

# *The men who stole the Hilla*

## **Chapter Three: The Lobbyists**





## The men who stole the Hills

### Chapter Three: The Lobbyists

#### Our Stars



**Name:** Christian Ellis

**Current Positions:**

Member of Constitution Standing Committee (Liberal Party)

**Former Positions:**

Member of State Executive (Liberal Party)

Member of Party Affairs Committee (Liberal Party)



**Name:** Jeremy Greenwood

**Current Positions:**

**Former Positions:**

Employee of Philip Ruddock MP



**Name:** Charles Perrottet

**Current Positions:**

\*Missing In Action\*

**Former Positions:**

Deputy Chair of the Local Government Oversight Committee (Liberal Party)

Member of the State Redistribution Advisory Committee (Liberal Party)



**Name:** Dylan Whitelaw

**Current Positions:**

Member of Local Government Oversight Committee (Liberal Party)

**Former Positions:**

Employee of Senator Concetta Fierravanti-Wells

Employee of Christian Ellis

Employee of the President, Hon. Matthew Mason-Cox

Employee of Minister for Planning, Anthony Roberts



**Name:** Robert Assaf

**Current Positions:**

Head of Public Policy at JOLT

**Former Positions:**

Regional Engagement Manager at Greyhound Racing NSW

Communications Officer at Catholic Schools NSW

**The men who stole the Hills**  
*Chapter Three: The Lobbyists*

Our Story

BECKINGTON



Macquarie Consulting



MACQUARIE  
NATIONAL BANK

A number of key leaders and operators of the NSW Reformers (as discussed in Chapter One) created different companies and businesses to provide lobbyist or “advisory” services. Amongst these were **Christian Ellis** and **Jeremy Greenwood** with **Beckington**, **Charles Perrottet** with **Macquarie Consulting** and **Dylan Whitelaw** with **Macquarie Advisory**.

The use of ‘non-beneficially’ held shares, holding companies and registering shareholdings and directorships in the name of wives was used to try to obfuscate the real ownership structure and hide details on the lobbyist register.

Numerous clients of these lobbyists were property developers or in property development adjacent industries.

**Suggestion:** Changes should be made to the lobbyist register, and if needed the relevant legislation, to make public the name of all natural persons that derive a benefit from any part of the ownership chain of any entity engaged in lobbying.

### **Background concepts**

#### ***Beneficial Owner vs Non-beneficial Owner***

If someone has beneficial ownership of a share it means that you can benefit directly from the shares. If they own shares in your company but aren’t entitled to receive the benefits from them, then they have non-beneficial ownership.

A non-beneficial owner often holds a share for someone else.

Some common examples of non-beneficial owners include parents who hold shares for their children, the executor of a will who owns shares on behalf of an estate, or a trustee who holds shares for the beneficiaries of a trust.

‘Beneficially held’ means that the owner of the shares gets the direct benefit from the shares. Direct benefits include dividend payments.

If the shareholder is not holding the shares on behalf of another person, organisation or trust, the shares are beneficially held. It will show ‘Y’ in the company extract if the shares are beneficially held.

If the shareholder is holding the shares on behalf of another person, organisation or trust, they are not beneficially held. It will show ‘N’ in the company extract if the shares are not beneficially held.

## **The men who stole the Hills**

### *Chapter Three: The Lobbyists*

#### ***Whois Record***

Whois is a widely used Internet record listing that publicly identifies who owns a domain and how to get in contact with them.

A Whois record contains all of the contact information associated with the person, group, or company that registers a particular domain name. Typically, each Whois record will contain information such as the name and contact information of the Registrant (who owns the domain), the name and contact information of the Registrar (the organization or commercial entity that registered the domain name), the registration dates, the name servers, the most recent update, and the expiration date.

Whois records may also provide the administrative and technical contact information (which is often, but not always, the registrant).

**The men who stole the Hills**  
*Chapter Three: The Lobbyists*

**Beckington** (as at the time of the Hills Shire candidate installation)

**Beckington** was a lobbyist company that was owned by **Jeremy Greenwood** and **Belloc Associates Pty Ltd**.

**Christian Ellis** was formerly the owner of 50% of the shares of **Beckington**, but these were transferred to the company **Belloc Associates** on 20 December 2019. Belloc Associates is not the beneficial owner.

Belloc Associates is owned and operated by the wife of Christian Ellis,

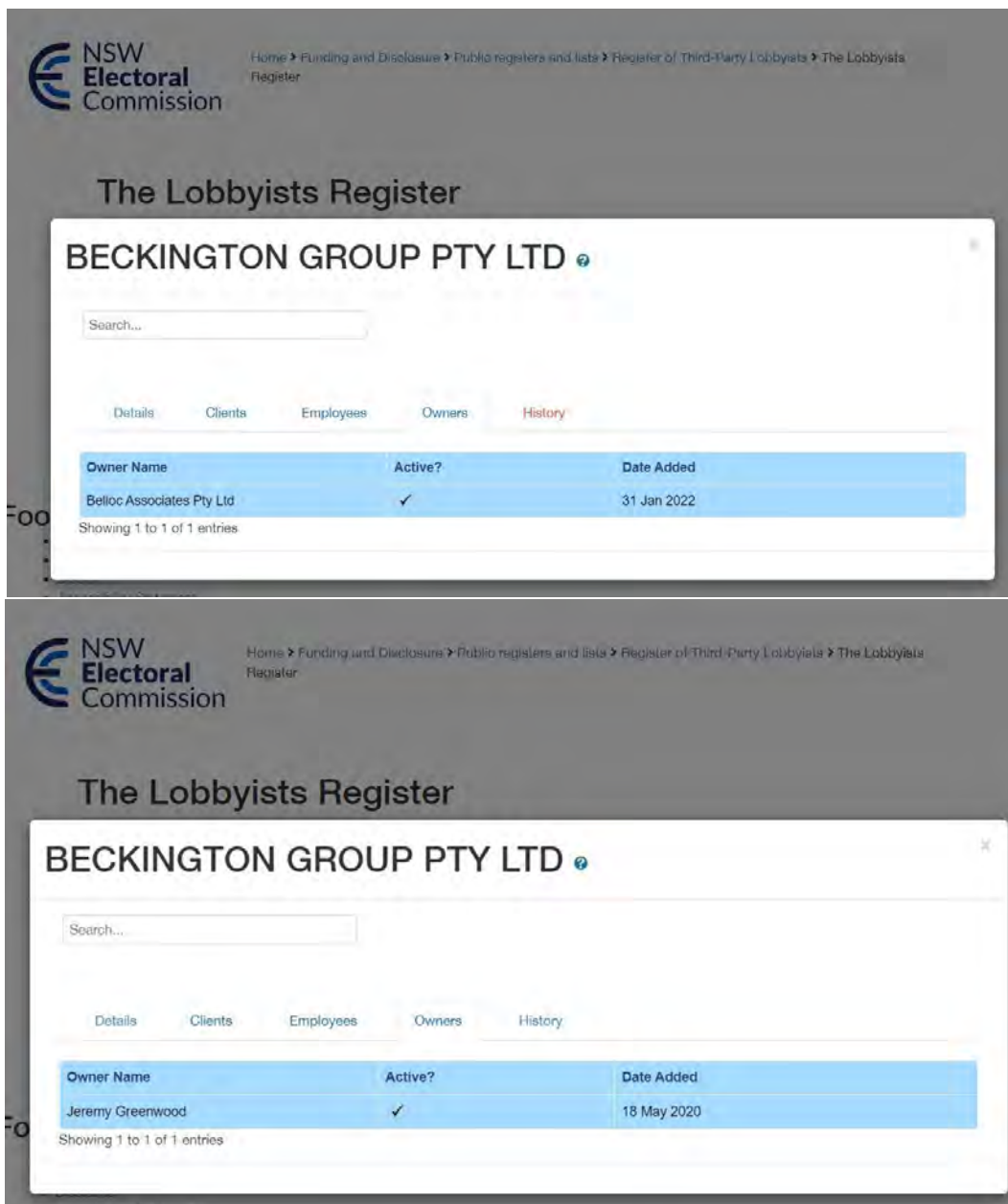


<b>Name:</b>	Beckington Group Pty Ltd	<b>ABN:</b>	93 634 947 050
<b>Registered:</b>	18/07/2019	<b>ACN:</b>	634 947 050
<b>Logo:</b>	BECKINGTON		
<b>Website:</b>	beckington.com.au (Inactive)	<b>Lobbyist Status:</b>	Deregistered
<b>Former Owners:</b>	Christian Ellis (50%)		
<b>Ownership: (As at 2020)</b>	<div><div>The wife of Christian Ellis (100%)</div><div>↓</div><div>Belloc Associates Pty Ltd (50%)</div><div>↓</div><div>Beckington Group Pty Ltd</div></div>		
	<div><div>Jeremy Greenwood (50%)</div><div>↓</div><div>Beckington Group Pty Ltd</div></div>		
<b>NOTE: Belloc Associates Pty Ltd is not the beneficial owner of the shares.</b>			

## The men who stole the Hills

### Chapter Three: The Lobbyists

**NOTE:** Despite Beckington being marked as no longer active in lobbying, it appears that information has been removed or hidden from the lobbyist register, possibly in an attempt to hide or obfuscate ownership structure of Beckington. Two screenshots of the current ownership data show different records.



Belloc Associates was only added as an owner as of **31 January 2022**, over 3 years after it became a shareholder.

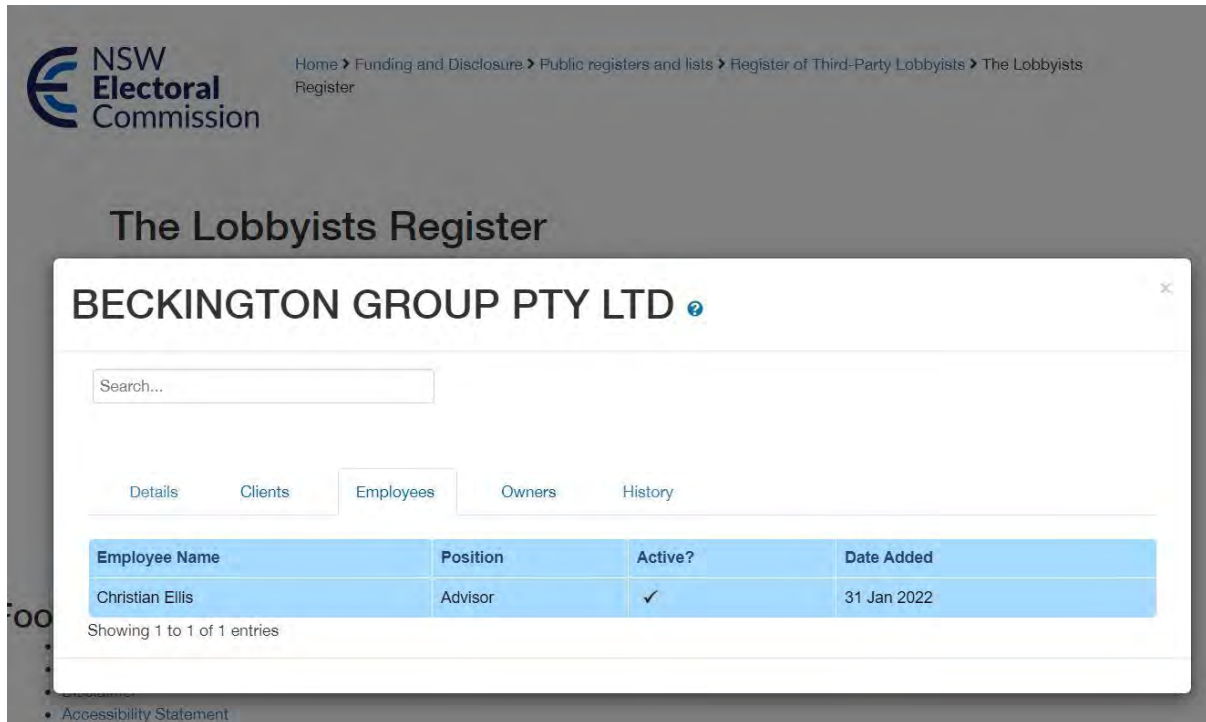
**Questions must be raised if the omission of Belloc Associates from the ownership data was a breach. Further questions must also be asked if it is lawful to list an entity that does not beneficially hold the shares and if a natural person should be listed instead.**

It was understood in Liberal Party circles that Beckington was a **co-venture between Christian Ellis and Jeremy Greenwood**, despite the official paperwork suggestion otherwise and listing Christian Ellis as an employee.

