

Case Study: NSW Farmers Annual Conference

Type: NSW Farmers Association members only
Venue: Hall 2 & Badgery Pavilion
Client: NSW Farmers Association
Date: 28 - 30 July 2009



The Business of Farming

WHAT WE DID: Over 500 delegates from NSW Farmers' Association returned to Sydney Showground for their 2009 Annual conference. As well as holding a three day conference and exhibition, Sydney Showground hosted a regional food fair to highlight produce from across NSW, and a gala banquet awards dinner to honour the NSW Farmer of the Year, and Young Farmer of the Year.

SPECIAL TOUCHES: Sydney Showground's Badgery Pavilion hosted a regional food fair for delegates to sample great produce from across the state. NSW Farmers members supplied all ingredients to Sydney Showground Executive Chef Tim Browne, who crafted an innovative menu of gourmet dishes for delegates. Highlights included a slow braised goat, green olive and tomato pie, and a seared beef fillet, topped with shaved truffles worth around \$3,000 a kilo. Executive Chef Tim Browne really enjoyed designing such a varied menu using all ingredients from NSW, "I believe Australian produce is the best in the world," Tim said. "We're always happy to work with our clients to make sure they get the best Australian cuisine."

CHALLENGES: The main challenge was that the NSW Farmers' Association wanted to hold a gala dinner for 500 in the same

venue as their conference, and then have the conference set up again ready for the following morning.

OVERCOMING CHALLENGES: The Sydney Showground team rose to the logistical challenge and were able to utilise their state of the art exhibition halls to achieve this. Within 2 hours the conference set up had been cleared, the hall extended, and a gala banquet awaited the hungry delegates. Despite the event finishing well past midnight, when delegates arrived back early in the morning the hall had returned to the original conference set up. You can see a timelapse film of the set up at www.sydneymshowground.com.au

CLIENT'S COMMENT: "Sydney Showground once again exceeded our expectations in the delivery of this event. The event has many complex logistics that require us to work closely as a team in order to deliver a high calibre conference and as a team we delivered the best conference yet. The beauty of the Sydney Showground is that you have the venues and space to allow flexibility and a management team that is willing to think outside the square. Thank you for the important role you play in making this event a success."
 Kirsty John, Managing Director, Event Directors.