



Hon. George Souris M.P
Minister for Tourism, Major Events, Hospitality and Racing
Minister for the Arts

MEDIA RELEASE

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MAJOR EVENTS BOOST STATE'S ECONOMY

More than half a billion dollars has gone into the NSW economy from the State's events calendar for 2011, according to Minister for Tourism, Major Events and the Arts, George Souris.

Mr Souris today issued the wrap of the major events last year and since the NSW Liberals and Nationals Government since it came to office nine months ago.

"Major events drive tourism and are a major plank of our strategy to rebuild the NSW economy and the report card for the year is impressive by any measure.

"A conservative estimate from Destination NSW indicates the 2011 NSW Events Calendar brought in more than \$600 million in new money for the State.

"Of particular significance is the Government's bolstering of the musicals program with over one million tickets sold this year, generating \$70 million in new money alone. Stand out shows included Mary Poppins, Jersey Boys and Dr Zhivago, he said.

Destination NSW, the State Government Agency charged with attracting, securing and investing in events to create a sustainable world class events calendar for NSW, worked closely with event partners and key stakeholders to secure a strong calendar of events for NSW.

Mr Souris said next year, musicals in Sydney will abound - ANNIE will start its Australian season in Sydney, so will the Australian premiere of Legally Blonde and the world premiere of An Officer and a Gentleman. The following year, The Addams Family and Strictly Ballroom will open in the Harbour City.

"Sport also received a great deal of attention. We signed a 10 year Bledisloe Cup deal for Sydney where at least one Bledisloe Cup match will be played each year in Sydney from 2012 to 2021.

"We announced that Sydney and regional NSW secured three matches of the British and Irish Lions Tour in 2013 in addition to a test match to be played against Scotland next year in Newcastle.

"In 2012 we introduce two more brand new major events for Sydney and NSW including the Australian Open of Surfing which will take over Manly Beach in February and Handa Opera on Sydney Harbour in March, which will undoubtedly be the greatest outdoor event on earth. .

"This epic event is set to become the world's largest outdoor opera experiences set on a floating stage on our glistening harbour.

"Right now Sydneysiders and visitors are coming in droves to Harry Potter: the exhibition at The Powerhouse Museum, the only venue for the exhibition in the Southern Hemisphere

“Also on this summer is the Sydney International Art Series featuring Picasso: Masterpieces from the Musee National Picasso at the Art Gallery of NSW, which includes over 150 works and last week, Rafael Lozano-Hemmer, one of the world’s best electronic artists opened his *Recorders* exhibition at the Museum of Contemporary Art.

“There is no doubt international stars helped to boost the profile of our events calendar this year with Kevin Spacey playing to full houses in Richard III and Tiger Woods taking the Emirates Australian Open to the next level in terms of national and international media exposure,” Mr Souris said.

MAJOR EVENT WINS

Sport

- Bledisloe Cup - 10 year deal for Sydney where at least one Bledisloe Cup match will be played in Sydney each year 2012 – 2021.
- The Big Issue Street Football Festival until 2015 with the first tournament played from the 28 May - 5 June 2011.
- NSW secured the 2015 Touch Football World Cup - package also includes range of national and international Touch Football events from 2011 - 2015.
- NAB AFL Draft held for the first time in Western Sydney, 24 November 2011.
- Sydney announced host city for the Yonex Australian Open Grand Prix Gold (Badminton), SCEC Darling Harbour, 3 - 8 April 2012.
- Tiger Woods joined all-star line-up at the 2011 Australian Open of Golf, The Lakes Golf Club, 10 -13 November 2011.
- Davis Cup World Group Play-off between Australia and Switzerland at the Royal Sydney Golf Club, 16 – 18 September 2011.
- Sydney to host Qualifiers for 2014 FIFA World Cup in a four year deal.
- Sydney International Rowing Regatta, a week of international rowing events including Rowing World Cup opening rounds in 2013 and 2014.
- Sydney and NSW secure the Inter Dominion Harness Racing 2013 – 2015.
- Trio of sports in the Hunter - the Newcastle Jets 2011/12 A-League campaign, the Australian Diamonds v England Netball Test Match and Australia v New Zealand Rugby League Test (8, 9 and 16 October 2011).
- Castrol Edge International Test series match between the Qantas Wallabies and Scotland at Ausgrid Stadium in Newcastle will open the 2012 domestic Test season, 5 June 2012.
- NSW to host three 2013 British Irish Lions Rugby Tour games including the final Test at ANZ Stadium.
- Newcastle to host the Kellogg’s Nutri-Grain IronMan Series and IronWoman Series and will be the first of two locations to also host the Junior IronMan Classic, 22 January 2012.
- Australian Open of Surfing at Manly Beach, 11 - 19 February 2012.

Arts and Entertainment

- The Cure performed at Vivid Sydney, Sydney Opera House, 31 May - 1 June 2011.
- The Addams Family to premiere in Sydney at the Capitol Theatre from March 2013
- Strictly Ballroom the musical to have its world premiere at the Lyric Theatre from September 2013.
- Annie the musical returns to Australia, starting in Sydney at the Lyric Theatre, 5 January - 29 March 2012.
- Sydney secured *Harry Potter: the exhibition* at the Powerhouse Museum Sydney, 19 November 2011 - 18 March 2012.

- *Richard III* exclusive Sydney season at the Lyric Theatre, directed by Sam Mendes and starring Kevin Spacey, 1 - 11 December 2011.
- *An Officer and a Gentleman* musical to have its world premiere in Sydney at the Lyric Theatre from 18 May 2012.
- Sydney International Art Series featuring Picasso: Masterpieces from the Musee National Picasso at the Art Gallery of NSW, which includes over 150 works and last week
- Rafael Lozano-Hemmer, one of the world's best electronic artists opened his *Recorders* exhibition at the Museum of Contemporary Art.