## The men who stole the Hills

### Chapter Three: The Lobbyists

Later **Dylan Whitelaw**, a core member of the **NSW Reformers**, would also work for Beckington in a non-lobbying capacity until financial issues would force them to terminate his employment with outstanding benefits that were not paid. This would make 3 NSW Reformers working at Beckington.



One possible reason for the obfuscation of true ownership is that the constitution of the NSW Liberal Party prevents a registered lobbyists from serving on the powerful State Executive, to which **Christian Ellis** was elected to.

Concerns were raised by senior members of the State Executive about the eligibility of Christian Ellis to serve as a member of the State Executive while being a known lobbyist, but Ellis was ultimately never removed from State Executive for that reason.

#### Information removed from the Lobbyist Register

It appears that information has been removed or deleted from the lobbyist register to hide or obfuscate the clients and staff of **Beckington**.

Information such as past clients have been removed and are not accessible from the history tab.

One such example is the fact that **Toplace** has been removed as a client, despite it being widely reported on in the media that it was a client of **Beckington**.

There is no mention of **Toplace** as current client or a historical client of **Beckington** on the Lobbyist Register.



## The men who stole the Hills

### Chapter Three: The Lobbyists



Home > Funding and Disclosure > Public registers and lists > Register of Third-Party Lobbyists > The Lobbyists Register

## The Lobbyists Register

### BECKINGTON GROUP PTY LTD

Search...

Details

Clients

Employees

Owners

History

2022

#### Lobbyist Status

Change Date	Old Value	New Value	Changed By
2022.01.31	Application Submitted	Active	Internal Process

Showing 1 to 1 of 1 entries

#### Lobbyist Responsible Officer

Change Date	Old Value	New Value	Changed By
No data available in table			

Showing 0 to 0 of 0 entries

#### Clients

Client Name	Made Active	Made Inactive	Changed By
RESPONSIBLE WAGERING AUSTRALIA HOLDINGS LIMITED	31/01/2022 5:41 PM		Christian Ellis
SPIRECORP PTY. LTD.	16/03/2022 4:31 PM		Christian Ellis
TCG DEVELOPMENTS PTY LTD	22/03/2022 3:04 PM		Christian Ellis

Showing 1 to 3 of 3 entries

#### Employees

Employee Name	Made Active	Made Inactive	Changed By
Christian Ellis	31/01/2022 5:40 PM		Christian Ellis
Christian Ellis	9/06/2022 2:20 PM		Henry Donkin

Showing 1 to 2 of 2 entries

#### Owners

Owner Name	Made Active	Made Inactive	Changed By
Belloc Associates Pty Ltd	31/01/2022 5:40 PM		Christian Ellis

Showing 1 to 1 of 1 entries

As seen in the 'Changed By' column, **Christian Ellis** has administrator access to amend the data on Beckington's records. Data should be extracted from the NSW Electoral Commissions servers to see what data was removed and deleted, and by who it was deleted.

**The men who stole the Hills**  
*Chapter Three: The Lobbyists*

**Screenshot: Current clients list of Beckington that was saved as at 10 February 2023**

**The Lobbyists Register**

**BECKINGTON GROUP PTY LTD**

Search...

Details Clients Employees Owners History

Client Name	Client ABN	Active?	Foreign Principal	Country(ies)	Date Added
ASSOCIATED KILN DRIERS PTY. LIMITED	34004341048	✓	No		06 Jul 2020
CATHOLIC CEMETERIES & CREMATORIA LTD	44638153689		No		23 Mar 2021
CATHOLIC CEMETERIES & CREMATORIA LTD	44638153689	✓	No		23 Mar 2021
Greyhound Racing New South Wales	61018166136	✓	No		21 May 2020
INQ INNOVATION GLOBAL PTY LTD	47622183662	✓	No		30 Mar 2020
LIVIUS PTY LTD	75632913421		No		30 Mar 2020
PA PACKAGING SOLUTIONS PTY LTD	49615911852	✓	No		30 Mar 2020
Toplace Pty Ltd	63135918491		No		13 Jul 2020
Ultra Business Solutions Pty Ltd	92137736693		No		01 Apr 2020
VAPOUREYES TRADING PTY LTD	17610585521		No		13 Jul 2020

Showing 1 to 10 of 10 entries

**Screenshot: Current clients list of Beckington that was saved as at 15 February 2023**

**The Lobbyists Register**

**BECKINGTON GROUP PTY LTD**

Search...

Details Clients Employees Owners History

Client Name	Client ABN	Active?	Foreign Principal	Country(ies)	Date Added
RESPONSIBLE WAGERING AUSTRALIA HOLDINGS LIMITED	89616573418	✓	No		31 Jan 2022
SPIRECORP PTY. LTD.	32167471918	✓	No		16 Mar 2022
TCG DEVELOPMENTS PTY LTD	20603486764	✓	No		22 Mar 2022

Showing 1 to 3 of 3 entries

## The men who stole the Hills

### Chapter Three: The Lobbyists

#### Greyhounds Racing NSW as client

A client of Beckington that has since been removed off the register was **Greyhounds Racing NSW**. This was where key NSW Reformer **Robert Assaf** worked for many years in numerous roles. It was known in Liberal Party circles that it was **Jeremy Greenwood** and **Christian Ellis** that got **Robert Assaf** the job at Greyhounds.

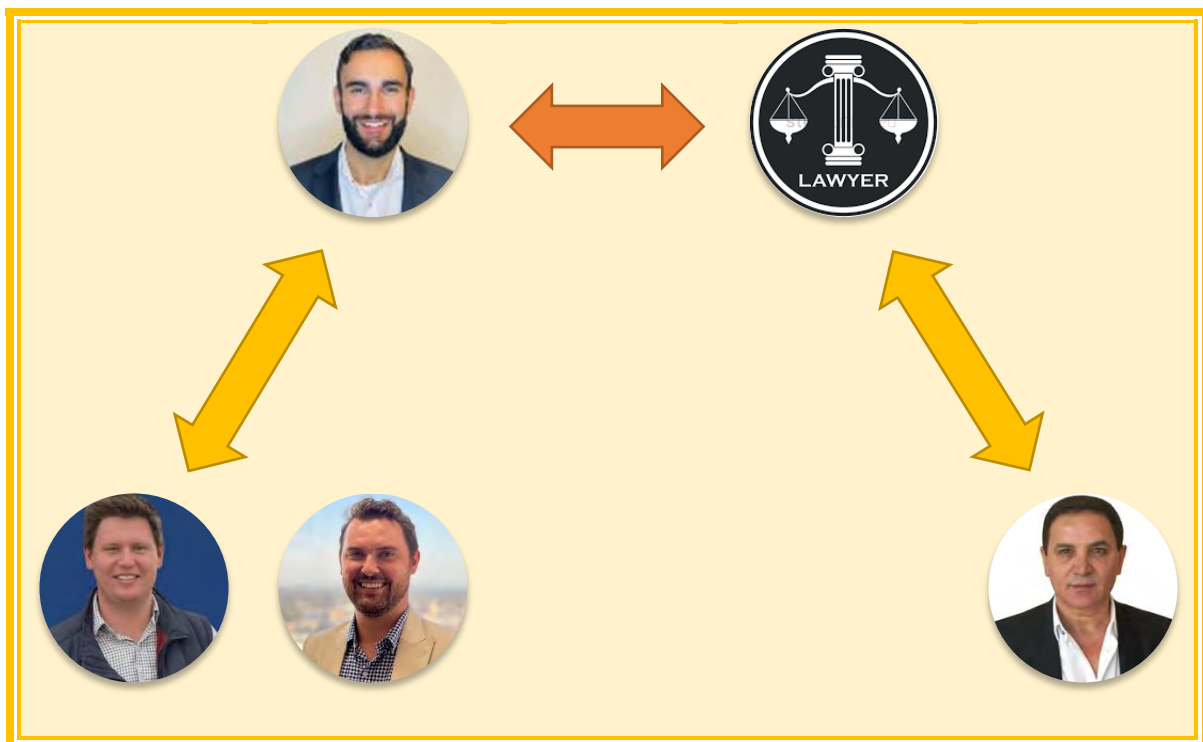


The relationship between Beckington and Greyhounds would grow over the years as the lines between professional and political continued to become blurred.

#### Introduction to Toplace

The official introduction of **Christian Ellis**, **Jeremy Greenwood** and **Jean Nassif** was done around early 2020 through **Robert Assaf** and the legal counsel of Toplace who was personally known to **Robert Assaf**.

*Diagram: How Beckington and Toplace were introduced*



**Robert Assaf** being an NSW Reformer was aware of the plan to install friends and family of **Christian Ellis**, **Jeremy Greenwood** and others to councillor positions, such as **Virginia Ellis** (the mother of Christian Ellis) in Hills Shire Council and **Verity Greenwood** (the mother of

## **The men who stole the Hills**

### *Chapter Three: The Lobbyists*

Jeremy Greenwood) in Hornsby Shire Council. He would also have known that Toplace was a major property developer in those LGA's and surrounding region.

**Questions should be asked as to why Robert Assaf introduced Beckington to Toplace when he knew of the intention to install the family and friends of the owners of Beckington as Councillors in areas that Toplace developed.**

#### TCG Developments and Twin Creeks Golf & Country Club


Another of Beckington's clients is TCG Developments Pty Ltd, a development company that has significant acres of land in the private luxury Twin Creeks estate located in the state seat of Mulgoa (now Badgerys Creek) held by **Tanya Davies MP**, a supporter of the NSW Reformers.

Land owned by TCG Developments is involved in the proposed development of an 11-storey 5-star resort hotel which is estimated to cost \$99 million.

See here for more details: <https://pp.planningportal.nsw.gov.au/planning-panel/twin-creeks-resort>

Twin Creeks Golf Club is where the Mulgoa Branch, the branch of local state MP **Tanya Davies**, has their regular meetings and their AGM.

It is important to note that **Tanya Davies** has been a supporter of the NSW Reformers and is currently the **Parliamentary Secretary for Planning**.



**Notice of General Meeting for the **Mulgoa Branch****

**DATE:** 17 June 2021

**LOCATION:** **Twin Creeks Golf and Country Club**  
2/8 Twin Creeks Drive  
Luddenham NSW 2745

**TIME:** 7:30pm

**VENUE CAPACITY:** The COVID safe capacity of the meeting venue is 150 persons.  
*Please note that if the number of members who actually turn up to the*

**Questions should be asked about the booking cost at the Twin Creeks Golf Club for branches associated with or aligned with Tanya Davies.**

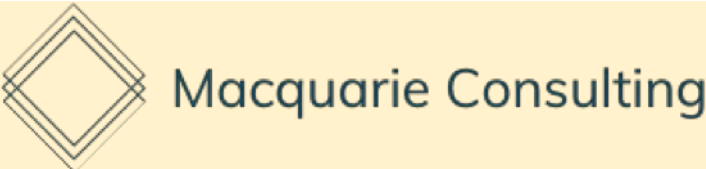
**The men who stole the Hills**  
*Chapter Three: The Lobbyists*

**Macquarie Consulting**

Macquarie Consulting is a business owned by **Anita Perrottet**, who is the wife of **Charles Perrottet** which advertises its specialties as Town Planning, Energy, Commercial, Infrastructure and Analytics according to its website.

The website of Macquarie Consulting was active since 2022 and has since been taken down but can still be accessed using the Internet Archives Wayback Machine.



<b>Name:</b>	Macquarie Consulting Pty Ltd	<b>ABN:</b>	33 643 931 748
<b>Registered:</b>	31/08/2020	<b>ACN:</b>	643 931 748
<b>Logo:</b>			
<b>Website:</b>	macquarieconsulting.com.au (Inactive)	<b>Lobbyist Status:</b>	Never Registered
<b>Former Owners:</b>	N/A		
<b>Ownership:</b>	<div>Anita Perrottet The wife of Charles Perrottet (100%)</div> <div>↓</div> <div>Macquarie Consulting Pty Ltd</div>		

**Website**

The website of Macquarie Consulting has been taken down but can still be accessed using the Internet Archives Wayback Machine.

