



# CAPABILITY STATEMENT

Custom Outdoor Branding That Turns Your Space Into a Captivating Showcase



# ABOUT STAR OUTDOOR

As a family-owned Australian business, Star Outdoor has spent the past 20 years delivering premium outdoor branding solutions to the government and corporate sectors. From sun-safe marquees to banners, flags, A-frames and more, every product is designed with **safety, durability and visual impact** in mind.

We value enduring partnerships with our customers and are committed to **making life easy for them**. Every project is supported by our in-house creative artwork production, a detailed colour matching process and full delivery management.

From the largest corporate brands like McDonald's and Commonwealth Bank to not-for-profit community activations, we are relied upon by hundreds of organisations to make them **sun safe and unforgettable** at every event.

[Click here to watch our 20 Year Anniversary Video!](#)





# CORE COMPETENCIES

## Creating unforgettable outdoor branding

At Star Outdoor, our decades of research and development yield outdoor branding results that can be **delivered at any scale to anywhere in Australia, New Zealand or the Pacific Islands.**



# CORE COMPETENCIES

CONTINUED



## ***Colour consistent printing:***

Our unique colour consistency process guarantees that your brand colours will match your style guide perfectly.



## ***Government & corporate specialisation:***

With a proven history of working with government departments such as Queensland Health and QLD Fire & Emergency, our experience in execution is unsurpassed.



## ***Logistics***

We make the logistics process easy by arranging and managing single or multi-site deliveries to even the most remote locations.



## ***Engineered & certified designs:***

Unlike many alternatives, our products are tested against rigorous standards and engineered to withstand the harshest sun, water, salt and sand that Australia can throw at them. This is why our marquees have been the product of choice for Surf Life Saving Australia and Surf Life Saving clubs nation-wide.



## ***Product scrutiny & QA processes:***

With continual improvement at the core of everything we do, our **ISO 9001** certification gives you certainty that we meet internationally recognised quality management standards.

As part of your supply chain, **ISO14001** demonstrates a commitment to continually reduce our environmental impact, supporting your organisation's environmental performance goals.

# CORE CHARACTERISTICS

## Creating unforgettable experiences

Working with Star Outdoor means  
**we have thought of everything  
so you don't have to.**



# CORE CHARACTERISTICS

## UNIQUE TO STAR OUTDOOR



### ***Huge range:***

Our extensive range means you can get everything you need in one place.



### ***Custom & bespoke:***

From delivering unique lifeguard tower wraps for the Aussies or a custom cricket simulator marquee for Cricket Australia, Star Outdoor delivers to exact specifications.



### ***We manage the logistics:***

We handle all of the contract administration, artwork management, production processes, quality checks, freight bookings and tracking, delivery and support with ease.



### ***Sustainability:***

Star Outdoor is committed to protecting the planet and future generations through sustainable practices. From eco-friendly printing to repurposing and recycling, we minimise our impact while delivering innovative outdoor branding solutions.



### ***Solutions:***

We listen and guide you to help make the right choices that will amplify your brand and keep your visitors engaged and safe.



### ***Free graphic design:***

Stick to what you're best at and leave the graphics to us, creating custom artwork that perfectly represents your brand and messaging.



### ***Customer focus:***

Every element of our product offering and delivery represents our customer focus, building our reputation for excellence that we enjoy today.



### ***Warranties:***

Confident to stand by our products with industry-leading warranties, we provide you with complete peace of mind with a three to five-year warranty on our marquee and deluxe umbrella frames.



# ENGINEERING & CERTIFICATIONS

Known for our attention to detail and product scrutiny, we ensure our marquees and umbrellas meet the highest engineering and certification standards.

## MARQUEES

Star Outdoor marquees and umbrellas have been officially rated as 99% most effective against UV by ARPANSA, making them one of the safest solutions for providing shade outdoors.

Star Outdoor's marquees are engineered for durability and ease of use. Including reinforced aluminium frames, woven polyester canopies with a waterproof polyurethane backing, hot-taped seams to enhance water resistance and double-lined corners to minimise wear and tear.

