

16 November, 2004

**NEW GENERAL MANAGER APPOINTED  
TO THE SYDNEY SHOWGROUND**

The Royal Agricultural Society of New South Wales (RAS) is pleased to announce the recent promotion and appointment of Kim Laura Brown to the position of General Manager, Event Sales Sydney Showground.

The appointment follows the resignation of Malu Barrios who has relocated to the Northern Territory to lead the development of the Darwin Convention and Exhibition Centre.

Prior to her new appointment, Ms Brown was the Business Development Manager for the Sydney Showground for a period of four years, guiding the sales team to achieve substantial sales growth in exhibitions and business events for the venue.

Ms Brown is delighted with the challenge of taking on the helm of the Sydney Showground business and believes that 2006 represents the beginning of an exciting period for the development of the venue as a substantial player in the Australian business events industry.

“Over the past years the Sydney Showground has consistently delivered for our clients and we have taken enormous steps to build our reputation as a professional, high quality events venue. This success has resulted in steady growth and high retention rates,” she said.

“We have continued to improve our levels of service and have become more proactive in the development of our brand in the marketplace. I look forward to the challenges in our future and developing our team to ensure the continued growth our business,” she added.

Prior to joining the Sydney Showground, Ms Brown was Business Development Executive (Corporate & Special Events) at the Brisbane Convention and Exhibition Centre for four years and spent two years in a similar role with the SPHC group in Canberra and also worked as an Event Manager at the Adelaide Convention Centre for two years.

Ms Brown has a teenage son Gregory (16) and resides in the Sutherland Shire.