*Please visit here:*

<https://web.archive.org/web/20221009131912/https://www.macquarieconsulting.com.au/services>

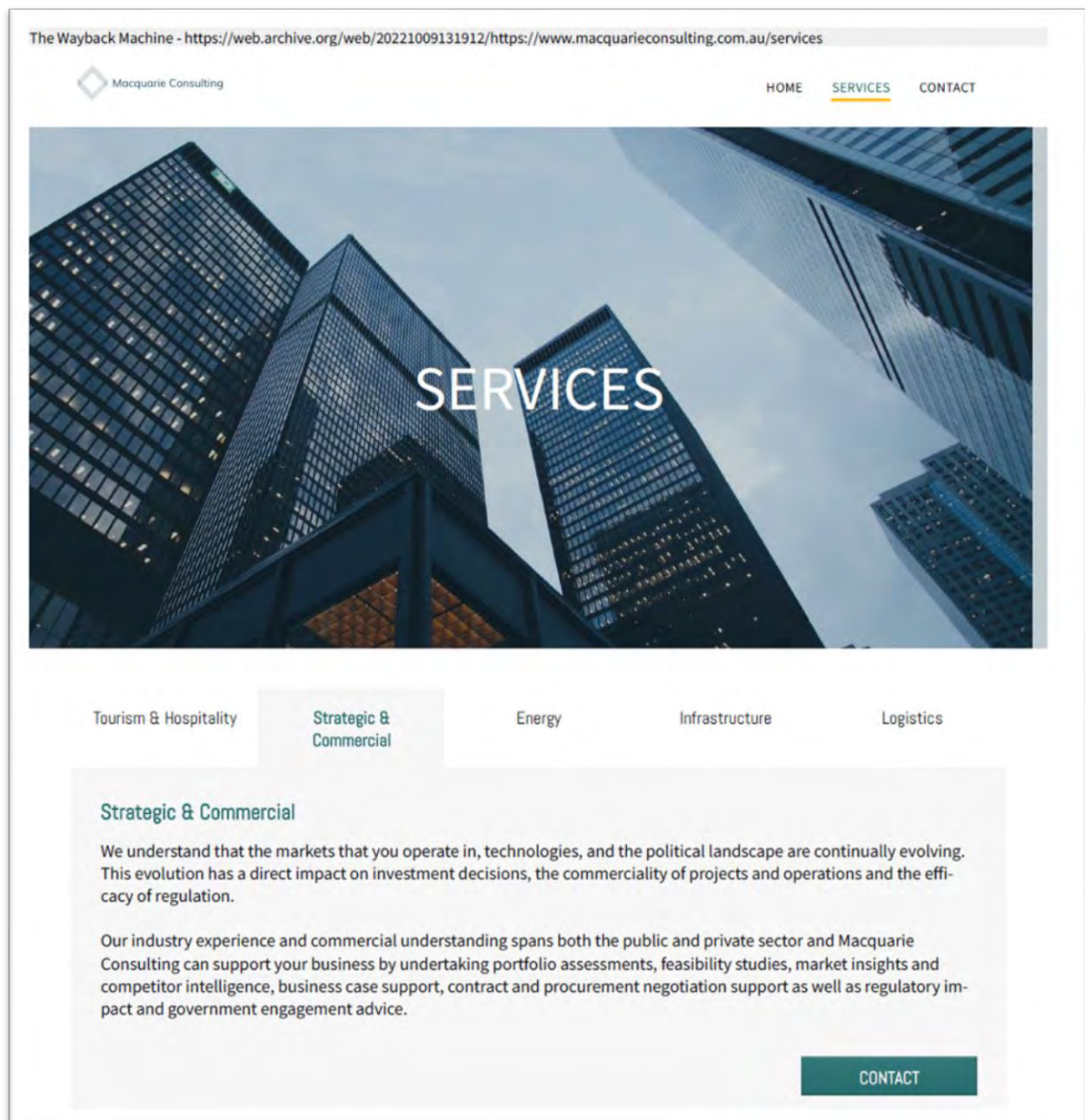
## The men who stole the Hills

### Chapter Three: The Lobbyists

The website shows a number of industries serviced (or intend to be serviced) by the business:

- Tourism & Hospitality
- Strategic & Commercial
- Energy
- Infrastructure
- Logistics

It is interesting to note that the ‘Town Planning’ industry which was in the title of the website was not on the content of the website.



## The men who stole the Hills

### Chapter Three: The Lobbyists

Claims made by the website include:

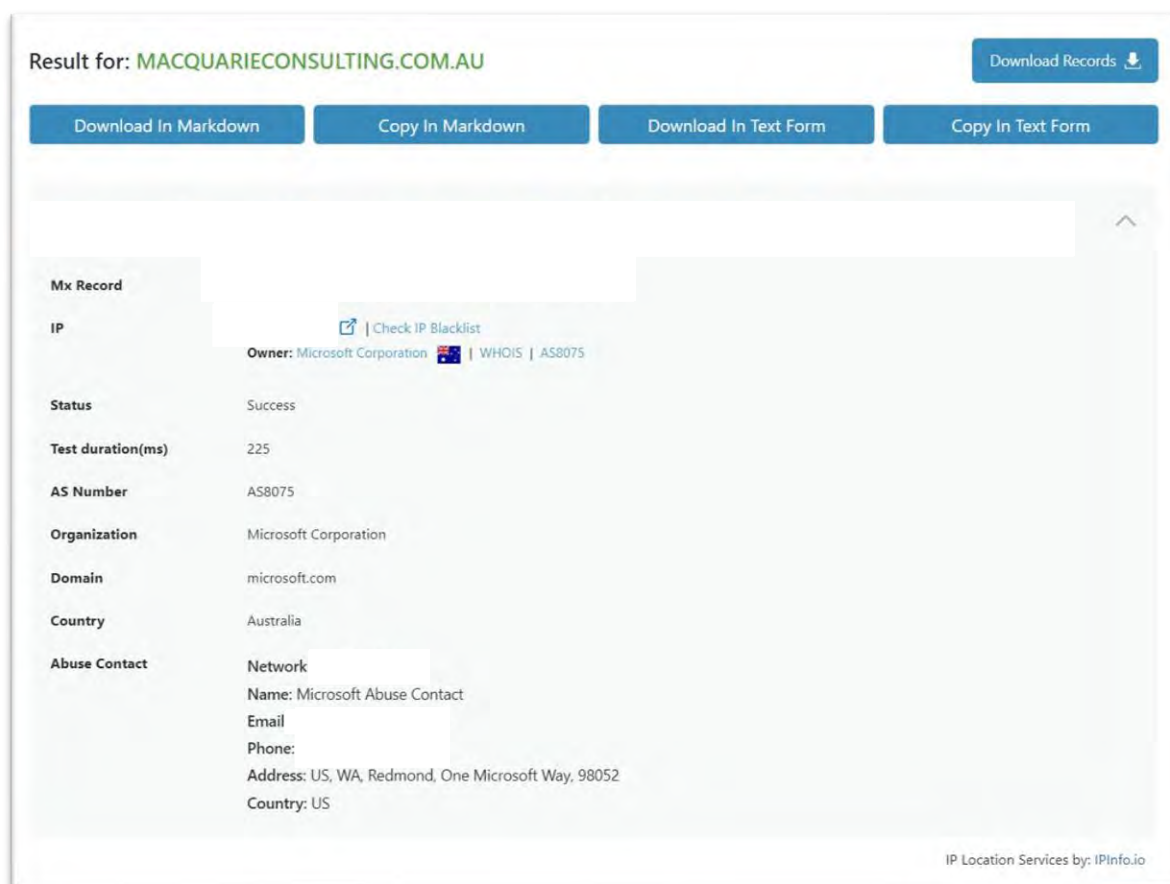
*“Our expertise lies in facilitating enduring partnerships between stakeholders and governments...”* on the **Tourism & Hospitality** tab

*“Our industry experience and commercial understanding spans both the public and private sector...”* on the **Strategic & Commercial** tab

*“Our aviation expertise includes working with government-owned and privately-owned airlines...”* on the **Infrastructure** tab

The contact button on each tab of the website opens a new email addressed to:

The email service lookup results show that the domain is set up to use the subscription-based Microsoft 365 (Outlook) for its email service. This indicates that this service is able to send and receive emails, and has been paying to do so and remains paying to do so.



The screenshot displays the results of an IP location service lookup for the domain MACQUARIECONSULTING.COM.AU. The interface includes a header with the domain name and a 'Download Records' button. Below this are four buttons: 'Download In Markdown', 'Copy In Markdown', 'Download In Text Form', and 'Copy In Text Form'. The main content area shows a table of DNS records and a detailed view of the IP record.

Record Type	Value
Mx Record	
IP	Owner: Microsoft Corporation   Check IP Blacklist   WHOIS   AS8075
Status	Success
Test duration(ms)	225
AS Number	AS8075
Organization	Microsoft Corporation
Domain	microsoft.com
Country	Australia
Abuse Contact	Network Name: Microsoft Abuse Contact Email Phone: Address: US, WA, Redmond, One Microsoft Way, 98052 Country: US

IP Location Services by: IPInfo.io


## The men who stole the Hills

### Chapter Three: The Lobbyists

#### Whois information changing

The Whois information for the site has also recently been updated.

A Whois record lookup performed on the .au Domain Administration Whois lookup service on 9 October 2022 shows the Registrant as **Macquarie Consulting Pty Ltd** and the registrant and technical contact person as **Charles Perrottet** with his personal email address listed.



Whois lookup

Lookup address:

Control text:

**sunburning**

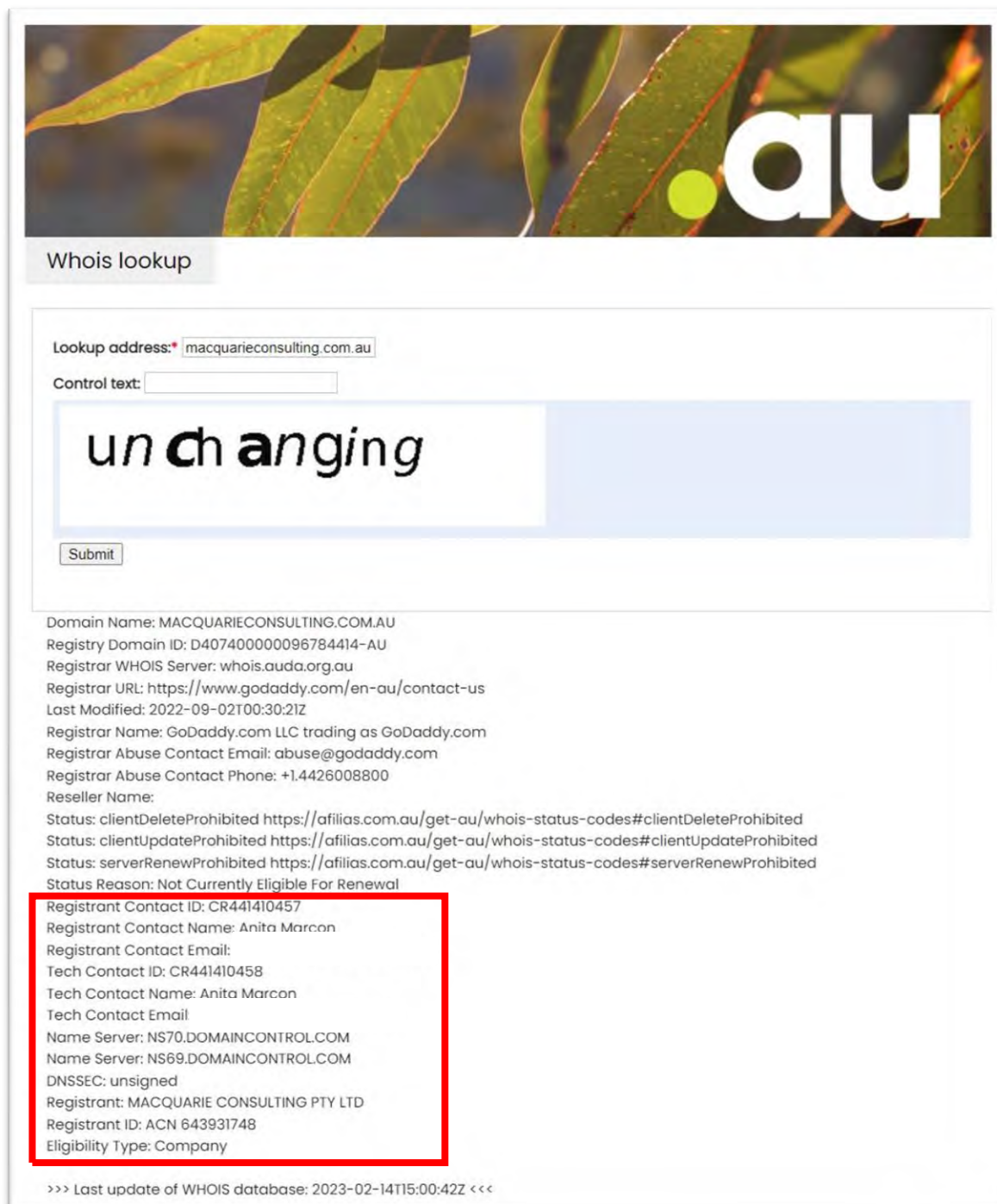
Domain Name: MACQUARIECONSULTING.COM.AU  
Registry Domain ID: D40740000096784414-AU  
Registrar WHOIS Server: whois.auda.org.au  
Registrar URL: <https://www.godaddy.com/en-au/contact-us>  
Last Modified: 2022-09-02T00:30:21Z  
Registrar Name: GoDaddy.com LLC trading as GoDaddy.com  
Registrar Abuse Contact Email:  
Registrar Abuse Contact Phone:  
Reseller Name:  
Status: clientDeleteProhibited <https://afilias.com.au/get-au/whois-status-codes#clientDeleteProhibited>  
Status: clientUpdateProhibited <https://afilias.com.au/get-au/whois-status-codes#clientUpdateProhibited>  
Status: serverRenewProhibited <https://afilias.com.au/get-au/whois-status-codes#serverRenewProhibited>  
Status Reason: Not Currently Eligible For Renewal  
Registrant Contact ID: CR441410457  
Registrant Contact Name: Charles Perrottet  
Registrant Contact Email:  
Tech Contact ID: CR441410458  
Tech Contact Name: Charles Perrottet  
Tech Contact Email:  
Name Server: NS70.DOMAINCONTROL.COM  
Name Server: NS69.DOMAINCONTROL.COM  
DNSSEC: unsigned  
Registrant: MACQUARIE CONSULTING PTY LTD  
Registrant ID: ACN 643931748  
Eligibility Type: Company

