



## A WORD FROM THE GENERAL MANAGER – DARRYL JEFFREY



It's been a huge quarter at Sydney Showground! As the nation unified under the glow of the Matilda's fairy-tale run at the **FIFA Women's World Cup**, Sydney Showground was right in the thick of it, with Halls 5 and 6 hosting the tournament's International Broadcast Centre. Demonstrating

its incredible versatility, for over 3 months the space that is normally the home of engaged exhibition attendees or dance party enthusiasts was home to major broadcasters from around the world, as well as the all-important VAR system. There were a few nerves jangling by us all as footage from all matches was fed back to Halls 5 and 6 and then beamed around the world to the 2 billion viewers that tuned in. In this vein, Sydney Showground was also honoured to host two pre-match functions for 'Matildas Family and Friends' as they undertook their Round of 16 and Quarter-Final matches in Sydney Olympic Park.

Continuing in sport, the GWS GIANTS surged through the back end of the season to clinch a finals berth. Playing an amazing brand of football, we look forward to welcoming a re-invigorated fan-base in season 2024. But it hasn't been all ball-sports, with the consumer exhibition season also in full-swing. There was something for everyone at Sydney Showground, with **Supanova**, **Western Sydney Careers Expo**, **Pregnancy Babies & Children Expo**, **National 4x4 Outdoors Show**, **Sydney Craft & Quilt Fair**, **Disability Expo**, **Sydney's Annual Wedding Expo**, **Dog & Cat Lovers Festivals**, **Cake Bake & Sweets Show** and **Oz Comic-Con** all delivering outstanding 2023 editions.

The industry resurgence continues, with most stakeholders I speak to reporting figures beyond those they experienced in 2019, pre C. Everything we read tells us the economy is heading towards a precipice, and our events will dry up in direct correlation with disposal income. And yes, this will hurt us in different areas. But one thing that continues to ring true, is if you deliver amazing experiences, there will always be an audience. At Sydney Showground we are beyond proud to continue to do this in conjunction with our incredible partners.

## SYDNEY SHOWGROUND SET FOR A SIZZLING SEASON OF MUSIC

Sydney Showground is set to be the hottest place for music fans this Summer with a succession of festivals and music events ready to roll out.

With eight shows already announced and still more to come, we look forward to welcoming back a few of our favourite shows and introducing some sensational new ones.

**Knockout Outdoor: Spirit of the Wolf** kicked off the season over the long weekend with 55,000 people descending on GIANTS Stadium for a spectacular multi-stage show.

November will see back-to-back weekends of live events as we dust off our boots to host the brand-new country music event **Ridin' Hearts Festival** on November 4. The following week we welcome renowned rock legends **Def Leppard & Mötley Crüe** to GIANTS Stadium for one electrifying night as part of their World Tour.

The Southern Hemisphere's biggest party then returns when **RNB Fridays Presents Fridayz Live** on November 18 for a night of music nostalgia featuring hip hop, RNB and party hits from the 90s till now. Finishing up the bumper month is **Dreamstate** heading to Sydney for the first time with a next level production that cannot be missed.

Kicking 2024 off with a bang, the beloved **Laneway Festival** returns in February featuring headline artists such as Stormzy, Steve Lacy & Dominic Fike. Capping off summer, world-renowned electronic duo, **The Chemical Brothers** are set to wow fans at the end of February as they return to Australian shores for the first time since 2019. And hot off the press, Mandopop sensation, **Jay Chou** will be returning to GIANTS Stadium on March 2 as part of his **Carnival World Tour**. This follows the success of his sold out concert earlier this year.

As the home of 'Big Experiences' these events are not to be missed. Keep an eye out for new announcements coming soon. To view all upcoming events [click here](#).

## DEF LEPPARD AND MÖTLEY CRÜE – PREMIUM HOSPITALITY AT GIANTS STADIUM

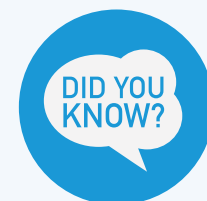
Rock legends **Mötley Crüe & Def Leppard** will bring their electrifying stage show to Sydney Showground's GIANTS Stadium on Saturday 11 November 2023. For one night only, fans from across Sydney and the state will fill the stadium as the bands perform their unforgettable hits.

Take your concert experience to the next level with our Premium Hospitality package. Don't miss your chance to attend this incredible show at GIANTS Stadium. For more information and to book your package, [click here](#).

## NEWS FLASH: OPERATIONAL & FACILITIES UPDATE

Further to the recent update sent to our stakeholders, Sydney Showground would like to take the opportunity to share some exciting venue updates, a quick recap on the year so far and highlight some changes to our Operational Regulations.

