

# Vertex Projects announces brand change as part of company's evolution

Australian construction and fitout company, Vertex Projects Pty Ltd, has announced a name change as part of the company's expansion. Vertex, ranked ninth in the Australian Financial Review Fast Starters, will become Structure Australia Pty Ltd with a new web address [www.structure.com.au](http://www.structure.com.au) from today. Structure, who are currently engaged on the redevelopment and refurbishment of Sydney Airport and other significant projects, have moved to diversify their business in response to the company's continued development and expanded mandate. "We're restructuring to give us increased scope for further growth over the coming years," said Scott Toy, Managing Director at Structure. "We have grown exponentially in our first 4 years, and in so doing we have acquired companies and expanded our services along the way. We need our name to reflect this evolution." Structure will continue operating out of the company's existing offices on O'Connell Street in Sydney's CBD, as well as maintaining an operational facility at Sydney Airport and a warehouse in Lane Cove. "We currently have \$30 million of projects in hand, and expect to maintain the current substantial growth curve. The rebrand reflects our position in the industry, and draws a line in the sand. This is the point where our company builds on our past success, and takes off as a significant new player in the construction industry, with smarter business tools and a better way of managing our clients' success," said Toy. From a standing start, Structure has delivered \$60 million worth of construction, across more than 100 projects for the Australian Government, Westfield, AMP Capital, Qantas Airways and Event Cinemas among others. The company has developed proprietary software to streamline all construction and business processes, including an in-house management solution and filesharing platform with mobile access to all documentation and workflows for remote staff. "Our approach to technology and improving productivity is what sets us apart. We built our in-house software to improve the way we do business so the team can focus on projects rather than cumbersome systems. The objective is to work smarter so our clients benefit from a better overall experience," said Scott Dumbleton, Finance Director at Structure. Structure will continue to move forward with the significant property portfolio and financial backing accumulated by Vertex Projects and subsidiary companies, a position which Dumbleton considers to be "very safe, and something else that sets us apart from many of our closest competitors." About Structure Founded in 2013, Structure (previously Vertex Projects) is a mid-sized construction company offering a point of difference to the modern market. The company prides itself on its innovation, achieving substantial success through a more agile business model and in-house productivity systems. With extensive knowledge of working in sensitive environments, our aim is to provide better service, lower costs and on-time delivery. Structure's capabilities include construction projects up to \$20 million in scope supported by a \$50 million performance security facility with substantial public liability and contract works insurance. Visit [www.structure.com.au](http://www.structure.com.au) for more information.

## Contacts

Luke Frost  
0407271064  
mailto: