



IFEA WORLD FESTIVAL & EVENT CITY



**SYDNEY - AUSTRALIA'S GLOBAL CITY:
VIBRANT, COSMOPOLITAN, CREATIVE
AND NATURALLY BEAUTIFUL**



Image: Sydney New Year's Eve (credit: Fred Taylor)



On behalf of the New South Wales (NSW) Government, I strongly believe Sydney should be selected to receive the IFEA World Festival and Event City Award.

Sydney is Australia's global city – vibrant, cosmopolitan, creative and naturally beautiful.

As well as playing host to some of the world's biggest international events including the 'best ever' Sydney 2000 Olympic Games, our city offers a range of exciting world famous events including Sydney New Year's Eve, Sydney Festival, Sydney Gay and Lesbian Mardi Gras, Vivid Sydney and Crave Sydney.

Sydney offers residents and visitors an eclectic, year-round choice of sport, business, arts entertainment, cultural and lifestyle events, in an array of world class stadiums, theatres and performance spaces.

Sydney's major events and cultural assets create the backbone to the city's attractiveness as a place to live, work and visit.

The NSW Government through Events NSW is committed to a strong events program through the NSW Master Events Calendar. We are constantly working on improving established events, developing new events and bidding against cities across the globe for the best events on offer.

Sydney is the events capital of Australia and one of the leading events cities of the world.

Yours Sincerely

**The Hon. Kristina Keneally MP
NSW Premier**



CONTENTS

Introduction	Sydney – Festival and Event Host City	5
Section 01.	Community Overview	9
Section 02.	Community Festivals and Events	29
Section 03.	Governmental Support of Festivals and Events	51
Section 04.	Non-Governmental Community Support of Festivals and Events	69
Section 05.	Leveraging Community Capital Created by Festivals and Events	84
Section 06.	Extra Credit Programs, Services, Resources and Activities	101

Image: Vivid Sydney 2009, The Rocks Fire Water

Introduction

SYDNEY – FESTIVAL AND EVENT HOST CITY



Image: Crave Sydney, Breakfast on the Bridge (credit: Hamilton Lund)

SINCE THE ESTABLISHMENT OF EVENTS NSW IN LATE 2007, MORE THAN 25 NEW EVENTS HAVE BEEN ACQUIRED FOR SYDNEY, THREE NEW ANNUAL FESTIVALS HAVE BEEN CREATED – TO BECOME VALUABLE ASSETS BY 2015 – AND MAJOR TRANSFORMATIONS OF EXISTING EVENTS ARE STARTING TO PAY DIVIDENDS.

Festivals and events in Sydney showcase the expertise, facilities, creativity and energy which make it a world class city, day in, day out. Sydney is a vibrant international city. Its globally recognised creative, cultural and sporting life is reflected in large festivals and events which fill its many stadia, streets, theatres, galleries, parks, harbour and performance spaces.

The New South Wales (NSW) Master Events Calendar offer residents and visitors an eclectic choice of sport, arts, entertainment, business and cultural events designed to highlight Sydney's vibrancy, creativity and unmatched way of life. Through this recurring managed annual Calendar, innovative and commercial strategies boost Sydney's economy and

reputation. Helping to attract further investment, create jobs, engender community pride and drive tourism.

Sydney has an exemplary record in securing and hosting mega, one-off events, rivaled by few cities in the world. Sydney has hosted three of the world's five biggest events in the past decade, the "best ever" Olympic and Paralympic Games in 2000, *Rugby World Cup in 2003* and *World Youth Day* in 2008.

Since the establishment of Events NSW in late 2007, more than 25 new events have been acquired for Sydney, three new annual festivals have been created - to become valuable assets by 2015 - and major transformations of existing events are starting to pay dividends.



Image: Sydney Festival First Night 2009 (credit: Jamie Williams)



Sydney's major events and cultural assets create the backbone to the city's attractiveness as a place to live, work and visit. It is a culturally diverse and sophisticated city that draws strength from its residents and visitors, and one of the world's best-known city brands, boasting countless renowned attractions and international icons.

For the third year in a row, Sydney ranked in the top three cities in the world in the Anholt City Brands Index and was recently the only Australian city to win a coveted top ten place in the *Travel & Leisure* 2010 World's Best Awards, ranking number six of the World's Best Cities, ahead of London, Paris and New York.

The recent PriceWaterhouseCoopers 'Cities of Opportunity' survey ranked Sydney joint

number one with London, New York and Paris from among 20 global cities for its art and entertainment scene.

In June 2008, after a comprehensive community consultation process, the City of Sydney announced *Sustainable Sydney 2030*, a vision for a green, global and connected city by 2030¹. Ten strategic directions form the basis of the plan, including global competitiveness and innovation, environmental leadership, integrated transport, a city for walking and cycling, sustainable development and enhancing the existing cultural and creative environment. Part of *Sustainable Sydney 2030* is the attraction of international sporting and cultural events that are fundamental for creating a city that is economically prosperous, liveable, inclusive and culturally alive.

In 2010 the "Brand Sydney" initiative was launched, through the Greater Sydney Partnership, supporting Sydney's global positioning as leading Australia on the world's stage; unifying, inspiring and promoting the city and its community. Festivals and events are central to the implementation of this strategy.

