



**FOR YOUR EVENT**  
WE'LL TURN OURSELVES  
**insideout**

 **SYDNEY  
SHOWGROUND**



# insideout

Sydney Showground is one of Australia's premier event and exhibition destinations. With more than 20 venues across 30 hectares and 100,000 square metres of space, we can cater for large-scale outdoor events, trade shows and exhibitions, conferences, corporate meetings, gala dinners, cocktail dinners and more – all with an emphasis on making your function a memorable and exciting one.

We host up to 400 events each year that attract more than 1.5 million visitors,

including the Sydney Royal Easter Show, the largest event in the Southern Hemisphere. Our clients include some of Australia's largest organisations, such as the Australian Rugby Union, Coles Myer, Commonwealth Bank, Shell and Woolworths.

What makes us unique from other venues is our ability to offer both indoor and outdoor facilities in the one package – what we call our 'inside-out experience'. This allows you to present products and services indoors and outdoors, opening up new ways to

meet and impress delegates. The inside-out experience has unlimited applications, from corporate team bonding sessions to outdoor Christmas parties and concert and sporting events.

Unforgettable experiences for exhibitors and attendees are what we're all about. Our aim is to help you deliver an event experience that is exciting, inspiring and meaningful, whether you want to increase sales, showcase new products or strengthen relationships with clients, suppliers and staff.

# A VENUE FOR EVERY EVENT

With more than 20 venues from which to choose, Sydney Showground has a space to suit your needs. Our venues range from a Main Arena with capacity for up to 15,000 seats to custom-built Exhibition Halls for trade shows and smaller facilities that are ideal for intimate banquet dinners. Excellent loading dock facilities and direct transport access make it easy to enter and leave venues.



# WITH OVER TWENTY

MAIN ARENA • 1822 • THE DOME • CHARLEY ROOM • EXHIBITION HALLS 2, 3 AND 4 • PLAYFAIR ROOM • BADGERY PAVILION  
CLYDESDALE ROOM AT THE STABLES • HOWIE COMPLEX • THE AMPHITHEATRE • SOUTHEE COMPLEX • WYNNE PAVILION

**VENUES**

Please contact us for a full list of venues and further information.



1 2 3 4 5 6 7 8



9 10 11 12 13 14 15 16



17 18 19 20 **VENUES**

# A CLEAN, GREEN VENUE SUSTAINABILITY



Sydney Showground is a member of the NSW Government's Sustainability Advantage program, which offers support to organisations wanting to improve business sustainability. We are also developing an Environmental Impact Offset Plan to provide clients with the opportunity to hold environmentally-friendly events at our venues. The plan will measure the environmental impacts of events, such as the amount of greenhouse gas produced from energy use, transport and waste, and emissions from products consumed.

# AWARD-WINNING CATERING

Outstanding food and wine are the hallmarks of a memorable event. We have won the Meetings & Events Association (MEA) National Catering and Banqueting award three times, earning a spot in the MEA Hall of Fame. Executive Chef Tim Browne and his team can provide breakfast, lunch and dinner for 50 to 5,000 people. Our mouth-watering menus reflect the colour and diversity of Australia's culture and produce, with all our ingredients sourced fresh from Sydney's premier grower's markets. We are also committed to promoting Australian agricultural produce such as wine, cheese and dairy products. A medal-winning wine list adds the perfect finishing touch to your dining experience.



**AWARD-WINNING CATERING**



Where else in Sydney can you demonstrate fire fighting and car crash and high-rise rescues, and still have space for 124 exhibition booths? For EnergyAustralia, the answer was Sydney Showground. The organisation booked a number of indoor and outdoor venues to host the annual Electricity Supply Industry Field Days and they built a full sized pole-yard to stage real-life demonstrations. This provided the electricity industry staff from across the country a first-hand look at rescue strategies and pole erection techniques.

# SUCCESS STORIES

When a group of Volvo trucks proved too big to fit inside the Southee Complex, there was no need to panic. Organisers simply parked the trucks outside the complex and opened the floor-to-ceiling doors of the venue to create an indoor-outdoor space. Volvo then sent smaller trucks to display inside the space, maximising its investment by showcasing more vehicles than originally planned.

Motorheads and manufacturers had a rare chance to mingle at a recent motorcycle expo, where three venues were used to display motorbikes and two streets outside the venues were closed for test rides and stunt demonstrations. This inside-out approach made a real impact on expo visitors and provided exhibitors with opportunities to directly engage with potential customers.

## CONVENIENT **LOCATION**

Home of the 2000 Olympic Games, Sydney Olympic Park is a world-class event, exhibition, entertainment and sporting precinct. The bustling business, residential and recreational area will create a vibrant and colourful environment for your event. Sydney Showground is serviced by bus, train, ferry and taxi services. There is also parking for 10,000 cars. On-site accommodation ranges from a five-star hotel to a comfy lodge.

## COMPREHENSIVE EVENT PLANNING AND **MANAGEMENT**

To ensure your event runs smoothly, a dedicated Event Planner will be appointed to look after the venue details, site requirements, logistics, catering, security, financial arrangements and other operational matters. This leaves you free to focus on making your event a success.

## VALUE-ADDED **SERVICES**

In addition to marketing, security and logistics, we work with a reliable and professional network of suppliers who can help with entertainment, photography, lighting and other services.



SPACE TO SUIT YOUR NEEDS

Contact  
Sydney Showground  
1 Showground Road  
Sydney Olympic Park NSW 2127  
T: (02) 9704 1157  
F: (02) 9704 1173  
E: [sales@sydneyshowground.com.au](mailto:sales@sydneyshowground.com.au)  
W: [www.sydneyshowground.com.au](http://www.sydneyshowground.com.au)