

31 March, 2004

### **SYDNEY SHOWGROUND WINS MIAA AWARD**

Sydney Showground has won the prestigious *Speciality Meeting Venue* category at the Annual MIAA NSW Awards ceremony held at the Four Seasons Hotel last night, 30 March, 2004.

The *Specialty Meeting Venue* category includes venues without accommodation and is judged on a number of key criteria including Business Planning and Event activity, Financial Management, Resource Management and Sales and Marketing.

After a number of nominations over the past two years it is the Sydney Showground's first win. In a tribute to her staff, General Manager Malu Barrios said, "We are honoured to receive this MIAA award. It would not have been possible without the creativity, dedication and professional excellence of the Sydney Showground team."

The Sydney Showground's 2003 business events growth of 28.3%, as well as its new entrepreneurial and event catering pricing strategies formed the nucleus for the category win.

"After analysing the 2001/2002 results we developed a plan for 2003 that focused on attracting new domestic business, introduced new pricing strategies to include catering services that would maintain costs and raised the quality of our service delivery for clients," added Ms Barrios.

The Sydney Showground submitted three events for the category including ***Focus on Learning*** - a Catholic Education Conference for 3,600 principals, teachers and administrators involved in Catholic Education held in the Dome and Southee Complex. The ***Family Support Services Association*** - a three-day conference program for 300 delegates in the Southee Complex and the ***Small and Sole Practices Conference*** for 200 delegates also held in the Southee Complex.

In addition to its win in the *Speciality Meetings Venue* category, Sydney Showground was also a finalist in the Banquet and Catering and Major Event categories.