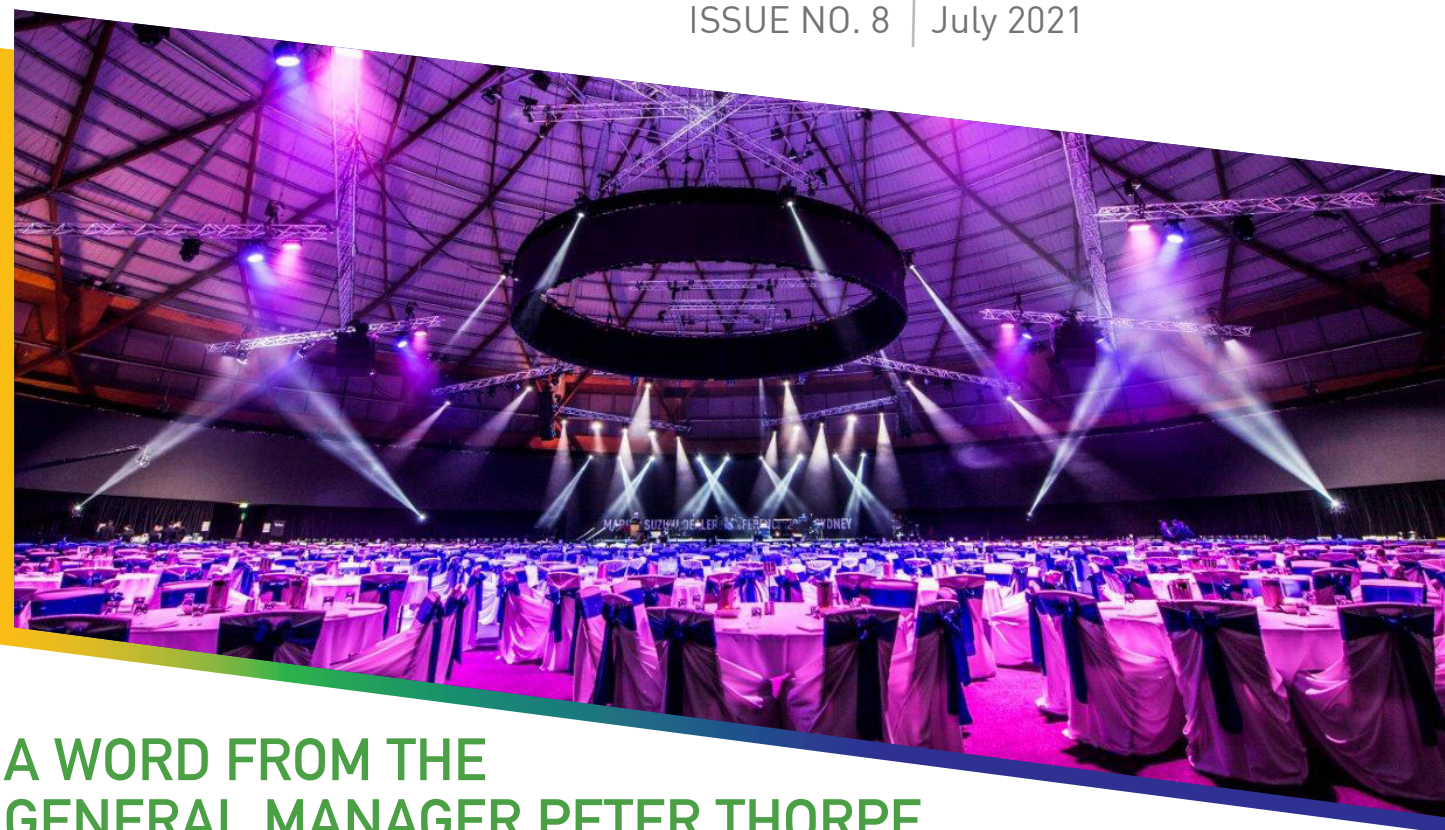


AROUND THE GROUND

ISSUE NO. 8 | July 2021



A WORD FROM THE GENERAL MANAGER PETER THORPE



It's amazing the difference a few weeks makes in this ever-changing environment. I was due to start this newsletter with an overview of the highly successful Royal Easter Show that we ran only a few months ago, with record attendance and visitor spend through the roof. Once again, we are faced with a change in circumstances.

Prior to this 'blip', we have been pleased to welcome back a number

of our key clients since last November, the Pregnancy, Babies and Children's Expo have run two highly successful events with great numbers, OCC Pop Up event in March and most recently the GABS beer festival, General Practitioners Conference and Expo and a major corporate event for 1,800 all

had safe and successful shows.

I want to take few minutes to congratulate everyone in our team who have remained 110% focused and committed in delivering all our activity and building stronger relationships as we help them grow again. This together with our other events re-emerging has seen the mood and collective spirit of our staff, contractors and organisers feeling a lot more positive.

