

## **NEW LOOK SYDNEY SHOWGROUND BUSINESS DEVELOPMENT TEAM**

The Royal Agricultural Society NSW (RAS) is pleased to announce the appointment of Mr Jimmy Busted to the newly created role of Senior Manager Business Development at the Sydney Showground.

In this role Mr Busted will be responsible for the business development activities associated with growing the conference, exhibition and special events sectors at the Sydney Showground.

RAS General Manager Sales and Marketing Karen Bolinger says Jimmy's main focus will be to identify and penetrate new markets and opportunities, to ensure the optimum utilisation of Sydney Showground's facilities and services.

"Jimmy will be charged with seeking out business opportunities from corporate clients that extend beyond meetings and functions," said Ms Bolinger.

"He will also be responsible for attracting other business opportunities for large special events, concerts and exhibition companies not currently using Sydney Showground".

Jimmy is no stranger to the Sydney Showground. For the past four and a half years he has held the position of Exhibition Sales Manager of the Sydney Royal Easter Show. This challenging role saw Jimmy manage a team of more than 30 staff and 400 exhibitors from around Australia and the world.

"Jimmy is a valued addition to the team. His varied sales experience associated with the largest annual event in Australia, the Easter Show, will put him in good stead for this exciting and dynamic new role."

Jimmy began his career in the MICE industry in 2003, where he held the position of Exhibition Manager at the Holiday & Travel Expo for Expertise Events. After gaining a taste for events Jimmy then jumped at the opportunity to be involved in the Sydney Royal Easter Show.

A familiar face at Sydney Showground, Kim Seccombe has taken up the newly created role - Senior Manager, National Accounts. This role will see Kim look after the needs of more than 30 of the Showground's existing and valued clients.

"Kim has been with Sydney Showground for six years and has been the backbone of the sales department," said Ms Bolinger.

"In that time Kim has successfully secured Travel Xpo's move from the Sydney Convention and Exhibition Centre to the Showground, and will continue to work with other major events including the Home and Giving Fair, Big Day Out and the Sydney World Masters Games."

### ***About Sydney Showground***

*Located in the geographic heart of Sydney, award-winning Sydney Showground comprises 20 unique venues which can be customised to suit any style of business event, from 50 to 4000 people. Continuous investment in infrastructure; state-of-the-art management systems; flexible indoor/outdoor spaces; highly awarded catering; and staff dedicated to providing client solutions means dependable, reliable quality every time.*

### **Media enquiries:**

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