>>> Last update of WHOIS database: 2022-10-09T13:05:30Z <<<

## The men who stole the Hills

### Chapter Three: The Lobbyists

However, a Whois record lookup performed on the same service on 14 February 2023 now shows that the registrant and technical contact information has changed from **Charles Perrottet** to **Anita Marcon** (the maiden name of **Anita Perrottet**).



The screenshot shows a Whois lookup interface for the domain **macquarieconsulting.com.au**. The interface includes a search bar with the domain name, a "Control text" field, and a "Submit" button. Below the search bar, the domain name is displayed as "un changing". The Whois data is listed below, with a red box highlighting the contact information for Anita Marcon.

Whois lookup

Lookup address:

Control text:

**un changing**

Domain Name: MACQUARIECONSULTING.COM.AU  
Registry Domain ID: D407400000096784414-AU  
Registrar WHOIS Server: whois.auda.org.au  
Registrar URL: <https://www.godaddy.com/en-au/contact-us>  
Last Modified: 2022-09-02T00:30:21Z  
Registrar Name: GoDaddy.com LLC trading as GoDaddy.com  
Registrar Abuse Contact Email: [abuse@godaddy.com](mailto:abuse@godaddy.com)  
Registrar Abuse Contact Phone: +1.4426008800  
Reseller Name:  
Status: clientDeleteProhibited <https://afilias.com.au/get-au/whois-status-codes#clientDeleteProhibited>  
Status: clientUpdateProhibited <https://afilias.com.au/get-au/whois-status-codes#clientUpdateProhibited>  
Status: serverRenewProhibited <https://afilias.com.au/get-au/whois-status-codes#serverRenewProhibited>  
Status Reason: Not Currently Eligible For Renewal

**Registrant Contact ID: CR441410457**  
**Registrant Contact Name: Anita Marcon**  
**Registrant Contact Email:**  
**Tech Contact ID: CR441410458**  
**Tech Contact Name: Anita Marcon**  
**Tech Contact Email:**  
Name Server: NS70.DOMAINCONTROL.COM  
Name Server: NS69.DOMAINCONTROL.COM  
DNSSEC: unsigned  
Registrant: MACQUARIE CONSULTING PTY LTD  
Registrant ID: ACN 643931748  
Eligibility Type: Company

>>> Last update of WHOIS database: 2023-02-14T15:00:42Z <<<

The original Whois data demonstrates quite clearly that an individual authorised by the registrant, company **Macquarie Consulting Pty Ltd** of which **Anita Perrottet** is sole director and shareholder, put **Charles Perrottet** as the person responsible for the domain and website.

**Questions should be asked why this data has since been changed? Is it an attempt to conceal the real operator of the website/business?**

## The men who stole the Hills

### Chapter Three: The Lobbyists

#### Experience of Anita Perrottet

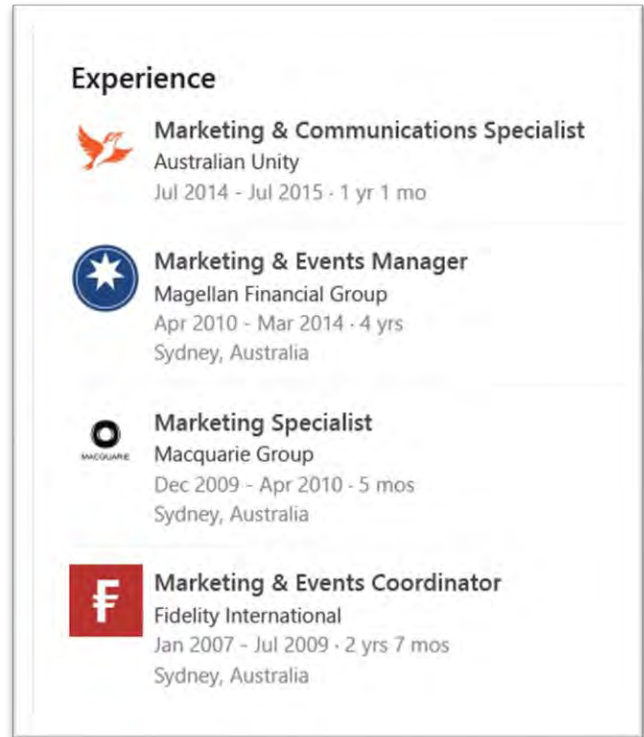
Given that Anita Perrottet is listed as the contact person on the website which claims experience in government relations and the capability to understand numerous industries, it becomes necessary to see Anita's experience and history.

The LinkedIn profile of **Anita Perrottet** shows that her work experience is mostly limited to marketing. Her profile can be viewed here:

In 2016, the SMH published an article about a business started by Charles & Anita Perrottet called 'Deliver Me Drinks' which was an alcohol delivery service.

This shows past history of Charles working in a business with Anita's being a or the public face of the business.

**This raises questions as to the claims made on the website. Is Anita the one performing these duties or is Charles assisting her with the business as he has done in the past?**



## The Sydney Morning Herald

### Move over, the big bottles are coming to town

8 December 2016

A fleet of alcohol delivery start-ups is putting grog on the go and disrupting the bottleshop industry along the way. But these newcomers face a major speed bump as bigger names prepare to enter the market.

Such is the threat, Charles Perrottet and wife Anita of Melbourne's Deliver Me Drinks are on the verge of expanding their operations and cutting delivery times from 45 minutes to 30.

"We want to keep putting on that additional pressure in the market for speed because we know the bigger players can't compete on that front," Charles says.

The Melbourne start-up, which launched in 2015, will soon put an extra two refrigerated vans on the roads to broaden their metro delivery catchment. Next year they will tackle Sydney and Brisbane.

Read the story here: <https://www.smh.com.au/business/small-business/move-over-the-big-bottles-are-coming-to-town-20161208-gt6kif.html>


**The men who stole the Hills**  
*Chapter Three: The Lobbyists*

**Macquarie Advisory**

Macquarie Advisory is a lobbying business which has all shares non-beneficially held by **Dylan Whitelaw**, who is core member of the NSW Reformers and a former staffer to Minister for Planning **Anthony Roberts**.

Macquarie Advisory has a short but successful history having 9 clients, most of which are developers or development adjacent industries.



<b>Name:</b>	Macquarie Advisory Group Pty Ltd	<b>ABN:</b>	67 663 289 281
<b>Registered:</b>	21/10/2022	<b>ACN:</b>	663 289 281
<b>Logo:</b>	 MACQUARIE ADVISORY GROUP		
<b>Website:</b>	macquarieadvisory.com.au linkedin.com/company/macquarie-advisory	<b>Lobbyist Status:</b>	Active
<b>Former Owners:</b>	N/A		
<b>Ownership:</b>	<div style="text-align: center;"><div style="border: 1px solid black; border-radius: 10px; background-color: #f4a460; padding: 10px; display: inline-block;">Dylan Whitelaw (100%)</div><div style="font-size: 2em; margin: 10px 0;">↓</div><div style="border: 1px solid black; border-radius: 10px; background-color: #76b82a; color: white; padding: 10px; display: inline-block;">Macquarie Consulting Pty Ltd</div></div> <p><b>NOTE: Dylan Whitelaw is not the beneficial owner of the shares.</b></p>		

## The men who stole the Hills

### Chapter Three: The Lobbyists

#### Dylan Whitelaw's Experience

**Dylan Whitelaw** has a diverse and sporadic employment history, having worked for a number of elected officials and a lobbyist.

Dylan has worked for the following:

- Employed by former Senator **Concetta Fierravanti-Wells**, a known then supporter of the NSW Reformers
- Employed by the lobbyist company **Beckington** and worked under **Christian Ellis** and **Jeremy Greenwood**
- Employed by President of the Legislative Council **Matthew Mason-Cox**
- Employed in the Ministerial Office of Minister for Planning **Anthony Roberts**



The screenshot displays the 'The Lobbyists Register' interface. At the top, the title 'The Lobbyists Register' is visible. Below it, the specific entity 'MACQUARIE ADVISORY GROUP PTY. LTD.' is selected. A search bar is present. Below the search bar, there are tabs for 'Details', 'Clients', 'Employees', 'Owners', and 'History'. The 'Clients' tab is active, showing a table of clients. The table has columns for 'Client Name', 'Client ABN', 'Active?', 'Foreign Principal', 'Country(ies)', and 'Date Added'. There are 9 entries listed, all marked as 'Active'.

Client Name	Client ABN	Active?	Foreign Principal	Country(ies)	Date Added
Arada LLC		✓	Yes	United Arab Emirates	07 Jan 2023
DARTANYON PTY LIMITED	79078565714	✓	No		02 Nov 2022
J GROUP PM PTY LTD	91608559799	✓	No		17 Dec 2022
KLF HOLDINGS PTY LTD	25119648234	✓	No		22 Dec 2022
Menangle Park East Village Land Holders			No		16 Nov 2022
MICHAEL BROWN PLANNING STRATEGIES PTY LTD	52162313895		No		16 Nov 2022
Mr George Scarlis		✓	No		29 Jan 2023
PACIFIC COMMUNITY HOUSING PTY LIMITED	33630907747	✓	No		22 Dec 2022
PACIFIC PLANNING PTY LIMITED	88610562760	✓	No		22 Dec 2022

Showing 1 to 9 of 9 entries

Whitelaw left **Anthony Roberts** office and a few weeks later started his own lobbyist company where he took on a number of clients that are involved with the property development industry.

**The men who stole the Hills**  
*Chapter Three: The Lobbyists*

MACQUARIE ADVISORY GROUP PTY. LTD.

