



ENSURING BUSINESS CONTINUITY FOR AN ICONIC SYDNEY EVENT

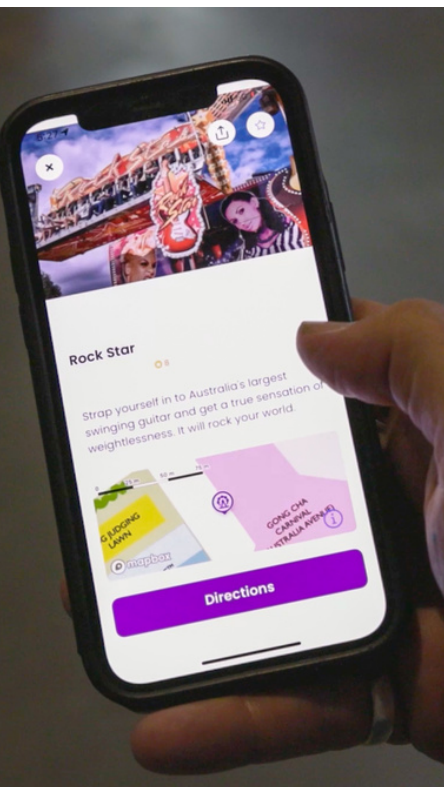
BACKGROUND

The Sydney Royal Easter Show is Australia's largest annual ticketed event, drawing more than 800,000 visitors to Sydney each year for a spectacular celebration of Australian agriculture, culture, and entertainment.

From a working farm showcasing over 12,000 animals to a bustling theme park with more than 100 rides and games, the Show has been creating cherished family memories for generations.

Organised by the Royal Agricultural Society of New South Wales, this historic institution has helped shape Australia's agricultural landscape for over a century.

The Show offers more than entertainment—it's a vital bridge between rural and urban communities.



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Shane McGrath,
Head of Operations,
Sydney Royal Easter
Show

THE CHALLENGE

When the Sydney Royal Easter Show chose to modernise its operations by replacing a traditional physical coupon system with a sophisticated digital payment platform, they partnered with a specialist technology vendor from the Netherlands to deliver a suite of integrated applications.

But with modernisation came a new challenge: third-party software dependency. Any disruption to the digital payment system, especially during the 12-day live event, could have devastating operational and financial consequences.

Show organisers quickly recognised that the digital platform represented a single point of failure. If their software vendor were to go bankrupt, become insolvent, or fail to support the platform, they needed assurance that operations could continue without interruption. To mitigate this risk, the Show sought a software escrow solution that combined technical rigor with local Australian support - a solution that could serve as a form of digital insurance for their most critical systems.



Jason Churchill,
Enterprise Account
Executive & APAC
Lead
The Escrow Company

“As a trusted SaaS & Software Escrow provider in Australia, we’re known for robust and flexible continuity solutions. It’s exciting for this to be aligned with RAS’s digitisation plans, transforming their customer experience with confidence in the underlying solutions.”



LOCAL PRESENCE WITH HIGH LEVEL SECURITY

After careful due diligence, the Sydney Royal Easter Show selected **The Escrow Company** to provide a cutting-edge software escrow solution.

The Escrow Company implemented a tailored solution designed to ensure business continuity in the event of supplier failure:

“We chose **The Escrow Company** because of their local presence. We conducted our own due diligence and certainly their security stacked up for us” **Shane McGrath, Head of Operations** at the Sydney Royal Easter Show commented.

“We needed to protect our position and achieve a level of insurance which would give us confidence to expand our system out into other areas of the show.” He said.

- **Single Beneficiary Software Escrow Agreement** – customisable three party software escrow agreement providing the beneficiary party with access and usage rights to critical software source materials in the event that the vendor company fails, or becomes unable to support the platform
- **Automated Git-based Source Code Deposits** enabling simple regular automated deposit updates of source...



... (Continued) Code to ensure the materials held in escrow reflect the current production version for all applications under the escrow agreement.

This collaboration marks a significant milestone for **The Escrow Company** as it extends support to one of Australia's most beloved institutions.

The Sydney Royal Easter Show now has robust protection against software vendor failure and the confidence to continue expanding its digital infrastructure.

The software escrow agreement ensures that, should a supplier-related disruption occur, the Show can access critical software assets for continuity of service purposes.



[Watch the Customer Success Story](#) video to get a closer look at how The Escrow Company helped the Sydney Royal Easter Show mitigate supplier failure risks for its mission-critical digital operations.

