

EQUITANA GALLOPS INTO SYDNEY SHOWGROUND

The largest Equine event in the Southern Hemisphere has wrapped up at Sydney Showground. Held from 10-13 November, EQUITANA Sydney attracted around 50,000 visitors who enjoyed four days of world-class competition, equine entertainment, exhibition and education.

Spread over 14 indoor and outdoor venues, Equitana covered 60,000 square metres of the Sydney Showground site. This included the impressive transformation of The Dome into a world class indoor sand arena, complete with giant viewing screens and seating capacity for 5,000.

Hosting the Equestrian Australia Grand Final, Dressage, Showjumping, Eventing, Cutting, Reining and Campdrafting competitions Equitana required facilities that were second to none.

Rod Lockwood, Definitive Events Managing Director said "Sydney Showground has been extremely cooperative in delivering all of our requirements to enable us put on a world class event for our exhibitors, competitors and visitors,"

"The Showground, in delivering Equitana, has proven itself to be one of Australia's best multipurpose venues. We have proven the venue can adapt to events such as this and we're thrilled that the industry has accepted Sydney Showground as the future home of Australia's premier equine event," said Mr Lockwood.

Three hundred cubic metres of sawdust and 3,000 tonnes of soil were transported into The Dome and Exhibition Halls, to create the indoor multipurpose arena and a series of display areas.

The Exhibition Halls, Southee and Badgery Pavilions were home to 350 exhibiting companies selling a range of Equine products and services. The Showground was home to 250 purpose built stables and exercise yards which accommodated 500 horses and 100 head of cattle over the course of the event.

Peter King, Royal Agricultural Society of NSW (RAS) Chief Executive, said the RAS has worked hard with Definitive Events for a number of years, in conjunction with groups such as the Equestrian Australia, to bring Equitana to Sydney for the first time.

"Equitana has reinforced that Sydney Showground is the major event hub of Sydney. We are recognised as a venue that hosts some of Australia's largest and highest profile events and each of these are injecting significant economic benefit to the NSW economy," said Mr King.

"Our staff and all the stakeholders involved have delivered a wonderful experience for our visitors and we couldn't be happier for year one of the event. We look forward to welcoming Equitana back to Sydney Showground in 2013."

Sydney Showground

Sydney Showground is renowned for delivering the best event experiences in Australia with its collaborative and flexible approach, award-winning in-house catering team and over 20 versatile venues located in the geographic heart of Sydney. From conferences to product launches, film shoots to exhibitions, intimate corporate events to large outdoor concerts and sporting matches, we offer a choice of outstanding indoor and outdoor spaces, which can be tailored to your specific needs.

For further information, interview requests and a selection of hi-resolution images;

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