

Kaya/Hello

We acknowledge the traditional owners of this land, their ancestors and elders and we are committed to reconciliation among all Australians



EVENTS DESIGN UNITY

Company Overview

Known Associates Australia





“We direct **immersive** in-person **events**, launching and activating local and **global brands, focusing on growth** and **collaboration** for **Indigenous businesses** and all Australians.”





Known Associates Australia specialises in corporate concept creation, premium event and activation management, marketing and design, with a focus on benefiting the Indigenous community. 100% Aboriginally owned, the company is headed up by husband and wife team, Troy and Tamara Cook. The events KAA produces are mainstream event production, marketing and design - no job is too big for the team!

“We had a strong desire to set up a dynamic company which creates a bright future for our children and benefits and supports Indigenous generations to come,” says Troy.

The Indigenous focus is two-fold; Known Associates Australia prioritises working with other Indigenous businesses to strengthen inclusivity in the events and marketing industries and to grow a budding network of progressive, culturally aware businesses who are initiating positive change.

Our Story

Known Associates Australia

“To create a **united** and **hopeful future** for Indigenous generations to come, prioritising working with other Indigenous businesses to **strengthen inclusivity** in Australia within the events industry and **beyond.**”





Secondly the company focusses on an internship program for Indigenous tertiary students who want to enter the world of events. Known Associates Australia offers a coveted internship program focusing on mentoring, training and placing individuals in the events workforce. Interns have the opportunity to be a part of an inclusive team and work on large projects, building their event experience and professional confidence. Through her expertise in running 15 year old partner company, Known Associates Events, Tamara has had great success in training and bolstering budding event professionals.

“Indigenous culture is rich and beautiful based on storytelling, art, music, food and gathering together. It’s a powerful foundation for an event professional and I’d love to see more Indigenous youths learning the skills to produce incredible immersive event experiences in Australia,” says Tamara.

Through Known Associates Australia, she and Troy focus on welcoming, training and creating pathways to place Indigenous people in their desired event management roles.

Our Story

(continued)



Between them, Troy and Tamara have over 35 years of events experience. Troy is experienced in event logistics, creative concepts, fundraising strategies, Indigenous aspects, in MC and keynote speaker roles, and much more. Tamara's event management experience dates back to years in hotel management, US cruise ships and as Events Coordinator at the Fremantle Dockers. In 2007 she began partner company Known Associates Events and quickly became a leader in the Perth events scene, boasting one of the most trusted brands in Western Australia.

Our Story

(end.)





Some of
Our Clients





“Thank you for your fantastic hard work, responsiveness and patience! It was great working with you and the team – we could not have done it without you! The feedback we received was overwhelmingly positive.”

Georgina Gibbs, Main Roads

MEET THE BUYER AND SUPPLIER FORUM



The Brief: A successful coming together of industry, fostering meaningful business relationships for Indigenous suppliers to engage in State Government projects

Who: Indigenous owned business and employees of Tier One, statewide corporations

Where: RAC Arena - main arena floor

What went down: Engaging panel discussions and live Q&A, stand up lunch and networking sessions in the open exhibition space. We concluded with an intimate sundowner around the "fire pit".



ALL ABOARD

 *METRONET*

“Known Associates Australia have been amazing. Everything was able to go off without any issues which is always the best you can hope for.”

Zoe Jones, Metronet

All Aboard METRONET



The Brief: Create a brand and project manage the infrastructure of METRONET's exciting pop-up, activation, showcasing Perth's 2022 train carriage and METRONET's plans for the future.

Who: Families, city commuters, Perth general public

Where: Yagan Square

What went down: Logo, branding, and all collateral design; display infrastructure, floor plans and people management, train display, pop-up activities for children such as a scavenger hunt, drawing competitions, photobooths, and giveaways for all ages. Around 10,000 people attended the display.



Keeping you safe

We're fitted with all the same security measures as our A and B-series cousins, such as cameras, to keep you safe on your journey.



A true celebration of the deadly work MADALAH do for Indigenous youth across
Western Australia

