



A WORD FROM THE GENERAL MANAGER – DARRYL JEFFREY



December 2022 and who could have predicted how this year would have played out given where we were 12 months ago. At the time the 'delta variant' was sweeping the nation, and 2023 was looming as another difficult year for the events industry.

Yet here we are, collectively going from strength to strength as venues, organisers and suppliers. It's still a long way back from a couple of lean years, but the future is bright and 2023 shapes as a huge year in our industry.

I want to thank all our clients, suppliers and stakeholders for your ongoing support over the last 12 months. Our calendar for 2023 is bulging, and we look forward to collectively delivering a huge 2023 of diverse events.

Dare I say...back to normal!

SUCCESSFUL LAUNCH OF NEW SHOWS

Sydney Showground has reaffirmed its position as venue of choice for new consumer and trade exhibitions in 2022. Within the last six months we have worked with a variety of clients to successfully launch eight new shows at our venue:



- LEGO® CON
- National 4x4 Outdoors Show
- Reefstock – International Saltwater Aquarium Show
- The Pet Show
- Health Wellness and Fitness Expo
- Workplace Health and Safety Show/Modern Manufacturing
- Holiday & Travel Show
- Book Fair Australia

Among some of the highlights was the sell-out LEGO® Con and over 20,000 attending the inaugural National 4x4 Outdoors Show, Sydney. As we move into 2023, there are a few more shows to launch including the Sydney edition of the highly popular Cat Lovers Show, the Australian Adventure Expo and a new home for CeMAT Australia.

We appreciate the support of our clients, many of which run already established shows with us and look forward to helping build on their success in 2023 and beyond.

SYDNEY SHOWGROUND LAUNCHES NEW MENU COMPENDIUM



In late November, Sydney Showground launched our new food and beverage menu, with our organisation elevating its connection to premier wine, dairy and fine food brand Sydney Royal.

Launched at an intimate event hosted by Sydney Showground General Manager Darryl Jeffrey and Director of Food and Beverage James Farr, industry guests were treated to a showcase of the venue's new menu, including a brief Q&A with representatives of featured premium medal-winning products and food and beverage staff.

A huge thank you to our major sponsors Harry the hirer & PMY Group for all of their support. We'd also like to extend a thank you to all food and beverage suppliers who were in attendance during our fantastic showcase.

[TO VIEW OUR 2023 MENU COMPENDIUM CLICK HERE.](#)



Profits from every event held at Sydney Showground are invested back into supporting Australian agriculture and rural communities, through its parent, the Royal Agricultural Society or NSW (RAS).

UPCOMING EVENTS

- **Sydney Thunder v Adelaide Strikers**
16 December 2022 - 8:10pm
- **Sydney Thunder v Brisbane Heat**
27 December 2022 - 7:15pm
- **Sydney Thunder v Sydney Sixers**
8 January 2023 - 7:15pm
- **Sydney Thunder v Perth Scorchers**
13 January 2023 - 6:30pm
- **St Jerome's Laneway Festival**
5 February 2023
- **Transmission: The Spirit of The Warrior**
11 February 2023
- **Pregnancy Babies & Children's Expo**
11 - 12 February 2023
- **Sydney Gift Fair**
18-21 February 2023
- **Australian Adventure Expo**
1-2 March 2023
- **Jay Chou Carnival World Tour**
4 March 2023
- **Palm Tree Music Festival**
10 March 2023
- **Sydney Royal Easter Show**
6-17 April 2023
- **Meatstock: The Music and Barbecue Festival**
5-7 May

RAS FOUNDATION X WOOLWORTHS SUMMER TRADE SHOW



Combining goodwill with outstanding event execution, Sydney Showground and Woolworths recently joined forces to run the organisation's annual Woolworths Summer Trade Show and give back to regional and rural Australia.

Transforming The Dome, Hall 2 and Hall 3, the Woolworths Summer Trade Show welcomed 1,500 guests to take part in a 2-day conference, internal trade event, dinner and welcome event, while also generously donating to the RAS Foundation's

(RASf) community and educational grants and scholarship programs.

As a part of Sydney Showground's unique incentive to donate a percentage of the venue funds to the RASf on behalf of new clients, Woolworths took this one step further by matching the venue's donation. In total, thirteen thousand dollars will be directed to the Rural Scholarships programs, providing funding to assist students in regional and rural areas to achieve their career goals through higher education.

Sydney Showground General Manager, Darryl Jeffrey said it is fantastic to see clients getting on board with the venue's incentive.

"Most people aren't aware of Sydney Showground's history and connection to regional and rural NSW through the Royal Agricultural Society of NSW. So, we decided to work with the RASf to create an incentive that not only gives back on behalf of our clients but also links to our organisation's vision and purpose," Darryl Jeffrey said.

"Woolworths is a very important client to us and one we respect greatly. They always deliver a strong event and reinforce their values in everything they do - from events to philanthropy."

GOT MUSIC? YOU BET WE DO!

The team at Sydney Showground have been busy elevating the experiences of live music fans throughout October and November as we welcomed over 80,000 fans across three different events demonstrating the versatility of venue spaces at Sydney Showground and the experience and capability of the team.

Knockout Outdoor - Enter the Arena delivered one of the most impressive custom stage builds and productions in GIANTS Stadium (refer to cover image). Fridayz Live brought the party back to town with their star-studded line up including Macklemore, TLC, and Akon while Flume entertained audiences with his unique style for his Palaces World Tour in The Dome. We then finished up the year hosting two of Australia's leading EDM festivals, Festival X and EPIK back-to-back.

Moving into 2023, we will be kicking off with St Jerome's Laneway Festival and finish the summer off with a strong list of live events. Find out what's coming up [here](#).



5 MINUTES WITH... **TIM BROWNE** EXECUTIVE CHEF

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

My passion and obsession for cooking started early when I was 12. I knew then that I wanted to be a chef and I have worked in the kitchen and events for over 30 years.

2. WHY DO YOU ENJOY WORKING AT SYDNEY SHOWGROUND?

I like the diversity, challenges of different events throughout the year from exhibitions, stadium events, Sydney Royal Easter Show and gala dinners.

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

The logistics of a large site with multiple kitchens.

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

There are so many to choose from, a highlight would be a 4,000 pax sit down dinner with 3 courses, 12,000 plates served in 90 mins and over 350 Food and beverage staff on the night. Also, the President Medal dinners each year where we utilise the best of the best Australian producers from the Sydney Royal Wine, Dairy and Fine Food competitions to create amazing bespoke dishes.

5. WHAT WAS YOUR VERY FIRST JOB?

When I was at school I worked as a kitchenhand washing dishes on a Friday and Saturday night at the Waratah Inn in Parramatta.

6. HOW WOULD YOU DESCRIBE YOURSELF IN ONE WORD?

Passionate

7. WHAT ARE YOUR HOBBIES OUTSIDE OF WORK?

Growing my own produce, creating dishes from my home garden, bike riding and travelling

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

Ratatouille