[CLICK HERE TO READ THE FULL UPDATE](#)



**Sydney Showground supports multiple charities including OzHarvest and Foodbank to provide surplus, pre-packaged food and beverage at the conclusion of events.**

**This also aids in reducing the amount of organic waste being placed in general or landfill waste bins.**



# UPCOMING EVENTS

- **Jurassic World: The Exhibition**  
Open now!
- **Book Fair Australia**  
14-15 October
- **Ridin' Hearts Festival**  
4 November
- **Def Leppard and Mötley Crüe - The World Tour**  
11 November
- **The Pet Show**  
18-19 November
- **RNB Fridays Presents Fridayz Live**  
18 November
- **Dreamstate**  
25 November
- **Oddities & Curiosities Expo**  
2-3 December
- **Sydney Thunder v Sydney Sixers**  
30 December 7:15pm
- **Sydney Thunder v Perth Scorchers**  
8 January 2024 7:15pm
- **Sydney Thunder v Melbourne Renegades**  
17 January 2024 7:15pm
- **St Jerome's Laneway Festival**  
4 February 2024
- **The Chemical Brothers**  
29 February 2024

## HOME OF THE FIFA WOMEN'S WORLD CUP INTERNATIONAL BROADCAST CENTRE



The 2023 FIFA Women's World Cup delivered heart stopping entertainment across Australia and New Zealand throughout July and August.

Working 24/7 to make sure these incredible games were accessible and viewable worldwide was the 2023 FIFA Women's World Cup International Broadcast Centre (IBC), located in the heart of Sydney Olympic Park at Sydney Showground.

After 107 days of transforming 9,500 sqm of Sydney Showground's Halls 5 & 6 into a broadcast production and telecommunications hub for the Tournament, the party has officially come to an end, with the IBC closing its doors for the final time in early September.

The execution of the International Broadcast Centre was no easy feat. It pushed Sydney Showground as a venue to ensure the highest quality of service was delivered while also executing surrounding events for key clients.

In total, 2.5km of temporary walls were erected, utilising approximately 3,800 sheets of gyprock and 3,500 sqm of carpet was laid. To ensure no kick, goal or save was missed approximately 15km of power cables were installed, and three types of power were utilised. In the café over 6,779 cups of tea and coffee, 5,560 hot meals and 1,296 pies and sausage rolls kept the FIFA team going.

The 2023 Women's World Cup legacy will remain for decades to come and become a hallmark moment in Sydney Showground's history.

## JURASSIC WORLD: THE EXHIBITION ROARS INTO SYDNEY SHOWGROUND



An event of Jurassic proportions has roared into Sydney Showground. **Jurassic World: The Exhibition** has arrived in Sydney for the very first time following record-breaking engagements in cities around the world.

Having opened on September 22, this award-winning exhibition has transformed a 3000 sqm pavilion at Sydney Showground into an immersive experience which celebrates 30 years of the ground-breaking Jurassic World franchise.

Open for a limited time only, visitors can walk through the iconic 'Jurassic World' gates, explore the incredible themed environments, and even encounter a life-sized brachiosaurus, velociraptors, and the mighty Tyrannosaurus Rex.

**Jurassic World: The Exhibition** is bound to be the event of the season for families and movie lovers alike. Limited tickets are still available, to secure yours and for more information [click here](#).



## 5 MINUTES WITH... STEVE KING

SENIOR MANAGER ASSET & FACILITY MANAGEMENT

One of the busiest people on site, 'Kingy' heads up the team who provide event support such as electrical, plumbing and grounds services. This means he and his hard-working crew are responsible for ensuring our venues are in mint condition and ready for each and every event.

We spent 5 minutes chatting with him:

### 1. HOW DID YOU BECOME INTERESTED IN THE EVENTS INDUSTRY?

Coming from the sports turf industry my goal was to make it to a Stadium. In 2012 I was employed by Sydney Showground on the grounds team which exposed me to the events industry, and I haven't looked back.

### 2. WHY DO YOU ENJOY WORKING AT SYDNEY SHOWGROUND?

The diversity. There's never a boring day.

### 3. WHAT IS THE MOST CHALLENGING PART OF YOUR JOB?

Transitioning Sydney Showground from the Sydney Royal Easter Show mode ready for the first events post show.

### 4. WHAT'S YOUR BEST MEMORY ON THE JOB?

Preparing GIANTS Stadium turf surface for the Women's T20 World Cup.

### 5. WHAT WAS YOUR VERY FIRST JOB?

Apprentice golf course greenkeeper.

### 6. SO HOW IS YOUR OWN LAWN AT HOME LOOKING?

I'm contending with a Border Collie at the moment but it's actually looking good. Freshly mowed!

### 7. HOW WOULD YOU DESCRIBE YOURSELF IN ONE WORD?

Purposeful.

### 8. WHAT ARE YOUR HOBBIES OUTSIDE OF WORK?

I have recently found a new passion in mountain biking.

### 9. WHO WOULD PLAY YOU IN A MOVIE ABOUT YOUR LIFE?

Jason Statham.