

# AROUND THE GROUNDS

ISSUE NO. 11 | May 2022



## A WORD FROM THE GENERAL MANAGER – DARRYL JEFFREY



A quarter of the way through calendar year 2022 and it's fantastic to be returning to a semblance of normality. Events are up and running across the state and country, and as I look out my window and see Australia's largest annual ticketed event, the Sydney Royal Easter Show drawing to a close, I feel encouraged and optimistic for the Australian events industry that

has weathered the storm of storms over the last few years.

Like most venues, the event calendar at Sydney

Showground is extremely robust through the remainder of the year, with availability of space diminishing by the week. This comes with its own challenges, but certainly none that won't be embraced, as it rocks to diamonds when compared to 2020/2021.

As an industry we continue to face challenges, with cost pressures in an uncertain world front of mind. I encourage all stakeholders to continue to look at the bigger picture, envisaging where we want to be as an industry around the quarter mark of this century, rather than where we want to be next month.

I wish all the organisers, suppliers, contractors, venues, and other stakeholders the best of luck throughout the remainder of 2022. Brighter days ahead for all.

## SYDNEY SHOWGROUND BROCHURES



Sydney Showground is pleased to announce the release of our latest brochures.

With two versions specifically created for the corporate and the live events market, the new brochures highlight the unique venues and features Sydney Showground has to offer.

To view our corporate brochure click [here](#).

To view our live event brochure click [here](#).

## UPCOMING IN MAY

### A bumper May builds on the success of the 2022 Sydney Royal Easter Show

There is no let up for the team at Sydney Showground as we conclude another highly successful Sydney Royal Easter Show and move into one of the busiest May's on record.

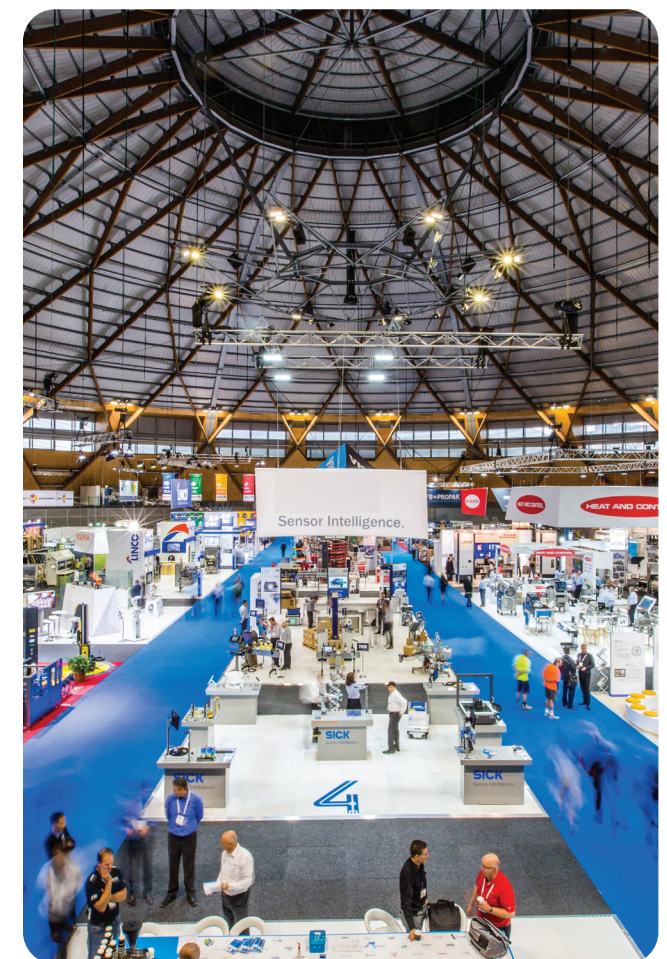
With a number of music events scheduled to run, including Midnight Mafia: City of Angels, MaRLo – Altitude and the long-awaited return of the popular Meatstock – the music & barbecue festival.

This will coincide with the return of a number of business and consumer events. Including a large 3,000 person corporate event in the Dome, The ATSA Independent Living Expo, Pregnancy, Babies & Children's Expo and the Cake Bake and Sweets show.

In addition, we see AFL return with the GWS GIANTS playing Carlton and West Coast Eagles in back-to-back weekend home games.