The development of a "Brand Sydney" hallmark and broad spectrum colour palette represented the vibrancy and free thinking nature of the city. This look and feel has been used in this presentation document to connect all the various elements to provide a cohesive visual identity.

Images left to right: Vivid Sydney 2009, Brian Eno's Lighting the Sails; Harbour Bridge fireworks; Sydney Festival First Night 2010 Rogues Gallery (credit: Prudence Upton)

1. Sydney Sustainable 2030, City of Sydney Strategic Plan, 2008

SECTION 1.0

COMMUNITY OVERVIEW



Image: Vivid Sydney 2010, The Rocks Fire Water



1.1 SYDNEY AS A METROPOLITAN CITY

Sydney is Australia's lifestyle, business, media and creative capital, the international aviation gateway, a leading Asia Pacific financial centre and the nation's economic powerhouse, alone accounting for 25 per cent of Australia's gross domestic product.

With a culturally diverse population and over 200 languages spoken, Sydney is one of the world's best-known city brands, boasting renowned attractions and international icons.

Sydney is the capital city of New South Wales (NSW), Australia's largest State and home to one-third of the country's population.

The Sydney Metropolitan Area, classified as the Sydney Statistical Division by the Australian Bureau of Statistics (ABS), covers 12,137km² and is made up of 43 Local Government Areas (LGA) covering 300 suburbs.

As of June 2009, Sydney's Statistical Division had an estimated resident population of 4,504,469².

The City of Sydney is one of the 43 LGAs within the Sydney Statistical Division (Sydney Metropolitan Area). The city lies at the heart of the economic centre of Sydney and includes the metropolitan Central Business District (CBD) and CBD fringe areas.

	Estimated Resident Population ¹	Area ²
New South Wales	7,134,421	801,135 km ²
Sydney Statistical Division	4,504,469	12,137km ²
Current City Population	177,920	27 km ²

1. Year ending June 2009, Source: Australian Bureau of Statistics – Regional Population Growth, Australia, 2008–2009
2. Source: Australian Bureau of Statistics – National Regional Profile, 2004–2008

Images left to right: Sydney Festival First Night (credit: Prudence Upton); Sydney Mardi Gras (credit: Richard Kendall)

2. Preliminary updated estimates based on 2006 Census data and are still subject to revision and will not be considered final until after the 2011 Census.



1.2 PRIMARY FESTIVAL AND EVENT VENUES

Sydney is a city buzzing with new venues and ideas for delivering the most unique and vibrant events in the world. **The city offers residents and visitors an eclectic, year-round choice of sport, business, arts, entertainment, cultural and lifestyle festivals and events in an array of world class stadia, theatres, performance spaces, and outdoor venues.**

Image: Sydney International FIFA FanFest Opening Night, Darling Harbour



Having proved to be a stellar location during the *Sydney 2000 Olympic Games*, Sydney Olympic Park has continued to grow and evolve into Australia's most important and diverse urban precinct surrounded by one of the largest urban parklands in the world³. It is now one of the world's premier event locations boasting nine world-class venues and more than 100 different function spaces. It offers both visitors and locals an amazing selection of leisure, entertainment, cultural, sporting and educational activities. Just 14 kilometres from the CBD, the Park has its own railway station, excellent bus and ferry services, parking for 10,000 cars, and extensive cycleways through its parkland.

Sydney CBD boasts dozens of stadia and arenas, from the iconic Sydney Opera House, to the Capitol and Lyric Theatres, and the 45,500-seat Sydney Football Stadium,

which sits right next door to the 46,000 capacity Sydney Cricket Ground⁴.

Sydney itself is an unrivalled venue. Its wide, open community spaces and recreation areas, including its harbour and more than 20 beaches, allows Sydney to capitalise on its outdoor lifestyle and natural venue locations right on its doorstep.

From opening the harbour islands to the public during *Sydney Harbour Island Hopping* as part of the *Crave Sydney International Food Festival*, to closing the city streets and laneways to host *Sydney Festival First Night*, the *Chinese New Year Festival Parade* and the *Sydney Gay and Lesbian Mardi Gras* celebrations, Sydney-siders and visitors alike embrace these events and the city's streets and spaces in their millions each year.

Major parks on the harbour foreshore become viewing platforms, for film screenings at *St George Openair Cinema* and *Australia Day* celebrations, and footpaths become tracks for sporting events, for example the *Triathlon ITU World Championship Series*.

One of the competitive advantages developed by Sydney in events over recent years is its capacity to mobilise and integrate a number of relevant State and city government agencies and departments when activating the city in this way. Road closures, traffic and crowd management, policing and security, public safety and cleaning now roll out for such events in an extremely efficient and well-rehearsed manner.

