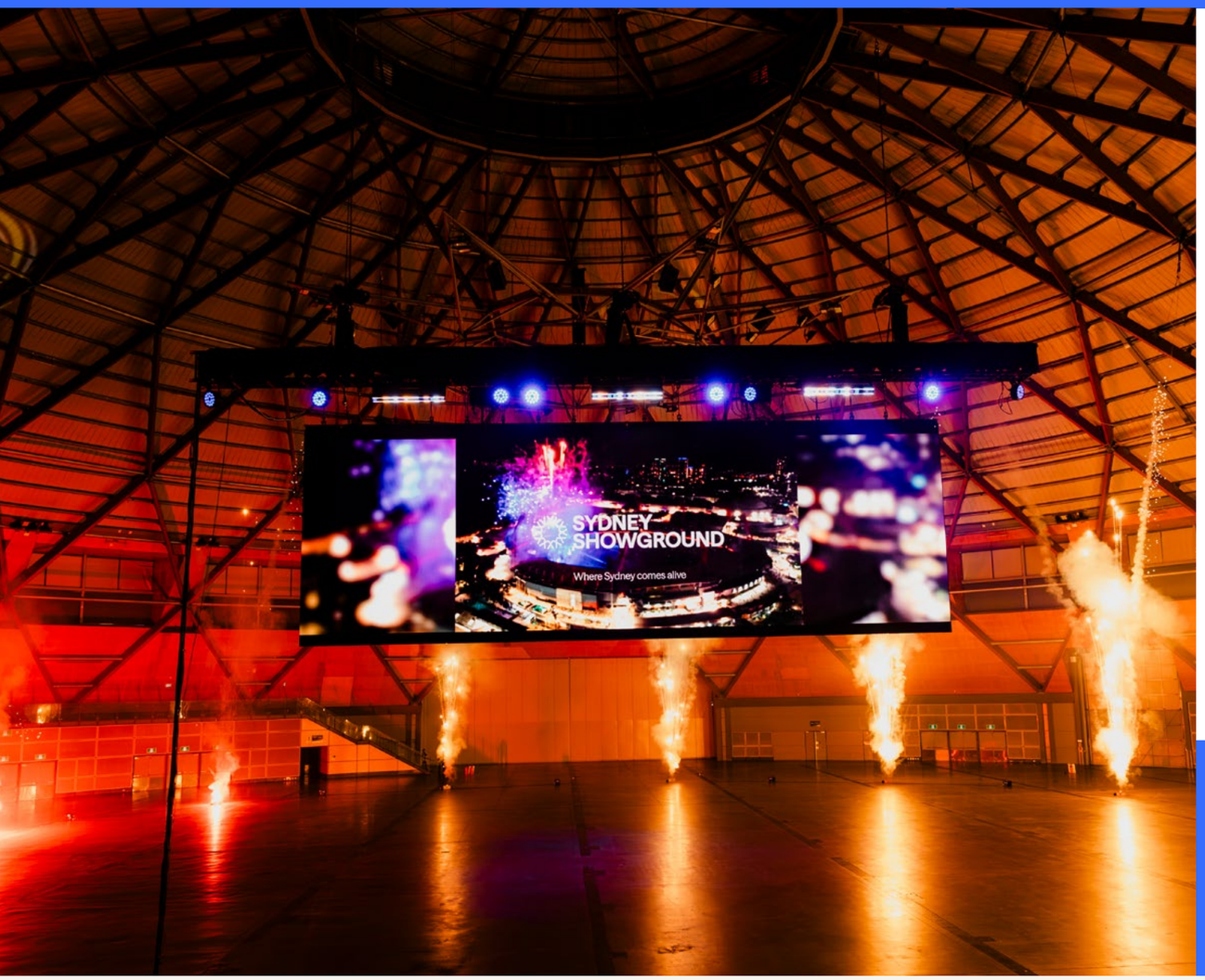
Issue No. 19

November 2026

Around the Grounds



A word from the General Manager - Darryl Jeffrey

As we close out FY26, I'm incredibly proud to reflect on our most successful financial year on record. From Bad Bunny's two sold-out concerts at ENGIE Stadium to the remarkable growth of HYROX, alongside an incredible diversity of exhibitions, sporting events, conferences and live events, it's been a year that has showcased the very best of Sydney Showground.

