

FIFA DELEGATES VISIT SYDNEY

Monday 26 July 2010

Sydney and the Hunter Valley will host FIFA representatives on a national three-day inspection tour of potential World Cup sites.

Premier Kristina Keneally today joined Chair of the NSW FIFA Bid Steering Committee and Taskforce, David Richmond, AO; Events NSW CEO, Geoff Parmenter; and representatives from Football Federation Australia and FIFA to inspect ANZ Stadium.

The FIFA Inspection Tour Delegation includes:

- Harold Mayne-Nicholls – President, Chile Football Association and Head of the Delegation;
- Juergen Mueller – FIFA Head of Event Management;
- Wolfgang Eichler – FIFA Media Officer;
- David Fowler – FIFA Marketing;
- Julio Avellar – FIFA Competitions; and
- Danny Jordaan - CEO 2010 FIFA World Cup LOC, Technical Advisor.

The delegates will tour key stadiums that will form part of NSW's part of the national bid including ANZ Stadium, Sydney Football Stadium and Newcastle's Energy Australia Stadium. If the bid is successful, a new stadium is proposed for Blacktown in western Sydney.

The delegates will also have the opportunity to tour potential training sites, team base camps, and proposed locations for key facilities such as options for FIFA Headquarters and the International Broadcast Centre.

Premier Keneally also announced this year's Breakfast on the Bridge, being held as part of Crave Sydney International Food Festival in October, will also feature a football theme.

This year local, interstate and international participants will take part in the event.

Crave Sydney International Food Festival is an anchor event on the NSW Master Events Calendar and launched last year. Further details on Breakfast on the Bridge will be announced shortly.

"NSW is backing Australia's bid to host the 2022 FIFA World Cup," Ms Keneally said.

"We are delighted the travelling FIFA delegation has chosen NSW as their first stop in Australia, and the destination where they will spend most of their time on this tour.

"This is an important milestone in the bidding process and is our opportunity to show we are ready to host a FIFA World Cup.

"Australia is a sport-loving nation and our passion for football has grown in recent years with the success of our Socceroos on the world stage.

"NSW is Australia's sporting events capital and our success in hosting major events such as the 2000 Sydney Olympic Games puts us in a strong position in the World Cup bid process."

ASIAN FOOTBALL CONFEDERATION (AFC) ASIAN CUP 2015

Last month, Premier Keneally announced NSW will also participate in and support the national bid to host the *Asian Football Confederation (AFC) Asian Cup* in 2015 – the premier football event for the region.

The AFC Asian Cup is held every four years to determine Asia's champion nation and Asia's representative in the next FIFA Confederations Cup. Qatar will host the next AFC Asian Cup on January 7-29, 2011.

Football Federation Australia will deliver its bid to the AFC Executive this week in Kuala Lumpur and the announcement of the result is expected in January 2011.

This event will bring together the top 16 sporting nations from the Asian region including Japan, China, Korea, Indonesia, Thailand, Malaysia, Singapore, India and the United Arab Emirates.

Premier Keneally said the FIFA inspection tour follows Sydney's success hosting an International FIFA Fan Fest site during the 2010 World Cup in South Africa.

Sydney was one of only six sites around the world to host a live site, visited by around half a million football fans over 31 days.

The event featured:

- 865 volunteers;
- More than 120 football matches played on the Hyundai Floating Pitch in Cockle Bay;
- 88 performances by entertainers, bands, DJs and cultural groups;
- 64 matches broadcast live from South Africa;
- 24 junior club teams in the Hyundai Goals for Grassroots competition;
- 30 football skills clinics conducted;
- 31 days and nights of activity; and
- 4 giant screens.