Images left to right: Sydney Festival, Dawn Chorus at Balmoral Beach (credit: Prudence Upton); Crave Sydney, Sydney Harbour Island Hopping; Dextro Energy Triathlon 2010 Sydney ITU World Championship Series (credit: Barry Allsop)

3. As at August 2010, source: <http://www.sydneyolympicpark.com.au>
 4. As at August 2010, source: <http://www.sydneycricketground.com.au>

THE CBD BOASTS DOZENS OF STADIA AND ARENAS, FROM THE ICONIC SYDNEY OPERA HOUSE, TO THE CAPITOL AND LYRIC THEATRES, AND THE 45,500-SEAT SYDNEY FOOTBALL STADIUM, WHICH SITS RIGHT NEXT DOOR TO THE 46,000 CAPACITY SYDNEY CRICKET GROUND.



Image: Edinburgh Military Tattoo 2010 (credit: Hamilton Lund; Sydney Cricket & Sports Ground Trust)

“EVENTS NSW RECOGNISED FROM THE OUTSET THAT SYDNEY OPERA HOUSE HAD A MAJOR ROLE TO PLAY IN AN EVENTS LED PROGRAM TO POSITION SYDNEY AS A GLOBAL CITY FOR EVENTS.”

Richard Evans, Chief Executive Officer, Sydney Opera House

Sydney uses its iconic assets as integral part of its major festivals and events.

The Sydney Harbour Bridge is an enormously valuable asset to events in Sydney. It has been employed for a wide range of events in Sydney, from suspending state of the art technology designs to hosting the world famous *Sydney New Year's Eve* fireworks, the annual *Sydney Marathon* and providing a unique venue for Sydneysiders and visitors to enjoy a picnic during *Crave Sydney Breakfast on the Bridge*, with the world watching on.

The wonderfully-situated Sydney Opera House is central to *Vivid Sydney*, a new annual festival of light, music and ideas, featuring the stunning illumination of the Sydney Opera House sails, captured by media around the world.

Government agencies are involved in events in many ways, one of which is using events to raise the profile of their venues, attract a broader visitor demographic and raise revenue to maintain their assets. Some government owned venues are used by private event organisers to stage their events. For example, The Botanic Gardens Trust provides its land for numerous events ranging from corporate events to community fundraisers to public concerts.

Each of Sydney's primary indoor and outdoor festival and event venues offer incredible diversity, all having the appropriate infrastructure to facilitate festivals and events, large and small, with access to all necessary services and utilities, including power and water.

Support material 1:a – Sydney's primary indoor and outdoor festival and event venues.

Image: Vivid Sydney 2010, Laurie Anderson's Lighting the Sails





THE AMBULANCE SERVICE OF NSW IS AN INTEGRAL AND DYNAMIC PART OF THE NSW HEALTH SYSTEM AND ONE OF THE LARGEST AMBULANCE SERVICES IN THE WORLD.

1.3 HOSPITAL AND EMERGENCY RESPONSE

On many occasions Sydney has proven its capacity to successfully host national and international festivals and events within a safe and secure environment. The *Sydney 2000 Olympic Games*, *Rugby World Cup 2003*, *World Youth Day 2008* and *Sydney World Masters Games 2009* are all testament to this statement.

Australia's health care system offers the highest standard of public and private sector health services and providers. Australia ranks in the top ten of the world's developed countries for the majority of key health indicators.

There are 26 major hospitals located in Sydney, with a total of 11,500 beds⁵. The main hospitals servicing the city are Sydney Hospital, Royal North Shore Hospital, Royal Prince Alfred and St Vincent's Hospital which are in very close proximity to the CBD.

In the nearby Western Metropolitan Area, hospital facilities are also excellent. Concord Hospital is the second-busiest acute care hospital in NSW and Westmead Hospital has 975 beds and is a specialised tertiary referral hospital. Both these major hospitals are within 15 kilometres of one of Sydney's major events precincts, Sydney Olympic Park.

The Ambulance Service of NSW is an integral and dynamic part of the NSW health system and one of the largest ambulance services in the world. They have proven performance in supporting local and major international events.

The NSW Police Force is Australia's largest police organisation and one of the biggest in the English-speaking world. Operating on land, air and sea, they have a total strength of 15,633 officers, with 2,620 officers working in the Sydney Metropolitan Area⁶. The force regularly provides support for events and festivals, and to ensure real-time resolution of operational issues and facilitate a safe/secure event, a Police Operations Centre (POC) is activated during major events.

Together with the Roads and Traffic Authority (RTA) these services are a key part of the city's risk management planning for events.

5. Source: www.health.nsw.gov.au

6. As at June 2010, source: www.police.nsw.gov.au



1.4 HOTEL ROOMS AVAILABLE

Sydney has some of the best hotels in the Asia Pacific region. As at March 2010 there were almost 20,000 rooms in three, four and five star categories, including 28 five-star hotels with nearly 8,100 rooms (excluding serviced apartments and motels)⁷. The hotels range from city centre to beach front locations.

Each year there are high and low seasons for tourism and hotel occupancy rates. During high season the hotels are near to capacity and amenities and attractions are generally very busy. During the low season considerable excess capacity exists. Therefore, the seasonal placement of a festival or event is an important consideration for Sydney.

1.5 ACCESS SYDNEY

Sydney International Airport is Australia's international aviation gateway and domestic airport with an average of 90,000 passenger movements each day. It is situated 9 kilometres from the Sydney CBD with road and rail access. The airport accounts for half of all Australia's international passengers, servicing 45 international airlines. In 2009 Sydney International Airport handled 33 million passenger movements, including 10.6 million international passenger movements⁸.