Details

Clients

Employees

Owners

History

2022

Lobbyist Status

Change Date	Old Value	New Value	Changed By
2022.11.02	Application Submitted	Active	Internal Process

Showing 1 to 1 of 1 entries

Lobbyist Responsible Officer

Change Date	Old Value	New Value	Changed By
No data available in table			

Showing 0 to 0 of 0 entries

Clients

Client Name	Made Active	Made Inactive	Changed By
DARTANYON PTY LIMITED	2/11/2022 5:22 PM		dylan whitlelaw
J GROUP PM PTY LTD	18/12/2022 10:17 AM		dylan whitlelaw
KLF HOLDINGS PTY LTD	23/12/2022 8:58 AM		dylan whitlelaw
Menangle Park East Village Land Holders	17/11/2022 10:40 AM		dylan whitlelaw
MICHAEL BROWN PLANNING STRATEGIES PTY LTD	17/11/2022 10:40 AM		dylan whitlelaw
PACIFIC COMMUNITY HOUSING PTY LIMITED	23/12/2022 8:58 AM		dylan whitlelaw
PACIFIC PLANNING PTY LIMITED	23/12/2022 8:58 AM		dylan whitlelaw

Showing 1 to 7 of 7 entries

Employees

Employee Name	Made Active	Made Inactive	Changed By
Dylan Whitelaw	2/11/2022 5:21 PM		dylan whitlelaw
Dylan Whitelaw	9/11/2022 11:09 AM		Henry Donkin

Showing 1 to 2 of 2 entries

Owners

Owner Name	Made Active	Made Inactive	Changed By
Dylan Whitelaw	2/11/2022 5:21 PM	2/11/2022 5:21 PM	dylan whitlelaw
Dylan Whitelaw	9/11/2022 11:08 AM		Henry Donkin

Showing 1 to 2 of 2 entries

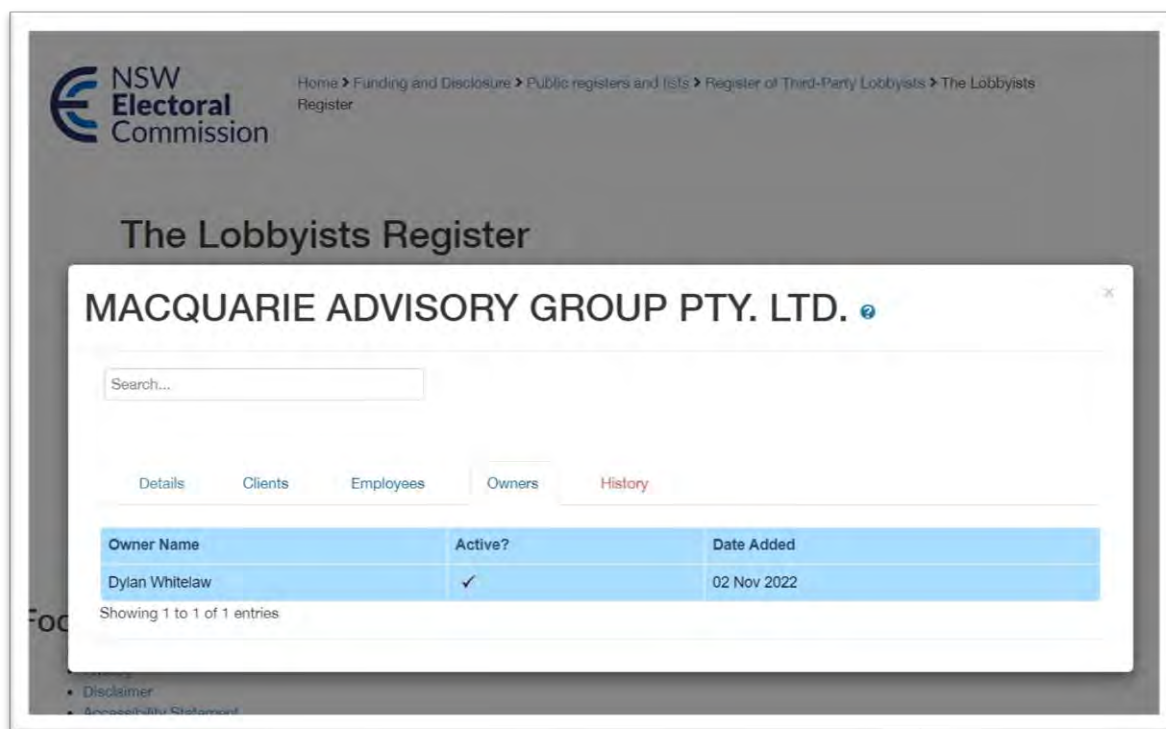
## **The men who stole the Hills**

### *Chapter Three: The Lobbyists*

#### The beneficial owner of Macquarie Advisory

The owner of Macquarie Advisory as listed on the lobbyist register is **Dylan Whitelaw**, however, a company lookup reveals that the shares owned by Dylan Whitelaw (100% of the company) are not beneficially held by him.

This means that though he has control of the shares for the time being, they are beneficially owned by someone else. The beneficial owner derives the dividends and is able to replace the current holder of the shares as they want, thereby changing the listed ownership on the lobbyist register while never revealing the true owner.



**Questions must be asked about who the beneficial owner of this very young but very successful lobbying company is. Further questions must be asked about the disclosure of beneficial owners on the lobbyist register.**

**The men who stole the Hills**  
*Chapter Three: The Lobbyists*

**Questions that should be looked in**

**Question 1**

**Why did Christian Ellis sell his shares in Beckington?**

Was it to enable him to sit on the NSW Liberal Party State Executive?

Was it done to obfuscate the real ownership structure?

**Question 2**

**Who was the beneficial owner of the Beckington shares owned by Belloc Associates?**

Was it Christian Ellis? Was it someone else?

Why is the owner of Belloc Associates the wife of Christian Ellis?

Is Belloc Associations just a mechanism to shift legal liability of ownership while actually maintain control?

Was it a breach to not list Belloc Associates and/or the beneficial owner as the owner of Beckington on the lobbyist register?

**Question 3**

**Why did Beckington secure the job for Robert Assaf at Greyhounds Racing NSW?**

Was it to enable him to do NSW Reformer political sign ups while on work trips?

Was it a sort of quid-pro-quo with Robert Assaf in exchange for something else?

**Question 4**

**Why did Robert Assaf introduce Beckington to Toplace when he knew about the plans to install Councillors in the Hills Shire council?**

Was it for the purposes of facilitating positive relationships with the families of people soon to be on Council?

Was this a quid-pro-quo for getting Robert Assaf the job at Greyhounds?

What were the terms of the engagement of Beckington by Toplace?

**The men who stole the Hills**  
*Chapter Three: The Lobbyists*

Question 5

**What is the relationship between TCG Developments & Twin Creeks Golf & Country Club and Tanya Davies MP & branches associated with her?**

Is Tanya Davies, who is a supporter of the NSW Reformers, know that TCG Developments was a client of Beckington?

What was the process and cost to hire a room for use for branch meetings at Twin Creeks Golf & Country Club?

Is it the same cost as a usual booking? Can invoices and payment receipts be provided?

Was there any donation-in-kind? Have these been disclosed?

Question 6

**Why is historical data no longer available for Beckington on the lobbyist register despite it no longer being active?**

Is data being deleted? Is it to avoid investigation or question by the inquiry?

Who is deleting the data and why? Is this unlawful?

Why has the website for Beckington been taken down?

Question 7

**Why did Anita Perrottet register the Macquarie Consulting business?**

Has it been trading? How does she explain the claims on the website?

How involved is Charles Perrottet in the business? In what capacity is he involved?

Question 8

**In what capacity was Charles Perrottet the registrant and technical contact on the Whois record of the website and why was this information changed?**

Who originally set this information? Who changed this information?

Was it changed to hide ownership or involvement in the business?

Why was it done after the commencement of the inquiry?

Why has the website been taken down?

**The men who stole the Hills**  
*Chapter Three: The Lobbyists*

Question 9

**Dylan Whitelaw has had tremendous success in finding clients for Macquarie Advisory since leaving the Planning Ministers office. What does he attribute this success to?**

How much does his experience help in the role?

Where did he find these clients?

How is he attracting clients when he doesn't have a website or almost any online presence?

Question 10

**Who is the beneficial owner of Macquarie Advisory?**

Is it someone other than Dylan Whitelaw? Is it an NSW Reformer?

Is it lawful that the beneficial owner is not listed as an owner on the lobbyist register?

Question 11

**Is Dylan Whitelaw the beneficial owner of Macquarie Advisory but he filled out the company forms wrong?**

How does such an experienced lobbyist (based on clients attracted in such short time) make such a mistake?

How qualified is Dylan to assist clients navigate the complex regulatory and legislative frameworks of planning and approvals when he made such a simple yet critical mistake on a form?

Are there other reasons apart from his capabilities that Dylan is attracting clients?

# EVIDENCE & APPENDICES

**Note:** Sensitive information that could be used to identify sources, such as names and email addresses, have been redacted to protect the identities of unrelated third-parties.

Relevant sections of content have been highlighted for convenience. Where more than one colour has been used, the colour code would be in the relevant part of this document.



ASIC

Australian Securities & Investments Commission

# Current & Historical Company Extract

**Name:** BECKINGTON GROUP PTY LTD

**ACN:** 634 947 050

Date/Time: 25 August 2020 AEST 12:52:22 AM

This extract contains information derived from the Australian Securities and Investments Commission's (ASIC) database under section 1274A of the Corporations Act 2001.

Please advise ASIC of any error or omission which you may identify.

EXTRACT

Organisation Details	Document Number
<b>Current Organisation Details</b>	
Name: BECKINGTON GROUP PTY LTD	0EQM35691
ACN: 634 947 050	
ABN: 93634947050	
Registered in: New South Wales	
Registration date: 18/07/2019	
Next review date: 18/07/2021	
Name start date: 18/07/2019	
Status: Registered	
Company type: Australian Proprietary Company	
Class: Limited By Shares	
Subclass: Proprietary Company	

Address Details	Document Number
<b>Current</b>	
Registered address:	0EQM35691
Start date: 18/07/2019	
Principal Place Of Business address:	0EQM35691
Start date: 18/07/2019	

Contact Address
Section 146A of the Corporations Act 2001 states 'A contact address is the address to which communications and notices are sent from ASIC to the company'.
<b>Current</b>
Address:
Start date: 30/07/2019

Officeholders and Other Roles	Document Number
<b>Director</b>	
Name: CECILE PIAT	0EZX65632
Address:	
Born: , MAURITIUS, MAURITIUS	
Appointment date: 20/12/2019	
<b>Secretary</b>	
Name: CECILE PIAT	1EIE43183
Address:	
Born: MAURITIUS, MAURITIUS	
Appointment date: 23/04/2020	
<b>Previous Director</b>	
Name: JEREMY PATRICK GREENWOOD	0EQM35691
Address:	
Born: SYDNEY, NSW	
Appointment date: 18/07/2019	

Cease date:	23/04/2020	
Name:	CHRISTIAN MARC FERGUS ELLIS	0ERM68374
Address:		
Born:	BAULKHAM HILLS, NSW	
Appointment date:	26/07/2019	
Cease date:	20/12/2019	
<b>Previous Secretary</b>		
Name:	JEREMY PATRICK GREENWOOD	0EQM35691
Address:		
Born:	SYDNEY, NSW	
Appointment date:	18/07/2019	
Cease date:	23/04/2020	

**Share Information****Share Structure**

Class	Description	Number issued	Total amount paid	Total amount unpaid	Document number
ORD	ORDINARY	2	2.00	0.00	0EQM35691

**Members**

Note: For each class of shares issued by a proprietary company, ASIC records the details of the top twenty members of the class (based on shareholdings). The details of any other members holding the same number of shares as the twentieth ranked member will also be recorded by ASIC on the database. Where available, historical records show that a member has ceased to be ranked amongst the top twenty members. This may, but does not necessarily mean, that they have ceased to be a member of the company.

Name: JEREMY PATRICK GREENWOOD  
Address:

Class	Number held	Beneficially held	Paid	Document number
ORD	1	yes	FULLY	0ERM68374

Name: BELLOC ASSOCIATES PTY LTD  
ACN: 638 172 577  
Address:

Class	Number held	Beneficially held	Paid	Document number
ORD	1	no	FULLY	0Ezt65632

**Previous Members**

Name: CHRISTIAN MARC FERGUS ELLIS  
Address:

Class	Number held	Beneficially held	Paid	Document number
ORD	1	yes	FULLY	0ERM68374

**Documents**

Note: Where no Date Processed is shown, the document in question has not been processed. In these instances care should be taken in using information that may be updated by the document when it is processed. Where the Date Processed is shown but there is a zero under No Pages, the document has been processed but a copy is not yet available.

