



WATERSEGE

AT CAMPBELL'S STORES

THE PREMIER BRAND ACTIVATION & MEGA EVENT DESTINATION ON SYDNEY HARBOUR

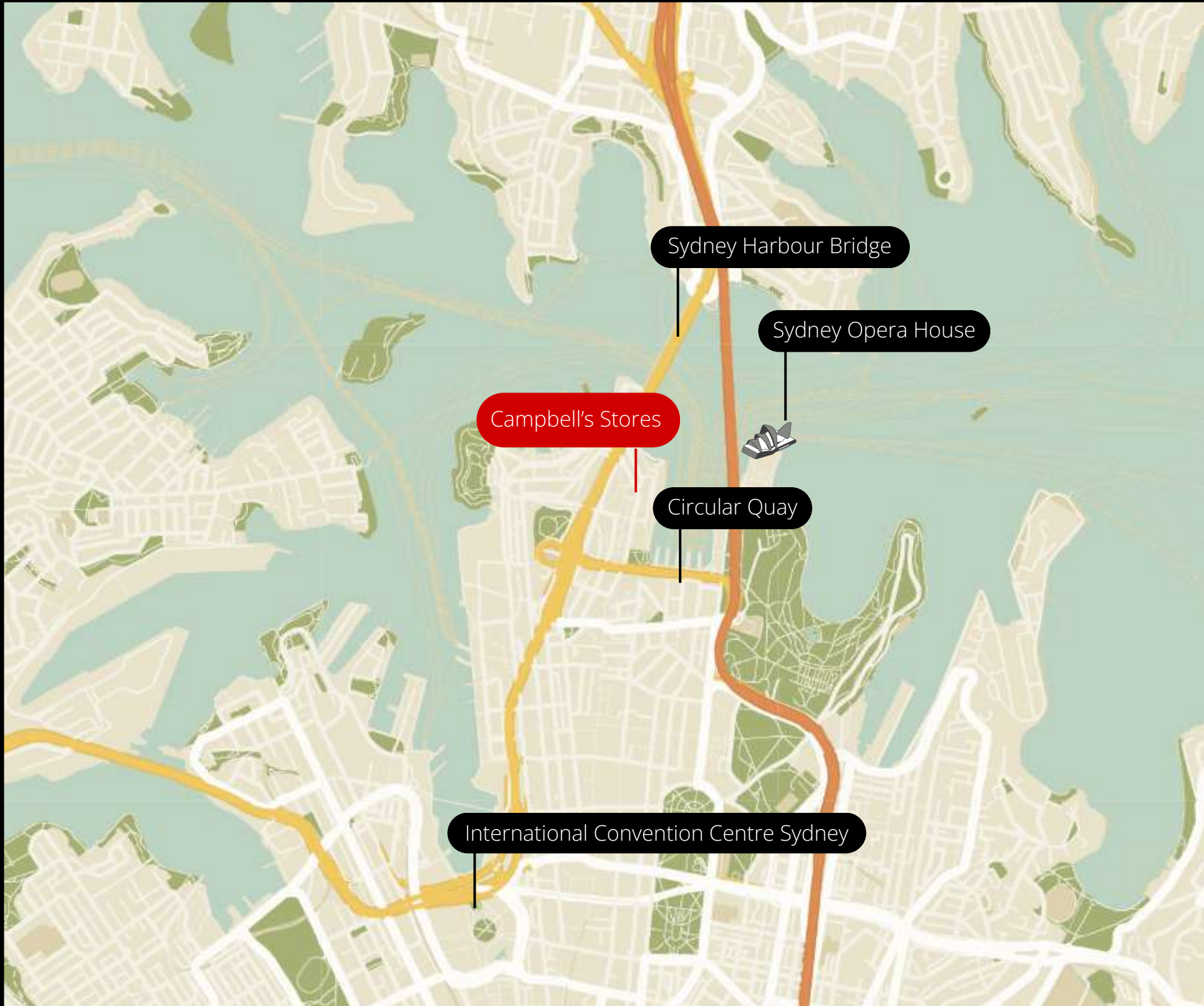
a part of
THE VENUES COLLECTION



People flourish through networking and appreciate the freedom to explore diverse experiences across the venue.

