrol tracking with GPS and checkpoint verification
- ✓ Real-time incident and activity reporting
- ✓ Compliance monitoring, licence and qualification checks
- ✓ Client communication and operational reporting
- ✓ Full audit trail visibility across all site activities

This integrated approach removes gaps in communication and ensures nothing is delayed, missed, or unreported.



## Live Monitoring and Client Visibility

Clients benefit from secure, real-time access to operational data through a live dashboard, providing visibility of:

- ✓ Shift coverage and workforce attendance
- ✓ Patrol movements and site activity
- ✓ Incident reporting and escalation
- ✓ Compliance status across all officers
- ✓ Service delivery performance

Access is available via desktop, tablet, or mobile devices, enabling full transparency across every site, at any time.

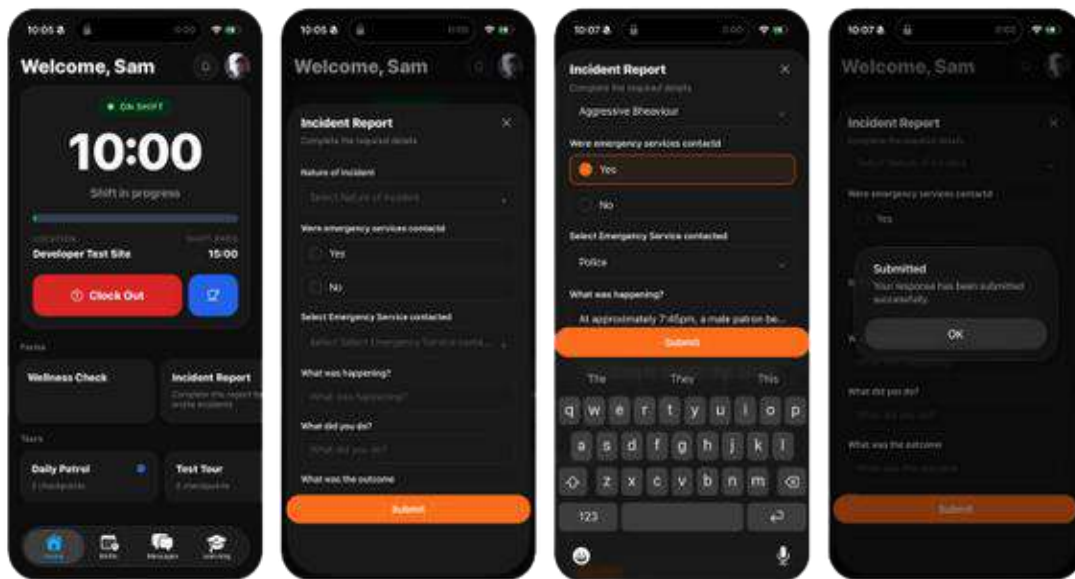


## Structured Reporting Framework

Our reporting framework is designed to support clear communication, accountability, and informed decision-making, including:

- Real-time incident notifications and escalation
- Daily and shift-based activity reports
- Scheduled operational summaries and executive reporting
- Performance insights, trends, and continuous improvement tracking

All reporting is generated through the platform, ensuring consistency, accuracy, and accessibility.



## Compliance, Accountability and Assurance

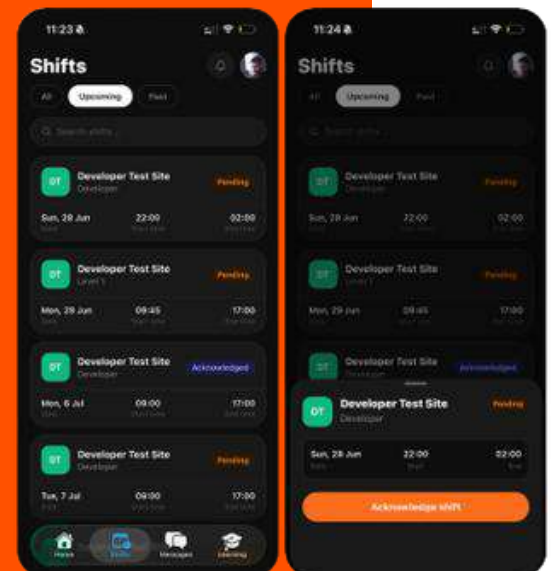
Compliance is embedded into every shift through automated verification processes, ensuring only authorised, fully compliant personnel are deployed. All workforce activities—including attendance, patrols, and incident reporting—are digitally recorded, creating a complete and auditable operational record.

## Designed for Measurable Performance

By integrating workforce management, communication, and reporting into a single system, M3is ensures that all services are:

- Measurable through real-time data and reporting
- Auditable through complete digital records
- Transparent across all operational activities
- Continuously improved through data-driven insights

This approach provides clients with confidence that services are delivered consistently, professionally, and to the required standard across every site.





