

A WORD FROM THE GENERAL MANAGER – DARRYL JEFFREY



As the deciduous trees across Sydney Olympic Park underwent their autumnal transformation, so too did Sydney Showground transform itself as we hosted Australia's largest annual ticketed event, the Sydney Royal Easter Show. Welcoming over 880,000 through the gates across 12 days in April, Sydney Showground

showcased its agility, versatility and unparalleled ability to host the biggest and best events in the country. An iconic institution on the Australian events landscape, 'The Show' once again delivered a glimpse into all things country, providing an opportunity for Sydney to celebrate the vital

role that agriculture plays in the health and wealth of our nation. And of course, there were showbags, rides and 'show food' aplenty.

And as it does each and every year, the Show reinforced and reminded all of Sydney Showground's role as the event and venue management arm of the Royal Agricultural Society of NSW (RAS). The RAS is a not-for-profit organisation committed to supporting agricultural development and rural communities in Australia, and all profits from the Show and events at Sydney Showground are reinvested into this charter. We applaud the dedicated team that delivers the Show each year and thank all Sydney Showground clients whose support is vital in ensuring the RAS continues to deliver on our not-for-profit mission.

'THE HUDDLE MEETING'

As Sydney Showground continues to embrace change, we are always looking for different and new ways to build rapport with our clients. Whether it be face to face or other means of communication, one way of achieving this, is through 'The Huddle'.

The Huddle is a get-together model that increases engagement between the Sydney Showground Sales, Event Planners, Floor Managers, Food & Beverage teams and key players from the clients team.

This is achieved by addressing relevant areas including introductions of appropriate Sydney Showground contacts from various departments, main client contact confirmation, outlining responsibilities of all parties, changes to site maps & layouts, production schedules and more.

The Huddle meeting drives ownership and understanding in the roles all stakeholders play during the event, whilst achieving the success as a team. This meeting will take place on the first or second day of the clients bump in, organised and facilitated by your dedicated floor manager.

NEW ADDITIONS TO THE 360 VIRTUAL TOUR

The Sydney Showground 360 Virtual Tour offers a unique and immersive digital experience that allows visitors to explore the venue from anywhere in the world. By using cutting-edge technology, the virtual tour provides a complete overview of Sydney Showground's various venues in a variety of different set ups.

In the past few weeks we have added a significant amount of new content to the tour including:

- Concert set up in Halls 2-4
- Halls 2-4 Loading Dock and Riverina Avenue
- Expo and conference setup in Halls 5-6
- Hordern Lawns, Davidson Plaza and Munro Pavilion
- Festival overlay for Hordern Lawns, Davidson Plaza and Munro
- Seated concert set up in GIANTS Stadium.

To view the tour please click [here](#).



PREMIUM HOSPITALITY AT GIANTS STADIUM – DEF LEPPARD & MÖTLEY CRÜE

Renowned rock legends Mötley Crüe and Def Leppard will bring their electrifying stage show to Sydney Showground's GIANTS Stadium on Saturday 11 November 2023. For one night only, fans from across Sydney and the state will fill the stadium as the band perform their hits.

Take your concert experience to the next level with our newly released Premium Hospitality package. Don't miss your chance to attend this incredible show at GIANTS Stadium. For more information and to book click [here](#).



Sydney Showground has recently won 'Event Venue Capacity more than 1000' at the MEA National & State Awards and 'Best Venue Team' at the EEAA Awards for Excellence.

UPCOMING EVENTS

■ **Western Sydney Careers Expo**
22 – 24 June

■ **Sydney Craft & Quilt Fair**
28 June – 1 July

■ **GWS GIANTS v Hawthorn**
8 July 4:35pm

■ **Fashion Thrift Society**
9 July

■ **National 4x4 Outdoors Show**
14 – 16 July

■ **CeMAT Australia**
25 – 27 July

■ **Sydney Disability Expo**
4 – 5 August

■ **GWS GIANTS v Sydney Swans**
5 August 7:30pm

■ **Sydney's Annual Wedding Expo**
6 August

■ **Hyrox Sydney**
12 August

■ **GWS GIANTS v Essendon**
19 August 4:35pm

■ **MaRLo Altitude: Stronger Together**
19 August

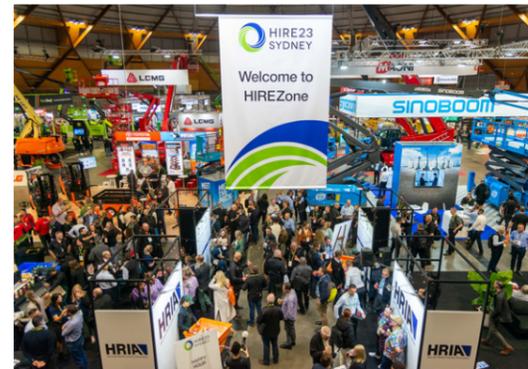
■ **Sydney Dog Lovers Festival**
26 – 27 August

