



MEDIA RELEASE

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RALLY AUSTRALIA RETURNS TO COFFS HARBOUR

Minister for Tourism and Major Events, George Souris, together with local Member Andrew Fraser, has announced that NSW has secured Rally Australia – a round of the FIA World Rally Championship - for the Coffs Harbour Coast from 12-15 September next year.

“Confirmation by the Federation Internationale de l’Automobile (FIA) that this prestige international motor sport event will be held in and around Coffs Harbour next year is great news for Regional NSW,” Mr Souris said.

“The NSW Government will build on the success of the 2011 event which attracted more than 13,000 visitors to the Coffs Coast, generated more than 64,000 bed nights and injected around \$9 million visitor expenditure into the local economy.

“Overall, Destination NSW estimates that Rally Australia 2011 generated a net economic impact of over \$12 million for the Coffs Harbour region”, the Minister said.

Coffs Harbour MP Andrew Fraser said that securing the Rally Australia event would not only benefit the local area but would have flow-on effects for the State economy.

“This is another great example of how NSW Government is working toward achieving the target of doubling overnight visitor expenditure in the State by 2020,” Mr Fraser said.

Destination NSW CEO, Sandra Chipchase, said that securing Rally Australia in 2013 provides a great opportunity to showcase the Coffs Harbour region through global television coverage.

“Rally Australia will feature some of the world’s best rally drivers as they attempt to conquer the challenging courses through some of the State’s most spectacular and rugged countryside. They will be watched by an estimated cumulative international television audience of 50 million viewers,” Ms Chipchase said.

Rally Australia Chairman, Ben Rainsford, said the organisation was grateful to again receive the NSW Government’s support for the event.

“Destination NSW’s support will ensure NSW and the Coffs Coast region are the focus of attention from all over the world by followers of the toughest motorsport championship there is,” Mr Rainsford said.

“We are proud to be selected as part of a series that also visits 12 other countries. Rally Australia will be as challenging, spectacular and exciting as any”, he said.