

MEDIA RELEASE

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Three new festivals highlight NSW Master Events Calendar

Premier Nathan Rees, together with Events NSW Chairman John O'Neill AO, today launched the NSW Master Events Calendar, saying it would generate more than \$500 million annually in direct economic impact for NSW.

Mr O'Neill said the Calendar, which is a framework and not a definitive list of all events held in NSW, is built around five recurring Anchor events held annually including three major festival seasons.

"The three major festival seasons kick off in January with **Vivacity**. **Vivacity** brings together, under one banner, Sydney's summer of events kicking off with the world famous New Year's Eve Fireworks display on Sydney Harbour and ending with the biggest celebration of Chinese New Year outside of Asia.

"Vivacity will include the highly successful Sydney Festival First Night and Sydney Festival, the New Year Cricket Test and One Day Cricket Internationals and the Medibank International Tennis at Sydney Olympic Park.

"**Vivid Sydney** will be launched in June and see the city transformed into a living canvas of music and light with the Opera House as its focal point.

"It will combine a new contemporary music and performing arts festival, curated by world renowned talents with Smart Light Sydney, which will engage the creative industries to illuminate the city with low-energy light installations, visual art/exhibitions, performance and film.

"**Crave Sydney** - to be held in October - is an international celebration of Sydney's lifestyle, art, culture, food, wine and outdoor living.

"You can expect to see world-class chefs creating gastronomic masterpieces on famous Sydney landmarks. Sydney bridges, parks and harbour islands will also be front and centre featuring the new look SMH International Food Festival, the 7 Bridges Walk and introducing new events including Breakfast on the Bridge and Island Hopping, an outdoor visual arts exhibition based on the City of Sydney's Art & About.

"An enhanced Autumn Racing Carnival and Australian Open Golf Championships, both of which will benefit from major event development efforts in collaboration with Events NSW, complete the five Anchor events.

"Sydney has staged some incredible international events including the Sydney 2000 Olympic Games, the Rugby World Cup in 2003 and World Youth Day, but it is recurring events that will ensure the ongoing success of events for NSW.



“The Calendar features a range of well-known existing events that are being transformed to make them bigger and better.

“We have developed a strong Master Events Calendar that is unashamedly economically driven and is owned by all its key stakeholders – government, tourism, business, the arts and the events industry.”

Mr O’Neill said that a specific regional events plan is under development.

“The NSW Master Events Calendar has a strong regional focus with some of our initial investments in the World Rally Championships, Tamworth Music Festival and Awards, Byron Bay Bluesfest, Dungog Film Festival and Corowa Autofest.

“The Calendar provides a strong platform for the Brand Sydney project and the development and implementation of a consistent brand that encapsulates the essence of our great city that will enable us to better market ourselves to the world.”

Media Contact:

Kate Pembroke
Head of Corporate Affairs
Events NSW
0408 486 404