

AROUND THE GROUNDS

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A WORD FROM THE GENERAL MANAGER PETER THORPE



Happy new year to all our friends and we are really looking forward to a record breaking and bumper year in 2019. I have been very proud of how we strategically diversified our year round business in 2018 and beyond. The team have worked tirelessly on the new events and functions over this

summer period including Invictus Games Sydney 2018, Sydney Irish Festival, X Games Sydney and the RnB Fridays Live music festival with 43,000 people dancing away inside Spotless Stadium. Our Pop Up corporate Christmas themed area was another huge success with many high profile

companies using Sydney Showground again for staff and family Christmas parties. These events along with the Big Bash cricket League all before Christmas highlight the busy and diversified nature of all the events we can host here at Sydney Showground.

As many of you know, the Sydney Showground master plan is still very much in the works. We are looking to expand our venue space and further develop the area. With our new 4,000 seat plenary hall, 2,000 seat banqueting hall, undercover parking site along with some other very exciting projects - I hope we will be able to green light each development during the course of the year. Stand by for our next edition of Around the Grounds where we will be able to release more details regarding all the exciting things to come to Sydney Showground this 2019 and beyond.

ANNOUNCEMENT - HARRY THE HIRER

**Harry
the hirer®
Productions**

Sydney Showground is proud to announce that Harry the hirer has won the tender to provide the in-house AV requirements and preferred supplier agreements. We look forward to working in partnership with Harry the hirer moving forward.

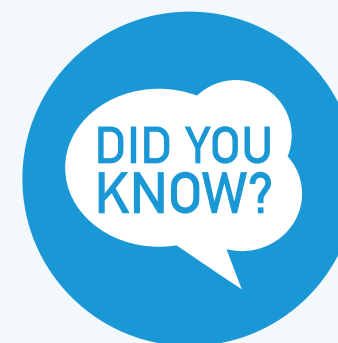
THE BUSINESS OF EVENTS 2019

Sydney Showground is proud to announce its Partnership with the inaugural 'The Business of Events 2019' conference. The event will be held at Sheraton Grand Sydney Hyde Park 7th - 8th of February powering the growth of the events business in Sydney.

The event is a unique two-day conference for the events industry. It will bring the industry's best together to discuss and speak on their experiences and successes. From Patrick Kidd, the CEO of Invictus Games Sydney 2018 to Laura Schwartz, the Former White House Director of Events, there is an incredible wealth of knowledge and potential to share best practice experiences, insights, tips and techniques. Dwane Goodman will introduce Patrick Kidd whilst highlighting our own involvement with Invictus Games House.

Sydney Showground looks forward to being a part of The Business of Events 2019, the event will highlight some of the most ground-breaking events explained directly by the strategists of their success.

The
Business
of events — 2019



Sydney Royal Easter Show is Australia's largest annual ticketed event and is owned & managed by the RAS of NSW with an average attendance of over 850,000 over 12 days. All marketing, operations, exhibitors services, competitions and sponsorships are all managed and provided by the in house permanent and casual team within RAS/Sydney Showground along with all our dedicated and loyal contractors.

UPCOMING EVENTS

Western Sydney Wanderers
9th Feb Western Sydney Wanderers vs Central Coast Mariners

Nitro Circus
16th February 2019

Good Life presents Lost City 2019
23rd February 2019

AGHA Sydney Gift Fair 2019
23rd – 26th February 2019

Western Sydney Wanderers
24th February 2019 Western Sydney Wanderers vs Perth Glory