Image: Vivid Sydney 2010, Macquarie Visions

7. Australian Bureau of Statistics, 8635.0.55 Tourist Accommodation, Small Area Data, March 2010

8. As at December 2009, source: www.sydneyairport.com.au





Carrying two million passengers every weekday on rail, bus, ferry, light rail, monorail, taxi and water taxi services, Sydney's comprehensive public transport network has proven performance in supporting major national and international festivals and events.

Support material 1:b

One of the primary event precincts, Sydney Olympic Park, has its own railway station which is linked to the main rail network.

In many instances the ticket price for an event includes travel on public transport at no additional cost, for example, *World Youth Day 2008* and *Lions Clubs International Convention* in 2010.

Event organisers often carry public transport messages in their event marketing communications. For example throughout *Crave Sydney* the NSW Government, in cooperation with the Roads and Traffic Authority (RTA), encouraged participants to take public transport.

Support material 1:c

The community's willingness to adopt special event measures in relation to major events, demonstrated by the cities success of travel demand management strategies and the use event-dedicated routes where necessary, is testament to their support of festivals and events.

**SYDNEY'S COMPREHENSIVE
PUBLIC TRANSPORT
NETWORK HAS PROVEN
PERFORMANCE IN
SUPPORTING MAJOR
FESTIVALS AND EVENTS.**

Image: Crave Sydney, Breakfast on the Bridge



1.6 PARKING AVAILABILITY

Extensive parking facilities exist in Sydney, including free and street metered parking. There are a large number of paid parking stations throughout the city run by both local government and private organisations.

Special parking is considered for festivals and events taking place in the city as required. Signposts are located close to all meters confirming pay parking hours in the area, with street signs taking priority over parking information displayed on meters, for example, in the event of Special Event Clearways and road closures. Park and ride facilities are set up for events as required.

Sydney Olympic Park has parking for 180 coaches and 10,000 cars, plus a large number of additional accessible parking for a number of the different venues within the Park. Other primary event venues also have ample parking. The Sydney Entertainment Centre has 1,900 parking spaces, Darling Harbour has 4,000 parking spaces, and Rosehill Gardens and Royal Randwick racecourses have 5,000 spaces at each venue.

Although there is abundant public parking in the city, the NSW Government transport agencies actively promote the use of public transport to event and non-event public during festivals and events

**SPECIAL PARKING IS
CONSIDERED FOR FESTIVALS
AND EVENTS TAKING PLACE IN
THE CITY AS REQUIRED.**

Images left to right: Chinese New Year Festival (courtesy: City of Sydney); Sydney Half Marathon; Sydney Festival First Night 2010 (credit: David Clare)

1.7 WALKING PATHS AND CYCLEWAYS

In all precincts, Sydney is a city made for walking, with a network of special walking tracks all around Sydney Harbour.

A number of events take advantage of the city walking paths. *Seven Bridges Walk* incorporates seven of the city's best-known bridges, circling Sydney's Harbour from the iconic Harbour Bridge, through the bays of the Inner West, to the mouth of the Parramatta River and across the lower Sydney North Shore. *Sculpture by the Sea* transforms the Bondi to Tamarama coastal walk along the Pacific Ocean with over 100 sculptures by artists from across the world.

The NSW Government in partnership with the City of Sydney are committed to making Sydney a cycling city. At the heart of *Sustainable Sydney 2030* is a commitment to a safe, convenient and sustainable 200 kilometre cycle network, up to 55 kilometers of which is separated from traffic.

This is also demonstrated in their joint sponsorship of the annual *Spring Cycle* in October, a recreational cycling event where thousands of cyclists of all ages and abilities join together to cycle through some of the most picturesque surroundings of the city, including experiencing riding across the Harbour Bridge in a lane dedicated to the Spring Cycle, ending up at Sydney Olympic Park.

The Live Green Cycling Map, an initiative by the City of Sydney, provides residents and visitors with information about the best off-street and low-traffic routes for bikes in the Inner City.



Images top to bottom: Sydney Festival First Night; Crave Sydney 2009, Art & About

1.8 ANNUAL ESTIMATED CITY VISITORS ATTRIBUTED TO FESTIVALS AND EVENTS

As host to world renowned events, year in year out, including the spectacular *Sydney New Year's Eve* fireworks display, the largest celebration of Chinese New Year in terms of participating numbers outside Asia, a major celebration of diversity in *Sydney's Gay and Lesbian Mardi Gras Festival*, and a multitude of sporting and entertainment events, **Sydney's festivals and events alone attract hundreds of thousands of visitors to the city each year.**

Events NSW conduct extensive research across events on the NSW Master Events calendar. This research provides key insights, such as participant satisfaction, participant profiling and visitor travel patterns. Importantly, this research provides feedback in regard to the contribution

each event makes in terms of injecting money into the NSW economy via interstate and overseas visitation.

In the year to June 2009, 2.6 million international visitors (cumulative) came to the Sydney metropolitan area, representing more than half of all international visitors to Australia⁹.

In the same period, 7 million domestic visitors (cumulative) came to Sydney, representing over 40% of all domestic travel in Australia¹⁰.