## UMBRELLAS

We provide engineer-grade weight recommendation reports for our Deluxe and EventStar umbrellas, ensuring safe and stable installation. An engineer's report is provided to all customers.



# ADDITIONAL CERTIFICATIONS

We understand the importance of reliability in governmental endeavours, which is why our materials are meticulously sourced, our craftsmanship is unrivalled and our systems are watertight.



## **ISO 9001 QUALITY MANAGEMENT SYSTEMS**

ISO 9001 is our commitment to delivering consistent quality through a structured management system that meets your needs and industry standards. Our certification reflects rigorous auditing and process documentation, ensuring we maintain the highest standards for you.



## **ISO 14001 ENVIRONMENTAL MANAGEMENT SYSTEMS**

We've worked hard to establish an effective environmental management system that identifies key areas where we can repurpose materials, reduce waste and trial environmentally friendly print methods.





# Branded Marquees & Flags



### Features:

- ARPANSA rated as 99% Most Effective against UV exposure (highest sun protection rating for marquees)
- Durable frame
- Five levels of height adjustment, easy clips & velcro attachments make it easy to set-up and take down
- Double stitched seams
- Double-lined corners to reduce wear and tear
- Hot-taped seams to reduce water-proofing
- 3 year warranty
- Carry bag included

### Sizes Available:

- 1.8 x 1.8m
- 3.0 x 3.0m
- 3.0 x 6.0m
- 4.0 x 4.0m
- 4.0 x 8.0m



Scan the QR code to explore our wide range of products.



### Features:

- Can be assembled and packed down efficiently
- Let your flags fly and stand out in the crowd with vibrant colours
- Double-stitched reinforced hems, canvas sleeve and eyelets to ensure it's secured
- Wide range to ensure your every need is met
- High grade engineering to ensure practicality in windy environments and maximum brand exposure

### Sizes Available:

|               |              |
|---------------|--------------|
| Feather Flag  | 2.1m x 0.63m |
|               | 3.5m x 0.72m |
|               | 4.3m x 0.86m |
| Teardrop Flag | 1.9m x 0.65m |
|               | 3.3m x 0.85m |
|               | 3.9m x 1.3m  |
| Hanging Flag  | 1.7m x 0.7m  |
|               | 2.6m x 0.7m  |
|               | 3.5m x 0.7m  |
| Swooper Flag  | 3.9m x 0.6m  |
| Counter Flag  | 0.6m x 0.24m |

# Deluxe & EventStar Umbrellas



**Features:**

- Durable aluminium frame with reinforced ribs for strength in strong winds
- Four-layer canopy attachment secured with stainless steel bolts
- Stainless steel double pulley system with rope for easy setup
- U-shape hook pin to keep the rope safely out of the way
- Five setting holes with rope-holding locking pin for adjustable height
- Double lock-in system for secure fastening
- Optional loose-fitting air vents for better ventilation and cooling



**Features:**

- Available in square, octagonal, and hexagonal shapes
- Customisable with options like valances and tassels
- Neutral white frames for a clean, modern look
- Ready-to-ship stock colours and styles for quick dispatch
- Cost-effective alternative to deluxe umbrellas
- Canopies provide high sun protection
- Durable design suited for frequent setup and pack down
- Ideal for events, activations, and promotional use

**Sizes Available:**

|                    |                                   |
|--------------------|-----------------------------------|
| Square Umbrella    | 3m x 3m<br>2.4m x 2.4m<br>2m x 2m |
| Octagonal Umbrella | 3m Dia<br>2.4m Dia                |

**Sizes Available:**

|                    |          |
|--------------------|----------|
| Square Umbrella    | 2m x 2m  |
| Octagonal Umbrella | 2.1m Dia |
| Hexagonal Umbrella | 2.4m Dia |



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## Inflatable **Domes & Arches**