# Quality Assurance

Quality assurance is embedded into daily operations through structured processes, supervision, and reporting.

Supervisor inspections, incident reviews, and client feedback are regularly assessed to ensure services are delivered consistently and in line with event requirements. This ongoing monitoring supports continuous improvement and ensures high service standards throughout every event.

Key components include:

- Documented procedures and site instructions
- Routine inspections and supervisory checks
- Incident review and corrective action processes
- Continuous performance monitoring

## Continuous Improvement

M3is embeds continuous improvement into daily operations through a structured, governance-driven framework supported by performance monitoring, reporting, and active management oversight.

Service delivery is regularly assessed against defined service levels and key performance indicators (KPIs), using operational data, incident reporting, and supervisory inspections to identify trends, risks, and areas for improvement.

Client feedback and formal performance reviews are integrated into this process, ensuring services remain aligned with event requirements, operational conditions, and client expectations.

Insights from reporting and inspections are translated into targeted improvements, including adjustments to workforce deployment, security operations, crowd management strategies, and operational procedures. This ensures service delivery remains responsive, efficient, and aligned to changing risk environments.

This structured improvement cycle supports consistent service quality, strong compliance, and measurable performance outcomes across community events, festivals, sporting events, corporate functions, and major public gatherings.



# Health, Safety and Compliance

M3is operates under structured safety and compliance frameworks designed to protect personnel, clients, and the public.

Our approach focuses on proactive risk management, hazard identification, and adherence to all licensing and regulatory requirements. Officers operate under clearly defined procedures, ensuring safe and compliant service delivery across all environments.

## Safety Approach

- Risk identification and hazard management
- Structured safety processes and training
- Incident reporting and review

## Compliance Framework

- Licensing verification and monitoring
- Alignment with regulatory requirements
- Adherence to client-specific policies and procedures



*We ensure  
services are  
delivered  
**safely,  
legally and  
consistently***



# Event Security Experience

## Trusted Security Partner for Community, Cultural and Public Events

M3is delivers professional event security solutions that prioritise public safety, customer experience, and operational excellence. Our security personnel are experienced in managing events of varying scale and complexity, from multicultural festivals and community celebrations to high-profile public gatherings.

Our approach combines proactive risk management, professional crowd engagement, real-time communication, and structured incident response to create safe and welcoming environments for patrons, performers, staff, volunteers, and event organisers.

Our event security services include:

- Crowd Control
- Event Security Officers
- Entry Screening and Access Control
- Queue Management
- Patron Behaviour Management
- VIP Protection
- Back-of-House Security
- Stage and Asset Protection
- Incident Response and Emergency Management
- Mobile Patrols
- Post Event Reporting

## Our Valued Clients

### Asia Oasis – Festival by the Sea

Asia Oasis is a multicultural community festival celebrating Asian food, culture, and entertainment. M3is provides event security services to support the safe operation of this large public event, working closely with event organisers to maintain a secure and welcoming environment throughout the festival.

#### Operational Scope

- Crowd control and public safety
- Entry and exit management
- Patron assistance
- Asset protection
- Incident response
- Coordination with event organisers

M3is supports the successful delivery of Asia Oasis through proactive supervision, responsive operational management, and close collaboration with event organisers.

Our security personnel maintain a professional and approachable presence, helping to ensure a safe, enjoyable, and well-managed environment for patrons, performers, vendors, and event staff. This experience demonstrates our capability to deliver customer-focused security solutions for multicultural festivals and large public events while balancing public safety with a positive event experience.



## The Long Walk

M3is is a proud sponsor of The Long Walk and serves as the sole security provider for this significant community event. Held as part of the AFL Dreamtime Round celebrations, the event involves managing large crowds participating in the walk to the Melbourne Cricket Ground (MCG) while supporting a safe, inclusive, and welcoming environment for all attendees.

### Operational Scope

- Sole Security Provider
- Crowd Management
- Public Safety
- VIP Protection
- Asset Protection
- Stakeholder Coordination
- Operational Supervision
- Incident Response

The event demonstrates our capability to manage large-scale community gatherings



through effective supervision, strong management support, and structured operational planning. Our management team provides direct oversight throughout the event, ensuring timely decision-making, clear communication, and a safe experience for participants and attendees. This experience showcases our ability to deliver professional, customer-focused security services in complex public environments where positive public engagement is equally as important as achieving strong security outcomes.

## ADLikha Cultural Music Event

M3is provides security services for the ADLikha Filipino Cultural Music Event, held at the Capri Theatre in South Australia.

The event brings together performers, community members and guests to celebrate Filipino music and culture. M3is maintains a professional security presence that supports a safe, enjoyable and well-managed event experience.