Transform your gala into an unconventional celebration of people coming together.”

LOCATION



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Location: Campbell's Stores in The Rocks, Sydney

- Surrounding area: Walsh Bay's artistic hub
- Nearby luxury hotels: Park Hyatt, Shangri-La, Four Seasons, Langham, InterContinental

Accessibility: Hickson Road Frontage

- Pedestrian promenade access: Between Circular Quay and Park Hyatt

Proximity to transportation:

- 5-minute walk from Circular Quay train station and Sydney ferries
- Public pontoon at Campbell's Cove for water taxi services
- Private wharf facility adjacent for charter vessels with car and taxi access via Hickson Road
- Light Rail services to and from Circular Quay

Parking Options

- Next door options: Wilson Parking Overseas Passenger Terminal, Wilson Parking Clock Tower
- Street parking available on Hickson Road behind the venue



View of the Sydney Opera House from Level 2 of Campbell's Stores



WATERSEEDGE

AT CAMPBELL'S STORES

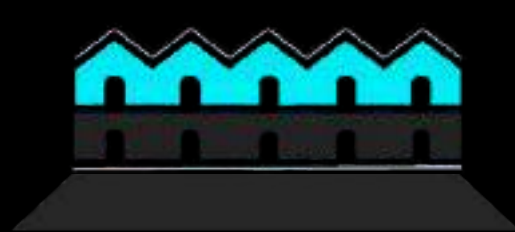
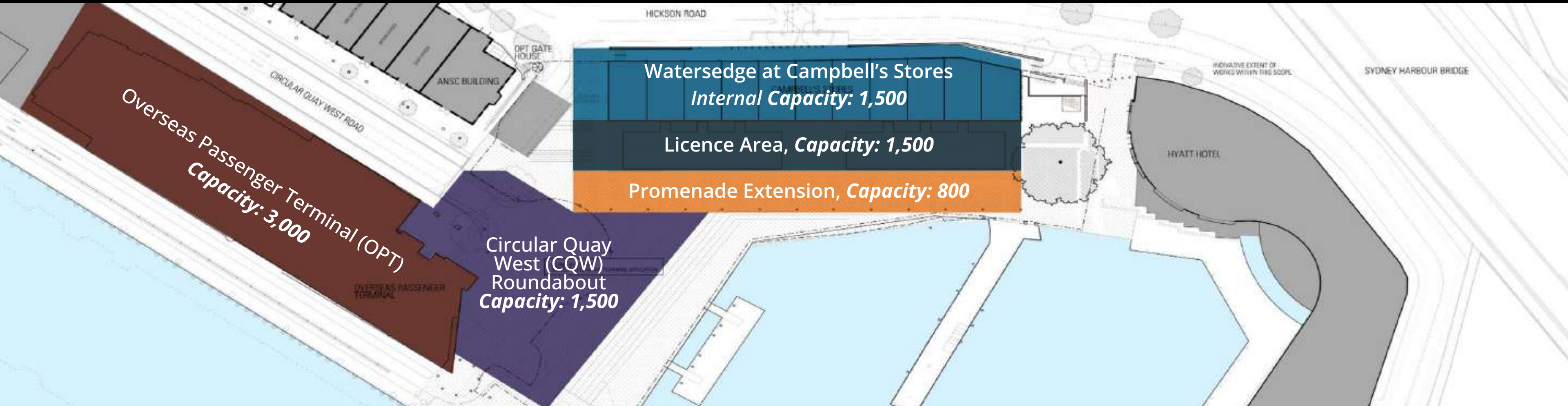
Situated prominently between Park Hyatt Sydney and the Overseas Passenger Terminal at The Rocks, Watersedge at Campbell's Stores stands as Sydney's pinnacle of dynamic and collaborative event spaces.

The meticulous restoration of Campbell's Stores, completed in 2019, seamlessly melded historical charm of the 173-year-old building with modern amenities. This comprehensive program also extended to the revitalisation of the Promenade, enhancing its suitability for both public festivals and exclusive corporate buyouts.

