

**Jodi McKay**  
Minister for Tourism  
Minister for the Hunter  
Member for Newcastle



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## **VIVACITY REVEALS THE ULTIMATE SYDNEY DAY**

Minister for Tourism Jodi McKay said Tourism NSW's Vivacity campaign takes a dramatically different approach to promoting Sydney as a cosmopolitan and exhilarating global city.

Ms McKay said the centrepiece of Tourism NSW's national advertising campaign is a unique vision of Sydney Harbour which highlights the experiences available on an ultimate summer's day in the city.

"In the Vivacity campaign Tourism NSW has delivered a fresh view of Sydney which says to our key markets 'It's worth the trip, there is so much here to do and see and be a part of.'"

The campaign, titled *Vivacity – When wonderful Sydney comes out to play* will run nation-wide, in every State capital as well as in Regional NSW. The domestic campaign will feature television, print and online advertising, public relations activities and attractive new content on [www.sydney.com](http://www.sydney.com).

Tourism NSW estimates the promotion will attract an additional 13,000 visitors who will spend \$6.4 million dollars.

The Vivacity image depicts a Sydney Harbour island with a surfer representing urban beach culture, a chef revealing Sydney's alfresco dining, a lion as a symbol of city attractions and Opera Australia's, Amelia Farrugia as the face of Sydney's performing arts.

"It appears to be a fantasy but in reality visitors can enjoy all of these experiences in one ultimate summer's day," said Ms McKay.

The *Vivacity* campaign is promoting eight specific events and experiences including Chinese New Year Festival, Sydney Festival and the St George OpenAir Cinema.

Events NSW CEO Geoff Parmenter said Vivacity is one of three new Festivals at the core of the first ever NSW Master Events Calendar announced yesterday by the Premier.

"It is fair to say that in terms of events Sydney clearly owns January from the world famous New Year's Eve Fireworks display on Sydney Harbour to the biggest celebration of Chinese New Year outside of Asia," Mr Parmenter said.

The *Vivacity* campaign will promote:

- *Authenticity* – unique, real experiences only found in Sydney.
- *Electricity* – the vibe and atmosphere unique to Sydney
- *Diversity* – the sheer breadth of experiences available
- *Generosity* – the welcoming spirit of Sydney's people.

Last year Sydney received nearly 7.6 million domestic visitors up by 0.1 per cent from June 2007. Sydney received a 22 per cent increase in domestic holiday visitors in the June 2008 quarter.

The *Vivacity* campaign was designed by Singleton, Ogilvy and Mather.

“This campaign represents a new direction for selling Sydney,” said SOM's Executive Director Richard Carr. “It transcends the rational use of its icons and helps to establish a deeper, more emotive platform to help the city connect to its target audience.”

The campaign runs from October to December.

Virgin Blue are the preferred airline partner and over 30 other partners including Events NSW, Accor Hotels, CountryLink and the Sydney Harbour Foreshore Authority are supporting the campaign.

The tourism industry contributes an estimated \$24 billion to the NSW economy each year and directly employs 156,000 people.

### **Sydney Vivacity Events – When wonderful Sydney comes out to play**

- Between December and February, Sydney comes alive with *Vivacity*, a spectacular calendar of festivals, sporting events, shows, concerts, outdoor activities and fun. When this harbour wants to shine there is no place on earth with such character, warmth, charisma and natural beauty. There simply is no place in the world like Sydney.
- **2008 Sydney New Year's Eve: 31 December 2008**  
Join the celebrations and take a front row seat on Sydney Harbour to enjoy the best fireworks in the world. The program includes a 9pm family fireworks show, Harbour of Light parade, spectacular bridge effect and the world renowned midnight fireworks that continue to make Sydney the New Year's Eve capital of the world.  
[www.cityofsydney.nsw.gov.au/nye](http://www.cityofsydney.nsw.gov.au/nye)
- **Sydney Festival 2009: 10 - 31 January 2009**  
Sydney's annual mega-event is a celebration of music, dance and theatre featuring the world's hottest and most innovative acts. Don't miss Festival First Night which will transform Sydney's laneways, streets and parklands into one big party on January 10. Sydney will be dancing to major international stars in the Domain as well as beats from around the world in

Angel Place, a romantic gypsy wonderland in Hyde Park and in a wonderful dance precinct in Martin Place. [www.sydneyfestival.org.au](http://www.sydneyfestival.org.au)

- **Medibank International Sydney: 11 -17 January 2009**  
Experience world-class tennis featuring the world's number one - and two-ranked female players, Jelena Jankovic and Serena Williams, and this year's Australian Open finalist, Jo-Wilfred Tsonga, with a cast of others including Lleyton Hewitt who will be back, hungry for his fifth tournament crown.  
[www.medibankinternational.com.au](http://www.medibankinternational.com.au)
- **St George OpenAir Cinema: 12 January – 21 February 2009**  
Experience Sydney at its al-fresco best with a movie by Sydney Harbour and the Sydney Opera House as a backdrop. A selection of gourmet treats, fine wine and Sydney's silky summer evening air complete this feast of film.  
[www.stgeorgeopenair.com.au](http://www.stgeorgeopenair.com.au)
- **Australia Day Celebrations: 26 January 2009**  
Sydney remembers the arrival of the First Fleet with a spirited program that celebrates Australia's past and present. Head to Darling Harbour or Hyde Park to join the festivities or find a spot on the harbour and watch the Tall Ships, tugs, ferries, barges and vessels pass by in the official Australia Day Parade.  
[www.australiaday.com.au](http://www.australiaday.com.au)
- **Chinese New Year Festival: 23 January – 15 February 2009**  
Say goodbye to the rat and hello to the ox in true Sydney style with parades, markets, food, dragon boats, fireworks and plenty of noise. The headline event of the biggest Lunar New Year celebrations outside Asia is the spectacular Twilight Parade on February 1.  
[www.cityofsydney.nsw.gov.au/cny](http://www.cityofsydney.nsw.gov.au/cny)
- **Mazda Opera in the Domain: 31 January 2009**  
Put the champagne on ice, pack the picnic and head to the Domain for one of the harbour city's favourite free nights out under the stars. Two passionate one-act operas will transport you to the heart of southern Italy: Cavalleria rusticana and Pagliacci. Performed by Dennis O'Neill, Jonathan Summers, Nicole Youl and Amelia Farrugia with the Opera Australia Chorus and Australian Opera and Ballet Orchestra conducted by Maestro Andrea Licata.  
[www.opera-australia.org.au](http://www.opera-australia.org.au)
- **Commonwealth Bank Series: 23 January and 8 February 2009**  
Sydney's in for a thrilling summer of one-day cricket on the hallowed turf of the Sydney Cricket Ground with action packed one-day games when Australia plays South Africa and New Zealand.  
[www.cricket.com.au](http://www.cricket.com.au)

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