

Sydney Royal
**EASTER
SHOW**
2 - 13 APRIL 2026



SHOWBAG PROSPECTUS

2 April - 13 APRIL 2025

AUSTRALIA'S LARGEST ANNUAL TICKETED EVENT



Be part of the biggest Show in town!

The Royal Agricultural Society of NSW (RAS) is encouraging businesses interested in providing Showbags at the 2026 Sydney Royal Easter Show to throw their hat in the ring by completing an application form. This is your chance to come and meet your next 850,000 customers! The Showbag product is a unique and exciting part of the Show experience alongside our 15,000 animals, catering outlets and thrilling carnival rides.

First held in 1823, the Sydney Royal Easter Show is Australia's largest annual ticketed event. Revenue generated at the Show and through Sydney Showground, our venue management division, allows the not for profit RAS to invest in agricultural programs, competitions, education initiatives and rural and regional NSW.

The Show is only possible through the commitment of a diverse stakeholder group, dedicated staff and a small army of volunteers who come together to deliver this Hallmark event. The 2026 Show will operate 2 April - 13 April and will be jam packed with agricultural competitions, animal experiences, live entertainment, shopping, carnival fun and so much more.

If you are interested in securing space for your business, act now by completing an application form, addressing the selection criteria and returning your proposal by Friday 10 October at 5pm.

BACKGROUND

The 2026 Sydney Royal Easter Show (SRES) will be held over 12 days from Thursday 2 April to Monday 13 April 2026.

Showbag stands will operate from inside the Showbag Hall (Exhibition Hall 4) and select outdoor ground space sites around Sydney Showground. These sites will be determined by the RAS and will be subject to final SRES layout at Sydney Showground.

Space at the SRES is limited and will be made available to qualifying operators at the discretion of the RAS. Applications must include a detailed proposal covering the assessment criteria. Please ensure all information is enclosed as incomplete applications will not be considered.

The RAS will advise applicants the outcome of their application in writing and the decision will be final. The RAS does not provide exclusivity.

This prospectus is not a contractual agreement binding on the RAS. Successful applicants will be contracted by entering into a 2026 SRES Licence. Full details of the SRES Licence will be made available to successful applicants however the site is not confirmed until the contract is signed and the non-refundable first instalment payment is received.

Showbag applications must be received by Friday 10 October 2025. Please return to:

Attn: Shane McGrath
Head of Operations - Sydney Royal Easter Show
Royal Agricultural Society of NSW
Locked Bag 4317
SYDNEY OLYMPIC PARK NSW 2127

SITE AND OPERATIONAL REQUIREMENTS

Work Health & Safety (WHS)

- The Licensee is required to comply with Work, Health and Safety (WHS) laws and if required under the legislation, have in place their own WHS policy and safe systems of work for their activities. All participants must consult, cooperate and participate with the RAS' WHS programs and comply with all reasonable directions.
- NSW WHS Legislation, Regulations and Codes of Practice require anyone in control of the workplace to identify the potential hazards of the work, to assess the risks involved to anyone including staff, visitors, or contractors and to develop controls to eliminate or minimise the risks.
- High visibility clothing and closed toe shoes are mandatory during high risk work, bump-in and bump-out and will be strictly enforced across the site. Working at heights SWMS are mandatory for all high risk construction work. Any contractor working at height in the construction of Showbag stands must demonstrate physical fall protection.
- All staff erecting or dismantling stands and staff operating outside SRES trading hours must wear appropriate personal protective equipment. At these times, staff must also keep unauthorised people away from the work area.
- The Licensee must comply with all requirements of Australian Standards AS1657 - Fixed Platforms, Walkways, Stairways and Ladders – Design, Construction and Installation and AS 4084-2012 - Steel storage racking and provide certification for their stands by an engineer or degree qualified builder. The certification/report needs to include plans that also highlight point load limits.
- The Licensee must understand their obligations as a 'Person conducting a Business or Undertaking' under the WHS Act, to identify the potential hazards of the work activities within the Space, to assess the risks and consult with others involved including staff, visitors or contractors and to develop controls to eliminate or minimise the risks. The licensee must make available safe work method statements during the construction period and have a construction management plan while meeting all fire protection requirements and testing of their equipment.
- No-one is permitted to sleep on site or remain on site overnight.
- Operators must meet consumer guarantees under the Australian Consumer Law. You cannot sell banned products and you must ensure that your products or product-related services comply with relevant mandatory standards before they are offered for sale. Certain items are not permitted for sale at the 2026 SRES at discretion of the RAS.
- All statutory requirements must be met including adherence to the WHS Act and Regulations, Codes of Practice, Environmental Protection Authority (EPA) Act and the requirements of the Sydney Olympic Park Authority (SOPA).
- SafeWork NSW Inspectors will be on site for the Licence Period, as well as the RAS Safety Manager. Advice and information can be obtained from both SafeWork NSW and the RAS Safety Manager.