In financial year ending June 2009, an estimated 942,000 international visitors and 810,000 domestic visitors (cumulative) came to Sydney specifically to attend festivals and events.

These visitors stayed at least one night in Sydney, contributing to the economy by injecting money into the hospitality and tourism industries, in turn demonstrating the strategy of using events as a means to drive visitation outcomes.

Activity	International Visitors (000)	Domestic overnight visitors (000)
Theatre, concerts or other performing arts	396.5	411.1
Festivals / fairs or cultural events	356.6	171.2
Organised sporting event	189.5	228.4
Sydney total	942.6	810.7

Cumulative figures. Source: Tourism New South Wales (July 2010)

9. Tourism NSW, Sydney Tourism Statistics (Report ending June 2009)

10. Tourism NSW, Sydney Tourism Statistics (Report ending June 2009)



FEBRUARY DEALS A FULL HOUSE

It was a numbers game in Sydney during February 2010 and the figures were more than impressive. Four events - *Top Gear Live*, *Edinburgh Military Tattoo*, *Chinese New Year Festival*, and the *Sydney Gay and Lesbian Mardi Gras* – delivered more than 60,000 unique visitors and \$50 million in net economic benefit for the State, with hotels reporting 97 per cent occupancy rates¹¹.

Image: Chinese New Year Festival (courtesy: City of Sydney)

SECTION 1 – SUPPORTING MATERIALS

a. Sydney's primary indoor and outdoor festival and event venues

Venue	Estimated Capacity	Indoor/outdoor	Example of event/festival
Sydney Olympic Park	15,000	Outdoor/Indoor	V8 Supercars
Aquatic Centre	7,700	Indoor	Sydney Olympic Games
Sports Centre	5,000	Indoor	Australia vs Jamaica Netball Test 2010
Hockey Stadium	4,000	Indoor	Women's Champion Trophy Hockey 2009
Tennis Centre	10,500 (centre court)	Outdoor/Indoor	Medibank International Tennis (ATP and WTA Tour Event)
Archery Centre	1,000	Outdoor/Indoor	Sydney Olympic Games
Sydney International Equestrian Centre	7,150	Main Arena + Indoor Arena	Sydney Olympic Games
Sydney Showground Dome	10,000	Indoor	Sydney Royal Easter Show
Sydney International Regatta Centre	1,000 (pavilion); 30,000 (outdoor)	Outdoor/Indoor	Sydney Olympic Games
Sydney Showground	15,000	Outdoor/Indoor	Sydney Royal Easter Show
ANZ Stadium	83,000	Outdoor/Indoor	Rugby World Cup Final 2003, Ben Hur Stadium Spectacular 2010
Sydney Cricket Ground	46,000	Indoor/Outdoor	Test Cricket Series Australia v Pakistan
Sydney Football Stadium	45,500	Indoor/Outdoor	Sydney Festival of Football, Edinburgh Military Tattoo
CUA Stadium	22,000	Outdoor/Indoor	National Rugby League (NRL)
Toyota Stadium	22,000	Outdoor/Indoor	National Rugby League (NRL)
Campbelltown Sports Stadium	21,000	Outdoor/Indoor	Football / Athletics
Acer Arena	21,000	Outdoor/Indoor	Top Gear Live
IBO World Cruiserweight Title fight Belmore Sports Ground	25,000	Outdoor/Indoor	National Rugby League (NRL)
Brookvale Oval	23,000	Outdoor/Indoor	National Rugby League (NRL)
Parramatta Stadium	20,741	Outdoor/Indoor	Deepvali Festival

SECTION 1 – SUPPORTING MATERIALS

a. Sydney's primary indoor and outdoor festival and event venues

Venue	Estimated Capacity	Indoor/outdoor	Example of event/festival
Leichhardt Oval	20,000	Outdoor/Indoor	National Rugby League (NRL)
North Sydney Oval	20,000	Outdoor/Indoor	ICC Women's Cricket World Cup 2009
Blacktown Olympic Park – AFL/Cricket	10,000	Outdoor/Indoor	Softball Women's State Championships
Sydney Entertainment Centre	12,500	Indoor	Lions Club International Convention
Sydney Convention and Exhibition Centre	25,000	Indoor	Song Summit 2010
Sydney Harbour Bridge	6,000 (seated)	Outdoor	Sydney New Year's Eve, Breakfast on the Bridge, Sydney Marathon
Darling Harbour	120,000	Outdoor	Australia Day, International FIFA Fan Fest Site, Darling Harbour Fiesta
Sydney Harbour	n/a	Outdoor	Rolex Sydney Hobart Yacht Race
Sydney Harbour Islands	n/a	Outdoor/Indoor	Sydney Harbour Island Hopping
Sydney Opera House	5,678	Indoor	Vivid Sydney, Australian Ballet, Sydney Symphony Orchestra, Opera Australia
Wharf Theatre	330	Indoor	A Streetcar Named Desire starring Cate Blanchett
Sydney Harbour Foreshore Authority – The Rocks Precinct	10,000	Outdoor	Vivid Sydney - The Rocks Fire Water
City of Sydney Central Business District (various outdoor spaces)	n/a	Outdoor	Sydney Festival First Night; World Youth Day 2009
The Domain (Parkland)	90,000	Outdoor	Movie Extra Tropfest, World Youth Day 2009
Royal Botanical Gardens	n/a	Outdoor	St George Openair Cinema
Centennial Park	38,000	Outdoor	World Youth Day 2008
ES Marks Field, Centennial Park	8,000	Outdoor/Indoor	Track and Field
Parramatta Park	80,000	Outdoor	Sydney Festival First Night – A.R. Rahman Concert
Hyde Park	n/a	Outdoor	Festival First Night; Crave Sydney Night Noodle Market

