

AROUND THE GROUNDS

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A WORD FROM THE GENERAL MANAGER – DARRYL JEFFREY



Fresh off the back of another successful Sydney Royal Easter Show, we're reminded of what makes Sydney Showground truly unique as a venue partner. As the home of one of Australia's largest and most complex events, we understand firsthand the pressures, challenges, and moving

parts involved in delivering exceptional experiences at scale. Running 'The Show' each year gives our team valuable insight into the operational realities our clients navigate when bringing major events to life at Sydney Showground.

From managing tight timelines and large-scale logistics through to creating memorable guest experiences, we

know that successful events rely on strong collaboration, flexibility, and practical support behind the scenes. That shared understanding allows us to continually look for ways to improve the experience for our clients and partners.

It's these shared challenges that led us to introduce our new complimentary storage initiative, a practical solution designed to make event delivery more efficient and provide greater support for our event partners. We're proud to continue investing in initiatives that help streamline operations and make working with Sydney Showground easier and more effective. As we move into another exciting season of concerts, exhibitions, sporting events, and immersive experiences, I'd like to thank all our clients, partners, suppliers, and team members for your continued support. We look forward to delivering many more outstanding events together in the months ahead.

ENGIE STADIUM READY TO WELCOME A STELLAR LINE UP OF INTERNATIONAL ARTISTS



ENGIE Stadium is gearing up for a blockbuster finish to the year, with a lineup of global superstar acts set to take the stage.

Global superstar Post Malone will bring his BIG ASS World Tour to ENGIE Stadium on October 15 with special guest Don Toliver, during the Australian leg for his tour, marking his biggest headline shows in Australia to date.

Following the spectacular sell-out success of his last tour, the King of Mandopop, Jay Chou returns to ENGIE Stadium for the third time as part of his 'Carnival II World Tour' on November 21. This new concert tour debuts with a groundbreaking stage and a stunning immersive, visual and audio experience.

And powerhouse rock icons, Guns N' Roses will embark on a massive run of stadium shows across Australia and New Zealand, bringing their legendary three-hour-plus show to ENGIE Stadium on Monday December 14.

The Sydney Showground team are thrilled to be working with all three acts who join a host of leading global artists who have performed here in recent years, including Bad Bunny, Mötley Crüe, Def Leppard, Pearl Jam, and Green Day.

Premium hospitality packages for these events are now available: [PREMIUM HOSPITALITY](#)

SYDNEY MARATHON RUNNING SHOW MOVES TO SYDNEY SHOWGROUND



Sydney Showground has been announced as the new home of the TCS Sydney Marathon Running Show, presented by ASICS, marking an exciting new chapter for one of Australia's most anticipated running events.

Taking place over three days this August, the TCS Sydney Marathon Running Show will see Sydney Showground transform into the central hub for race week. As the collection point for all participants' race bibs, the show will also deliver an elevated experience for 2026, creating new opportunities for the running community to interact with brands, activations, and innovative technology.

With Sydney Olympic Park having been the finish line for the Sydney 2000 Olympic Games Marathon, we think we're a natural fit for the Running Show!

DID YOU KNOW?

Sydney Showground is trialling a complimentary storage initiative designed to support our valued clients and suppliers in response to ongoing global economic pressures and high fuel prices.

The initiative, available for a three-month trial period from 1 May to 31 July, forms part of our recently launched Customer Service Charter, offering complimentary short-term storage for event materials and equipment. The aim is to help clients and suppliers manage increasing transport and logistics costs while improving operational efficiency. Get in touch with our events team for more information.

UPCOMING EVENTS

- AFL – GIANTS @ ENGIE Stadium

GIANTS vs Carlton
Saturday 20 June

GIANTS vs Geelong Cats
Saturday 11 July

GIANTS vs Sydney Swans
Saturday 25 July

- **Harry Potter: The Exhibition:**
Now open!
- **Titanic: A Voyage Through Time:**
Now open!
- **Supanova:**
Friday 19 – Sunday 21 June
- **Western Sydney Careers Expo:**
Thursday 25 – Saturday 27 June
- **Ageing Well Expo:**
Friday 26 – Saturday 27 June

SAVE THE DATES!