SERVICES

Site services such as electrical, water, waste and gas are provided by the RAS. The cost of those services is in addition to the Licence Fee. Charges for connection and equipment usage will be invoiced to the Licensee and payment of those costs is required prior to the commencement of the SRES. Operators must adhere to terms and conditions regarding utilities contained in the 2026 SRES Licence and the SRES Event Manual.

SRES PHOTO ID

SRES issued photo IDs are payable by the Licensee at \$10.00 per person. If additional photo IDs are required during the event, Licensees must submit a copy of their staff roster to verify this.

AWARD WAGES

Staff of the Licensee must be employed under the terms and conditions of the applicable Award for their activity and industry or another appropriate industrial instrument such as a registered enterprise agreement.

REPORTING & AUDITING

The Licensee must utilise cash register equipment that incorporates;

- Customer facing display
- Backup battery
- Ability to time/date stamp each transaction on the journal.
- Pre-programmed with all products. (Numeric key pads only will not be accepted)

Licensees are required to submit RAS Daily Gross Sales Reports, with register Z-reads and EFTPOS totals attached, to the RAS by 10:30am the day following each day's trading. Licensee's must keep accurate records and comply with RAS procedures in relation to auditing which includes the ability to issue a compliant tax invoice upon request. The RAS will have the right to audit records in connection with the SRES. During any audit, Licensees will need to be able to print a cumulative total from any EFTPOS terminal.

ENVIRONMENTAL

Under environmental and Sydney Olympic Park Authority (SOPA) legislation (including the Environmental Protection Authority (EPA) Act, the Sydney Olympic Park Act & Regulations and the RAS Environmental Management Plan) Licensees at a minimum, are:

- Prohibited from using toxic substances or materials in packaging;
- Prohibited from disposal of waste into the stormwater system;
- Required to participate in SRES waste avoidance and minimisation by sorting waste at the source into waste streams suitable for recycling, along with educating their staff to do likewise;
- Required to comply with RAS instructions in relation to the environment including noise control;

- The RAS will provide Licensees with environmental guidelines specific to the SRES;
- Licensees are responsible for any music licences if required by APRA or the PPCA or any other relevant authority.
- The RAS discourages the use of single use plastics and licensees must comply with the Plastics and Circular Economy Act 2021.

ACCESS & PARKING

A bump-in, bump-out and delivery pass system will be implemented. Access to Sydney Showground will be limited, and all vehicles must display a valid pass in order to gain access to the Showground. Licensees are encouraged to utilise the extensive public transport system operating during the SRES.

Illegal parking is subject to infringement. Parking on-site during the SRES is not permitted.