■ **Sydney Cat Lovers Festival**
26 – 27 August

SUCCESS OF TRADE EXHIBITIONS AT SYDNEY SHOWGROUND

In May Sydney Showground hosted numerous events, with two being major trade exhibitions. Making a welcome return to Sydney post-COVID, Visual Impact was a fantastic three days for the print, sign & graphics industries.

It opened with an Aboriginal smoking ceremony, the show attracted 100+ exhibitors and 3000 visitors, with highlights including a vibrant seminar and workshop program, a 'Try-A-Trade' initiative for students and a photo and fine art expo.



"We were delighted with the response to Visual Impact Sydney," says Peter Harper, CEO of event organiser, Visual Connections. "The Sydney Showground is a great setting for trade shows, and the success of this year's event is in no small part testament to the productive and collaborative partnership between the venue and our events team."

Towards the end of the month, The Hire and Rental Industry Association (HRIA) held its annual Convention at Sydney Showground and achieved record numbers for their show. HIRE23 showcased the latest equipment for the hire industry and The Dome at Sydney Showground was the perfect location for suppliers to display their products, with its high ceiling and unique design.

The Showground location worked well for the equipment in and out, and the proximity to a selection of Accor hotels meant that once members arrived, they had a captive audience for 3 days, right up to the gala dinner and Industry Excellence Awards which were held in Hall 2 adjoining the Dome. James Oxenham, CEO of the association said, "Thank you to the team at the Showground for working with us on this event – we received excellent feedback from our delegates."

SYDNEY SHOWGROUND WINS 'EVENT VENUE CAPACITY MORE THAN 1,000'



Sydney Showground has been named as the 2021-2022 Meeting and Events Australia (MEA) National and State winner for 'Best Event Venue, capacity more than 1000' at the awards function.

Known for delivering innovative experiences, our venue was judged against a rigorous criterion which delved into the business' operational and event planning, recent challenges, contribution to the industry and venue sustainability from January 2021 – December 2022.

Over the qualifying period, Sydney Showground excelled in a range of areas, including the execution of the 2021 Sydney Royal Easter Show, its covid support model for event planners, and the management of staffing and its broader business throughout the pandemic.



5 MINUTES WITH... NATALIE LUZI SENIOR MANAGER EVENTS

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

I originally wanted to be a pastry chef and was completing my work experience in the kitchen at Sheraton on the Park in the city. They needed some extra hands setting up a conference for 500 guests theatre style in their ballroom, all those straight lines changed my life forever! I still do enjoy baking desert but glad I was able to realise my true passion was events.

2. WHY DO YOU ENJOY WORKING AT SYDNEY SHOWGROUND?

There's no other venue in Sydney that has the variety of events that we do. We're so spoilt that we're able to host a gala dinner one night, turn that around into a Festival and then a week later host an AFL match. The variety of events makes Sydney Showground one of the most fun places I have ever worked.

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

Working on major events you spend a lot of your weekends at the office. The hardest part of my job is explaining to other people why I would rather be delivering a festival for 40,000 people then relaxing at home.

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

NuSkin China 2016 was by far the largest event I have ever worked on in a corporate capacity. With the client based in China working with the time and language differences certainly challenged me on a level not experienced in my career before. We served over 6,600 delegates over two nights, equating to 19,800 plates served across entrée, main and dessert. The event was also planned over a two-year duration so seeing that event finally come to fruition was very rewarding.

5. WHAT WAS YOUR VERY FIRST JOB?

Dental nurse, I worked there as my after-school job and all throughout my university degree.

6. HOW WOULD YOU DESCRIBE YOURSELF IN ONE WORD?

Italian

7. WHAT ARE YOUR HOBBIES OUTSIDE OF WORK?

I'm a foodie and a traveller. Always researching my next place to visit.

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

Cher in moonstruck.