



Docksider Group's Triple Approach Underpins Significant Vision for Sydney

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Docksider Group has announced three significant business event strategies in 2014, putting the expanding family owned business firmly at the forefront of innovation and change in the business events and travel industries of Australia.

After an intense period of strategy and planning, Docksider Group have simultaneously announced their corporate rebrand, the unprecedented development of a large event venue in the heart of Darling Harbour, and the achievement of being awarded the exclusive rights as caterer for the Sydney Exhibition Centre @ Glebe Island for three years.

Beverley Parker, Executive Director of Sales and Marketing said the refreshed brand, launched today at AIME 2014, symbolises the company's vision to be a leader in the events industry by providing genuine hospitality and enabling fabulous experiences.

"Our new look is fresh, and emphasises our distinct waterfront locations, world-class cuisine and our desire to be renowned for our warm and welcoming hospitality across our eight venues and restaurants.

"The new brand also symbolises a greater strategic vision for our company. We have two exciting new developments for 2014 and many more in the pipeline," said Ms Parker.

Opening in mid 2014, the custom-designed **Docksider Pavilion Darling Harbour** is set to become a world-class event and entertainment destination and an iconic feature of the harbour-side landscape. It is being heralded as a major strategy to keep Sydney open and a desirable destination for business events whilst the Sydney Convention and Exhibition Centre is being redeveloped.

Catering for up to 1,400 seated guests and 2,000 standing, Docksider Pavilion has already received a large amount of interest and bookings from business and association representatives.

AEG Ogden, the management firm behind the interim facility, the **Sydney Exhibition Centre @ Glebe Island** awarded Docksider Group the exclusive three year catering contract after recognising their commitment to hospitality and world-class cuisine.

The first public event at Sydney Exhibition Centre @ Glebe Island, the Reed Gift and Home Wares Fair 15-19 February will see 30,000 visitors to the site.

"We are working hard to ensure Sydney remains top of mind during this period of change.

"We have an exceptional sales, marketing and operations team supporting these initiatives and we are very excited about our future," said Ms Parker.

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ABOUT DOCKSIDE GROUP

Brothers Christopher, Theodore and Peter Drivas and business partner Robert Van Meer combined their hospitality, wedding and business expertise to form Dockside Group. The close-knit family business now owns and operates four integrated venues and four restaurants all situated in iconic Sydney Harbour foreshore locations, and are the exclusive caterer for Sydney Exhibition Centre @ Glebe Island.

Venues

Dockside Pavilion Darling Harbour: A custom designed event venue upon a pontoon in the heart of Cockle Bay, this venue offers distinctive event opportunities with unparalleled water views. Dockside Pavilion Darling Harbour is the perfect choice for gala dinners, award nights, Christmas or end of year parties and product launches. The Pavilion caters for up to 1,440 seated guests and 2000 standing.

L'Aqua: Situated on the rooftop of the Cockle Bay Wharf complex, L'Aqua is one of Sydney's most prestigious five-star function venues. Quintessentially Sydney, L'Aqua caters for up to 600 guests, and offers uninterrupted views over Cockle Bay and Darling Harbour and an abundance of natural light through its floor to ceiling windows.

Dockside: With sparkling water views stretching over Darling Harbour, Dockside blends function and space with a reputation for culinary excellence and exceptional service. Greatly renowned for holding successful events, and with more than a decade of experience, Dockside's strength lies in catering for groups up to 1200 people.

Star room: Guests of Star room enjoy a bird's eye perspective from level 6 of the IMAX theatre complex. With a soaring ceiling and panoramic windows stretching over 30 metres in length, Star room is a truly unique Sydney venue catering for up to 300 people.

Sydney Exhibition Centre @ Glebe Island: Offering a pavilion-style, fully-serviced event space up to 25,000sqm SEC @ GI has four permanent halls offering event space between 2,000 and 9,600sqm. As the exclusive catering partner, Dockside Group will exceed your expectations, providing your event or exhibition with restaurant quality cuisine and beverage selections.

Restaurants of Dockside Group include:

Waterfront: 27 Circular Quay West, The Rocks, Sydney NSW 2000

Wolfies: 7 – 21 Circular Quay West, The Rocks, Sydney NSW 2000

Italian Village: 7 Circular Quay West, The Rocks, Sydney NSW 2000

-Major events for up to 3000 people can be hosted across all three restaurants.

EAT LOVE PIZZA: Ground Floor, IMAX Theatre Complex, 31 Wheat Road, Darling Harbour, Sydney NSW 2000

NOTES TO EDITORS

Interviews with Beverley Parker, Executive Director of Sales & Marketing are available on request.

More information on Dockside Group is available at www.docksidegroup.com.au

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