SPECIAL SHOWBAG CONDITIONS

The validity of a 2026 SRES Licence to a successful applicant is conditional upon the operator having the following in place and available for inspection:

COPY REQUIRED 30 JANUARY 2026

- Valid Public and Products Liability Insurance Policy noting the Royal Agricultural Society of NSW as a named interested party to the amount of \$20 million AUD on any one claim. The insurance company must be an APRA approved insurer, see www.apra.gov.au;
- Valid Workers Compensation insurance complying with relevant legislation;
- Risk Assessment conducted in accordance with AS/NZS ISO 31000:2009.

AVAILABLE TO VIEW ONSITE AT ANY TIME

- Staff training plan and manual;
- Work, Health & Safety Policy;
- Safe Systems of Work;
- Emergency procedures;
- Material Safety Data Sheets;
- Harassment Policy and Equal Employment Opportunity Policy; and
- High risk work licences

Licensees may be required to attend a pre SRES briefing as requested by the RAS and have a duty to consult with the RAS regarding any health and safety issues.

Licensees must adhere to the terms contained in the SRES Event Manual available at www.eastershow.com.au

SHOWBAG INSPECTIONS

- Licensees are required to complete a showbag and contents list and submit it to the RAS in the content management system. A timeframe will be forwarded to successful Licensees.

- Successful Licensees will be required to provide two complete samples of each showbag for the Showbag Inspections and Media launch event
- A registration fee of \$110 (GST inclusive) is payable to the RAS for each brand of showbag to be sold at the SRES.
- Representatives, not limited to the NSW Health Department, NSW Fair Trading and the NSW Police, will be invited to inspect the contents of all showbags to be sold at the 2026 SRES. The representatives will comment on suitability of items taking into account the relevant Laws and Regulations and may request proof of compliance to these Laws and Regulations on the day or otherwise. All showbags must comply and meet all Statutory Laws and Regulations. All test reports must be available for inspection. This relates to toys meant for, or appealing to children under 3 years of age and projectile toys.
- Any items deemed not to meet these Laws and Regulations will not be permitted to be offered for sale at the 2026 SRES.

WARNING

The RAS and the applicable government departments advise that the contents of any showbag is solely the risk of the showbag operator and inspections by the RAS or any government department in no way detracts from or lessens the responsibility of the showbag operator as to the contents of any showbag or any claim or action arising from third parties relating to the content.

LICENCE FEE

The Licence Fee is calculated as 12% of Gross Sales Revenue or the minimum Licence Fee, whichever is greater.

The minimum Licence Fee is assessed and payable as follows:

- The outdoor showbag site minimum Licence Fee will be a minimum payment of \$6,588 based on a 6x3 metre space at \$366 per square metre. Spaces smaller than this will be charged at the minimum rate; the bond for larger spaces will be calculated accordingly. This minimum Licence Fee is not refundable.
- The indoor showbag site minimum Licence Fee will be charged at \$366 per square metre. This minimum Licence fee is not refundable.
- 100% of the minimum Licence Fee will be payable by 30 January, 2026 or within 14 days of the SRES Licence issue date. No entry is permitted to Sydney Showground unless all documentation and monies have been received by the RAS.

INVOICING

At its discretion, to cover the potential of the actual Licence Fee being above the minimum Licence Fee, the RAS will issue a second invoice to the Licensee. This second invoice will be issued on Day 5 of the 2026 SRES and payment of the invoice must be received by the RAS by Day 7 of the SRES. Licensees who fail to settle the invoice in full before Day 7 may not be permitted to trade on subsequent Show days until full payment has been received by the RAS.

This second invoice will only be issued if the RAS deem it is likely that the total for the 12% gross revenue sales payable to the RAS by the operator will exceed the minimum Licence Fee.

At the conclusion of the SRES, if the RAS is holding payments that exceed 12% of Gross Sales Revenue and the minimum Licence Fee has been met, a refund will be made to the Licensee within seven business days after the last day of the SRES.



SHOWBAG APPLICATION FORM

CONTACT INFORMATION

Full Name			
Company		ABN	
Street Address			
Postal Address	☐		
TICK IF SAME			
Mobile Number		E-Mail	

SELECTION CRITERIA

A selection panel will review each of the six steps when considering your application. Incomplete applications will not be accepted.