### **Features:**

- The tent sets up in minutes with just one or two people
- Its unique shape makes it stand out in any crowd
- It's made of strong polyester skins and sealed polyurethane bladders
- The fabric is fire-retardant, water-resistant, and designed for safety
- It provides reliable shelter from sun, rain, and wind
- Custom branding options let you showcase your logo and colors

### **Sizes Available:**

3m x 3m

4m x 4m

5m x 5m

6m x 6m



### **Features:**

- The arch is fully customisable to match your branding needs
- It's built from durable materials to handle outdoor conditions
- Its unique design makes it eye-catching and engaging
- Setting it up is quick and hassle-free for any event
- It serves as a strong focal point, perfect for races and promotions

### **Sizes Available:**

Customisable shapes and sizes are available. Contact us for more information.



**Scan the QR code to explore  
our wide range of products.**



## Branded **Crowd Control Banners & Signage**



### **Features:**

- Transforms plain barriers into eye-catching advertising spaces
- Constructed from durable materials: PVC Solid, PVC Mesh, Fabric Solid, or Fabric Mesh
- Suitable for both indoor and outdoor use
- Easy installation with zip ties; designed for quick setup and removal
- Reusable and cost-effective with proper care
- Custom sizes available to fit various barrier dimensions
- Ideal for events, promotions, crowd management, and social distancing signage

### **Sizes Available:**

|                  |                                    |
|------------------|------------------------------------|
| Drop Over Banner | 2040mm x 1800mm<br>2440mm x 1800mm |
| Jacket Banner    | 2180mm x 920mm<br>2550mm x 920mm   |
| Panel Banner     | 2040mm x 890mm<br>2440mm x 890mm   |



### **Features:**

- Projects outward for high visibility to pedestrians and vehicles
- Ideal for urban areas and buildings with limited wall space
- Customisable in various shapes, sizes, and materials
- Minimalistic, modern design
- Easy to install (hardware not included)
- Aluminium body with self-adhesive vinyl stickers on both sides

### **Sizes Available:**

Customisable shapes and sizes are available. Contact us for more information.



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# Branded Media Wall & A-Frame



**Features:**

- Quick and easy setup with included carry bag
- High-impact, full-colour printing with grid-style logo layouts
- Durable, high-quality materials for long-lasting use
- Various sizes, print options, and fabric choices available
- Cost-effective and sustainable—replace banner skin without new hardware
- Ideal for events, photography, videography, and virtual backdrops
- Lightweight and portable F-Tube frame
- Optional single or double-sided printing

**Sizes Available:**

945mm x 1850mm  
800mm x 200mm  
2400mm x 2250mm  
3000mm x 2250mm  
6000mm x 2250mm



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**Features:**

- Lightweight yet sturdy; easy to set up and self-supporting
- Suitable for daily use with most styles allowing for updated content
- Built to withstand outdoor elements
- Available in various styles to suit different applications
- Wooden A-Frames feature weatherproofed ply edges
- Ideal for events, exhibitions, markets, trade shows, retail displays, and carnivals

**Sizes Available:**

|                     |                |
|---------------------|----------------|
| Metal A-Frame       | 1000mm x 650mm |
| Swing A-Frame       | 900mm x 610mm  |
| Corflute A-Frame    | 1000mm x 610mm |
| Backboard A-Frame   | 900mm x 600mm  |
| All-Weather A-Frame | 1050mm x 585mm |
| Wooden A-Frame      | 780mm x 520mm  |
| Corflute Signholder | 800mm x 600mm  |

## Branded **Deck Chairs & Bean Bags/Chairs**



### **Features:**

- Custom printed with your logo, colours, and branding
- Sturdy timber frame with stainless steel adjustment bracket
- Fully adjustable for comfortable lounging
- Lightweight and portable – great for events
- Sling options: plain, striped acrylic, or UV-printed (double-sided available)
- Minimum order quantity of just 4 chairs
- Ideal for events, activations, and brand promotions
- Design support available or supply your own artwork

### **Sizes Available:**

580mm wide x 900mm tall  
(Highest setting)



