

# The Wheel of Brisbane

**Client Company: World Tourist Attractions Australia Pty Ltd (WTAA), Brisbane, Australia**

## The Challenge

The Wheel of Brisbane was the first permanent, constructed (non mobile) observation wheel for World Tourist Attractions. Zazz Projects were appointed to provide full project management for the attraction, from pre-opening to launch and final handover to a local management team.

## The Solution

The initial task on commencement of the project was to investigate and understand the Queensland legislative requirements to ensure compliance in terms of Health & Safety, recruitment and site management.

Zazz then determined full staffing requirements for running the attraction and produced job descriptions - from Technical Manager to platform assistants - to enable them to interview and appoint the required staff.

The company went on to develop and document all operating procedures including daily management accounting, staff training programmes and ticketing procedures. Daily management meetings were held with WTAA directors based in the UK and daily reports produced. Zazz also sourced all required items including, uniforms, IT and telecom set-up, office fit-out and a wheel cleaning system for use in a low rainfall area.

Having responsibility for public areas, Zazz developed customer flow procedures, producing maps and developing a clear company policy. The company also communicated on a regular basis with the local council, the tourist board and local PR and marketing companies, producing a base marketing plan for the wheel and facilitating general operational requirements.

The launch party, managed by Zazz, was timed to coincide with the Brisbane River Festival, with the Wheel being chosen as a 'Best View' location for the event.

Following the launch there was a two week period of site management and training, before handover to a local management team.

## Testimonial

"For me Zazz Projects can be summed up with these words - attention to detail that is second to none and the best customer point of view related approach known to man.

"They have a 200% commitment to any project they work with and an exceptional attitude to business, always leaving their stamp on the projects they have been involved with."

**Elliot Hall - Managing Director,  
World Tourist Attractions Ltd,  
London, UK**



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