As a collaborative Strategic Partner of **Business Events Sydney (BESydney)**, this multi-level historic venue has made substantial contributions to the NSW visitor economy. It has been instrumental in hosting numerous international congress welcome receptions and incentive programs. Furthermore, it has served as the premier backdrop for Sydney's most luxury global brand activations and corporate events for decades.

7-27 Circular Quay W, The Rocks NSW 2000
watersedge@thevenuesco.au | +61 2 9251 5630
www.thevenuesco.au/watersedge

VENUE ZONES AND ACTIVATION CAPACITIES



Entire Level 2 Activation

1,100 across 8 bays of event spaces



Level 2 + Level 1 Activation

1,500 across 8 bays on Level 2 and 3 bays on Level 1



Full Building Activation

3,000 for ground level licence area + Level 2 + Level 1
 3,800 including above and promenade extension
 5,300 including above and Circular Quay West Roundabout
 8,300 including above and Overseas Passenger Terminal

3 STRATEGIES FOR COLLABORATIVE EVENT EXECUTION

1

Exclusive Onsite Catering by Watersedge –
Decades of Unparalleled Event Catering Expertise

2

Seamless Collaboration with 5 Campbell's Stores Restaurants – An Abundance of Culinary Choices
All Under a Single Expansive Roof

3

Complete Venue Takeover – A Blank Canvas for Your Vision, Bring Your Preferred Caterers and Operations



KEY ADVANTAGES

1 The Watersedge Events Team remains your single point of contact.

2 We provide assistance with permit applications.

3 Streamlined contracting and billing for your convenience.



SEAMLESS GROUP ARRIVAL EXPERIENCE:

Charter a cruise that docks directly at the jetty in front of Campbell's Stores to guarantee a smooth arrival for your delegates. They will be captivated by the stunning façade and festive decorations. For those arriving by coach, dedicated coach bays are conveniently located at the rear of our building on Hickson Road, granting effortless access to all venue areas via the Level 1 entrance. This entrance also adds a touch of glamour for your VIPs!

The estimated distance from the International Convention Centre Sydney is 4 km, and the expected duration of the journey is 25 minutes.





LEVEL 2 – A CURATOR'S DREAM

UP TO 1,100 ATTENDEES

Picture this: Embark on a journey through eight bays of private event spaces, where your wildest imagination comes alive. Delight in the delectable roaming canapes, thoughtfully crafted to enhance each bay's unique activities.





LEVEL 2 – IMMERSIVE EXPERIENCES

Align each bay's theme with your event's core messages, such as sustainability, diversity, and inclusion, creating an engaging and unforgettable experience for delegates. They will never encounter a dull moment at this remarkable gathering, leaving them with memories to cherish.





PAST EVENT:
DIOR 30 MONTAIGNE
POP-UP APARTMENT



Ploós Restaurant The Rocks



6HEAD Sydney



Luna Lu



LEVEL 1 - VIP AREAS

UP TO 400 ATTENDEES

Imagine this: Dazzle sponsors and their VIPs with beautifully adorned private dining rooms in three exquisite restaurants. Each restaurant boasts a distinct personality and culinary ethos, while all offer elevated views of the harbour and the lively party unfolding on the ground floor. Witness firsthand the delight of attendees, a direct result of your sponsorship. It's an impressive return on investment that will leave everyone exclaiming, 'Wow!'