STEP 1 - STAND SPECIFICATIONS

Stand Name	Frontage (m)	Depth (m)	Theme	New for 2026

STEP 2 - TELL US ABOUT YOUR SHOWBAG STAND

Please provide the following in support of your application:

- Up to date photo or artist impression of the stand;
- Staff presentation and uniform – photo required.



SHOWBAG APPLICATION FORM

STEP 3 - RISK MANAGEMENT

- Will contractors involved in stand construction be appropriately supervised and provide physical fall protection when working at height?
- Does your company operate with a current Risk Management/Safety system in place which is compliant with AS/NZS ISO 31000:2009?

STEP 4 - WHAT PRODUCTS ARE IN YOUR SHOWBAGS

Showbag Name	Price	New for 2026?	Contents

STEP 5 - HAVE YOU ANY PREVIOUS EXPERIENCE

- Detail any previous experience retailing Showbags (New Applicants Only)

STEP 6 - ENVIRONMENTAL INITIATIVES

- Please describe your environmental initiatives around the use of plastic and minimisation strategies to reduce landfill.

CONDITIONS

- All submissions must be legible and should not be faxed or emailed.
- Please ensure all information is enclosed in the application, as incomplete applications will not be considered for site allocation.
- This document does not constitute an offer but is issued only to solicit proposals.
- The RAS reserves the right to reject any proposals and its decision will be final.
- The RAS is not required to enter into any correspondence regarding reasons for non-acceptance of any application.
- By executing and lodging this application, the applicant is deemed to consent to the RAS conducting a credit reference check on the applicant and the RAS reserves the right to decline the application if it deems that the reference check is not acceptable.
- The RAS does not provide exclusivity.

NAME OF APPLICANT

SIGNATURE

DATE

Applications are due Friday 10 October 2025 by 5pm.

Work with us !

Applications via post only. Due Friday 10 October by 5pm

Shane McGrath

Head of Operations - Sydney Royal Easter Show



Locked Bag 4317 SYDNEY OLYMPIC PARK NSW 2127
1 Showground Road SYDNEY OLYMPIC PARK NSW 2127



smcgrath@rasnsw.com.au



02 97041149 or 0417230577



www.eastershow.com.au

Privacy Act Statement Information provided by you pursuant to this Prospectus is used by the RAS for the primary purpose of processing, assessing and determining the occupancy of space at Sydney Showground for the Sydney Royal Easter Show. Information will be held securely by RAS. The RAS may make information available to Operational Service Providers or such other persons the RAS deems helpful in enabling the successful applicant to adhere to the Sydney Royal Easter Show Licence and perform the Permitted Use and could be made available to third parties for the purpose of promoting the RAS or SRES Exhibitions, or as otherwise required by law. Information may also be retained long-term in the RAS Heritage Centre. A copy of the Privacy Policy is available at www.eastershow.com.au.

Right of Access to Information: Applicants have the right of access to and alteration of personal information containing themselves in accordance with Privacy Laws. This may be done by contacting RES Exhibitions, or by contacting the RAS Privacy Officer on 02 9704 1111 or in writing to the RAS, Locked Bag 4317, Sydney Olympic Park NSW 2127. Should there be any complaints in relation to any of the RAS' processes and policies, the complainant should contact the RAS directly on 02 9704 1111. All complaints will be dealt in accordance with the RAS Complaints Handling Procedure.

Disclaimer: The information contained in this Prospectus is gathered for the purpose of providing information to our Applicants. The information is a compilation of information provided by third parties and the RAS does not warrant its accuracy and advises that any such information may be subject to change or amendment occurring at any time and thereby making the information incorrect. If you require confirmation of any information please telephone the RAS coordinator responsible for the particular information or the RAS switchboard on 02 9704 1111