As I sign this off, I say farewell to our staff, clients, and suppliers. It's been an amazing industry to have been a part of for the last 40 years. Thanks for all your support and I leave knowing that the business is heading back in the right direction after a tough few years for all involved in events.

I have been fortunate to surround myself with similar passionate like-minded decision makers so please don't hesitate to reach out to our team for any help or concerns in the future.

WE'RE EXHIBITING AT GET LOCAL

Get Local
THE MEETING PLACE

Sydney Showground is pleased to be supporting the inaugural Get Local tradeshow that will take place in Sydney on the 29th and 30th July. This show targets domestic meeting and event organisers.

Darryl Jeffrey our COO will be sharing his insights at one of the panel sessions as to how we managed risk and the operations around the Sydney Royal Easter Show.

Please feel free to pop down and see us, visitors can register [here](#).

If you want to make an appointment, to come and see our team, feel free to email us on sales@sydneyshowground.com.au

ANNOUNCEMENT: NEW DOME LED SCREENS



Sydney Showground has installed high-definition LED Screens at the Dome entry. The team are excited to be able to share this new infrastructure with our clients that are using the Dome as their main entry point. The screens have the ability to capture video, logos, and text. Not only do they look fantastic but are a more cost effective than printing and rigging a banner.

Please ask one of our team for pricing and artwork specs.

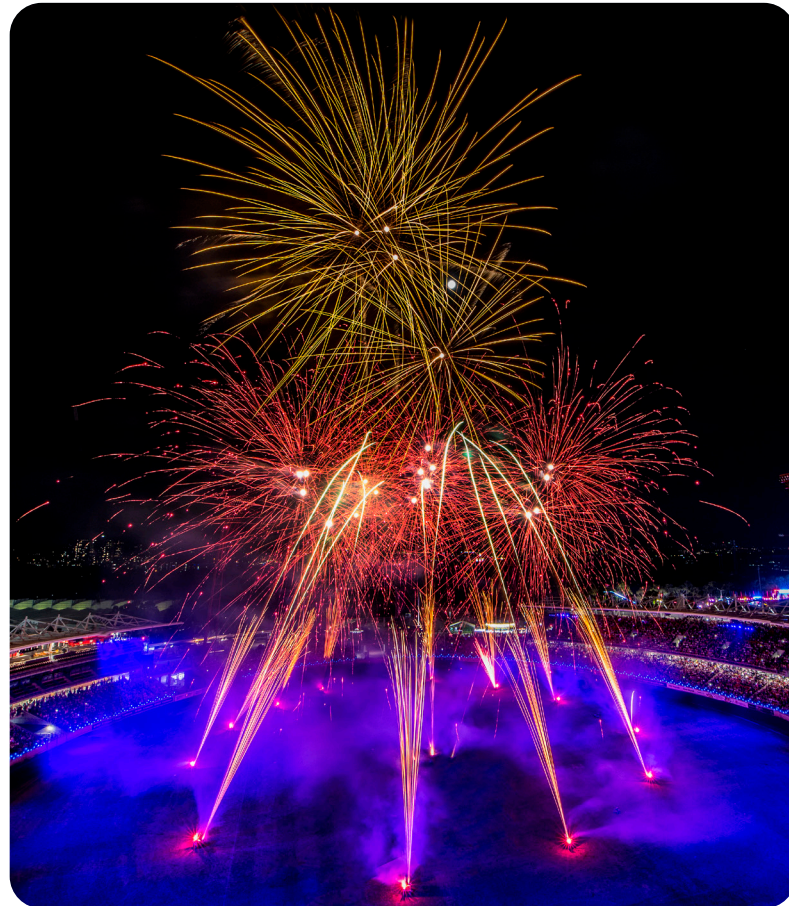


Sydney Showground successfully hosted the largest global event since the start of the pandemic, the Sydney Royal Easter Show. The event attracted over 800,000 attendees over the 12 days.

UPCOMING EVENTS

- **Sydney's Annual Wedding Expo**
15th August
- **MaRLo Altitude**
20th – 21st August
- **Sydney Craft and Quilt Fair**
1st – 5th September
- **Workplace Health & Safety Show**
7th – 8th September
- **Dog Lovers Show**
11th – 12th September
- **Health, Wellness & Fitness Expo**
12th September
- **Parks and Leisure Australia
National Conference**
12th – 15th September
- **Sydney Disability Expo**
16th - 18th September
- **Australasia Bus & Coach Expo**
29th – 30th September
- **Foodpro**
10th – 13th October
- **Cake Bake & Sweets Show**
22nd – 24th October
- **Reef Stock – International Saltwater
Aquarium Show**
30th – 31st October
- **Bingo Loco**
30th October

SYDNEY ROYAL EASTER SHOW 2021 REVIEW



Earlier this year Sydney Showground successfully hosted Sydney Royal Easter Show. 2021 was no regular year with the threat of COVID-19, but the RAS working in conjunction with NSW Health successfully welcomed 800,000 people to the Show over the 12 days. This included ticket holders, agricultural and commercial exhibitors, staff, volunteers, and others working at the show.