SECTION 1 – SUPPORTING MATERIALS

a. Sydney’s primary indoor and outdoor festival and event venues

Venue	Estimated Capacity	Indoor/outdoor	Example of event/festival
Australian Technology Park, Conference and Exhibition Centre	5,000 (exhibition hall)	Indoor	MTV Australian Music Awards 2008
Capitol Theatre	2,094	Indoor	Wicked
Lyric Theatre Star City	2,080	Indoor	World Premiere of Dr Zhivago
Theatre Royal	1183	Indoor	Jersey Boys
CarriageWorks	272 – 800 (Theatres) 1,500 (foyer)	Indoor	Sydney Children’s Festival
Overseas Passenger Terminal	1,500 (Customs Hall) 400 (Cargo Hall)	Indoor	Rosemount Australian Fashion Week
China Town	n/a	Outdoor	Chinese New Year Festival Parade
Luna Park	2950	Outdoor/Indoor	Luna Park 75th Birthday Celebrations
Art Gallery of New South Wales	1000	Inside	The First Emperor - China’s Terracotta Army Exhibition, Monet Exhibition
Museum of Contemporary Art	750	Inside	Creative Sydney, as part of Vivid Sydney
Dee Why Beach	n/a	Outdoor	Commonwealth Bank Beachley Classic (Surfing) – richest female surfing event in the world
Bondi Beach	n/a	Outdoor	Sculpture by the Sea
Eastern Creek International Raceway	100,000	Outdoor/Indoor	Street Machine Supernats, A1s
Royal Randwick Racecourse	45,000	Outdoor/Indoor	Derby Day Sydney Cup day, World youth Day Papal Mass
Rosehill Gardens Racecourse	35,000	Outdoor/Indoor	Golden Slipper – World’s richest 2 year old race Australian camping and Caravan Show 15,000 (Showring)
Fox studios entertainment quarter including Horden Pavilion and Hall of Industries	1,800 (Forum Hall)	Outdoor/Indoor	Sydney Gay and Lesbian Mardi Gras Closing Party
Canterbury Racecourse	20,000	Outdoor/Indoor	Horse Racing
Menangle Park Paceway	15,000	Outdoor/Indoor	Miracle Mile
Harold Park Paceway	15,000	Outdoor/Indoor	Harness Racing

SECTION 1 – SUPPORTING MATERIALS

b. Overview of Sydney's public transport network

Transport Information provides public transport users with real-time information to plan efficient journeys on trains, buses and ferries in the Greater Sydney Metropolitan Area and is available online 24 hours a day at www.131500.com.au.

Buses

With one of the largest and most modern fleets in Australia, Sydney buses cover approximately 300 routes with more than 1,900 buses. Extremely user-friendly, Sydney buses travel throughout the city. In the city centre a CBD shuttle operates free of charge. Shuttle buses operate to and from the domestic and international terminals at Sydney Airport from various locations around the city.

Ferries

Sydney Ferries have an extensive network connecting 39 harbourside destinations. Regular services operate to a number of locations around the harbour, including primary event and festival locations including Sydney Olympic Park

and Darling Harbour. A popular form of transport for both commuters and visitors, ferries take in the sights of Sydney's harbour as well as many other water destinations. Sydney Ferries were instrumental in Sydney Harbour Island Hopping. The entire Sydney Ferries fleet is wheelchair accessible with 20 accessible ferry wharves.

Trains

The comprehensive CityRail network is a convenient way to get around Sydney and is especially useful for travel to Sydney's outer suburbs, as well as to Sydney Olympic Park. The network is one of the world's most complex with an average of one million trips made each weekday. The fleet of over 1,500 carriages travels through 1,595 km of mainline track, across 888 bridges, through 46 km of tunnels and stop at 307 stations. An Airport Link rail service to and from the domestic and international airport sees trains departing every ten minutes during peak hour.

Metro Monorail

Sydney's Metro Monorail is one of the few above-ground rail systems in the world. The circular route winds through the city centre and around Darling Harbour, one of the world's leading waterfront leisure and entertainment destinations visited annually by 28 million people. The Metro Monorail is accessible for people with disabilities.

Light Rail

The Light rail is an environmentally friendly means of travel within the centre of the city. The Light Rail is accessible for people with disabilities.

Taxi

NSW is served by the largest network of taxis in Australia with a fleet of around 6,000 taxis and more than 22,000 taxi drivers.

Water Taxi

Water taxis are available at all jetties around Sydney Harbour.

