

**07 November, 2006**

### **SYDNEY SHOWGROUND GOES LIVE AND ONLINE**

Sydney Showground launched its new website today with a complete new revamp and new interactive functions to accommodate the end user moving beyond a simple presentation of the business. The new features at **[www.sydneyshowground.com.au](http://www.sydneyshowground.com.au)** include downloadable fact sheets on each venue, sample menus, an online post-event feedback form, an image gallery, news, as well as information on transport, facilities, employment and services offered at Sydney Showground.

“Our objective for the new website was to develop a sophisticated and modern corporate website that reflected the many facets of Sydney Showground whilst keeping our customers needs in mind ” commented Kim-Laura Brown, General Manager, Event Sales.

The design elements of the site incorporate the aesthetics of Sydney Showground and the diverse events held at the site whilst maintaining a strong corporate and sleek identity. The thought process behind the project was to also develop a site which would maximise Sydney Showground’s business objectives with the scope to develop future e-marketing activities.

The development of the website was a collaborative effort between James Yusuf from James Y Design and Sydney Showground’s creative agency, Co’ee Sydney. The project commenced in early August with website planning and concepts developed during this time. Planning and implementation of the site was completed in early November.

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