Hidden 2019
2nd March 2019

2019 AFL Premiership Round 1
24th March 2019 – GWS Giants vs Essendon Bombers

Round 3
6th April 2019 – \GWS Giants vs Richmond Tigers

Sydney Royal Easter Show
12th – 23rd April 2019

Meatstock – The Music and Barbecue Festival 2019
4th – 5th May 2019

ATSA Independent Living Expo
8th – 9th May 2019

Pregnancy Babies and Children's Expo
17th – 19th May 2019

2019 AFL Premiership Round 9
19th May 2019 – GWS Giants vs Carlton Blues

Round 11
1st June 2019 – GWS Giants vs Gold Coast Suns

GABS – Beer, Cider & Food Festival
1st June 2019

World Travel Expo – Showcasing the Americas
2nd June 2019

Supanova Comic Con & Gaming
21st – 23rd June 2019

Western Sydney Careers Expo
27th – 30th June 2019

2019 AFL Premiership Round 16
7th July 2019 – GWS Giants vs Brisbane Lions

Round 18
20th July 2019 – GWS Giants vs Collingwood Magpies

Round 20
3rd August 2019 – GWS Giants vs Sydney Swans

Round 22
18th August 2019 – GWS Giants vs Western Bulldogs

THE INVICTUS GAMES SYDNEY 2018

The Invictus Games was held last October and it is incredible to reflect on the lasting impact the experience left on Sydney Showground as a venue. For the weeks leading up to the Games, Sydney Olympic Park was alive with chatter, buzz and friendly competitors. Behind the scenes, Sydney Showground had been preparing to roll out 52,000 meals, transform the Dome into Invictus Games House and welcome 491 competitors and their families from 18 nations. The Invictus spirit captured the nation and spurred on our catering team who rose up to the occasion with five months of careful planning. Specific meals were to be



prepared in separate buildings, customised to individual dietary requirements and designed to fuel the needs of the competitors. Additionally, the Dome was shut off to unauthorised staff and media to allow for a true home away from home to be created.

Sydney Showground is extraordinarily honoured to have participated in the hosting of the Invictus Games House and have permanently left a fixture in the Somerville and Pearson room in the Dome to remind everyone of the significance of the games and what it stands for.

POP-UP CHRISTMAS CARNIVAL



December saw the repeat of the Pop-Up Christmas Carnival. The all-inclusive event was designed as an alternative to the traditional corporate Christmas party, with clients seeking a fresh approach to annual workplace festivities.

The Pop-Up Christmas Carnival is set to return in 2019 and spots are filling quickly. To secure your place, please call Meg Hooton on 02 9704 1311 or email mhooton@sydneyshowground.com.au.

NITRO CIRCUS – YOU GOT THIS STADIUM TOUR 2019



Nitro Circus is adding to the fear factor with their new stadium tour to come to Spotless Stadium on the 16th February. Nitro Circus is an action sports showcase that features freestyle motocross, BMX, kick scooter and skateboard. There will be two new ramps that will debut on the tour with an expanded version of Nitro's infamous Gigantic Ramp as well as the construction of the FMX Next Level ramp. The tour pushes the limits on the biggest ramps in action sports and has a few surprises yet for its audience.



5 MINUTES WITH...
SHELLEY KROMOLOFF
CLIENT SERVICE OFFICER

- 1. WHY DO YOU ENJOY WORKING AT SYDNEY SHOWGROUND?**
I enjoy working at Sydney Showground because of the variety in my day to day schedule. Some days are more relaxed and others could be 10 consecutive days of 12+hrs where I just run around. I thrive on that! Also we get to work on some really great events and I'm very proud of that.
- 2. WHAT IS YOUR MOST MEMORABLE EXPERIENCE ON THE JOB?**
So far, it would be working on RNB Fridays Live. That was my first big event that I was assigned to and I honestly loved every moment of it. I'm sure there's many more to come! We also do Buggy Karaoke, similar to the infamous Carpool Karaoke.
- 3. WHAT WAS YOUR VERY FIRST JOB?**
I was working in a hairdressing salon at the age of 14.
- 4. HOW WOULD YOU DESCRIBE YOURSELF IN ONE WORD?**
Loud!
- 5. WHAT ARE YOUR HOBBIES OUTSIDE OF WORK?**
Dancing, swimming & Netflix marathons.
- 6. WHAT MOVIE/TV SHOW DESCRIBES YOUR LIFE?**
I would say 'Keeping Up With The Kardashians' but a much less glamorous version