MADALAH BALL

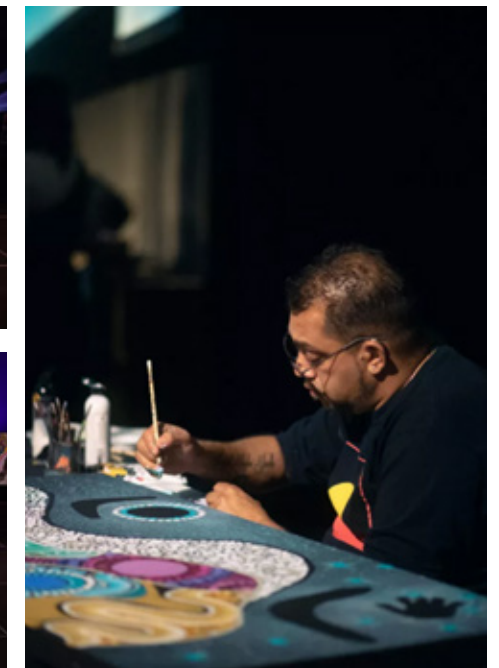
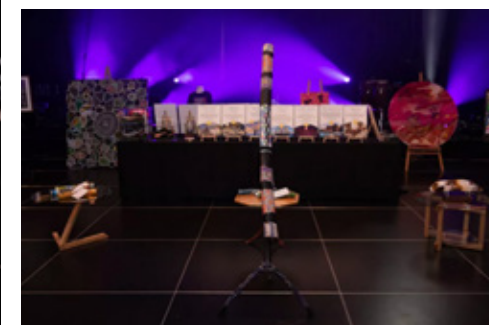
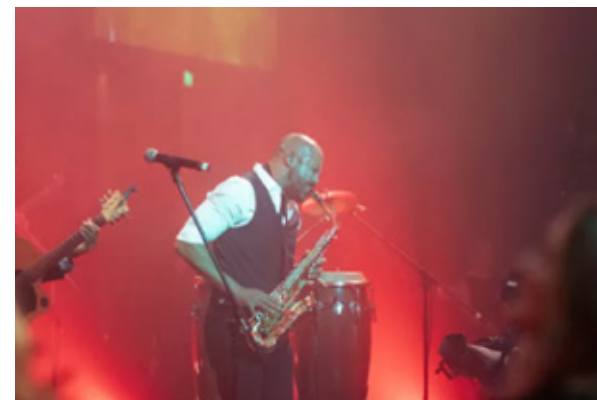


The Brief: A fundraising ball celebrating the work MADALAH do for Indigenous youth across Western Australia

Who: 750+ invited guests

Where: Crown Perth Grand Ballroom

What went down: Heart-warming student performances, inspiring stories from current and alumni MADALAH scholarship recipients, a decadent Australian-inspired three course menu, followed by a live and silent auction.





Media

The West Australian

INSIDE COVER

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UNKNOWN CONSEQUENCES

For Known Associates Australia, a new Perth-based events company helmed by former Docker Troy Cook and wife Tamara, recent global events will play a significant role in shaping its destiny.

After spending the past 13 years running a boutique events company, Tamara saw an opportunity to build something new with her hubby, which would celebrate his heritage as a Yamatji man and offer hope and employment for Aboriginal people.

Then the couple's best-laid plans to launch the new venture were put on hold by COVID-19, resulting in a tiered roll-out over the next few months as social restrictions in WA continue (we hope) to ease.

But what one global event taketh away, another global event giveth, and launching an



Aboriginal events company while the world is embracing Black Lives Matter certainly giveth an advantageous niche. "With the timing, we would be doing this anyway, even if (BLM) didn't occur, but if it helps our profile cut through to the mainstream, so be it," Troy told Inside Cover.

What the business also does is shatter existing stereotypes that Indigenous enterprises have to revolve around providing cultural experiences.

"I think that is pretty important — we're sort of pigeon-holed to some extent into holding Indigenous-flavoured events," Troy said.

"A Known Associates Australia event is whatever the client will want, not specifically Indigenous; it's premium events, whatever that may look like."

Troy said the focus will be on training and mentoring young Aboriginal people to work in the business, and working with other Aboriginal organisations to create new career pathways.

Considering Aboriginal people have been organising events in WA for the past 60,000 years, Cook is confident this line of work will come naturally.

"We've got big ideas, grand plans — nothing is too big for us," he said.

RUM-ANTIC SPIRITS

Some booze experts believe rum is set to be the new gin, in that it is increasingly a premium product enjoyed by discerning drinkers.

That's a far cry from the Bundy-and-Coke reputation rum distillers (well, other than Bundaberg) have been working to overcome for the past decade.

Given tomorrow is World Rum Day, we checked in with Codie Palmer, head distiller at award-winning Dongara rum distillery Illegal Tender.

His Distiller's Cut Rum was named best in its class at the World Rum Awards earlier this year, and the company's other rums have won multiple international awards, including profile-boosting gold medals at the influential China Wine and Spirits Awards.

When we spoke to Palmer on Thursday he'd just opened his cellar door to the public after being closed due to COVID.

A significant expansion of the distillery had also just been finished, and it marked the first time in 18 months that people could take a tour of the facility.

"People come out the other end feeling incredibly enlightened," Palmer said of the 45-minute tour, which takes in the production process, the history of rum in Australia and, of course, tasting.

ICWEST Instagramming WA



@girlsschoolperth

The Girls School Cinema in East Perth is reopening on July 30, giving you the chance to cosy up on a bean bag as you watch a movie in a stunning old building. They've got a great slate of flicks lined up, and a pretty epic comp, so head to girlsschool.com.au for more.

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DOWNLOAD OUR GUIDE TO INDIGENOUS PROTOCOLS AT EVENTS [HERE](#)



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