

The Brisbane tech company behind the 'Wallaby Factory'

Strike's warehouse earned the nickname 'The Wallaby Factory' after several young employees went on to professional rugby careers.

BRISBANE, QUEENSLAND, AUSTRALIA, August 13, 2026 /EINPresswire.com/ -- As Harry Wilson prepares to captain the Wallabies against Japan in Townsville on Saturday, a group of employees at a Brisbane manufacturing business will have an unusual reason to watch with pride; they remember Australia's captain from his days working alongside them in the company's Northgate warehouse.



Strike Group Australia's Northgate warehouse, where a number of emerging Queensland rugby players worked while pursuing professional careers.

Before becoming a Queensland Reds star and Wallabies captain, Wilson was one of a succession of young rugby players who worked casual shifts at [Strike Group Australia](#) in Northgate, while pursuing professional rugby careers. He was far from the only one.

Over the years, eight players who picked orders, packed cartons and assembled products at Strike's Toombul Road warehouse have gone on to play professional or Super Rugby, with two progressing to represent Australia.

Inside the business, the phenomenon has earned the Northgate warehouse an affectionate nickname: "The Wallaby Factory."

The unlikely sporting connection developed through Strike's willingness to provide flexible employment to emerging Queensland rugby players who needed to balance work with the demanding training schedules required to pursue professional careers.

The players worked alongside Strike's regular warehouse team, undertaking general warehousing and manufacturing duties including picking, packing, assembly and shipping.

Among them were Harry Wilson, who went on to captain both the Queensland Reds and Wallabies, and fellow Wallaby Josh Flook. Harry McLaughlin-Phillips and Charlie Brosnan progressed to the Queensland Reds, while Alex Gibbon, Harry Vella, Reece Hewatt and Byron Ralston also went on to play at Super Rugby level.

"When Harry Wilson leads the Wallabies out, there are people in our warehouse who remember him on the floor here as a teenager," said Chris Ryan, Chief Executive Officer of Strike Group Australia.

"That gives us a chuckle, and it also gives us a lot of pride. We didn't make him a Wallaby, he did that. But we gave him a job when he needed one and treated him like part of the team, because he was."

Beyond rugby: how Strike's 'Backing Potential' philosophy creates opportunities and builds careers

The rugby connection reflects a broader employment philosophy that has shaped Strike for decades. 'Backing Potential' is built on a simple principle: give people an opportunity, recognise what they can become and create the conditions for them to grow.

It is an approach with particular relevance in today's employment market. Australia's youth unemployment rate reached over ten per cent in June 2026, more than twice the country's overall unemployment rate. At the same time, over forty per cent of Australian employers recruiting staff reported difficulty filling positions, highlighting a labour market in which young people can struggle to find opportunities.

Strike's approach has been to look beyond what someone has already done and consider what they could become with the right opportunity, experience and support.

That philosophy has benefited both the people who have come through Strike and the business itself. Employees who began in warehousing and manufacturing have gone on to build careers across operations, sales, product and management, creating a team with deep practical knowledge of the company and its customers.

At the foundation of 'Backing Potential' is a belief in the value of hands-on experience, learning from the ground up and being supported by people who have travelled the same path. Rather than relying solely on qualifications or previous experience, Strike gives people the opportunity to develop practical skills within the business, with experienced colleagues sharing their knowledge, providing mentorship and helping them progress as their capabilities grow.

Tim Lynch, Strike's current Head of Sales, is one example. He joined the company as a casual warehouse employee 20 years ago and has since progressed through the business to lead its sales team.

"We've always believed that if someone has the right attitude and is willing to work, it's worth giving them an opportunity," said Chris Ryan. "For the individual, that can mean a first job, the flexibility to pursue another ambition or the beginning of a long-term career. For us, it has created a team of people who understand the business from the ground up and have grown with the company."

The same philosophy made Strike an unlikely workplace for emerging Queensland rugby players attempting to balance employment with the demands of elite training, travel and competition.

For these young athletes, flexible warehouse work provided an income while they pursued professional sport. For others, an entry-level role at Strike became the first step towards a career within the business.

"Everyone knows a young person who just needs someone to give them a shot," Ryan said. "We've been fortunate to be that place for a lot of people over the years. Some went on to professional sport and some built careers with us. We're proud to have played a small part in helping them take that next step."

About Strike Group Australia

Strike Group Australia is an Australian-owned designer and manufacturer of enterprise mobility solutions. From its Brisbane headquarters and warehouse in Northgate, Strike supplies device cradles, mounting solutions, antennas, rugged cases and charging systems designed to keep business-critical mobile devices secure, powered and connected in the field.

Strike products are used across transport, mining, emergency services, logistics, retail and healthcare in Australia and international markets.

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