



Media release

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**Citrus first past the post with new online destination
for Sydney Turf Club's Grand Pavilion**

Digital agency Citrus has won a brief to build an online destination for the Sydney Turf Club's (STC) new \$30 million Grand Pavilion at Rosehill Gardens as part of a major marketing push to position the venue as Sydney's freshest and most exciting event space.

Due to go live at the end of February in the lead up to the key event on Sydney's racing calendar, the 2008 Golden Slipper Festival, the new website at www.rosehillgardens.com.au will provide an interactive online experience showcasing the very best of the Grand Pavilion as part of the STC's event and conference centre offering, where visitors can view the first class facilities and explore the look and feel of the premium event space.

Targeting event organisers and corporates, the Rosehill Gardens Event Centre site will showcase the venue's key features which incorporates dinner, conference, events and exhibition spaces that can accommodate anywhere between 150 and 2,000 people. The site is designed to enable event organisers to experience the scope, capacity and flexibility of the venue, and features an inquiry form to drive lead generation.

Peter Noble, CEO of Citrus said online marketing is a key element in STC's plan to drive awareness and event sales revenue for both racing and all year round occasions.

"Digital marketing is a critical initiative for race clubs to optimise their operations and leverage their impressive and unique venue spaces outside the racing calendar. The site is designed to inspire action now and beyond for the target audience to consider the Grand Pavilion as a 'must view' venue for their event.

"We've also implemented detailed site analytics to measure the effectiveness of the site as a critical lead generation tool," Noble said.

The events industry contributes more than \$1.1 billion to the NSW economy each year, with more than one million visitors annually to STC's Rosehill Gardens and Canterbury Park venues.

Melinda Madigan, General Manager, Sales and Marketing for STC, anticipates the campaign for the launch of the Grand Pavilion will be a key component in capturing a larger share of the events market.

"We've set aggressive first year sales targets for the Grand Pavilion and we see the website as a key channel to allow event organisers to experience the brand online, as well as access information quickly and easily in order to drive enquiries.

Noble added the online project builds on Citrus' expertise in digital marketing for Australia's racing clubs. Last year the agency relaunched the Victoria Racing Club's Flemington and Melbourne Cup Carnival websites prior to the Spring Carnival.

"We were impressed with Citrus' track record in developing strategic online marketing campaigns within the racing and events industries. They really understand our business and marketing requirements from a strategic, creative, and bottom line perspective," Madigan added.

Noble added, "This engagement with the Sydney Turf Club continues to build our client base in Sydney and expands our digital marketing services beyond Melbourne."

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