



## THE EVENT

In one of Sydney's biggest business events for 2011, Sydney Showground is hosting four gala dinners for the Amway China incentive. A total of 9,000 guests will attend the series of gala dinners, where they will be treated to award-winning Australian produce.

The flexibility of The Dome was on show in all of its glory. It was transformed into an Aussie beach fantasy with acrobats, musicians and giant sea creatures floating from The Dome's 42-metre ceiling, against a spectacular backdrop of iconic Australian scenery.

A series of Australian beach themed photo stages were dotted around the room and proved extremely popular with the guests. Each one represented a famous local beach, complete with lifeguards.

## CHALLENGES

January was a demanding month for Sydney Showground with Amway China gala dinners and two Big Day Out music festivals being held within days of each other.

Hosting two events of this size - Amway (9,000 pax) and Big Day Out (110,000 pax), posed various logistical challenges across the food and beverage, asset and event management teams.

## A UNIQUE PARTNERSHIP

Starting with a blank canvas, Sydney Showground's specialist event knowledge combined with the expertise of several suppliers ensured Amway China's vision was brought to life. This included serving four courses of the five course menu to 2,500 seated guests in the one hour service time requested by Amway.

Beginning the thorough and extensive logistical planning phase in June 2010, the Sydney Showground team rose to the challenge of delivering the highly complex and time critical event. More than 540 kitchen and wait staff were enlisted for each of the four events.

Utilising state of the art technology Triumph Leisure Solutions and Bob Blore Pyrotechnics worked with David Atkins and well known choreographer Jason Coleman to create a stunning beachside theatrical set and high energy performance.

A 9 metre by 120 metre seamless blend 16K resolution screen lined The Dome's walls, taking the guests on a virtual journey throughout some of Australia's most awe inspiring scenery.

## INSPIRED CATERING

Sydney Showground's energetic catering team, created a menu carefully tailored to the event.

Following a series of tastings, the five course menu featured award-winning seafood sourced from around Australia. Signature dishes included yellowfin tuna, Queensland spanner crab and Crystal Bay prawns, Tasmanian Atlantic salmon, and scallops from Western Australia. Halal certified Wagyu beef also featured on the menu.

## FAST FACTS

The shopping list included 1,800 litres of fish stock, 1 tonne of new potatoes, 2,400 punnets of cherry tomatoes, 1,200 punnets of strawberries and 500 bunches of chervil. 17,000 Queensland Crystal Bay prawns, 9,000 whole Scampi, 9,000 Atlantic salmon fillets, 250 kilograms of scallops and 250kg of Queensland spanner crab meat being sourced from our country's backyard.

Complementing the meal was an exquisite selection of wines from the growing regions of New South Wales and South Australia.

41,000 plates, 52,000 glasses and four tonnes of cutlery, 25 ovens and 60 warmers were used over the course of the four dinners.

EVENT TYPE	Gala Dinners
CLIENT	Amway China
DATE	January 16, 20, 24 and 28 2011
VENUE	The Dome Sydney Showground