



EXCLUSIVE: SYDNEY FAIR INSIDER KNOWLEDGE

WITH THE 23RD SYDNEY INTERNATIONAL JEWELLERY FAIR AROUND THE CORNER, *JEWELLER* HAS COLLATED THE ULTIMATE GUIDE FOR THOSE ATTENDING THE EVENT – FROM THE NOT-TO-BE-MISSED ACTIVITIES AND TRAVEL DETAILS TO THE HOME TRUTHS ABOUT THE SHOW'S NEW LOCATION.

GETTING THERE

The Sydney Exhibition Centre @ Glebe Island is located on James Craig Road, Glebe Island, which is 10 minutes from Darling Harbour.

A range of transport options are available.

1. Free ferry

Departing daily from: Darling Harbour, Convention Centre Jetty
Travel time: about 10 minutes

2. Free bus

Departing daily from: Central Station and Murray Street bus stop
Travel time: approximately 15 minutes from Darling Harbour and 25 minutes from Central Station

3. Driving

Limited paid parking is available at the venue.

Entry and exit is via James Craig Road. A drop off point is located within the carpark, outside Hall 3 of the centre.

4. Public bus and metro light road

The closest public bus stops are Victoria Road near Hornsey Street, and Victoria Road near Robert Street.

The closest metro light rail stop is Rozelle Bay, Annandale.

Other things to note:

1. While there is no pedestrian access to the venue, a free shuttle bus service will pick up visitors at a temporary bus stop located on James Craig Road.

2. All free transport timetables will be announced in the weeks leading up to the fair.

DEBUNKING THE MYTHS

The jewellery fair may have changed location due to the redevelopment of the Darling Harbour precinct but there's no need to be afraid of the unknown. See below for the answers to some burning questions about the Sydney Exhibition Centre @ Glebe Island.

1. Glebe Island is not an island.

It's a misnomer; Glebe Island is not an "island", it's completely attached to the rest of Sydney and is easy to get to via free public transport from Central Station and Darling Harbour.

2. Isn't the venue building just a big tent?

No, it's not! This is not the Moscow Circus. It's actually a concrete floor with a modern, secure building built on top.

3. Is it secure? Can't you just cut the canvas?

Yes it's secure. And no, it's not canvas! You'd need some pretty heavy artillery to get through these walls. They're concrete.

4. I've heard there's no parking.

Wrong again. There are 1,000 paid car spaces – some onsite and some off-site with shuttle service.

5. Is it hard to get there?

No. Ferries, buses and taxis are all available with regular round trips all day during event times. Ferries and buses are free.

6. Is there food onsite?

Yes. There are cafes built into the fair floorplan just like at Darling Harbour so there is no need to leave the building.

7. Are there toilets onsite?

Yes, of course the centre has all regular facilities.

8. Is it air-conditioned?

Yes

9. Accommodation?

The venue is a stone's throw away from most of the hotels in the Sydney CBD and Darling Harbour.

WHAT OTHERS SAY ABOUT THE VENUE

Fair organiser Expertise Events arranged a preview of the new venue in June for a number of industry members. Here is a snapshot of comments from those in attendance:

"Thank you for organising the Sydney Exhibition Centre Tour today. I was excited to see abundant natural light inside the massive venue, which will be a big plus to exhibitors and visitors alike... I really believe this event is a focal point for the Australian jewellery industry." – David Ole, Leading Edge Jewellery merchandise manager

"...I applaud you for the positive and proactive approach you've taken to look after the industry and promote this great event... You have our assurance we will be supporting every way we can." – Carson Webb, J.I.M.A.C.O general manager

"My initial thoughts of what I might see when I arrived at the venue were a mix of tent/dark/flimsy/low... However, I was pleasantly surprised to find a well built, solid structure that had excellent natural light and felt airy with a relatively high ceiling." – Selwyn Brandt, AJS director

The jewellery fair will be the second show arranged by Expertise Events, whose Craft and Quilt Fair was held in July. Here is what some people in attendance had to say:

"The new venue was a delight to move around in, the isles seemed to be wider so you could look around at booths in more comfort while foot traffic could move on by... The food areas were well maintained by the polite venue staff and enough seating and tables were available all day." – Rhonda Medlen, visitor

"We were all very happy with the travel arrangements and all agreed that we were surprised at how easy it was to get to the venue." – Julie, visitor

"WOW – that's about it. You should be congratulated on all levels. What a show... I don't think our stand has ever looked so good – the natural light is sensational... the walking space for customers... the food... the transport in and out... well done you!" – Brenda Burgess, Flip La K

For an overview of the "not to be missed" attractions at this year's fair, turn to page 42.



