



## A WORD FROM THE GENERAL MANAGER – DARRYL JEFFREY



As revealed in the previous edition of Around The Grounds, industry legend Peter Thorpe has sailed into the sunset of a well-earned retirement. I am honoured to have been appointed as the new General Manager for Sydney Showground. Huge shoes to fill but having worked under the tutelage of 'Pete' for several years, I am confident that I can continue his legacy by embracing and promoting the ethos of our organisation, which was his mantra, 'always look after the customer'.

With the NSW Government's recently announced 'Reopening NSW Roadmap' providing the certainty the events sector needed to get back on track, I am proud to say this has

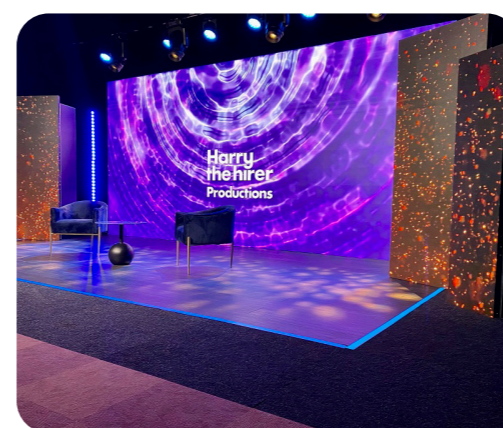
translated into an increase in event activity for the months ahead.

In November, Sydney Showground will welcome Sydney's Annual Wedding Expo back to the venue, while December will see the Disability Expo, Oz Comic-Con 'Homegrown' and Big Bash League return, with Sydney Thunder taking over the Sydney Showground Stadium pitch from December 12.

The 2022 calendar from January through to July is also overflowing with event bookings which is extremely exciting for Sydney Showground, our event partners, and stakeholders as we witness events rebound after a turbulent 18 months.

As always, we remain committed to working alongside our clients as we navigate the post-COVID event era. The team and I look forward to welcoming old friends, and new, back to Sydney Olympic Park in the coming months.

## HARRY THE HIRER PRODUCTIONS IN-HOUSE STUDIO



The Studio by Harry the hirer Productions is a custom-built broadcast space available for use at Sydney Showground. The 250sqm studio is housed in The Dome and is equipped with a high-quality digital set, studio lighting and audio & recording equipment.

Utilising high end technology whilst offering our clients a comfortable professional experience. With the ability to film and broadcast remotely from any location, making the studio perfect for your next hybrid or virtual event.

The Studio is available for Sydney Showground current and new clients. For any further information, contact the sales team at [sales@sydneyshowground.com.au](mailto:sales@sydneyshowground.com.au)

## BINGO LOCO IS COMING!



The runaway child of the beloved game, Bingo Loco XXL, is the Sold-Out extravaganza that is about to take your games night to the next level.

Welcoming a 'special guest' performance from international musician, 'Example', Bingo Loco XXL will feature rave rounds, lip sync battles, dance-offs, and of course, bingo with tonnes of prizes up for grabs.

Pulling out all the stops, Sydney Showground will be offering guests the chance to pre-order food items and purchase a variety of 'themed' cocktails and premium beverages to ensure you 'bingo' in style.



**Did you know Sydney Showground has 34,000sqm of space? Making it the largest pillarless air-conditioned space in Sydney ideal for exhibitions, music events, conferences & film shoots.**

# UPCOMING EVENTS

## BIG BASH LEAGUE

- Sydney Thunder v Melbourne Stars  
12 December
- Sydney Thunder v Sydney Sixers  
26 December
- Sydney Thunder v Adelaide Strikers  
2 January 2022
- Sydney Thunder v Hobart Hurricanes  
13 January 2022
- Sydney Thunder v Melbourne Renegades  
19 January 2022
- Sydney Wedding Expo  
21 November
- Sydney Disability Expo  
3-4 December
- Oz Comic-Con  
4-5 December
- Dinosaur Festival  
17-20 December
- Bingo Loco XXL  
8 January
- MaRLo Altitude  
14-15 January 2022

## A BRIGHT END TO 2021 AND A POSITIVE OUTLOOK FOR 2022



As we move into the final quarter of 2021, Sydney Showground welcomes the NSW Government's 'road map to recovery'.

This has provided a number of organisers with confidence to run events at the end of this year. We're delighted to be playing host to Oz Comic-con Homegrown, Sydney's Annual Wedding Expo 2021, Disability Expo 2021, and the return of Sydney Thunder and the Big Bash League to Sydney Showground Stadium.

The booking calendar is looking incredibly positive for 2022, we will be kicking off the year with a sell-out Bingo Loco XXL, a bunch of music events, Big Bash Cricket, Sydney Gift Fair and of course the iconic Sydney Royal Easter Show.

Our team are gearing up for a bumper year ahead and can't wait to welcome our customers and suppliers back as we continue to support the industry rebound in 2022.

Currently there are only two weekends in the year that we don't have bookings or enquiries for. So get in quick if you're looking for dates!

## RECRUITMENT



CLICK HERE  
TO FIND OUT MORE

Sydney Showground has two exciting opportunities to join our Food & Beverage Team. We are currently recruiting for a:

- Staffing Manager
- Executive Sous Chef



## 5 MINUTES WITH... DARRYL JEFFREY GENERAL MANAGER

### 1. HOW DID YOU BECOME INTERESTED IN THE EVENTS INDUSTRY?

As a young man, I spent 13 years in the Australian Army. When I was looking to depart the Defence Forces I was living at Kensington and there was a job going at the Australian Jockey Club (Randwick Racecourse), which was around the corner and sounded pretty cool. The rest is history.

### 2. WHY DO YOU ENJOY WORKING AT SYDNEY SHOWGROUND?

The site's ability to host such a diverse range of events. Sports, music, exhibitions, conferences, gala dinners.....the list goes on and on. Hosting Australia's largest annual ticketed event is also pretty cool.

### 3. WHAT IS THE MOST CHALLENGING PART OF YOUR JOB?

Right now its COVID-19 and all the pressures it continues to place on our venue and clients.

### 4. WHAT'S YOUR BEST MEMORY ON THE JOB?

I'm a sports tragic so it has to be the 2016 AFL Preliminary Final between GWS GIANTS and the Western Bulldogs at what was then Spotless Stadium. I've never experienced an atmosphere like it. It was a sustained buzz around the stadium for 2.5 hours.

### 5. WHAT WAS YOUR VERY FIRST JOB?

Putting aside the paper run I had as a 14 year old, my first job out of school was working for Penfolds Wines. My job was to walk around the warehouse checking stock levels, and then placing orders with the wineries to ensure we always had enough stock in the warehouse to service all the orders from the pubs and bottle shops.

### 6. HOW WOULD YOU DESCRIBE YOURSELF IN ONE WORD?

Chilled

### 7. WHAT ARE YOUR HOBBIES OUTSIDE OF WORK?

Sport, fitness, friends and family.

### 8. WHO WOULD PLAY YOU IN A MOVIE ABOUT YOUR LIFE?

Obviously George Clooney