The Show was extremely successful with 8 out of 12 days sold out and one of the largest events held in the world to date.

Breaking five attendance records since its relocation to Sydney Olympic Park, the team successfully delivered a COVID Safe event with the daily capacity limits dispersing crowds and ultimately creating history through higher mid-week attendance. The Sydney Royal Easter show demonstrated a positive kick start to the industry, giving businesses the confidence to begin hosting face to face events again in 2021.

WESTERN SYDNEY PUBLISHING GROUP PARTNERSHIP

Sydney Showground and Western Sydney Publishing Group are thrilled to be working in partnership to promote clients upcoming events.

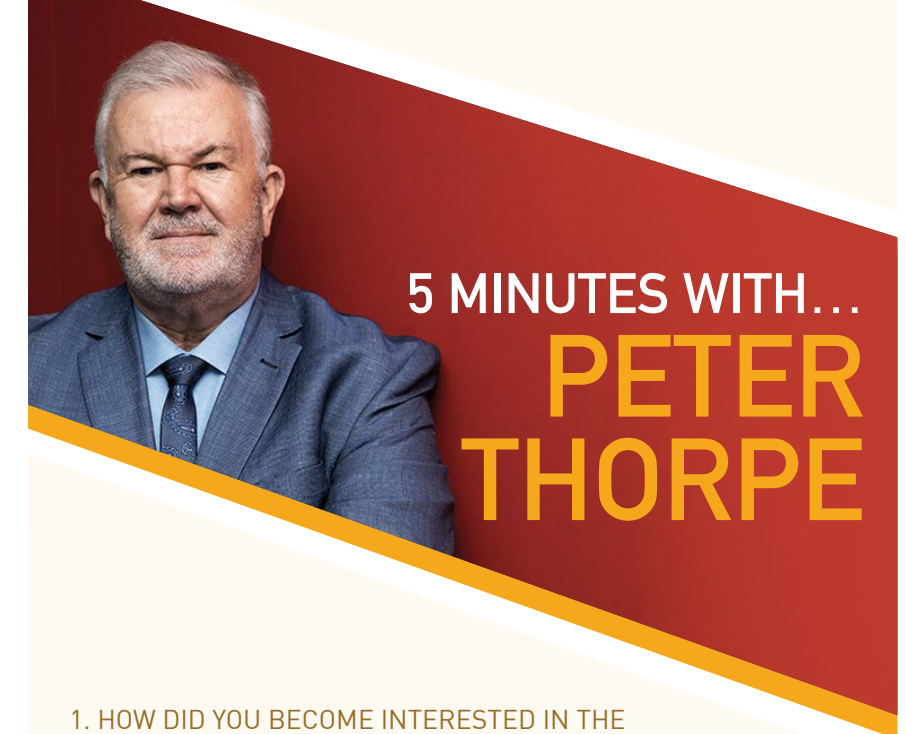
Western Sydney Publishing Group is one of Australia's leading independent publishers and produces well-known print newspapers The Western Weekender in Penrith and Parra News in Parramatta/Cumberland, digital publications, and news websites.

With 70,000 printed copies distributed, a social media presence of over 90,000 and over 25,000 digital subs. Our clients will benefit from this partnership through complimentary advertising as well as significantly discounted rates of over 60% off for paid advertisements.

DATE CHANGES



Show	Previous Date	New Date
Sydney Craft & Quilt Fair	30 June – 4 July	1 – 5 September
Foodpro	25 – 28 July	10 – 13 October
Dog Lovers Show	7 – 8 August	11 – 12 September
Bingo Loco XXL	10 July	30 October
Meatstock	21 – 22 August	6 -8 May 2022
Sydney Disability Expo	6 - 7 August	16 - 18 September



5 MINUTES WITH... PETER THORPE

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

I stumbled... starting at a young age when the Showground was at Moore Park (1980) All the main events, including Speedway, Outdoor concerts, Motor Shows, Boat Shows, Engineering, Furniture Shows plus Hordern Pav "gigs" got me hooked from day 1

2. WHY DO YOU ENJOY WORKING AT SYDNEY SHOWGROUND?

Similar to above, every day, every week we have a totally different and unique event, exhibition, music, corporate day but unfortunately NO more speedway. Never ever boring

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

Getting the right team in place to make it all happen

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

Sydney winning the rights to host 2000 Olympics knowing it would create Sydney Olympic Park and a new home for RAS. A close 2nd was meeting a guy called Bono who was trying to sneak into Mardi Gras in late 80's (he had to pay)

5. WHAT WAS YOUR VERY FIRST JOB?

A highly skilled locksmith, safe cracker, and wise guy

6. HOW WOULD YOU DESCRIBE YOURSELF IN ONE WORD?

Passionate

7. WHAT ARE YOUR HOBBIES OUTSIDE OF WORK?

Boating, grandsons & better say spending time with wifey Kim

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

My son Ashley