Date received	Form type	Date processed	Number of pages	Effective date	Document number
18/07/2019	201C Application For Registration As A Proprietary Company	18/07/2019	3	18/07/2019	0EQM35691
06/08/2019	484 Change To Company Details 484E Appointment Or Cessation Of A Company Officeholder 484N Changes To (Members) Share Holdings	06/08/2019	3	30/07/2019	0ERM68374
20/12/2019	484 Change To Company Details 484E Appointment Or Cessation Of A Company Officeholder 484N Changes To (Members) Share Holdings	20/12/2019	3	20/12/2019	0EZT65632
30/04/2020	484E Change To Company Details Appointment Or Cessation Of A Company Officeholder	30/04/2020	2	28/04/2020	1EIE43183

\*\*\*End of Extract of 3 Pages\*\*\*



ASIC

Australian Securities & Investments Commission

## Current Company Extract

**Name:** BELLOC ASSOCIATES PTY LTD

**ACN:** 638 172 577

Date/Time: 16 September 2021 AEST 03:03:00 AM

This extract contains information derived from the Australian Securities and Investments Commission's (ASIC) database under section 1274A of the Corporations Act 2001.

Please advise ASIC of any error or omission which you may identify.

EXTRACT

Organisation Details	Document Number
<b>Current Organisation Details</b>	
Name: BELLOC ASSOCIATES PTY LTD	0EZT58871
ACN: 638 172 577	
Registered in: New South Wales	
Registration date: 20/12/2019	
Next review date: 20/12/2021	
Name start date: 20/12/2019	
Status: Registered	
Company type: Australian Proprietary Company	
Class: Limited By Shares	
Subclass: Proprietary Company	

Address Details	Document Number
<b>Current</b>	
Registered address:	0EZT58871
Start date: 20/12/2019	
Principal Place Of Business address:	0EZT58871
Start date: 20/12/2019	

<b>Contact Address</b>
Section 146A of the Corporations Act 2001 states 'A contact address is the address to which communications and notices are sent from ASIC to the company'.
<b>Current</b>
Address:
Start date: 20/12/2019

Officeholders and Other Roles	Document Number
<b>Director</b>	
Name: CECILE PIAT	0EZT58871
Address:	
Born: MAURITIUS, MAURITIUS	
Appointment date: 20/12/2019	
<b>Secretary</b>	
Name: CECILE PIAT	0EZT58871
Address:	
Born: MAURITIUS, MAURITIUS	
Appointment date: 20/12/2019	

<b>Share Information</b>
<b>Share Structure</b>

Class	Description	Number issued	Total amount paid	Total amount unpaid	Document number
ORD	ORDINARY	1	1.00	0.00	0EZT58871

**Members**

Note: For each class of shares issued by a proprietary company, ASIC records the details of the top twenty members of the class (based on shareholdings). The details of any other members holding the same number of shares as the twentieth ranked member will also be recorded by ASIC on the database. Where available, historical records show that a member has ceased to be ranked amongst the top twenty members. This may, but does not necessarily mean, that they have ceased to be a member of the company.

Name: CECILE PIAT  
Address: 30 Duranta Street, BELLBOWRIE QLD 4070

Class	Number held	Beneficially held	Paid	Document number
ORD	1	yes	FULLY	0EZT58871

**Documents**

Note: Where no Date Processed is shown, the document in question has not been processed. In these instances care should be taken in using information that may be updated by the document when it is processed. Where the Date Processed is shown but there is a zero under No Pages, the document has been processed but a copy is not yet available.

Date received	Form type	Date processed	Number of pages	Effective date	Document number
20/12/2019	201C Application For Registration As A Proprietary Company	20/12/2019	3	20/12/2019	0EZT58871

\*\*\*End of Extract of 2 Pages\*\*\*

## The Lobbyists Register

### BECKINGTON GROUP PTY LTD ?

[Details](#)[Clients](#)[Employees](#)[Owners](#)[History](#)

Client Name	Client ABN	Active?	Foreign Principal	Country(ies)	Date Added
RESPONSIBLE WAGERING AUSTRALIA HOLDINGS LIMITED	89616573418	✓	No		31 Jan 2022
SPIRECORP PTY. LTD.	32167471918	✓	No		16 Mar 2022
TCG DEVELOPMENTS PTY LTD	20603486764	✓	No		22 Mar 2022

Showing 1 to 3 of 3 entries

## The Lobbyists Register

# BECKINGTON GROUP PTY LTD ?

[Details](#)
[Clients](#)
[Employees](#)
[Owners](#)
[History](#)

Client Name	Client ABN	Active?	Foreign Principal	Country(ies)	Date Added
ASSOCIATED KILN DRIERS PTY. LIMITED	34004341048	✓	No		06 Jul 2020
CATHOLIC CEMETERIES & CREMATORIA LTD	44638153689		No		23 Mar 2021
CATHOLIC CEMETERIES & CREMATORIA LTD	44638153689	✓	No		23 Mar 2021
Greyhound Racing New South Wales	61018166136	✓	No		21 May 2020
INQ INNOVATION GLOBAL PTY LTD	47622183662	✓	No		30 Mar 2020
LIVIUS PTY LTD	75632913421		No		30 Mar 2020
PA PACKAGING SOLUTIONS PTY LTD	49615911852	✓	No		30 Mar 2020
Toplace Pty Ltd	63135918491		No		13 Jul 2020
Ultra Business Solutions Pty Ltd	92137736693		No		01 Apr 2020
VAPOUREYES TRADING PTY LTD	17610585521		No		13 Jul 2020

Showing 1 to 10 of 10 entries

## The Lobbyists Register

### BECKINGTON GROUP PTY LTD

[Details](#)[Clients](#)[Employees](#)[Owners](#)[History](#)

Employee Name	Position	Active?	Date Added
Christian Ellis	Advisor	✓	31 Jan 2022

Showing 1 to 1 of 1 entries

## The Lobbyists Register

### BECKINGTON GROUP PTY LTD ?

[Details](#)[Clients](#)[Employees](#)[Owners](#)[History](#)

Employee Name	Position	Active?	Date Added
Jeremy Greenwood	Director	✓	30 Mar 2020

Showing 1 to 1 of 1 entries

# The Lobbyists Register

## BECKINGTON GROUP PTY LTD ?

[Details](#)
[Clients](#)
[Employees](#)
[Owners](#)
[History](#)

2022

### Lobbyist Status

Change Date	Old Value	New Value	Changed By
2022.01.31	Application Submitted	Active	Internal Process

Showing 1 to 1 of 1 entries

### Lobbyist Responsible Officer

Change Date	Old Value	New Value	Changed By
No data available in table			

Showing 0 to 0 of 0 entries

### Clients

Client Name	Made Active	Made Inactive	Changed By
RESPONSIBLE WAGERING AUSTRALIA HOLDINGS LIMITED	31/01/2022 5:41 PM		Christian Ellis
SPIRECORP PTY. LTD.	16/03/2022 4:31 PM		Christian Ellis
TCG DEVELOPMENTS PTY LTD	22/03/2022 3:04 PM		Christian Ellis

Showing 1 to 3 of 3 entries

### Employees

Employee Name	Made Active	Made Inactive	Changed By
Christian Ellis	31/01/2022 5:40 PM		Christian Ellis
Christian Ellis	9/06/2022 2:20 PM		Henry Donkin

Showing 1 to 2 of 2 entries

### Owners

Owner Name	Made Active	Made Inactive	Changed By
Belloc Associates Pty Ltd	31/01/2022 5:40 PM		Christian Ellis

Showing 1 to 1 of 1 entries

## The Lobbyists Register

### BECKINGTON GROUP PTY LTD ?

[Details](#)[Clients](#)[Employees](#)[Owners](#)[History](#)

Owner Name	Active?	Date Added
Belloc Associates Pty Ltd	✓	31 Jan 2022

Showing 1 to 1 of 1 entries

## The Lobbyists Register

### BECKINGTON GROUP PTY LTD

[Details](#)[Clients](#)[Employees](#)[Owners](#)[History](#)

Owner Name	Active?	Date Added
Jeremy Greenwood	✓	18 May 2020

Showing 1 to 1 of 1 entries

2	The President of Women's Council, who shall also be the Female Vice-President of the Division	2 Urban Vice-Presidents of the Division
3	The President of Young Liberal Council	2 Country and Regional Vice-President of the Division
4	Any member of the Federal Executive who is a Member of the Division (subject to <b>clause 13.1.4</b> below)	10 Urban Representatives (four of whom must be women)
5	The Leader of the State Parliamentary Party or that Leader's alternate appointed from time to time by that Leader	6 Country and Regional Representatives (of which 2 must be women)  (of which 3 must be Local Branch Members in Local Branches assigned to SECs, FECs and FEBs that are deemed to be Country or Regional SECs, FECs and FEBs).
6	The Leader of the Federal Parliamentary Party or Leader's alternate appointed from time to time by that Leader	The Chair of Convention Committee and Director of Policy Engagement
7	The President of the Liberal Local Government Assembly (who shall not be a member of any state or federal Selection Committee by virtue of this office)	

### 13.1.2 Eligibility to nominate and be elected to State Executive and other conditions

- (1) **Registered lobbyists and employees of, or otherwise engaged by, Ministers of the Crown or Members of Parliament are ineligible to be Elected Members of State Executive.**
- (2) Elected Members of State Executive are not eligible to nominate for preselection for State or Federal Parliament during their term of office.
- (3) Nothing in this clause 13.1.2 restricts the eligibility of members to nominate and be elected to Ex-Officio positions on State Executive or places any conditions or restrictions on Ex-Officio Members of State Executive during their term of office.

### 13.1.3 The Treasurer

- (1) At the first meeting of State Executive after each AGM of State Council or as soon as possible after that, the

## **Notice of General Meeting for the **Mulgoa Branch****

**DATE:** 17 June 2021

**LOCATION:** **Twin Creeks Golf and Country Club**

2/8 Twin Creeks Drive  
Luddenham NSW 2745

**TIME:** 7:30pm

**VENUE CAPACITY:** The COVID safe capacity of the meeting venue is 150 persons.

*Please note that if the number of members who actually turn up to the meeting exceeds the COVID safe capacity of the venue room, then the meeting will automatically be cancelled.*

### **BUSINESS:**

1. Meeting open
2. Apologies
3. Confirmation of minutes of previous general meeting
4. Business arising from minutes
5. Correspondence
6. Business arising from correspondence
7. President's Report
8. Reports by other Branch Committee Members
9. Consideration of new and/or transferring members
10. Motions on Notice (*Please turn over page for Motions on Notice*)
11. General Business
12. Meeting close

Apologies and reservations can be made to Ray King, President, Mulgoa Branch  
at

[Newslocal](#) [Penrith Press](#)

## 5-star resort hotel with Wet'n'Wild-style beach proposed for Sydney's west

AN 11-storey resort hotel with a Wet'n'Wild-style beach, floating bar and three private karaoke rooms has been flagged for a sleepy suburb in Sydney's west.

**Isabell Petrinic** 2 min read February 9, 2017 - 12:00AM [Penrith Press](#) [8 comments](#)

The jewel of the resort design is this lagoon pool. Picture courtesy of Twin Creeks Golf & Country Club

### Penrith

Don't miss out on the headlines from Penrith. Followed categories will be added to My News.



innovation corridor, and down the road from Celestino's new \$5 billion science city Sydney Science Park.

"The lagoon pool will be the centrepiece — it will have a beach like at Wet'n'Wild," Twin Creeks chief executive Grant Martin said. He said visitors will be able to swim under a floating bar and eat in an outdoor dining area "which straddles the pool".



A master plan documents says the design team has "taken inspiration from some of the most successful resort developments from around the globe".

"The longer term vision is to be Western Sydney's No. 1 hotel ... No. 1 in terms of 5-star, top end of the market," Mr Martin said.

"We already identified, even without the science park and the (Western Sydney) Airport, that there was a market for us to introduce further accommodation but not just for golf.

"There's an obvious market for golf play-and-stay.

"We're looking at the broader market, for functions and events."

The \$99 million staged Twin Creeks development proposal will go before Penrith Council for consideration before proceeding to the Joint Regional Planning Panel, which decides on developments over \$10 million.

“We’re ideally hoping to be under construction at the end of 2017,” Mr Martin said.