Ploós Restaurant The Rocks



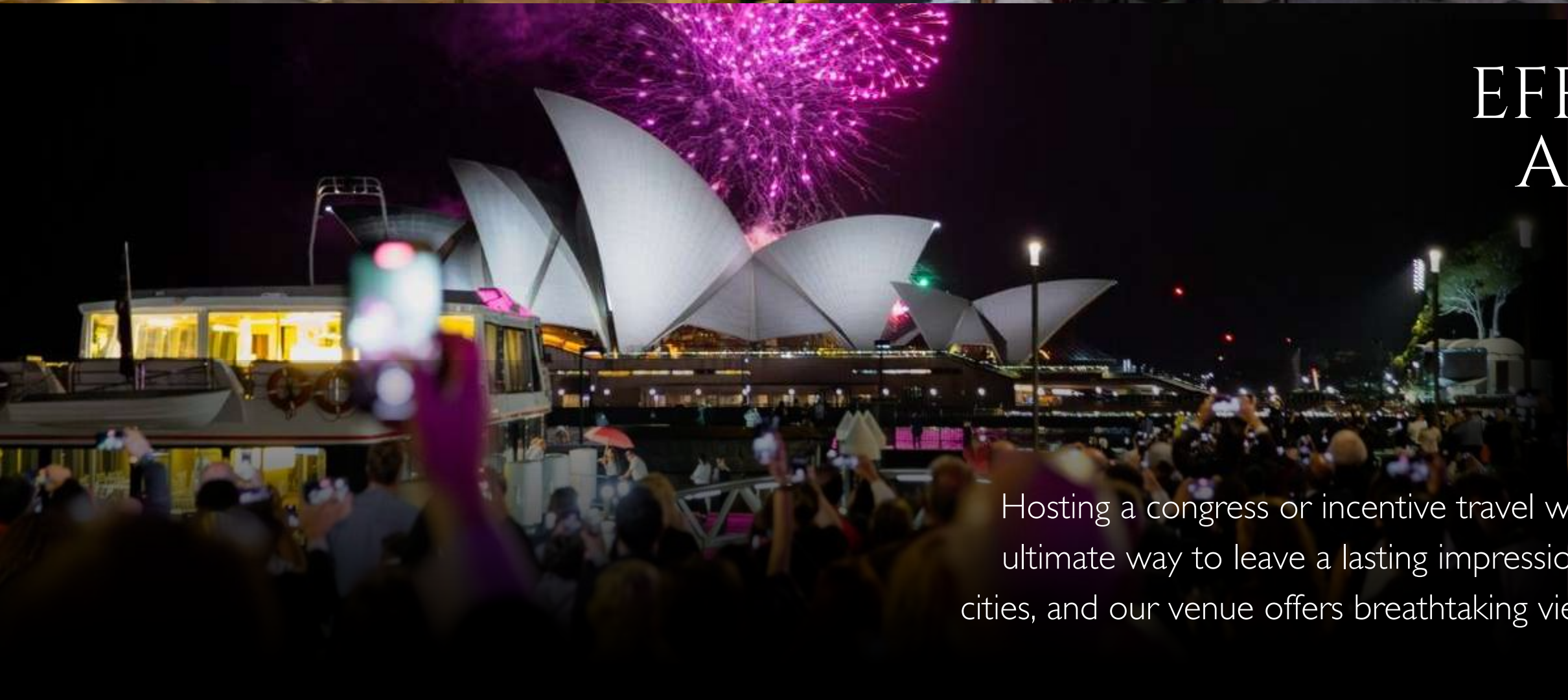
6HEAD Sydney



Luna Lu



Watersedge At Campbell's Stores The Rocks



EFFECTIVE FULL BUILDING ACTIVATION STRATEGIES

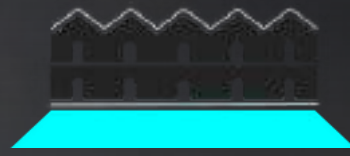
3,000 for ground level license area + Level 2 + Level 1

3,800 including above and promenade extension

5,300 including above and Circular Quay West Roundabout

8,300 including above and Overseas Passenger Terminal

Hosting a congress or incentive travel welcome reception at Watersedge at Campbell's Stores is the ultimate way to leave a lasting impression on your delegates. Sydney stands among the world's finest cities, and our venue offers breathtaking views of two iconic landmarks: the Sydney Harbour Bridge and the Sydney Opera House, right at our doorstep.



GROUND-LEVEL EXPANDABLE SPACES

Picture this: live cooking stations, a spacious stage perfect for an incredible band, and refreshment bars showcasing fine Australian wines. It's the ideal alfresco cocktail party experience, especially when the Sydney weather is on your side.