### **Features:**

- Custom printed with your logo, colours, and branding
- Made from durable, washable polyester – ideal for outdoor use
- Removable insert for easy cleaning of the outer cover
- Complies with Australian safety standards (hidden zip tail)
- Delivered filled in Brisbane; shipped unfilled to other locations
- Perfect for events, expos, and promotional use
- In-house graphic design support available for custom artwork

### **Sizes Available:**

|            |                       |
|------------|-----------------------|
| Bean Bag   | 1200mm x 900mm        |
| Bean Chair | 600mm x 700mm x 780mm |



**Scan the QR code to explore  
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# OUR COMMUNITY

We actively contribute to initiatives that strengthen our community, reflect our values and create positive change.



## ***TOUR de CURE & SOIRÉE for a CURE***

We have been a committed partner of Tour de Cure and Soirée for a Cure, providing financial and hands-on support, helping raise over \$70 million for cancer research.



## ***RONALD McDONALD HOUSE CHARITIES***

We are honoured to provide practical support by donating marquees and umbrellas, helping create a more comfortable and supportive environment for families facing the challenges of childhood illness.



## ***STRYDE4***

We're proud to support Stryde4 and the incredible work they do for mental health awareness. By providing branded marquees and signage, we're helping their message stand tall at every stop. It's inspiring to see their impact, and we're honoured to play a small part in their journey.

# OUR PARTNERSHIPS

Star Outdoor is proud to be the go-to branding partner for Australia's sporting communities, creating engaging spaces that look great and provide essential shade on scorching game days. We also offer discounts to not-for-profit organisations to help them shine on and off the field.



## **AusTriathlon**

As the official branding supplier for AusTriathlon, we ensure consistency across their national events, supplying marquees, flags and media walls. All affiliated clubs receive a discount, making it easier to access professional, cohesive event branding.



## **Struddys**

We have formed a strong partnership with Struddys, combining premium outdoor branding with high-quality sportswear. Together, we offer seamless solutions for teams and communities, enhancing visibility and unity through coordinated signage and apparel.



# WHAT OUR CLIENTS SAY

## **STRYDE4**



We've partnered with Star Outdoor for over 20 years, and they've never let us down. Mark and the team consistently deliver outstanding service and top-quality outdoor merchandise. They're reliable, professional, and the perfect partner for all things outdoor branding.

## **AUSTRIATHLON**



Amazing service with an expert team of professionals. We have worked with Star Outdoor for a number of years and have appreciated their professionalism, quality and timely delivery.

## **MCDONALD'S AUSTRALIA (VIC/TAS)**



We engaged Star Outdoor to amplify the Victorian and Tasmanian launch of All Day Breakfast with a simple, scalable solution that would communicate our message clearly and with visual impact. Star Outdoor delivered on time, on budget and within weeks, we had all restaurants advertising our all-day breakfast favourites with a consistent look and feel.

## **CAMPOS COFFEE**



Campos Coffee is delighted to partner with Star Outdoor. They have a real focus on product quality, customer service and solutions that deliver true value. Their willingness to change, be flexible and continually improve quality has resulted in cost savings we have been happy to share and improved our visibility on the market. The relationship continues to grow, develop and blossom and we look forward to working closely with them for the foreseeable future.

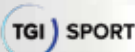
## **THE HUMOUR FOUNDATION**



Yesterday I received an automatic notification from TNT advising that my items had been shipped, with an estimated arrival in Launceston on 26 February - the day of my event. I reached out to the Star Outdoor team who responded with incredible speed, assuring me they would do everything they could to assist. They went above and beyond, rerouting the delivery so I could take the items with me when I travel. I've had the pleasure of working with the Star team several times and they consistently deliver outstanding, friendly service. I can confidently say that I wouldn't hesitate to recommend them.



# OUR CLIENTS



# CONTACT DETAILS



[www.staroutdoor.com.au](http://www.staroutdoor.com.au)



[info@staroutdoor.com.au](mailto:info@staroutdoor.com.au)



1300 721 877



B1, 57 Assembly Street  
Salisbury QLD 4107



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**outdoor**  
*it's easy!*