

Sports, Parasports and Esports

Prominence understands the transformative power of sport and how to help you stay ahead of the game.

Australia thrives on sport — it's part of who we are. From grassroots participation to elite competitions, sport has the power to unite communities, promote healthy living, and drive economic growth and innovation. With this kind of passion comes opportunity for organisations.

The way sport is played, consumed and commercialised is evolving. Advancements in technology, shifting consumer behaviours and a growing focus on social responsibility are seeing sporting organisations rethink their strategies both on and off the field.

Parasports and Esports are surging into the mainstream, drawing global audiences and significant investment. Each brings unique dynamics and challenges, and understanding these differences is key to staying ahead of the game.

Backed by over two decades of industry experience and real-time data, our industry professionals bring deep sector knowledge and strategic expertise to every engagement.

Whether growing your brand, engaging communities or elevating the fan experience, we work alongside you to make every play count.

Why Prominence?

Prominence understands the power of sport and how to harness it for lasting impact.

How we help

SPORTS AND PARASPORT SERVICES

- Strategy, business planning and growth
- Technology, innovation and cybersecurity
- Sustainability and environmental impact
- Commercialisation and sponsorship
- Governance support and risk management
- People performance and culture
- Stakeholder engagement
- Strategic event engagement

ESPORTS SERVICES

- Strategic growth and market expansion
- Technology, innovation and cybersecurity
- Sponsorship and commercialisation
- Governance support
- People performance and culture
- Strategic event engagement
- Health and wellbeing education
- Talent development and organisational efficiency
- Community building and social responsibility

OUR GLOBAL ESPORTS PARTNERS INCLUDE:

- Global Esports Federation PTE LTD
- FITGMR, Inc.
- Esports Events Group Limited
- EDGE Entertainment Global FZ-LLC
- Let's Play Live

The Prominence difference

At Prominence, we believe in the power of human-centred management consulting. With more than 20 years' experience, we are more than a service provider, we are your trusted partner. Think of us as your 'significant other'.

At the foundation of our operations lies a commitment to trust and ethical conduct. Our values of integrity and transparency guide all our actions.

We pride ourselves on crafting agile and responsive teams of experts tailored to the unique requirements of every project. The depth of industry experience within our consultant pool ensures a swift understanding of your challenges, facilitating the development of effective solutions.

Prominence consultants go beyond conventional thinking by offering innovative perspectives rooted in cutting-edge methodologies. This dynamic approach enhances the support we provide, ensuring a comprehensive and forward-thinking consultancy experience.



Our Services

STRATEGY AND GOVERNANCE

Strategy and Planning

- Strategic plan development
- Operating model optimisation
- Business and digital transformation
- Business coaching
- Facilitation
- Customer experience

Governance and Risk

- Governance advisory
- ESG advisory
- Board performance evaluations
- Risk management advisory
- Workplace health and safety advisory
- Audit and assurance

PEOPLE, PERFORMANCE AND CULTURE

People

- Organisational and functional reviews and design
- Change planning and implementation support
- Workforce transformation
- Workforce relations
- Workforce planning
- Policy and systems development

Performance

- Leadership development
- Team development
- Organisational capability development
- Business improvement

Culture

- Culture reviews and interventions
- Culture improvement program design and implementation support
- Psychosocial advisory

PROJECT AND COMMERCIAL ADVISORY

Initiation and Planning

- Business case development
- Procurement advisory
- Economic impact assessments

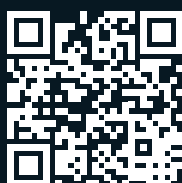
Execution

- Program and project management
- Change management
- Risk management
- Project workplace health and safety advisory

Assurance Services

- Program and project assurance
- PMO design and operations
- Post investment appraisals
- Lessons learned reviews

PROMINENCE IS ISO9001 QUALITY MANAGEMENT CERTIFIED BY BSI UNDER CERTIFICATE NUMBER FS523145



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