Beyond the financial results, I'm particularly proud of our continued focus on customer service, with our team achieving an outstanding 100% customer satisfaction rating. It's a testament to the dedication of our people and the strong relationships we share with our clients and partners.

It's also an exciting time as we unveil our refreshed brand and new tagline, 'Where Sydney Comes Alive'. Our new identity reflects the energy, diversity and memorable experiences that define Sydney Showground, while looking confidently towards our future.

Thank you to our clients, partners, suppliers and team members for making this year so successful. With another exciting summer of events ahead, we look forward to building on this momentum together.



Darryl Jeffrey
General Manager

For event enquiries, please contact us at sales@sydneyshowground.com.au

Sydney Showground is a division of the Royal Agricultural Society of NSW

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SYDNEY SHOWGROUND

Around the Grounds

Sydney Showground delivers record financial year

We've delivered our strongest financial performance on record! Since October last year, we have hosted more than 280 events including some of the largest in our history.

Puerto Rican superstar Bad Bunny drew record-breaking crowds to ENGIE Stadium with two sold-out shows, while Knockout Outdoor attracted 60,000 fans and more than 25,000 athletes competed at BYD HYROX. We also welcomed the TCS Sydney Marathon Running Show and homegrown Aussie DJ and producer Restricted to the venue for the first time.

Preparation is already well underway for another busy period, with the Jay Chou: Carnival II World Tour, Good Things Festival, EPIK and Guns N' Roses World Tour all scheduled before the end of the year.

Sydney Showground.
Where Sydney comes alive

A refreshed look for an iconic Sydney destination.

Sydney Showground has evolved over generations, and now our brand identity has evolved with us. We're proud to unveil our refreshed brand, reflecting the history, energy and diverse experiences that define our precinct, while embracing our vision for the future.

With a logo inspired by our iconic Dome, our new brand celebrates the people, events and memorable moments that have shaped Sydney Showground. From major sporting events and live entertainment to exhibitions, corporate functions and the Sydney Royal Easter Show, our commitment remains the same: to bring people together and delivering exceptional experiences.



Around the Grounds



Sensational summer of music ahead

Sydney Showground and ENGIE Stadium are preparing for a huge finish to 2026 with a sensational summer of live music and entertainment ahead.

The summer of music gets underway with the King of Mandopop, Jay Chou, returning to ENGIE Stadium for his ‘Carnival II World Tour’ on 21 November, showcasing an exciting immersive experience. Heading into December, ENGIE Stadium will transform to showcase two blockbuster rock parties with Good Things Festival returning on 5 December, followed by powerhouse rock icons, Guns N’ Roses on 14 December.

Sydney Showground then shifts gears to welcome a thrilling lineup of hardstyle and electronic dance music festivals and shows. The festivities kick off with HSU’s EPIK returning on 12 December, before we look ahead to the new year featuring Dangerous Goods XXL Festival (16 January), HTID: KLASSIC (23 January), Meltdown (30 January) and Dreamstate (6 February).

The upcoming summer of music at Sydney Showground and ENGIE Stadium truly has something to offer for music fans of all genres. Don’t miss your chance to be there live!

Premium hospitality packages for Guns N’ Roses are available now:

Sydney Showground hospitality

Around the Grounds

Upcoming events

Source Disability Expo
20 – 21 November

Jay Chou: Carnival II World Tour
21 November

Top Secret: Licence to Spy
Opens 3 December

Good Things Festival
5 December

Oddities & Curiosities Expo
5 – 6 December

EPIK
12 December

Guns N' Roses World Tour
14 December

Immersive experiences

Titanic: A Voyage Through Time
Open now

Harry Potter: The Exhibition
Open now

Luna, A Journey to the Moon
Open now



Meet Motomu Takamori

Sous Chef

We spent 5 minutes with Sous Chef, Motomu Takamori, who joined us earlier this year. Born in Japan, Motomu brings to the team expertise in international cuisines and large-scale events.

Motomu, how did you become interested in the events industry?

The industry provided a chance for me to try and see what I can do with all my skills. Assisting with the running of events requires many skills I have learnt in my career.

Why do you enjoy working at Sydney Showground?

