

Case Study: AUSPACK 2009

Type: Trade Only Event
Venue: The Dome, Halls 2-3
Client: Exhibition and Trade Fairs
Date: 16-19 June 2009



It was packed!

WHAT WE DID: AUSPACK returned to Sydney Showground for its biennial exhibition, which was attended by visitors from all over Australia as well as overseas. Many visitors were able to fly in for the day thanks to a network of shuttle buses provided by ETF that linked Sydney Showground to the airport, allowing a hassle free exhibition experience with no need to organise car hire, parking or hotels. The visitors saw 200 exhibitors showcase the newest innovation in packaging, food processing equipment and machinery from around the globe, with 24 international companies on show.

SPECIAL TOUCHES: AUSPACK needed a compressed air trench system in the Dome, and Sydney Showground were happy to make a capital investment to install this requirement especially for AUSPACK. An existing compressed air system had already been installed for AUSPACK 2005 in halls 2, 3 and 4, and by now adding the Dome, Sydney Showground can provide 21,600 square meters of compressed air capable floor space for any future events.

CHALLENGES: The main challenge was coordinating the many delivery trucks from Schenker logistics, whilst not interrupting the

flow of traffic around Sydney Olympic Park.

OVERCOMING CHALLENGES: Sydney Showground's strong relationship with the Sydney Olympic Park Authority allowed the creation of additional traffic lanes. This provided the delivery trucks with a lay up and holding area to prevent traffic jams.

A second entry point and loading dock was created for the smaller vehicles, allowing the main loading dock to be freed up for the Schenker vehicles delivering to the Dome and halls.

Sydney Showground security staff were posted at each gate to provide drivers with specific instructions and directions to ensure a smooth process.

CLIENT'S COMMENT: "Sydney Showground is one of the premier venues in Australia ... the service we received was outstanding." David McEwen, Business Manager, APMA.

"Sydney Showground staff were outstanding, every request we made was instantly solved and that made my job as an organiser so much easier." Tony Meagher, Operations Manager, ETF.