### Operational Scope

- Crowd management
- Entry screening
- Patron safety
- Access control
- Incident response
- Venue security

Our security personnel contribute to a safe and controlled event environment by delivering professional customer service, effectively managing public interactions, and maintaining venue security throughout the event.



## Additional Event Experience

| Client / Event                                                                                       | Scope of Services                                                                                                                    |
|------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
|                     | Security services for film production activities, including access control, asset protection, crowd management, and site security.   |
|  Perth Day Hospital | Security services for the hospital's inauguration event, supporting public safety, access management, and event coordination.        |
|                   | Security services for the hospital's inauguration event, supporting public safety, access management, and event coordination.        |
|                   | Security services for retail activation events, providing crowd management, queue control, bag inspections, and asset protection.    |
|                   | Security services for the annual student function, including crowd management, access control, patron safety, and incident response. |

# Our Clients

M3is has delivered security services across a range of environments including:

- ✓ Government and council operations
- ✓ Infrastructure and construction environments
- ✓ Commercial and corporate facilities
- ✓ Public-facing and high-traffic Events
- ✓ Community and service-based environments
- ✓ Retail and Loss prevention



# Key Differentiators

- ✓ Directly employed workforce ensuring accountability and control
- ✓ Event-specific planning and risk-based deployment
- ✓ Strong supervision and operational oversight
- ✓ Professional crowd management and customer-focused security personnel
- ✓ Technology-enabled reporting and transparency
- ✓ Experience delivering security across community events, festivals, sporting events, and public gatherings
- ✓ Flexible workforce capable of supporting events of all sizes

## Why Choose M3 Integrated Services

M3 Integrated Services delivers event security through a structured operating model built on professionalism, accountability, and operational excellence.

We work closely with event organisers to provide tailored security solutions that protect people, support event operations, and create safe, welcoming environments for patrons, performers, staff, contractors, and visitors.

By combining experienced personnel, structured planning, active supervision, and real-time operational visibility, we deliver security services that are responsive, reliable, and aligned with the unique requirements of every event.

Clients benefit from:

- Professional and customer-focused event security personnel
- Structured, compliant and transparent service delivery
- Clear communication and reporting
- Flexible and responsive operational support

Our focus is on protecting **people**, **supporting event organisers**, and **contributing to safe, successful, and memorable events**.



# Corporate Social Responsibility

M3is has formally established an Indigenous Engagement Working Group to guide the organisation's approach to Indigenous engagement, procurement, and community participation.

The Working Group focuses on:

- Indigenous engagement and procurement opportunities
- Partnerships with Indigenous Australia
- Progression of M3is' Reconciliation Action Plan (RAP)
- Supporting broader CSR initiatives

## Supporting The Long Walk

M3is proudly sponsors the annual Long Walk in support of First Nations people and our Indigenous Engagement Program.

M3is provides in-kind crowd control and asset protection services to support Michael Long, VIPs, and thousands of participants walking safely to the Melbourne Cricket Ground (MCG).

As a Melbourne-based organisation, M3is is proud to support this important community initiative.



## Supporting Australian Defence Force Veterans

M3is is a proud employer of former Australian Defence Force (ADF) Veterans and actively supports initiatives promoting veteran wellbeing and transition to civilian employment.

## March On with Soldier On

M3is supports the annual March On with Soldier On initiative in support of veteran wellbeing and suicide prevention.

In March 2026, M3is Executive General Manager and ADF Veteran, Stephen Butt CSM, completed a 96-kilometre march representing the Kokoda Track and raised over \$5,200 for Soldier On programs supporting veterans and their families.

M3is CSR initiatives are supported through formal working groups, executive oversight, and documented actions. Our commitments to Indigenous engagement and Australian Defence Force veterans are embedded within our organisational practices and reflected across tenders, proposals, and corporate communications.

M3is will continue to strengthen these initiatives, establish measurable outcomes, and transparently report on progress as programs evolve.



**One Provider.  
Real Accountability.  
Australia Wide.**

Most FM companies overpromise and underdeliver. We built M3 to break that pattern. Skilled teams, real accountability and absolute clarity on every site, every shift. Australian-owned, founder-led and free of corporate red tape. When something needs attention, it reaches someone who can act immediately.

**GET STARTED HERE**

| <b>VIC</b>                                               | <b>SA</b>                                | <b>QLD</b>                                 | <b>WA</b>                                 |
|----------------------------------------------------------|------------------------------------------|--------------------------------------------|-------------------------------------------|
| Level 8, 805/220<br>Collins Street<br>Melbourne VIC 3000 | 3/55<br>Gawler Place Adelaide<br>SA 5000 | 29/97<br>Creek Street<br>Brisbane QLD 4000 | 202/37<br>Barrack Street<br>Perth WA 6000 |
| <b>1300 039 636</b>                                      |                                          |                                            |                                           |



**THE  
LONG WALK**

