

# Gema Group Implements Momentus Enterprise to Centralize Event and Catering Operations for Growing Portfolio



## The Customer

Established in 1984, Gema Group started as a humble Australian-owned family business and is now considered one of Australia's preeminent catering and hospitality providers. With more than 38 years of experience, their dedicated team specializes in delivering culinary and service excellence for three main industry sectors; sports and leisure, national events and aviation services.

Gema Group are currently the resident caterer for a range of high-profile venues across Australia, including Industree Group Stadium, 4 Pines Park and Tennis World in New South Wales, Cbus Super Stadium, Queensland Country Bank Stadium and Brisbane City Hall in Queensland, Manuka Oval and GIO Stadium in the Australian Capital Territory and Melbourne Town Hall in Victoria. They also provide catering and hospitality services at over 20 major events, including the V8 Supercars, Formula 1 Rolex Australian Grand Prix, ICC T20 World Cricket, and serve passengers at some regional Qantas Club Lounges. In June 2022, the organization acquired the Epicure and Pandanus catering brands from Spotless Facility Service.

To help manage its growing national portfolio, Gema Group needed a robust event management platform to centralize event information and simplify and standardize event management workflows across all their venues, events, and catering outlets.

Organization:

**Gema Group**

Website:

**[www.gema.com.au](http://www.gema.com.au)**

Industry:

**Catering and Hospitality**

Headquarters:

**Sydney, Australia**

Employees:

**113 full-time employees  
5000 casual employees**

# The Challenge

Prior to implementing Momentus Enterprise, Gema Group had been relying on a variety of systems to manage critical event information. From spreadsheets to shared folders and other technologies like point-of-sale systems and finance packages, the lack of integration between these tools meant that most of the company's processes were manual and involved data duplication, compromising their ability to gain valuable holistic insights into business performance.

"One of the biggest challenges that we faced before Momentus was not only that we didn't have one location where all our information was stored, but also there were so many disconnected manual processes involved with each event," said Dwane. "For example, if a client decided to change their catering requirements by 150 people the week before their event, we would have to manually update dozens of documents to make sure all our relevant teams were notified and hope that we didn't miss one."

# The Solution

When Gema Group acquired both the Epicure and Pandanus catering brands from Spotless Facility Service in June 2022, both parts of the new business sectors were already using the Momentus Enterprise platform, which gave them insight into the system and the benefits the solution could bring to their growing operations. Once the decision was made to adopt the platform across the organization, the group worked closely with Momentus to review the system configuration based on best-practice, future-proof workflows. Their goal was to unify and streamline event operations at all their venues and catering outlets and increase visibility for their head office to help their business scale.

Dwane explained, "We went from an Excel spreadsheet to the Rolls Royce of event management systems. While the system probably has capabilities our organization doesn't need to use at this stage, we're future-proofing ourselves by picking a system that will be good for us for the next 10 to 15 years, not just for the next two to three."

As chief operating officer, Dwane focuses on reviewing and refining their day-to-day operations to improve efficiency, increase staff engagement and productivity and help the business grow. From his perspective, technologies like Momentus Enterprise are essential for venues and event operators because they allow staff to reprioritize their time and get back to doing what they are good at.

"The idea behind introducing technologies like Momentus is not for us to cut staff. On the contrary, we want to allow our staff to get back to focusing on the core functions of their roles," explained Dwane. "Because of this, we're now working to supercharge our staff training programs and all the other initiatives we want to run as a business."



"On average, I'd say that Momentus has cut our administration workload by about a third, which means our staff can now spend more time focusing on delivering the events and senior management has accurate data to use to our benefit."

**Dwane Goodman**  
Chief Operating Officer  
Gema Group

# The Results

Following the system configuration process, Gema Group decided to stage the technology implementation process, starting with their venues and gradually introducing the platform across the remaining aspects of their business. They are currently 75% through the implementation rollout, and the team is experiencing the benefits of the purpose-built venue and event management platform.

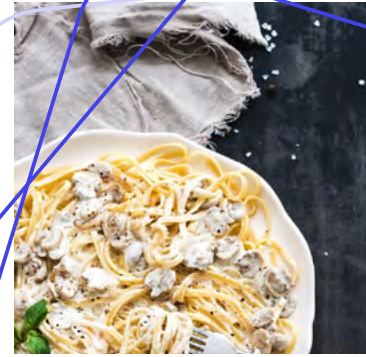
According to Dwane Goodman, introducing a centralized booking calendar has had an invaluable impact on their business. He explained, “We operate in every state and territory across Australia, so it is incredible to have one source of truth where we can see all the events happening across the business, and then each venue can see their specific bookings. We can even see the event statuses, what rooms and suites are operating, what menus are being served, opening and closing times, gate locations, maps, and other critical event information that we need to share across multiple departments.”

In addition to the bookings calendar, Gema Group has implemented Momentus Suite Management to help them manage corporate bookings and hospitality packages in their stadiums. Dwane explained, “We use the Suite Management portal to allow clients to make direct bookings for our corporate suites and boxes at the stadiums we manage. This is fantastic as it allows us to send clients a link to manage their bookings and pay by credit card, which reduces the administrative burden for our team.”

As a business that hosts annual and recurring events, Gema Group also needed to stop using shared drives to store information and documents relating to upcoming events. This process made it challenging for the team to find relevant information for event bookings, as it meant searching through old folders or creating new folders and duplicating information. However, Momentus Enterprise has made it easier for them to centralize the information and link it to all relevant events. Dwane commented, “We’re moving all documents relating to events into Momentus so that they are held in perpetuity for each event year on year, and staff can easily find and review the information they need when they need it.”

Overall, the platform has substantially reduced the team’s workload. “Now the system does all the hard work for us. From event orders or run sheets for chefs to briefing notes for staff, and financial reports, we update one event record in the system, and it updates all the reports for us. On average, I’d say that Momentus has cut our administration workload by about a third, which means our staff can now spend more time focusing on delivering the events and senior management has accurate data to use to our benefit.”

Gema Group is now looking forward to finalizing the implementation of Momentus across the remainder of the organization before exploring additional modules available to support other aspects of their business, including risk and safety documentation, financial integrations and more. The organization sees Momentus Technologies as a long-term partner and values its customer-centric approach and ongoing investment in product innovation.



Contact us today to explore opportunities to improve your venue and event management.

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