



A WORD FROM THE GENERAL MANAGER – DARRYL JEFFREY



Happy New Year to everyone!!

There were some encouraging signs to close out 2021 as we finished the year strongly with Sydney's Annual Wedding Expo, Oz Comic Con – Homegrown, EPIK 2021 and Big Bash Cricket some of the events that were successfully delivered with our partners. Unfortunately, as we all now know, the Omicron wave was just getting started, and we find ourselves in the early part of 2022 in familiar territory.

It is encouraging though to see the resilience of the events industry continue to shine through these unprecedented challenges. In February we are looking forward to welcoming back our longest running client, the AGHA Sydney Gift Fair. This was the first event held at the 'new' Sydney Showground when we relocated from Moore Park to Sydney Olympic Park in 1998, prior to the Sydney Olympics.

Sydney Showground also welcomes the NSW Governments recently announced Event Saver program and we encourage all our stakeholders to review the guidelines to determine how the program may assist them in successfully delivering their events in 2022.

Here's to a much more productive 2022 for our industry.

COME AND MEET THE TEAM AT GET LOCAL AND AIME



Sydney Showground is looking forward to getting back on the road to see our customers and supporting our industry.

We will be attending the inaugural Get Local Tradeshow in Sydney from the 15 th and 16 th February and will be located in the New South Wales zone.

Darryl Jeffrey our General Manager will also be contributing to the educational component by participating in the panel session 'Risky Business...2022 Event Landscape and beyond...'.

To register for Get Local, please book your tickets [here](#).

Following Get Local, we will be attending AIME in Melbourne from the 21 st – 23 rd March and located on the Sydney Olympic Park Stand, C11. To register for AIME please click [here](#).

We hope that you will be able to come along and say hello. If you'd like to meet with us at either tradeshow, let us know by clicking [here](#) and we'll be in touch to arrange an appointment.



Trains run every 10 minutes from Olympic Park Station. With a variety of public transport options at our doorstep, getting to and from your event is easier than ever.

UPCOMING EVENTS

■ **Sydney Gift Fair**
18-21 February

■ **Bingo Loco XXL**
19 March

■ **GWS GIANTS vs Gold Coast Suns**
Saturday 2 April 1:10pm

■ **Sydney Royal Easter Show**
8-19 April

■ **Meatstock – The Music & Barbecue Festival**
6-8 May

■ **MaRLo Altitude**
13-14 May

■ **GWS GIANTS vs Carlton**
Sunday 15 May 3:20pm

■ **ATSA Independent Living Expo**
25-26 May

■ **Pregnancy Babies & Children's Expo**
27-29 May

■ **Cake Bake & Sweets Show**
27-29 May

■ **Supanova Comic Con & Gaming**
18-19 June

■ **Sydney Craft & Quilt Fair**
29 June – 3 July

200 YEARS OF THE RAS



It began in 1822, in the early days of European settlement. The emphasis at that time was on agriculture and food provision for the new colony. The European settlers were struggling to adapt to the new environment and the problems they were facing with crops and farming. And so a group of interested agriculturalists met on 5 July 1822 and formed the Agricultural Society of NSW.

The following year the Society held a Show, with livestock and produce categories. It was an opportunity to educate and inform the people of the colony, and to come together to transact business and exchange ideas. Competitions were held, prizes were offered, and judging took place in front of the public.

Two hundred years down the track and the RAS is still organising competitions, delivering world-class events, through its dynamic event organisation Sydney Showground, and acting as a guardian for the state's agricultural heritage.

Established in 1998, as a purpose-built home for major events as part of the NSW Government's multi-million-dollar development for the Sydney 2000 Olympic Games, Sydney Showground is now an award-winning venue, bringing the best of the best in trade shows, music festivals, exhibitions and the iconic Sydney Royal Easter Show to Sydney Olympic Park every year.

Whilst the RAS celebrates Australia's achievements in agriculture and works to promote the viability of rural communities by ensuring that Australia remains a thriving and innovative agricultural producer. Sydney Showground supports this mission of excellence by promoting the Australian event industry and delivering innovative experiences, with all profits from events held at Sydney Showground being invested right back into supporting Australian agriculture and rural communities.

RECRUITMENT



[CLICK HERE](#)
TO FIND OUT MORE

Sydney Showground have a variety of roles available across the business at present with roles ranging from Agricultural Education Officer to Chefs.

[View all available positions.](#)



5 MINUTES WITH... **JAMES FARR** DIRECTOR OF FOOD AND BEVERAGE

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

After working in restaurant kitchens for most of my early career, I worked for a hospitality agency and landed some casual work at Sydney Showground on a few large-scale events. This was a big eye opener for me and the chance for new opportunities.

2. WHY DO YOU ENJOY WORKING AT SYDNEY SHOWGROUND?

The always changing work environment and the satisfaction of planning and operating a wide variety of events.

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

The uncertainty of what's around the corner with COVID-19 and the difficulties this puts on planning.

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

Being a part of the gala dinners for the Amway China Incentive Group in 2011. A five-course menu was delivered in a 1-hour time frame for 9000 guests over 4 consecutive nights. 540 casual kitchen and wait staff were rostered to help with the service. A huge effort by everyone involved.

5. WHAT WAS YOUR VERY FIRST JOB?

As an apprentice chef working in a fine dining restaurant in Parramatta, Courtney's Brasserie.

6. HOW WOULD YOU DESCRIBE YOURSELF IN ONE WORD?

Easy-going

7. WHAT ARE YOUR HOBBIES OUTSIDE OF WORK?

Fishing, food, sport and boats

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

Keanu Reeves