SECTION 1 – SUPPORTING MATERIALS

b. Overview of Sydney's public transport network – continued



SECTION 1 – SUPPORTING MATERIALS

- c. Notice to the public – ‘*Travelling to Crave Sydney events*’

Travelling to Crave Sydney events



The best way to get to each of the Crave Sydney events is by leaving the car at home and using public transport. To plan your trip go to 131500.com.au or call Transport Info on **131 500**. For up to date traffic information please visit www.rta.nsw.gov.au or call **132 701** for details.

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SECTION 2.0

COMMUNITY FESTIVALS AND EVENTS

SYDNEY HAS AN EVENTS STRATEGY OF INTERNATIONAL STANDARD THAT IS PROMOTING OUR VIBRANT AND FREE-THINKING CITY, AND UNMATCHED WAY OF LIFE TO THE WORLD.



Image: Sydney Autumn Carnival



THE NSW MASTER EVENTS CALENDAR FORMS THE BACKBONE OF AN INTEGRATED, WHOLE-OF-GOVERNMENT AND INDUSTRY-WIDE APPROACH TO EVENTS.

The NSW Government through Events NSW positions Sydney and NSW as preferred destinations for events and is committed to a strong, managed events program through the NSW Master Events Calendar.

Built around five annual 'anchor events', including three new festivals, the Calendar transforms the program of events in Sydney. It offers a diverse range of cultural, entertainment, lifestyle and sport events to residents and visitors. At its core are the internationally recognised annual festivals and events.

Support material 2:a – 2010 NSW Master Events Calendar (as at June 2010)

The Calendar encompasses drawcard events capable of unlocking the economic and city branding potential that our outstanding festivals and events can offer.

Five annual 'anchor' events:

- *Vivacity, New Year in Sydney*, including the world famous *Sydney New Year's Eve* celebrations and *Sydney Festival*
- The newly transformed *Sydney Autumn Racing Carnival* (horse racing)
- *Vivid Sydney, Festival of Light, Music and Ideas*, featuring the stunning illumination of the Sydney Opera House
- *Crave Sydney International Food Festival*, featuring *Breakfast on the Bridge*
- *Australian Open Golf Championship*

Support material 2:b – Sydney's Features Events in 2010

Support material DVD 1: NSW Master Events Calendar Highlights 2009/2010

The NSW Master Events Calendar forms the backbone of an integrated, whole-of-government and industry-wide approach to events. It guides private and public sector event partners into a successful collaboration, with significant benefits to Sydney's standing as a 'Global City'. Continuous work is undertaken to improve established events, develop new events and bid across the globe for the best events on offer.

Sydney has a well-deserved international reputation for excellence in staging diverse and successful major community festivals and events. This major events stamp of excellence continues to reap results for the people of Sydney, positions Sydney as a global event host city and provides a huge boost to the economy.



Major one-off sporting, entertainment and cultural events staged in the last decade include:

- Sydney 2000 Olympic Games
- Sydney 2000 Paralympic Games
- ATP Tennis Masters Cup 2001
- 2002 Gay Games
- Rugby World Cup 2003
- Maccabi International Games 2006
- Asia Pacific Economic Cooperation (APEC) Forum 2007
- FIFA Congress 2008
- World Youth Day 2008 (including a Papal visit)
- Rugby League World Cup 2008
- FIA World Rally Championship Series round 2009
- Sydney 2009 World Masters Games
- ICC Women's Cricket World Cup 2009
- Women's Championships Trophy Hockey 2009
- Edinburgh Military Tattoo 2010
- Lions Clubs International Convention 2010
- International FIFA Fan Fest™ 2010 (Sydney was Australia and Asia's exclusive Official FIFA Fan Fest™ City for 2010 FIFA World Cup)
- Dextro Energy Triathlon ITU World Championship Series 2010

SYDNEY

Image: Medibank International Sydney

THE FOLLOWING CASE STUDIES ARE EXAMPLES OF SYDNEY'S DIVERSE AND SUCCESSFUL FESTIVALS AND EVENTS

(supported by the accompanying DVD)

SYDNEY NEW YEAR'S EVE FIREWORKS

Sydney New Year's Eve, part of *Vivacity New Year in Sydney*, is one of Australia's largest and most truly recognised global events.

With a live spectator audience of over one million, a national television viewing audience of 2.6 million and an estimated global viewing audience of hundreds of millions across 160 countries, Sydney is recognised as the place to be for New Year's Eve.

Image: Sydney New Year's Eve



Image: Sydney New Year's Eve (courtesy: City of Sydney)

EVENTS NSW, THE CITY OF SYDNEY AND TOURISM NSW JOINED FORCES TO SECURE THIS NEW YEAR'S EVE BROADCAST TO ENSURE THE IMAGERY WAS EFFECTIVELY MANAGED AND VIEWED ACROSS THE WORLD.

For the first time in 2009 the thrill of *Sydney's New Year's Eve* celebrations and unrivalled fireworks were broadcast live to 47 countries. Events NSW, the City of Sydney and Tourism NSW joined forces to secure this New Year's Eve broadcast to ensure the imagery was effectively managed and viewed across the world.

