



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

MEDIA RELEASE

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Mary Poppins a Major NSW Success Story

NSW Minister for Tourism, Major Events and the Arts, George Souris, today declared the Sydney production of the musical, Mary Poppins, a raging success with almost half a million people experiencing the Mary Poppins magic at the Capitol Theatre.

Mr Souris said Mary Poppins found the perfect home in Sydney with locals and visitors alike embracing this world class production starring Australia's best musical talent.

"The Capitol Theatre is experiencing 93 per cent capacity throughout the season, with 21 per cent of attendees from regional NSW and more than 11 per cent or 54,000 of patrons coming from interstate and overseas.

"Destination NSW estimates that of this 11 per cent, about 36,000 interstate and overseas visitors came to Sydney specifically to see Mary Poppins, generating up to \$20 million in new money for the State, over nine months.

"2011 has been a bumper year for major musicals in Sydney, breaking the one million ticket sales mark for major musicals in Sydney.

"The NSW economy has received in excess of \$70 million from interstate and international visitors who came specifically to see these musicals.

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

"Destination NSW's musical strategy is well on track and Sydney has re-emerged as the number one city for first run musicals as well as successful second run shows, including, Mary Poppins, Jersey Boys and Wicked.

"First run major musicals can generate \$20 million in just six months.

"This year Sydney hosted the Australian premiere of Doctor Zhivago to critical acclaim and it's going to be a very exciting year for musicals on the 2012 NSW Events Calendar.

"We will be hosting the Australian premiere of Annie and Legally Blonde and the world premiere of An Officer and a Gentleman as well as the southern hemisphere's only stage production of Richard III starring Kevin Spacey.

"In 2013 Sydney will stage the Australian premiere of The Addams Family and the world premiere of Baz Luhrmann's Strictly Ballroom – the Musical.

“Sydney is fast becoming a city that producers worldwide are choosing to premiere their musicals.

“The NSW Government is a great supporter of musical theatre. Pursuing major events including blockbuster musicals through Destination NSW forms a key part of NSW Government’s strategy to rebuild the NSW economy.

“Destination NSW working closely with the City of Sydney as part of the State’s musicals strategy to ensure CBD marketing activation for musicals opening in Sydney.

“Mary Poppins has demonstrated there is always a market for high quality productions that capture people’s imagination.

“Mary Poppins comes to end with the last performance on Saturday 17 December. Sydney has thoroughly enjoyed having Mary Poppins in our city”.