Gala event with entertainment activations
on the promenade extension



EXISTING GROUND-LEVEL SPACES UP TO 1,500 ATTENDEES

Alfresco and indoor dining spaces across five incredible restaurants. Sophisticated decor, welcoming ambience, stunning water views

Restaurants in Campbell's Stores:

Harbourfront Seafood Sydney The Rocks

Bay Nine Omakase

Luna Lu

Ploós Restaurant The Rocks

6 HEAD Sydney

GROUND-LEVEL SPACES + PROMENADE EXTENSION + CIRCULAR QUAY PROMENADE

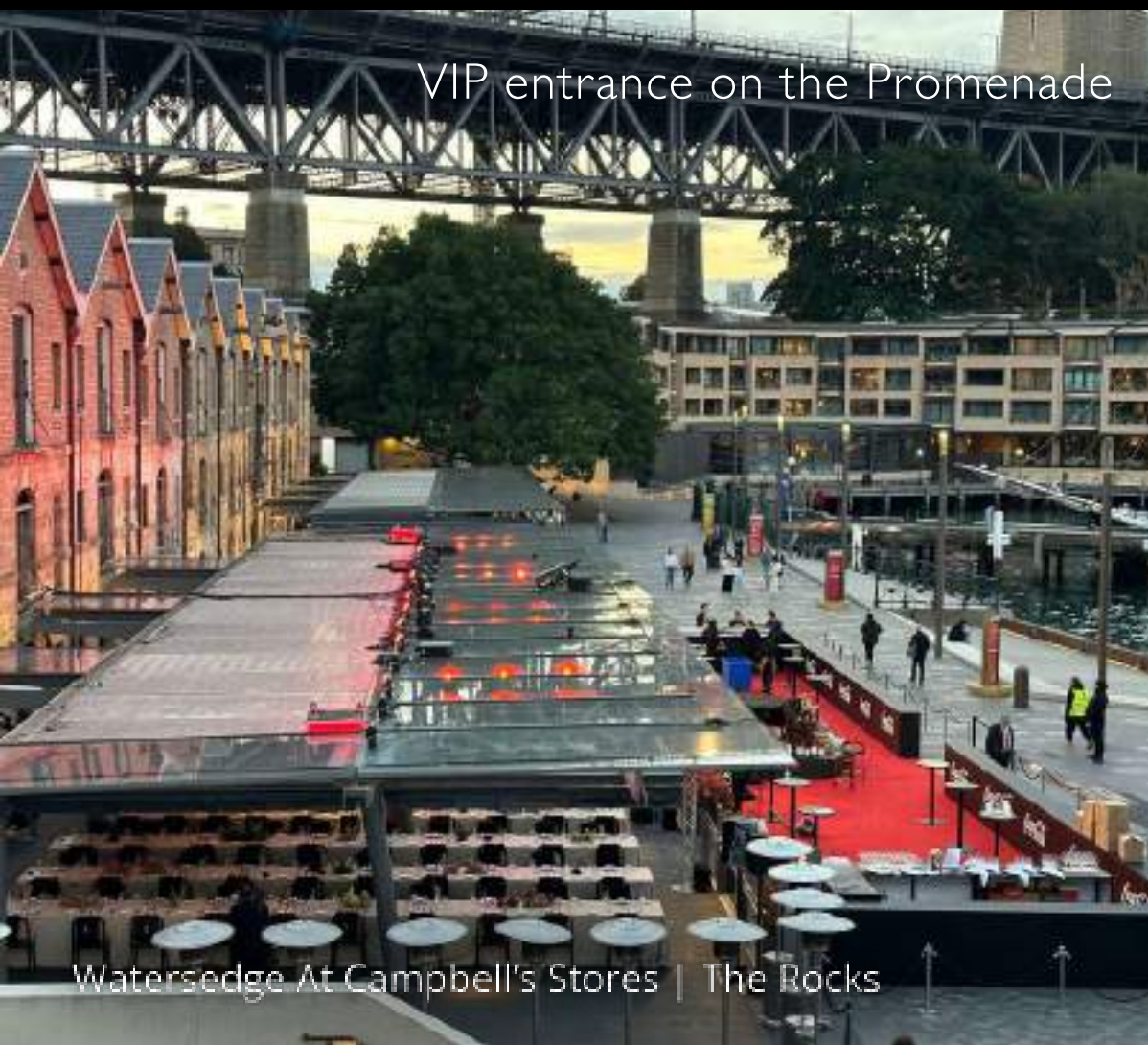
UP TO 3,800 ATTENDEES

Increase your capacity by extending an additional **8 metres into the promenade***. This is a great area to set up a grand stage worthy of a star performer.

