



A WORD FROM THE GENERAL MANAGER – DARRYL JEFFREY



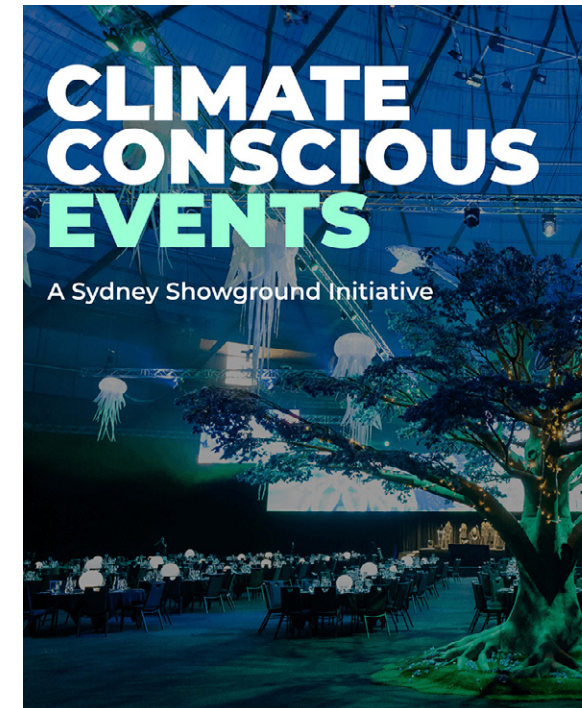
Spring is in the air, and it's been a busy three months here at Sydney Showground, although these days it feels like we say that at the end of every quarter. For many businesses, there are peaks and valleys in terms of trade, but due to our versatility as a venue and our incredible suite of event partners we are truly a 52 weeks a year operation. And we wouldn't want it any other way!

Amongst others, in the last few months we were excited to

host the National 4x4 Outdoors Show, Supanova Comic Con & Gaming, Western Sydney Careers Expo and the always popular Dog & Cat Lovers Festivals. Across music we welcomed Showtek 360, Teletech and Marlo Presents Altitude.

The growing popularity of the fitness competition space was in plain sight as the 2024 edition of Hyrox attracted an increased number of athletes to The Dome and Hall 2. And speaking of athletes, it was terrific to host another home final for ENGIE Stadium tenants GWS GIANTS. Although they fell heartbreakingly short, we look forward to another successful season in 2025.

CLIMATE CONSCIOUS EVENTS UPDATE



Three months ago, the Sydney Showground team, together with climate solutions organisation Clima, launched the Climate Conscious Events initiative, offering our clients a seamless, end-to-end service to measure, reduce, and report on the environmental impact of their events held here at Sydney Showground.

We've had an incredible response, with clients from a wide range of events working closely with our team to review their carbon emissions (CO2-e).

This initiative goes beyond simple event calculators, with the goal to prioritise reducing event emissions – So far resulting in:

- 23 emission reduction strategies
- 20 quick environmental wins
- 9 new initiatives implemented by Sydney Showground to help clients reduce their event footprint

We are proud to be setting the standard for the event industry and look forward to supporting our clients with the advent of Australia's new mandatory climate reporting rules which are set to take effect from January 2025.

WELCOME TO THE TEAM

We've recently welcomed Encore Event Technologies, Archie Rose Distilling Co, and Wanless Waste Management to the Sydney Showground team.

Encore Event Technologies, one of Australia's leading in-venue event production and AV specialists, has joined us as our preferred audio visual service provider and will work across a wide range of both in-house and client event services.

Sydney based Archie Rose Distilling Co joins our existing beverage category partners, Carlton & United Breweries, Coca Cola Euro Pacific Partners and Dipacci coffee, and will work with our team across a number of events in addition to supplying a select range of products.

Wanless are specialists in innovative waste management and recycling solutions, providing a strong alignment with Sydney Showground's own ESG policy with a commitment to reducing our environmental impact and improving our recycling efforts.

We are thrilled to welcome all of them on board as premier partners and look forward to working closely with each of their teams.

DID YOU KNOW?

Did you know the cricket pitch for our Big Bash Cricket season is grown here on site at Sydney Showground and 'dropped' in to position in the centre of ENGIE Stadium ahead of the start of the cricket season?