NOT TO BE MISSED EVENTS

IN ADDITION TO HOSTING THE LATEST AND GREATEST NEW PRODUCT RELEASES, THE JEWELLERY FAIR COMPRISES A COMPREHENSIVE LINE-UP OF EXCITING AND INFORMATIVE INTERACTIVE DISPLAYS AND PRESENTATIONS.

MUST SEE PEOPLE

JIMMY DEGROOT



Jimmy DeGroot, the Jewelry Marketing Guy, will be visiting from the United States exclusively for the fair. DeGroot managed a US-based jewellery store for more than a decade where he tripled sales with almost no staff turnover, and was recently "commissioned" by *Jeweller* to create a series of training videos called, "Two minutes with Jimmy & Jeweller."

In the US he offers instore consulting and training with a series of "weekly store meeting" videos – some of which are specifically tailored for the Australian and New Zealand market. DeGroot will be conducting three business boosting presentations aimed to help retailers learn how to master customer delight and boost their bottom line.

When: 1:00pm, daily

DAVID ALLEN



Pandora Australia and New Zealand president David Allen has extensive retail experience and has led the jewellery company through a tremendous period of change and growth in the local region. He will be conducting an information session that will address topics including: leadership in a retail environment; team and relationship building; providing clarity, alignment and buying into a common goal; as well as key performance indicators (KPI) and how to use them as a barometer in stores.

When: Monday 1 September, 10:30am

NIC CERRONE



High-profile Australian jewellery designer and managing director of Cerrone Jewellers, Nic Cerrone, will present his views on the future of jewellery design and showcase one of his most iconic pieces – a \$5.9 million black and white diamond-encrusted bikini that has been worn by a number of celebrities. Cerrone has won more than 40 national and international jewellery design awards, including the esteemed 1998 De Beers Diamonds International Award.

When: Tuesday 2 September, 12:00pm

MEET THE DESIGNERS

In another new initiative for 2014, the JAA Australasian Jewellery Award finalists will be on the fair floor to showcase their pieces and share the inspiration and motives behind the design entries. Winners of the prestigious biennial awards will be announced at a ceremony on Sunday 31 August.

When: Monday 1 September, 4:00pm

MUST SEE ACTIVITIES

WORLD FAMOUS DIAMONDS

The World Famous Diamonds exhibition will be on display over the three days of the fair. The collection is the brainchild of Scott Sucher, a retired US Air Force pilot who has been fascinated with diamonds since he was 14, and features perfect replicas of 36 of the world's most famous diamonds.

Sucher points out that his replicas, which include the Koh-I-Noor, Tiffany and Hope diamonds, are not mere representations or imitations but rather a recreation of the original's precise size, shape and colour.

Sucher will be attending the fair to present a series of "floor talks" where, among other topics, he will explain his extensive research that brought to light false historical observations of some stones.

When: Daily

BENCH TEST

Local jewellery manufacturing will be placed in the spotlight with a "live" bench demonstration showcasing some of Australia's most talented jewellers. The display – organised by the Young Jewellers Group (YJG) – involves four of the group's members who will create two rings featuring diamonds and gemstones.

Each jeweller will specialise in a different manufacturing technique such as CAD, setting and engraving, and a raffle will be held over the course of the fair to win one of the handmade pieces.

The demonstration is a prelude to a major new project – an Australian jewellery industry first – that will be introduced at next year's event. Further details will be revealed on opening day.

When: Daily

MEDIA MORNING TEA

Following the introduction of the Media Morning Tea last year, the organiser of the fair will again host a similar event in 2014. The initiative gives selected members of the media, including magazine editors and production teams, access to the show floor and an opportunity to meet with jewellery suppliers. The aim is to increase awareness and demand for Australian and New Zealand jewellery among end consumers in the lead up to Christmas.

When: Tuesday 2 September, 11:00am

HERE COMES THE BRIDE

The Bridal Area is a new feature that focuses on what is arguably the most important selling opportunity for a retailer. Special fact sheets will be available as well as free information sessions and fashion parades.

When: Daily