



Barry O'Farrell MP Premier of NSW Minister for Western Sydney

MEDIA RELEASE

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AMBASSADOR THEATRE GROUP COMING TO SYDNEY

Premier Barry O'Farrell and Minister for Tourism, Major Events and the Arts George Souris today announced internationally-renowned theatre producers the Ambassador Theatre Group would be establishing a regional headquarters in Sydney.

"I'm delighted to announce the Ambassador Theatre Group is opening its new Asia-Pacific headquarters in Sydney – its first headquarters outside London," Mr O'Farrell said.

"The Ambassador Theatre Group is the largest theatre group in London's West End so this news will be a huge boost to our local industry.

"The group's decision to come to Sydney reinforces our city's position as Australia's cultural capital and premier city for major first run musicals and theatre."

Mr Souris said the announcement confirms Sydney as the home of world-class theatre in Australia

"Under the direction of Joint Chief Executives, Howard Panter and Rosemary Squire, the Ambassador Theatre Group has become the largest owner and operator of theatres in the UK with 39 theatres," Mr Souris said.

"The Ambassador Theatre Group will introduce its highly successful integrated theatre business model to Australia and the Asia-Pacific region, combining theatre ownership with production management, marketing and ticket operations.

"There is no doubt major musical and theatrical productions drive tourism, enhance the cultural life of the city and generate economic benefit for the people of NSW.

"For each six month period of a first run musical, approximately \$20 million in new money is injected into the NSW economy, attracting about 7,000 overseas visitors and 26,000 interstate visitors.

Ambassador Theatre Group Joint Chief Executive Howard Panter, said "Sydney is a vibrant international city with world class creative talent and a supportive infrastructure."

Ambassador Theatre Group's recent productions in Australia include Legally Blonde the Musical, The Rocky Horror Show, Guys and Dolls and West Side Story, while productions on Broadway include Exit the King starring Geoffrey Rush and Susan Sarandon.