The 'Couch' pitch is professionally cut and transported to the centre of the field using cranes and semi-trailers under the expert instruction of the Stadium's Head Sports Turf Curator, Rhys Pigott and his team.

ENGIE Stadium will see home side Sydney Thunder host Sydney Sixers in a blockbuster Sydney Derby on Saturday December 21.

UPCOMING EVENTS

- **Horizon of Khufu and Dinos Alive**
Open Now
- **Ridin' Hearts Festival**
2 November
- **Book Fair Australia**
2 – 3 November
- **Adapt or Die – David Goggins**
6 November
- **Peggy Gou**
16 November
- **Pearl Jam Dark Matter Tour**
21 & 23 November
- **Palm Tree Music Festival**
6 December
- **Boiler Room**
7 December
- **EPIK**
14 December
- **Sydney Thunder v Sydney Sixers**
21 December
- **Oddities & Curiosities Expo**
21 – 22 December
- **Sydney Thunder v Melbourne Renegades**
30 December
- **Sydney Thunder v Hobart Hurricanes**
8 January
- **Sydney Thunder v Perth Scorchers**
13 January
- **Pregnancy, Babies & Children's Expo**
1-2 February
- **Dreamstate**
8 February
- **Green Day – The Saviors Tour**
3 March

SYDNEY SHOWGROUND'S SUMMER OF MUSIC



Hearts country music festival, International DJ sensation, Peggy Gou and the legends of rock, Pearl Jam will be taking over ENGIE Stadium for two nights in November.

December through to early next year will see Palm Tree Music Festival, Boiler Room, EPIK, Meltdown, and Dreamstate, and global rock superstars, Green Day will return to Australia for the first time in eight years also performing at ENGIE Stadium in March.

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

WHAT'S ON CALENDAR

PREPARE YOUR TASTEBUDS

Sydney Showground's Executive Chef, Cyril Miletto and his team have been busy in the kitchen over recent months, creating, planning and perfecting our exquisite new menu compendium, which will be released in early December.

Featuring the finest ingredients, mouth-watering flavours and an innovative new approach, we are incredibly proud to be showcasing a range of dishes to clients in the coming months.

Cyril and his team have just completed a busy couple of days in between major events, working with a food styling and photography team preparing and shooting a range of the dishes in preparation for the launch.

Prepare your tastebuds and watch this space!



Sydney Showground will be one of the hottest venues for music fans of all tastes this Summer.

From multi-act festivals to techno, country music and giants of rock music, there is an event for almost every music lover.

The season has already kicked off with Knockout Outdoor over the long weekend and continues with the Ridin'

5 MINUTES WITH... KAYLA MOORE

MANAGER, VENUE OPERATIONS



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

I was always fascinated by the excitement of live sport and this eventually led me to a career in the events and venues industry where I could help craft those dynamic moments.

2. WHAT'S THE BEST THING ABOUT WORKING AT SYDNEY SHOWGROUND?

Definitely the diversity of events from sports to exhibitions and concerts. I enjoy the variety and collaborating with an experienced team. The networking opportunities are also great.

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

The biggest challenge of my job is balancing the expectations of various stakeholders while ensuring smooth event execution. Managing differing goals from clients, vendors, and internal teams can be complex. I'm also focused on improving operations and providing innovative solutions to keep everyone aligned.

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

I had the amazing opportunity to work on the 2023 FIFA Women's World Cup, a dream event for me. Being part of an event that advanced the legacy of women's sports was incredibly rewarding. It showed me the impact such events have on the visibility and growth of women's sports, while also uniting people. Sharing this experience with my family, especially my daughter, made it even more special.

5. WHAT WAS YOUR VERY FIRST JOB? Learn to Swim instructor

6. WHAT ARE YOUR HOBBIES OUTSIDE OF WORK?

My hobbies are a bit limited being a busy Mum but I go to the gym and play soccer. I also love to travel.

7. HOW WOULD YOU DESCRIBE YOURSELF IN ONE WORD?

Dynamic

8. IF YOU WERE A ROCKSTAR, WHAT WOULD BE ON YOUR BACKSTAGE RIDER?

Only yellow and red lollies (ie: Yellow Snakes Alive, Pineapples and Red Frogs), a barista, vodka + Redbulls, fresh Flowers changed daily and an Italian Panini Station!