I feel extremely fulfilled after executing each and every event.

What is the most challenging part of your job?
Communication! We're in such a big industry, keeping everyone on the same page can be difficult.

What's your best memory / a highlight in your career to date?

My first offsite catering job, the Gold Dinner
(Sydney Children's Hospital Function 2017)

What was your very first job?

I worked in a bakery in Manly, Sydney

How would you describe your cooking in one word?

Simple

What are your interests outside of work?

I like spending time in nature; hiking, jogging, and walking.

What is your go-to meal to cook at home?

Gyoza, which my mother used to cook.

Around the Grounds

Save the dates!

BBL Cricket – Sydney Thunder @ ENGIE Stadium
Sydney Thunder vs Sydney Sixers – 19 December
Sydney Thunder vs Melbourne Renegades – 27 December
Sydney Thunder vs Perth Scorchers – 2 January

Dangerous Goods XXL Festival
16 January

HTID: KLASSIC
23 January

Meltdown
30 January

Dreamstate
6 February

And there are still more events yet to be announced! Follow us on socials or keep an eye on our What's On calendar for further details.

What's On





A major step forward for sustainability

Sydney Showground has taken another significant step towards reducing food waste, with our cleaning partner Quayclean Australia securing $182,000 in NSW Government funding to deliver its 'Leading the Loop, Food Organics Recovery and Behaviour Change' project. By improving waste separation, reducing contamination and diverting food organics from landfill, the project aims to deliver measurable environmental outcomes while creating a scalable model for major event venues.

Designed to strengthen sustainable event operations, the initiative integrates food-organics recovery into catering, cleaning and waste management practices across the precinct. The program combines practical waste separation systems with staff education and engagement to support long-term change.

Implementation is already underway, with organic waste bins now installed in kitchen facilities. The project will also extend to food trucks and major events, providing valuable insights that will help shape food waste management strategies for large-scale events, including the Sydney Royal Easter Show.

Delivering unmatched customer service

Since the launch of our Customer Service Charter in 2025, Sydney Showground has seen significant improvements in customer experience, reinforcing our commitment to delivering exceptional service. Customer feedback scores have reached new highs, with Net Promoter Score (NPS) increasing by 12 points to 75, and overall satisfaction achieving a perfect 100%.

The positive impact has also been reflected in feedback from event organisers, with Event Planner ratings rising from 4.8 to 4.9, and Floor Manager scores improving from 4.8 to 5. These results highlight the success Sydney Showground has had in strengthening proactive service, encouraging greater ownership across teams, and enhancing on-site event delivery. By embedding clear service standards and a customer-first mindset, we're continuing to elevate the experience for clients and visitors, setting a new benchmark for service excellence across all events hosted at Sydney Showground.

Around the Grounds



Spotlight: Woolworths Trade Show 2026

Big Numbers, Seamless Delivery

Bringing thousands of people together for a major national event takes serious planning. Over four action-packed days, the Sydney Showground team recently welcomed the Woolworths Trade Show.

2,000 Woolworths attendees
50 exhibition stands
9,000 meals served
1,500-person conference set up

Jonathan Boulos, Supplier Engagement Manager at Woolworths said, “Bringing together 2,000 team members and 450 trade partners from every corner of the country under one roof is no small feat! What an incredible couple of days it was as we came together for the Woolworths Trade Show. From complex travel logistics to high-impact content delivery, an extraordinary amount of effort went into ensuring every detail was organised and seamless behind the scenes.”

Thanks Jonathan.
It was an absolute pleasure working with the entire Woolworths Trade Show team.

Did you know...

Sydney Showground’s new 2027 menu compendium is right around the corner! Executive Sous Chef, Matthew Lui, shares one of the exciting new items to look out for in the new menu, Crumbed Meredith Dairy braised capretto, bitter leaf salad, parsley and black garlic mayonnaise.

“This dish thrives off quality Australian ingredients, in addition to the Meredith Farm capretto also benefiting from a more sustainable approach to dairy farming.”

Matthew explains, “Other delicious features include the lean, tender, and full of flavour our capretto, enhanced by the black garlic mayonnaise that brings smoothness, gentle sweetness and a mellow caramelised garlic flavour.” Keep an eye out for the new menu compendium, coming 1st December.