- **BYD HYROX Sydney:**
Wednesday 1 – Sunday 5 July
- **Fashion Thrift Society:**
Saturday 11 July; Saturday 5 September
- **Australasia Bus & Coach Expo:**
Wednesday 15 – Thursday 16 July
- **Sydney Boat Show:**
Thursday 30 July – Sunday 2 August
- **Sydney Disability Expo:**
Friday 7 – Saturday 8 August
- **Darren Styles LMTLSS:**
Saturday 8 August
- **PBC BABY Expo:**
Saturday 15 – Sunday 16 August
- **Cat Lovers Festival:**
Saturday 22 – Sunday 23 August
- **Dog Lovers Festival:**
August Saturday 22 – Sunday 23
- **Sydney's Annual Wedding Expo:**
Sunday 23 August
- **TCS Sydney Marathon Running Show:**
Thursday 27 – Saturday 29 August
- **Sydney West Careers & Employment Expo:**
Friday 28 – Saturday 29 August
- **CardCon Mega:**
Saturday 29 – Sunday 30 August

'HARRY POTTER: THE EXHIBITION' OPENS AT SYDNEY SHOWGROUND

Harry Potter: The Exhibition has swept into Sydney Showground's Paddington Pavilion, opening on May 14.

From authentic film props, costumes and characters to hidden, behind-the-scenes secrets, and interactive moments that bring the wizarding world to life, the exhibition brings back all the magic and nostalgia from the iconic Harry Potter™ and Fantastic Beasts™ series.

Tickets to the experience are selling faster than a game of Quidditch™ having already delighted Muggles worldwide across the US and Europe.



Click below for:
[HARRY POTTER TICKETS](#)

AUSTRALIAN FIRST: ENGIE STADIUM SWITCHES TO REUSABLE CUPS FOR EVERY POUR



From the first pour to the final siren, ENGIE Stadium is going fully reusable, becoming the first major venue in Australia to serve beer, wine and spirits in reusable cups, in a major step forward led by Sydney Showground and sustainable beverage packaging company, WOSUP.

Wine and spirits at ENGIE Stadium events are now poured into new 100% reusable 285ml clear polypropylene cups, building on the venue's long-running shift away from single-use plastics and lifting sustainability standards for major live events.

Sydney Showground first transitioned to reusable beer cups in 2019 and has worked closely with WOSUP since 2024, saving more than 2,200 single-use cups per event.

Across WOSUP's broader event network, the scale of impact is already significant, with more than 2,000,000 patrons served using reusable systems, over 200,000 beers poured, an estimated 2,500kg of plastic waste saved, and 700,000kg offset across operations and events to date. We'll raise a WOSUP cup to that!

WE'RE A FINALIST!

It's an honour to have been named a finalist in the Venue Management Association's 2026 Venue Innovation Award category for our Climate Conscious Events (CCE) program.

The CCE tool assists our clients with their carbon measurement, reduction strategies and offsetting the carbon footprint of their event.

A huge shout out to Lorraine Elysee, Business Development Manager, Exhibitions, for being the driving force behind this industry-leading initiative.

The awards will be announced at the VMA Congress 2026 in June.

5 MINUTES WITH... SAMEER SUNWAR

SENIOR DUTY MANAGER, FOOD & BEVERAGE TEAM



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

I had always worked in the hospitality and health industries so thought I'd try the events industry. They are all about customer service.

2. WHAT DO YOU ENJOY ABOUT WORKING AT SYDNEY SHOWGROUND?

No two days are the same! Every event brings new challenges, and we meet so many interesting people.

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

Ensuring everyone involved is happy from the get-go to the very end.

4. WHAT'S YOUR BEST MEMORY / A HIGHLIGHT IN YOUR CAREER TO DATE?

Knockout Outdoor. It's such a huge, complex and exciting event - it takes weeks to install for just one incredible night. So many bars, a corporate area. It's just great to be part of.

5. WHAT WAS YOUR VERY FIRST JOB?

I was a 'glassy' (a glass collector) in the InterContinental Hotel bar in Sydney.

6. HOW WOULD YOU DESCRIBE YOURSELF IN ONE WORD?

Interesting

7. WHAT ARE YOUR INTERESTS OUTSIDE OF WORK?

Spending time with my kids, footy and cooking

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

A nice couch, a fridge full of Asahi beer and a freezer full of Maxibon ice-creams!