

AUSTRALIAN HOTEL

BALLINA

EST 1893



The Australian Hotel Ballina is more than just a pub — it's Ballina's home of good times, great food, and live music. A local institution with a fresh edge, we're on a mission to bring standout entertainment to the Northern Rivers and build something special for artists, audiences and the community alike.

Right in the heart of town and just minutes from the beach, The Aussie blends laid-back coastal vibes with a deep love for live music. Our crowd? Locals, musos, surfers, road-trippers, families — anyone chasing connection, culture, and cold beers. With a newly upgraded stage, sound and lighting setup, we're turning things up and inviting artists to help shape a new chapter of music in Ballina. From sweaty ticketed gigs to sunny Sunday sessions, we're here to back live music, build loyal crowds, and create the kind of venue people talk about long after the last encore.



Promo Mix

Social Media:

- Facebook + Instagram + TikTok (fast-growing)
- High engagement, strong local following
- Regular gig teasers, countdowns, reels, and BTS content

Website:

- Venue listings + online bookings + event calendar
- Optimised for mobile (90% of traffic)

EDMs:

- Weekly What's On mailer to 2,000+ subscribers
- Dedicated event sends for ticketed shows

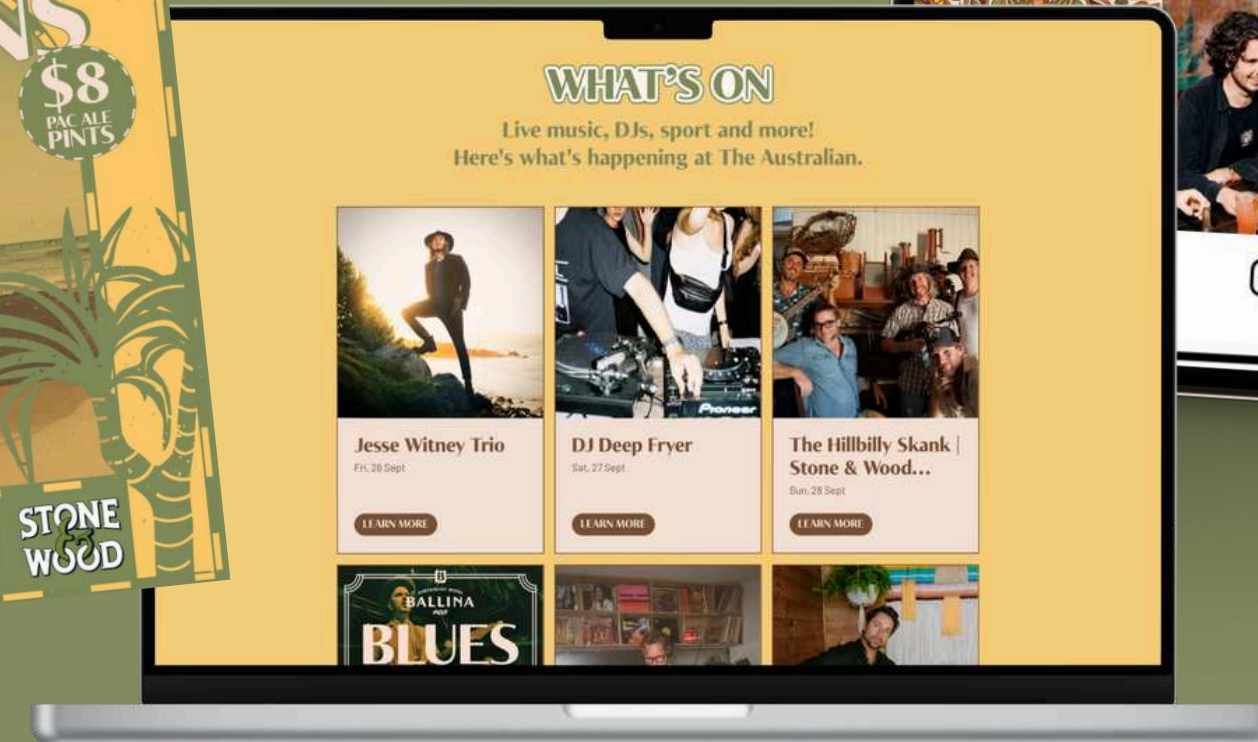
Print & Posters:

- Designed in-house with bold art-deco meets surf culture vibe
- Distributed locally across Northern Rivers
- In-Venue Promotion:
- On-site posters, digital screens, bar staff plugs
- High-traffic placement in bar and bathrooms

Audience Snapshot

Core Demo:

- Ages 25–45 (plus plenty of locals either side of that)
- Strong mix of local legends, touring punters, young families, and muso fans
- Equal gender mix, with high return visitor rate
- Key Interests:
- Live music, surf/skate culture, good food, cold beers, community vibes





Production

FOH

2X JBL PRX 618XLF SUB
2X JBL PRX 712 TOPS
POLE MOUNTED FROM SUBS

Monitors

4X JBL PRX 615
FOLD BACK WEDGES

Mixer Control

SOUNDCRAFT UI24
20 INPUTS, 8 AUX CHANNELS
IPAD AIR M3
MACBOOK PRO M1

DI's

2X BEHRINGER D-120 DUAL INPUT DI
1X BEHRINGER D-100 SINGLE INPUT DI

Microphones

6X SHURE BETA 58A VOCAL MICS
2X SHURE BETA 57A INSTRUMENT MICS
1X SHURE BETA 56A DRUM VOCAL MIC
1X SHURE BETA 52A KICK DRUM MIC
3X SHURE PG56 DRUM MICS
3X SHURE PG81 DRUM OVERHEADS
1X SHURE PG52 KICK MIC FOR
BASS CAB OR SECOND KICK
DRUM
1X SENNHEISER 906 GUITAR CAB MIC
1X SENNHEISER 609 GUITAR CAB MIC
2X RHODE M1 VOCAL/AUXILERY
MICS

Stands

4X QUICK LOC A 989 VOCAL MIC STAND
/ BOOM
1X QUICK LOC A 344 HI HAT /
INSTRUMENT
STAND / STRAIGHT
1X QUICK LOC A 306 KICK DRUM MIC
STAND / MINI
1X XTREME GUITAR AMP MIC STAND
ROUND BASE / STRAIGHT
1X XTREME GUITAR AMP MIC STAND
TRIPOD BASE / BOOM



Production Notes & Extras

Extras

Extra equipment used for bigger ticketed outdoor shows includes:

- 2x JBL PRX 235 twin 15" tops
- 1x JBL PRX 718XLF 18" sub with a JBL PRX 615 on top of sub used for drum fill
- 2x JBL PRX 715 used as extra foldback monitors

Extra vocal mics:

- 4x sE V7 vocal mics (brand new)

Other equipment:

- 1x wireless microphone transmitter/receiver, used for talkback but can also be used by performers if required
- 1x Wolfmix digital DMX lighting controller with 4x moving head LED wash stage lights and 8x Beamz LED PARs with one Beamz LED light bar

Extra drum mics:

- 2x Rode NT5 overheads
- 1x Shure PG drum mic set for bigger drum kits and/or percussion setups

Notes

There is also 3x Beamz Led pars, 2x Swamp Audio LED pars and a few other miscellaneous lights used for the friday night shows.

A Chauvet Hurricane 1000 smoke machine used with performer's permission.

All relevant XLR cables for mic's/DI's are supplied with a spare guitar cables used when required.



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