

March, 2004

**SYDNEY SHOWGROUND WINS BID AS HOST VENUE  
FOR DREAMTIME 2004**

The Sydney Showground has emerged as the winning venue to host the Australian Tourist Commission's premier Business Tourism trade show for Dreamtime 2004, which will be held in The Dome from October 28 -29.

An estimated 150 International Incentive buyers as well as a host of Australian exhibitors and media will converge at the Sydney Showground for the two-day event.

The recent announcement follows on from the success of another International profile event late last year, when the Sydney Showground catered for over 13,000 guests in a corporate hospitality program during the seven the Rugby World Cup games held at Sydney Olympic Park.

Sydney Showground General Manager, Malu Barrios, believes that the opportunity to host the prestigious event is testimony to the quality and emerging popularity of its venue and the growing sophistication of Sydney Olympic Park as a business events location.

"Our growth in other key market sectors continues. Repeat business in the corporate arena has surged over the past two years by 115%, with corporate clients recognising the ease of access, diversity of our venue and quality of our service delivery," she said.

The extensive brand positioning and co-operative marketing programs launched a few years ago by the Sydney Olympic Park Authority to build awareness of the precinct as a business events destination are now paying dividends for all tenants.

"We are well and truly placed on the event venue radar domestically and with Dreamtime, the Sydney Showground will have another exciting opportunity to build its profile within the International Incentive market," added Ms Barrios.

Ms Barrios went on to say that the Sydney Showground's facilities would most likely have great appeal to incentive buyers from Asia.

"Buyers will see our facilities first hand and the process of imagination begins onsite. Our venues fit well with the market preference for large groups and they are a superb choice for spectacular and lavish gala events," she concluded.

The Sydney Showground's rich history and expertise in staging large events such as the Sydney Royal Easter Show and other international trade shows; as well as its purpose built venues such as The Dome and the Clydesdale Pavilion will provide the perfect welcome and backdrop for one of Australia's most important Business Tourism events.