

# The Greenspace venue: successful business up for sale

Many Biz Hamilton readers have likely attended a function at Hamilton's iconic seminar space, The Greenspace – the beautiful character home turned meeting venue along Te Aroha Street.

Over the past ten years, the venue has earned an excellent reputation as one of the best meeting spaces for small to medium functions. So, it was with a heavy heart that co-owner, Annie Perkins, recently announced that the business is being sold as a going concern.

However, the good news for clients is that there is absolutely no intention to close the venue - the sale is about giving the business what it needs to grow.

"Many of our Greenspace clients may not realise that the venue is managed by our primary business - a consultancy business called Groundwork Associates. In our consultancy, we lead collaborative processes which includes running lots of meetings and workshops for our clients. The Greenspace was originally set up to complement the facilitation and event management services we offer.

"Because we didn't need our meeting spaces every day for our own consultancy work, we decided to share the meeting rooms with others. The venue business simply grew from there and sharing the space with so many people has been a real joy," says Annie.

Ten years on, Annie says the Groundwork Associates consultancy has grown significantly and its needs are changing.

"While we are incredibly fortunate that Groundwork Associates has flourished, this success requires some sacrifice on our part as it is taking a lot more time and effort to maintain and achieve our consultancy goals. That's why we've made the tough decision to sell The Greenspace meeting venue, as a going concern.

"It's a successful business in its own right and well-positioned for the new owners to take it to the next level – and all for the benefit of our loyal venue clients and the wider business community," explains Annie.

She says The Greenspace is well established with a solid client base and great systems to support the business. "It's been exciting to grow The Greenspace and to see it blossom. Our team has given The Greenspace

venue strong roots and a firm foundation and now it's time to give this baby wings," she says.

We are under no pressure to make a change in a hurry and we'll be spending the time needed to find the right investor, so all our clients will benefit."

Annie is selling the business herself as a private sale and says that offers for either the venue business alone or the venue business plus property are the only two sale options currently on the table.

**"We've chosen to make this sale process very public, because we know a buyer could likely come from one of our loyal clients or someone who is familiar with our venue and knows our strong reputation in the market," she says."**

While making the decision to sell has been a tough one for Annie personally, she is thankful for the many new community relationships the space has helped her and the team build. "Through running The Greenspace, we've made connections and friendships that will last well beyond our business ownership and we are incredibly thankful for the opportunity. We have valued our many clients' loyalty over the years and thank them for trusting us to help them put on great meetings and events."

The Greenspace is hosting an "open house" from 3 - 6pm on Tuesday 23rd of May for those wanting to check out this great meeting venue.

To find out more about The Greenspace, visit [www.thegreenspace.co.nz](http://www.thegreenspace.co.nz) or phone the team on 07 855 7163.

For more information about the sale, phone Annie Perkins on 027 261 4437.



The  
**Greenspace**  
Where Ideas Grow

## A venue with a difference

Escape from the ordinary for your next meeting, training session or social function. The Greenspace blends high-comfort with high-tech to meet your event needs.

- Warm, welcoming atmosphere
- Fabulous food
- Excellent service and business support
- Central location; easy parking
- Eco-friendly

07 855 7163 | 60 Te Aroha Street, Hamilton | [info@thegreenspace.co.nz](mailto:info@thegreenspace.co.nz) | [www.thegreenspace.co.nz](http://www.thegreenspace.co.nz)