



# The Hon Barry O'Farrell MP

## Premier of NSW

### Minister for Western Sydney

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## MEDIA RELEASE

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Sunday 6 May 2012

### **SYDNEY SECURES ARIA MUSIC AWARDS TO 2014**

NSW Premier Barry O'Farrell today announced Sydney had secured the rights to host the ARIA Music Awards from 2012 through to 2014.

"I'm delighted we will be retaining Australia's pinnacle music event in Sydney, recognising innovation and excellence across all genres of Australian music," Mr O'Farrell said.

"Sydney is the home of the Australian music industry with the majority of Australia's recording industry based here.

"The NSW Government, through Destination NSW and ARIA, has agreed to a three year commitment that will see an increased focus on driving more visitors to Sydney.

"Sydneysiders and visitors can expect a revitalised program of music events in the week leading up to the ARIA Awards to cater to music fans and the industry alike.

"We want the leading music industry executives from around the world in Sydney for the ARIAs and this celebration of the Australian music industry.

"NSW beat off stiff competition from other States to keep the event in Sydney."

Under the arrangements there will be a new program of music in key Sydney music venues leading into the ARIA Awards. The program will support emerging musicians and the Sydney live music scene.

There will be spin-off events focused on the music industry itself. International music industry conferences involving the leading thinkers around social media and music; music law and journalism; and how to work with independent labels will all form part of a solid international music industry program.

ARIA CEO Dan Rosen said, "Sydney has been the spiritual home of the ARIAs since way back in 1987, when Australian music royalty including John Farnham and a young INXS swept the inaugural ARIA Awards ceremony held at the Sheraton Wentworth Sydney.

"Since that night the ARIAs have become Australian music's night of nights, as artists, the industry and music fans come together to celebrate the very best our music scene has to offer. We are excited to partner with NSW Government to continue to build on

this amazing history and start the next era of the ARIAs.”

ARIA Chairman Denis Handlin AM welcomed the news “We very much appreciate the great support from Premier O’Farrell and Destination NSW. We look forward to hosting the ARIAs in Sydney for a further three years as well as establishing a series of exciting new events to further develop our industry and extend the reach of the ARIAs.”

NSW Minister for Tourism and Major Events George Souris said securing the ARIA Awards was another event coup for Sydney and NSW.

“Doubling overnight visitor expenditure by 2020 is a key goal of the NSW Government and through a dedicated focus around the broadcast, programming, and tourism packaging we will aim to increase tourism numbers from markets such as New Zealand and key Asian markets from 2013 and beyond,” Mr Souris said.

“Encouraging event organisers to stage their events in Sydney and NSW is all part of the NSW Government’s determination to ensure Sydney and NSW remain the nation’s No.1 tourism and events city and state.

“Destination NSW’s events strategy is clear: keep a continuous stream of blockbuster shows, musicals, conferences, peak arts events and awards, major sporting events across all codes and festivals year round.

“In this way, tourists will be encouraged to come throughout the year with a multitude of exciting offerings and attractions across NSW.

“Other major creative industry events on the NSW Events Calendar include Vivid Sydney, the AACTA Awards, Mercedes Benz Fashion Week Australia and XMediaLab.

“Through Destination NSW we look forward to working with ARIA to build and strengthen Australia’s pinnacle music industry event.”