The variety of events in May highlights the venues flexibility and diversity of venue options. It's terrific to see the industry continuing to rebound and the team are looking forward to doing what they do best, deliver world class events for our clients and their attendees.

To find out more, please visit our What's On page on our [website](#).



Did you know our outdoor noise curfew is 11pm 7 days a week?



# UPCOMING EVENTS

- **Meatstock**  
6-8 May
- **MaRLo Altitude**  
14 May
- **GWS GIANTS vs Carlton**  
15 May 3:20pm
- **GWS GIANTS vs West Coast Eagles**  
22 May 2:10pm
- **ATSA Independent Living Expo**  
25-26 May
- **Cake Bake & Sweets Show**  
27-29 May
- **Pregnancy Babies & Children's Expo**  
27-29 May
- **Hemp Health and Innovation**  
4-5 June
- **Supanova Comic-Con & Gaming**  
18-19 June
- **Sydney Craft & Quilt Fair**  
29 June – 3 July
- **Sydney Disability Expo**  
5 – 6 August
- **ReefStock Australia**  
6-7 August
- **Sydney Dog Lovers Show**  
6-7 August

## SYDNEY ROYAL EASTER SHOW 2022 REVIEW



The Sydney Royal Easter Show welcomed 900,000 people through the gates this year delivering 12 days of non-stop events, exhibits and extraordinary food. Drawing together people and animals from across the country, 8,240 animals called the Showground home throughout the event and 14,255 ribbons with separate trophies and championships were awarded. Meanwhile, Showgoers enjoyed 8,000 loops of the rollercoaster, 87,000 rides of the Ferris Wheel and 30 tonnes of potatoes spiralled into chips on a stick.

Behind the fairy floss and 2ft dagwood dogs, Royal Agricultural Society of NSW and Sydney Showground staff worked tirelessly to deliver an incredible event, working hand in hand deliver a seamless operation that made the events, competitions, and exhibitions possible.

Over the 12 days our team successfully ran 110 unique functions, 5 corporate function spaces, 20 Bars, restaurants, and cafés and the Sydney Showground Food & Beverage team also kept staff going by delivering 10,000 meals each day at the staff café.

Sydney Showground is proud to say the RAS was able to go above and beyond in its support for regional communities, selling 2,600 RASF Ag Bags which raised \$65,000 for its RASF community futures program and raising approximately \$40,000 for regional show societies via its Big Bush BBQ initiative.

## RASF INCENTIVE



**Sydney Showground celebrates RAS' bicentenary by offering a unique incentive that gives back to rural NSW**

Sydney Showground is offering new clients an opportunity to not only run world-class events but to also lend a helping hand, with the venue donating up to

\$25,000 to the RAS Foundation (RASf) on the client's behalf depending on the size of the event.

Money donated by Sydney Showground will be directed to the RASF Community Futures Grant or Rural Scholarships programs, providing funding to either bring a community project to life or assist students in regional and rural areas to achieve their career goals through higher education.

With at least one event already confirmed for the incentive, this initiative has already paid for one rural scholarship. To find out more about this initiative, please contact [sales@sydneyshowground.com.au](mailto:sales@sydneyshowground.com.au) or read our press release [here](#).



## 5 MINUTES WITH... **ANDREW ROBERTS** DIRECTOR OF SALES AND MARKETING

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

I was the social planner amongst my friends, I loved going to concerts and festivals. I thought I'd make an excellent event manager. When I arrived in Australia as a backpacker, I sent my CV off to every event management company in the Yellow Pages and the rest is history.

### 2. WHY DO YOU ENJOY WORKING AT SYDNEY SHOWGROUND?

I love the 'can do' culture, the great and knowledgeable team, the variety of events we run but most importantly I love seeing successful events and building strong relationships with our clients.

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

Trying to juggle numerous event enquiries across multiple venues.

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

Delivering the largest revenue year in Sydney Showground's history in 2019 – seems like a distant memory after the last couple of years!

### 5. WHAT WAS YOUR VERY FIRST JOB?

A waiter in a pub in the UK.

### 6. HOW WOULD YOU DESCRIBE YOURSELF IN ONE WORD?

Extroverted

### 7. WHAT ARE YOUR HOBBIES OUTSIDE OF WORK?

Golf, wine and cooking.

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

Ryan Gosling