Twin Creeks Golf and Country Club chief executive Grant Martin pictured near where a hotel is planned for the Luddenham site. Picture: Justin Sanson

Other features will include a day spa with outdoor plunge pools, three private karaoke rooms, an 100.8sqm convenience store, a resort boutique, a gymnasium, two lounge areas, and multiple function spaces.

The existing carpark will be replaced with two levels of underground parking for 500 vehicles, and the clubhouse will have a level added.





“The overall master plan is three projects; project one being the hotel, the second project being a winery/villa complex,” Mr Martin said.

“The third project is an elite sports and golf academy.”



Pictured is the Twin Creeks Golf and Country Club in 2009. The golf course is set over 330 acres.

Confirmed tenants of the science park include Birling National Avian Laboratories Centre, the CSIRO, and the Catholic Education Office.

The education office is establishing its first kindergarten to year 12 STEM School on the Luddenham Rd site.





“(Ours) is a very top end concept,” Mr Martin said.

“What Celestino is doing is 5 star. You would hope that influences what goes in around us.”

Existing businesses in Luddenham include Luddenham Raceway, Model Park and Workers Hubertus Country Club. Dogs NSW’s head office is also in Luddenham.



Artist's impression of the future Sydney Science Park in Luddenham. Picture courtesy of Celestino.

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[Join the conversation \(8 comments\)](#)

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Promoted Content



ASIC

Australian Securities & Investments Commission

# Current & Historical Company Extract

**Name:** MACQUARIE CONSULTING PTY LTD

**ACN:** 643 931 748

Date/Time: 15 February 2023 AEST 02:32:23 AM

This extract contains information derived from the Australian Securities and Investments Commission's (ASIC) database under section 1274A of the Corporations Act 2001.

Please advise ASIC of any error or omission which you may identify.

EXTRACT

Organisation Details	Document Number
<b>Current Organisation Details</b>	
Name: MACQUARIE CONSULTING PTY LTD	1EQK90439
ACN: 643 931 748	
ABN: 33643931748	
Registered in: New South Wales	
Registration date: 31/08/2020	
Next review date: 31/08/2023	
Name start date: 31/08/2020	
Status: Registered	
Company type: Australian Proprietary Company	
Class: Limited By Shares	
Subclass: Proprietary Company	

Address Details	Document Number
<b>Current</b>	
Registered address: 'Roy Spagnolo & Associates',	3ERS40096
Start date: 16/01/2023	
Principal Place Of Business address:	5EGV56065
Start date: 16/09/2022	
<b>Historical</b>	
Registered address: KHOURY BROS & CO,	5EGV56065
Start date: 06/10/2022	
Cease date: 15/01/2023	
Registered address: PINNACLEHPC PTY LTD,	1EQK90439
Start date: 31/08/2020	
Cease date: 05/10/2022	
Principal Place Of Business address:	1EQK90439
Start date: 31/08/2020	
Cease date: 15/09/2022	

Contact Address
Section 146A of the Corporations Act 2001 states 'A contact address is the address to which communications and notices are sent from ASIC to the company'.
<b>Current</b>
Address:
Start date: 23/12/2022
<b>Historical</b>
Address:
Start date: 14/09/2022

Cease date:	23/12/2022
Address:	PO BOX 1467, GRIFFITH NSW 2680
Start date:	31/08/2020
Cease date:	07/06/2022

Officeholders and Other Roles	Document Number
<b>Director</b>	
Name: ANITA ANGELA PERROTTET	5EGV56065
Address:	
Born: WAGGA WAGGA, NSW	
Appointment date: 31/08/2020	
<b>Secretary</b>	
Name: ANITA ANGELA PERROTTET	5EGV56065
Address:	
Born: WAGGA WAGGA, NSW	
Appointment date: 31/08/2020	

Share Information					
Share Structure					
Class	Description	Number issued	Total amount paid	Total amount unpaid	Document number
ORD	ORD SHARES	750	750.00	0.00	1EQK90439
Members					
<p>Note: For each class of shares issued by a proprietary company, ASIC records the details of the top twenty members of the class (based on shareholdings). The details of any other members holding the same number of shares as the twentieth ranked member will also be recorded by ASIC on the database. Where available, historical records show that a member has ceased to be ranked amongst the top twenty members. This may, but does not necessarily mean, that they have ceased to be a member of the company.</p>					
<p>Name: ANITA ANGELA PERROTTET</p> <p>Address:</p>					
Class	Number held	Beneficially held	Paid	Document number	
ORD	750	yes	FULLY	5EGV56065	

Documents
<p>Note: Where no Date Processed is shown, the document in question has not been processed. In these instances care should be taken in using information that may be updated by the document when it is processed. Where the Date Processed is shown but there is a zero under No Pages, the document has been processed but a copy is not yet available.</p>

Date received	Form type	Date processed	Number of pages	Effective date	Document number
31/08/2020	201C Application For Registration As A Proprietary Company	31/08/2020	3	31/08/2020	1EQK90439
29/09/2022	484 Change To Company Details 484B Change Of Registered Address 484C Change Of Principal Place Of Business (Address) 484A1 Change Officeholder Name Or Address 484A2 Change Member Name Or Address	29/09/2022	3	16/09/2022	5EGV56065
09/01/2023	484B Change To Company Details Change Of Registered Address	09/01/2023	2	23/12/2022	3ERS40096

\*\*\*End of Extract of 3 Pages\*\*\*



# SERVICES

## Tourism & Hospitality

## Strategic & Commercial

## Energy

## Infrastructure

## Logistics

### Tourism & Hospitality

The hospitality and tourism sectors contribute over \$90 billion to the Australian economy, employ over 1.5 million people and are two of the fastest growing sectors in the country. Covid-19 has had a material impact on this growth however, with government restrictions impacting these sectors the hardest. At Macquarie Consulting we understand the full impact these decisions have on business and the flow-on effects for employment and families. Ensuring decision-makers are fully informed of the potential unintended consequences of the policy options available to them is key to ensuring continued growth in these sectors.

Macquarie Consulting brings together tourism experts to enhance the value, quality, and sustainable growth of travel and tourism organisations, with a focus on the Asia Pacific region.

We engage businesses, governments and communities to enhance people's lives and the places they live through sustainable tourism, recreation and conservation development.

Our expertise lies in facilitating enduring partnerships between stakeholders and governments and we have particular experience building local capacity for sustainable development through tourism. Our key strengths lie in attracting investment by developing and promoting sustainability in both travel and tourism.

[CONTACT](#)



# SERVICES

[Tourism & Hospitality](#)[Strategic & Commercial](#)[Energy](#)[Infrastructure](#)[Logistics](#)

## Strategic & Commercial

We understand that the markets that you operate in, technologies, and the political landscape are continually evolving. This evolution has a direct impact on investment decisions, the commerciality of projects and operations and the efficacy of regulation.

Our industry experience and commercial understanding spans both the public and private sector and Macquarie Consulting can support your business by undertaking portfolio assessments, feasibility studies, market insights and competitor intelligence, business case support, contract and procurement negotiation support as well as regulatory impact and government engagement advice.

[CONTACT](#)



# SERVICES

[Tourism & Hospitality](#)[Strategic &  
Commercial](#)[Energy](#)[Infrastructure](#)[Logistics](#)

## Energy

The energy industry is undergoing fundamental change and Macquarie Consulting offers advice to our clients to help re-shape their business for the future. Our advice is focused on protecting the underlying value whilst reshaping the business for the future.

Our expertise spans across mining and metals, oil and gas, power and utilities and incorporates experience in low-carbon and future fuel technology - a sector with growing public and private investment.

[CONTACT](#)

# SERVICES

[Tourism & Hospitality](#)[Strategic &  
Commercial](#)[Energy](#)[Infrastructure](#)[Logistics](#)

## Infrastructure

### Airports & Aviation

Macquarie Consulting provides key industry insights to help you invest in infrastructure projects and create a strategy for your future development. Our aviation expertise includes working with government-owned and privately-owned airlines creating new business models to improve aviation and boost tourism. We have experience in fleet selection as well as optimising network patterns through modelling and design to maximise returns.

### Roads

Macquarie Consulting provides technical, commercial, and environmental support through the entire lifecycle of investment in roads, from bid preparation and due diligence to divestment. We can assist in preparing strategies or development and growth, fulfilling the potential of your investment.

### Rail

From commuter networks to coal trains, Macquarie Consulting can liaise with sponsors, equity investors and lenders to advise on rail infrastructure investments to maximise returns. We have significant experience in advising clients with existing rail infrastructure on lowering risk, reducing total cost of ownership and improving efficiencies.

[CONTACT](#)



Tourism & Hospitality

Strategic &  
Commercial

Energy

Infrastructure

Logistics

Logistics

Macquarie Consulting understands the importance of effective network design to be able to respond to changing market conditions quickly and effectively. Our team is able to advise on both the strategic and operational decisions throughout the supply chain in full awareness of the true cost implications, including undertaking procurement negotiations with fleet and fuel providers.

CONTACT



Anita Perrottet ·

University of Canberra  
Australia · [Contact info](#)

124 connections

[Connect](#) [Message](#) [More](#)


Activity


123 followers

Anita hasn't posted lately  
Anita's recent posts and comments will be displayed here.

[Show all activity →](#)

Experience


 **Marketing & Communications Specialist**  
Australian Unity  
Jul 2014 - Jul 2015 · 1 yr 1 mo

 **Marketing & Events Manager**  
Magellan Financial Group  
Apr 2010 - Mar 2014 · 4 yrs  
Sydney, Australia


 **Marketing Specialist**  
Macquarie Group  
Dec 2009 - Apr 2010 · 5 mos  
Sydney, Australia



 **Marketing & Events Coordinator**  
Fidelity International  
Jan 2007 - Jul 2009 · 2 yrs 7 mos  
Sydney, Australia



Education

 **University of Canberra**  
Bachelor's Degree, Communications (Advertising & Marketing)  
2003 - 2005

Skills

**Management**  
Aaron Hallifax has given an endorsement for this skill  
 3 endorsements

**Marketing**  
 Endorsed by 2 colleagues at Australian Unity  
 2 endorsements

**Marketing Communications**  
 Endorsed by 2 colleagues at Australian Unity  
 2 endorsements

[Show all 6 skills →](#)

Business Small business [Managing](#)

This was published 6 years ago

## Move over, the big bottles are coming to town

Home delivered booze is a service the big players haven't quite yet caught up with.

**Kate Jones**

December 8, 2016 – 12.43pm

A fleet of alcohol delivery start-ups is putting grog on the go and disrupting the bottleshop industry along the way. But these newcomers face a major speed bump as bigger names prepare to enter the market.

Such is the threat, Charles Perrottet and wife Anita of Melbourne's Deliver Me Drinks are on the verge of expanding their operations and cutting delivery times from 45 minutes to 30.



Charles and Anita Perrottet from Melbourne aim to cut delivery times from 45 to 30 minutes.

"We want to keep putting on that additional pressure in the market for speed because we know the bigger players can't compete on that front," Charles says.

The Melbourne start-up, which launched in 2015, will soon put an extra two refrigerated vans on the roads to broaden their metro delivery catchment. Next year they will tackle Sydney and Brisbane.



Nathan Besser and David Berger are co-owners of alcohol delivery service Jimmy Brings.

SASHA@SASHAWOOLLEY.COM

Start-ups like Deliver Me Drinks are tapping into a thirsty market of consumers who want the convenience of home delivery or those who have drunk too much to drive to the local bottle-o.

It's a niche relatively untouched by market leader Dan Murphy's and Coles-owned First Choice. Although both offer online orders, their delivery times are slower so they largely cater to corporates.

That could all change with global retailer [Amazon expected to enter the Australian supermarket fray within two years](#). The e-commerce giant is planning to launch bricks and mortar stores as well as an online supermarket that delivers alcohol.

Looming behind this threat are food delivery services such as foodora and Deliveroo, which under state laws, are permitted to deliver limited amounts of alcohol with food. In Britain, Deliveroo has joined forces with Heineken to create a brand called Brew House to sell Heineken products on Deliveroo's website.

But the owners of one of Australia's earliest online alcohol delivery services are unfazed.

Nathan Besser and David Berger, co-founder of Sydney's Jimmy Brings, say Amazon will lack the agility of their small business.