*The Watersedge Team can assist you with the permit application.



Cocktail set up in front of Bay 6 entrance and staging on the Promenade



VIP entrance on the Promenade

Watersedge At Campbell's Stores | The Rocks



Performances on the Promenade



Car display on the Promenade in front of Harbourfront Seafood Restaurant



Marquee for wet weather conditions



Staging on the Promenade



Gourmet food stations on the Promenade



Easy access for car launches



GROUND-LEVEL SPACES + PROMENADE EXTENSION + CIRCULAR QUAY PROMENADE + PRECINCT EXTENSION

UP TO **6,800** ATTENDEES

Go big or go home! Extend your party along the shoreline into the **Overseas Passenger Terminal**. What an incredible way to showcase your event design capabilities in a world-class destination.



Venue space within the Overseas Passenger Terminal



Watersedge At Campbell's Stores | The Rocks





PAST EVENT:
**KOOKAI
FASHION SHOW**



WATERSEDGE'S CULINARY PROWESS

At the core of our culinary philosophy is the belief that food is a unifying force that brings people together. We cater to diverse lifestyle choices and dietary requirements, going the extra mile to ensure that everyone can indulge in a delightful culinary journey. Whether it's a special dietary need, a unique preference, or simply a desire for a remarkable dining experience, our chefs and team are here to exceed expectations and create an atmosphere where people can relax, savour, and have a truly good time.



Watersedge Signature
Food Stations



Watersedge mouthwatering
canapes





Live meat-carving station



INDULGE YOUR PALATE

Our talented and passionate chefs are at the heart of Watersedge's culinary experience, harnessing the bounty of locally sourced produce to create extraordinary dishes that excite the senses. Their dedication to their craft is surpassed only by their commitment to our hospitality ethos, which revolves around lovingly taking care of people. We believe in more than just providing meals; we aim to curate memorable moments, ensuring that every guest has an exceptional and unforgettable time.



Pasta station

CASE STUDY:

23RD WORLD CONGRESS ON SAFETY AND HEALTH AT WORK GALA

EVENT ORGANISER: THE ARINEX GROUP

3,000 delegates from 127 countries | Full Building Activation



Watersedge At Campbell's Stores | The Rocks



With 3,000 visitors from 127 countries, the World Congress on Safety and Health at Work Gala in Sydney, in 2023, raised the bar for innovative global events.”

CHRISTOPHER DRIVAS
Director
THE VENUES COLLECTION



THEMATIC BRILLIANCE

The "Australia Night" theme transformed three levels and five restaurants into immersive landscapes, featuring virtual reality simulations of iconic locations by Business Events Australia. Delegates enjoyed a sensory journey through Australia's wonders with a themed menu, concluding the night with fireworks display over Sydney Harbour.





INCLUSIVITY AND PERSONALISATION

The event prioritised inclusivity with detailed attention to signage, staff training, and diverse transport options. The venue expertly handled dietary preferences for 600 delegates, ensuring accessibility with easy building access for persons with disabilities and thoughtful arrangements like audio feeds for speeches and music.



COLLABORATION AND ADAPTABILITY

The event's success showcased exceptional collaboration and adaptability between the agency and venue, driven by effective leadership and clear communication.



Chartered cruise docked right outside Campbell's Stores



The Australia Night Gala's success underscores the powerful impact achieved when an event management agency and venue unite to surpass attendee expectations.

NICOLE WALKER
CEO & Director
The Arinex Group



**Watersedge at
Campbell's Stores
is the flagship
event destination
of The Venues
Collection.**

THE VENUES COLLECTION

The Venues Collection specialises in delivering extraordinary experiences that celebrate life's most important moments. Founded on a shared passion for hospitality, care and a continuous pursuit of excellence, these values guide The Venues Collection through every step of the hospitality journey.

The core to the group's success is maintaining the integrity of each venue by providing guests with an experience that accents the features that are indispensable to our vision.

This philosophy has allowed The Venues Collection to create 6 world-class venues and 3 exquisite restaurants with a focus on service, innovation and experience.



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