"Despite Amazon's might, I question whether they will be able to deliver in under 30 minutes," Berger says.

"If a customer is wanting to consume alcohol and it's a spontaneous decision, they want it as quickly as possible, so we don't necessarily believe these big players will be able to organise themselves in such a way to deliver it with such lightning speed."

Besser and Berger are currently applying for liquor licences in Melbourne and Brisbane, where they hope to set up Jimmy Brings next year. They say the company has experienced 10 per cent

month-on-month growth and has a turnover of more than \$3 million.

Besser and Berger have form in this space. They were behind Suppertime, the food delivery service acquired by foodora last year.

"Ultimately we're a logistics, technology business that sells alcohol," Berger says.

"That has to be the focus and that reflects our experience in the home delivery business over the last eight years."

The [technology required to power online deliveries proved challenging for Liquorun](#). The start-up was one of Melbourne's first alcohol delivery services when it launched in 2013, but closed in 2015 when its owners decided to focus on logistics over alcohol.

Others have been quick to take its place. Melbourne's Ryan Barrington and his team invested \$2 million into Tipple, which launched a year ago.

Barrington has been in the liquor industry for 15 years with his family owning eight independent bottleshops under the Cellarbrations banner. He is so confident about his online business, he hopes to bring it to Sydney and Brisbane next year.

"We're doing close to about 5000 deliveries per month, so it's just about keeping on with demand now," he says.

Barrington says he has faced down increased competition before and can do it again.

"When I started in liquor 15 years ago there wasn't as many Dan Murphy's' and we had them pop up within a stone's throw of our businesses, so I've taken on those challenges before," he says.

"I see the competition just opening up the marketplace. Our biggest challenge is getting customers to change their habits to know there is another alternative rather than walking down to the bottleshop .

"In terms of the online market, it's a brand new marketplace."

The online alcohol market is worth \$344 million and is predicted to grow by 7.8 per cent each year for the next five years, according to research firm IBISWorld.

Traditional liquor stores are embracing the new trend to stay competitive, says Michael Waters Executive Director NSW and ACT.

"Savvy and innovative liquor retailers believe that success lies in knowing their customer intimately – they are adapting digitally as well as physically, turning this e-commerce threat to their advantage by giving customers a new channel for purchasing, which complements their physical presence," he says.

## Whois lookup

Lookup address:

Control text:

**canvases**

Submit

Domain Name: MACQUARIECONSULTING.COM.AU

Registry Domain ID: D407400000096784414-AU

Registrar WHOIS Server: whois.auda.org.au

Registrar URL: <https://www.godaddy.com/en-au/contact-us>

Last Modified: 2022-09-02T00:30:21Z

Registrar Name: GoDaddy.com LLC trading as GoDaddy.com

Registrar Abuse Contact Email:

Registrar Abuse Contact Phone: +1.4426008800

Reseller Name:

Status: clientDeleteProhibited <https://afilias.com.au/get-au/whois-status-codes#clientDeleteProhibited>

Status: clientUpdateProhibited <https://afilias.com.au/get-au/whois-status-codes#clientUpdateProhibited>

Status: serverRenewProhibited <https://afilias.com.au/get-au/whois-status-codes#serverRenewProhibited>

Status Reason: Not Currently Eligible For Renewal

Registrant Contact ID: CR441410457

Registrant Contact Name: Charles Perrottet

Registrant Contact Email:

Tech Contact ID: CR441410458

Tech Contact Name: Charles Perrottet

Tech Contact Email:

Name Server: NS70.DOMAINCONTROL.COM

Name Server: NS69.DOMAINCONTROL.COM

DNSSEC: unsigned

Registrant: MACQUARIE CONSULTING PTY LTD

Registrant ID: ACN 643931748

Eligibility Type: Company

>>> Last update of WHOIS database: 2022-10-09T13:05:30Z <<<



## Whois lookup

Lookup address:

Control text:

**un ch anging**

Submit

Domain Name: MACQUARIECONSULTING.COM.AU

Registry Domain ID: D407400000096784414-AU

Registrar WHOIS Server: whois.auda.org.au

Registrar URL: <https://www.godaddy.com/en-au/contact-us>

Last Modified: 2022-09-02T00:30:21Z

Registrar Name: GoDaddy.com LLC trading as GoDaddy.com

Registrar Abuse Contact Email:

Registrar Abuse Contact Phone: +1.4426008800

Reseller Name:

Status: clientDeleteProhibited <https://afilias.com.au/get-au/whois-status-codes#clientDeleteProhibited>

Status: clientUpdateProhibited <https://afilias.com.au/get-au/whois-status-codes#clientUpdateProhibited>

Status: serverRenewProhibited <https://afilias.com.au/get-au/whois-status-codes#serverRenewProhibited>

Status Reason: Not Currently Eligible For Renewal

Registrant Contact ID: CR441410457

Registrant Contact Name: Anita Marcon

Registrant Contact Email:

Tech Contact ID: CR441410458

Tech Contact Name: Anita Marcon

Tech Contact Email:

Name Server: NS70.DOMAINCONTROL.COM

Name Server: NS69.DOMAINCONTROL.COM

DNSSEC: unsigned

Registrant: MACQUARIE CONSULTING PTY LTD

Registrant ID: ACN 643931748

Eligibility Type: Company

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Copy In Text Form

# macquarieconsulting-com-au.mail.protection.outlook.com.



**Mx Record** macquarieconsulting-com-au.mail.protection.outlook.com.

**IP** 104.47.71.202  | [Check IP Blacklist](#)  
**Owner:** [Microsoft Corporation](#)  | [WHOIS](#) | AS8075

**Status** Success

**Test duration(ms)** 225

**AS Number** AS8075

**Organization** Microsoft Corporation

**Domain** microsoft.com

**Country** Australia

**Abuse Contact**  
**Network:** 104.40.0.0/13  
**Name:** Microsoft Abuse Contact  
**Email:**  
**Phone:** +1-425-882-8080  
**Address:** US, WA, Redmond, One Microsoft Way, 98052  
**Country:** US



ASIC

Australian Securities & Investments Commission

# Current Company Extract

**Name:** MACQUARIE ADVISORY GROUP PTY. LTD.

**ACN:** 663 289 281

Date/Time: 18 December 2022 AEST 06:04:59 PM

This extract contains information derived from the Australian Securities and Investments Commission's (ASIC) database under section 1274A of the Corporations Act 2001.

Please advise ASIC of any error or omission which you may identify.

EXTRACT

Organisation Details		Document Number
<b>Current Organisation Details</b>		
Name:	MACQUARIE ADVISORY GROUP PTY. LTD.	4EAB85016
ACN:	663 289 281	
ABN:	67663289281	
Registered in:	New South Wales	
Registration date:	21/10/2022	
Next review date:	21/10/2023	
Name start date:	21/10/2022	
Status:	Registered	
Company type:	Australian Proprietary Company	
Class:	Limited By Shares	
Subclass:	Proprietary Company	

Address Details		Document Number
<b>Current</b>		
Registered address:		4EAB85016
Start date:	21/10/2022	
Principal Place Of Business address:		4EAB85016
Start date:	21/10/2022	

Officeholders and Other Roles		Document Number
<b>Director</b>		
Name:	DYLAN JAMES WHITELAW	4EAB85016
Address:		
Born:	RANDWICK, NSW	
Appointment date:	21/10/2022	
<b>Secretary</b>		
Name:	DYLAN JAMES WHITELAW	4EAB85016
Address:		
Born:	RANDWICK, NSW	
Appointment date:	21/10/2022	

Share Information					
<b>Share Structure</b>					
Class	Description	Number issued	Total amount paid	Total amount unpaid	Document number
A	A	1	1.00	0.00	4EAB85016
<b>Members</b>					
Note: For each class of shares issued by a proprietary company, ASIC records the details of the top twenty members of the class (based on shareholdings). The details of any other members holding the same number of					

shares as the twentieth ranked member will also be recorded by ASIC on the database. Where available, historical records show that a member has ceased to be ranked amongst the top twenty members. This may, but does not necessarily mean, that they have ceased to be a member of the company.

Name: **DYLAN JAMES WHITELAW**

Address:

Class	Number held	Beneficially held	Paid	Document number
A	1	no	FULLY	4EAB85016

#### Documents

Note: Where no Date Processed is shown, the document in question has not been processed. In these instances care should be taken in using information that may be updated by the document when it is processed. Where the Date Processed is shown but there is a zero under No Pages, the document has been processed but a copy is not yet available.

Date received	Form type	Date processed	Number of pages	Effective date	Document number
21/10/2022	201C Application For Registration As A Proprietary Company	21/10/2022	3	21/10/2022	4EAB85016

\*\*\*End of Extract of 2 Pages\*\*\*

## The Lobbyists Register

### MACQUARIE ADVISORY GROUP PTY. LTD. ?

[Details](#)
[Clients](#)
[Employees](#)
[Owners](#)
[History](#)

Client Name	Client ABN	Active?	Foreign Principal	Country(ies)	Date Added
Arada LLC		✓	Yes	United Arab Emirates	07 Jan 2023
DARTANYON PTY LIMITED	79078565714	✓	No		02 Nov 2022
J GROUP PM PTY LTD	91608559799	✓	No		17 Dec 2022
KLF HOLDINGS PTY LTD	25119648234	✓	No		22 Dec 2022
Menangle Park East Village Land Holders			No		16 Nov 2022
MICHAEL BROWN PLANNING STRATEGIES PTY LTD	52162313895		No		16 Nov 2022
Mr George Scarlis		✓	No		29 Jan 2023
PACIFIC COMMUNITY HOUSING PTY LIMITED	33630907747	✓	No		22 Dec 2022
PACIFIC PLANNING PTY LIMITED	88610562760	✓	No		22 Dec 2022

Showing 1 to 9 of 9 entries

## The Lobbyists Register

### MACQUARIE ADVISORY GROUP PTY. LTD.

[Details](#)[Clients](#)[Employees](#)[Owners](#)[History](#)

Employee Name	Position	Active?	Date Added
Dylan Whitelaw	Managing Director	✓	02 Nov 2022
Ronan Greene	Adviser - Government Relations	✓	08 Jan 2023

Showing 1 to 2 of 2 entries

# The Lobbyists Register

## MACQUARIE ADVISORY GROUP PTY. LTD. ?

Search...

Details

Clients

Employees

Owners

History

Owner Name

Active?

Date Added

Dylan Whitelaw

✓

02 Nov 2022

Showing 1 to 1 of 1 entries

MACQUARIE ADVISORY GROUP PTY. LTD. ?

Search...

- Details
- Clients
- Employees
- Owners
- History

2022

Lobbyist Status

Change Date	Old Value	New Value	Changed By
2022.11.02	Application Submitted	Active	Internal Process

Showing 1 to 1 of 1 entries

Lobbyist Responsible Officer

Change Date	Old Value	New Value	Changed By
No data available in table			

Showing 0 to 0 of 0 entries

Clients

Client Name	Made Active	Made Inactive	Changed By
DARTANYON PTY LIMITED	2/11/2022 5:22 PM		dylan whitlelaw
J GROUP PM PTY LTD	18/12/2022 10:17 AM		dylan whitlelaw
KLF HOLDINGS PTY LTD	23/12/2022 8:58 AM		dylan whitlelaw
Menangle Park East Village Land Holders	17/11/2022 10:40 AM		dylan whitlelaw
MICHAEL BROWN PLANNING STRATEGIES PTY LTD	17/11/2022 10:40 AM		dylan whitlelaw
PACIFIC COMMUNITY HOUSING PTY LIMITED	23/12/2022 8:58 AM		dylan whitlelaw
PACIFIC PLANNING PTY LIMITED	23/12/2022 8:58 AM		dylan whitlelaw

Showing 1 to 7 of 7 entries

Employees

Employee Name	Made Active	Made Inactive	Changed By
Dylan Whitlelaw	2/11/2022 5:21 PM		dylan whitlelaw
Dylan Whitlelaw	9/11/2022 11:09 AM		Henry Donkin

Showing 1 to 2 of 2 entries

Owners

Owner Name	Made Active	Made Inactive	Changed By
Dylan Whitlelaw	2/11/2022 5:21 PM	2/11/2022 5:21 PM	dylan whitlelaw
Dylan Whitlelaw	9/11/2022 11:08 AM		Henry Donkin

Showing 1 to 2 of 2 entries