As a creative endeavour the City of Sydney recently began theming *Sydney New Year's Eve* to provide spectators with a direct connection to the event. In 2009 the event thematic, *Awaken the Spirit*, embraced the colour blue. A substantial media and communication marketing campaign was rolled out, which along with key messages about the event, encouraged all spectators to get into the spirit of *Sydney New Year's Eve* and come dressed in a touch of blue.



SYDNEY NEW YEAR'S EVE

Key Details and Event Overview	
Top Executive Contract information	Commercial in Confidence Event produced by the City of Sydney with whole of government support
Number of years event has been produced	15 years
Date	31 December
Recurrence Cycle	Annual
Gross Operating Revenue (cash plus in kind)	\$AUD15.0m
Gross Operating Expenses	\$AUD15.0m
Total Sponsorship Support (cash)	Not sought
Volunteer Count and estimated hours worked	60 volunteers, 1,500 hours
Estimated cumulative attendance	1,000,000
Estimated unique attendance	1,000,000
Primary targeted marketing effort	local, national, regional, interstate, international
Estimated percentage of annual attendees from geographical areas	34% Local
	6% NSW Regional Areas
	10% Interstate
	50% International
Award and recognition received	Hallmark Status
	Australian Tourism Award
	NSW Tourism Award
	Honorary Webby (international website award)
Management staff professional certificates and or degrees in festival/event management	University degrees and relevant event management expertise NIDA- National Institute of Dramatic Art



Information based on the results of Sydney New Year's Eve 2009

Image: Sydney New Year's Eve



SYDNEY FESTIVAL

Sydney Festival occupies a fundamental place in the heart of the city each summer and is one of the driving forces in the cultural development of Sydney.

For three weeks every January, the Festival throws open the harbour city. In 2010, its 35th year, audiences from across the city, country and the world were enveloped in a spectacular program of music, dance, family entertainment, theatre, comedy and visual arts, threaded with an underlying theme of hope and optimism.

With over 1,300 international, regional and local artists, 326 performances and 81 events in more than 27 venues across Sydney, the Festival touched a huge number of Sydneysiders, who came together to celebrate, collaborate and engage.

In its third year, *Festival First Night* celebrations kicked off *Sydney Festival*. Funded by the NSW Government through Events NSW *Festival First Night* is an initiative to extend the Festival footprint and encourage visitors to stay in Sydney between New Year's Eve and the opening of *Sydney Festival*. This free community event takes over the centre of the city, with local and international artists performing on open-air stages.

Accessibility is central to *Sydney Festival* ethos, which in 2010 expanded its reach to new audiences with a massive free outdoor concert by Indian superstar A.R. Rahman. This event was attended by more than 50,000 people and televised nationally into 44 countries across the Asia Pacific region through collaboration with

key media partners. The investment by Events NSW in this event was connected to testing Sydney's appetite for *Parramasala*, a new annual Australia Festival of South Asian Arts, to be held in November.

As an example of a creative endeavour, *Sydney Festival* created 'The Sydney' dance for the 2009 *Festival First Night*. The marketing communications campaign resulted in tens of thousands of spectators performing the dance en masse in the streets and parks of the city on the night. This audience participation galvanised the entire city, creating deeper ownership and connection to the event proposition.

**sudney
festival**

Images left to right: Sydney Festival First Night;
A.R. Rahman concert and crowd
(credit: Prudence Upton)



Image: Sydney Festival event on Sydney Opera House forecourt (credit: Jamie Williams)

SYDNEY FESTIVAL

Key Details and Event Overview	
Top Executive Contract information	Commercial in Confidence
Number of years event has been produced	35 (Festival First Night has been produced for 3 years)
Date	January 9-30, 2010
Recurrence Cycle	Annual
Gross Operating Revenue (cash plus in kind)	\$AUD19,412,095 (plus reserves)
Gross Operating Expenses	\$AUD20,002,185
Total Sponsorship Support (cash)	Not available
Volunteer Count and estimated hours worked	212 volunteers – approx 2,250 hours worked (750 shifts); 15 production secondments – approx 2,100 hours; 12 marketing/communications interns – approx 2,000 hours; 1 programming intern – approx 350 hours
Estimated cumulative attendance	NA
Estimated unique attendance	NA
Primary targeted marketing effort	Local Sydney/NSW, national and international
Estimated percentage of annual attendees from geographical areas	82% Local 9% NSW Regional areas 3% Interstate 6% International
Award and recognition received	Best Major Festival & Event – NSW Tourism Awards 2003/2005/2009; Best Ballet/Dance Work 2005 Helpmann Awards; Best Classical Concert Presentation – 2005 Helpmann Awards; Best International Contemporary Concert – Bjork on Steps of Sydney Opera House; 2008 Helpmann Awards and 2010 Helpmann Awards – 8 nominations; Australian Business Arts Foundation Award – 2001; Partnership of the Year (Australia Post); Australian Business Arts Foundation Award – 2003; Small Business Partnership Award (Plated); Best Major Festival – Sydney Music Arts & Culture Awards 2009
Management staff professional certificates and or degrees in festival/event management	Bachelor of Technical Production; Graduate Diploma (Arts Management); Masters of Management (Arts); Master of Public Administration
Professional industry involvement/membership	Live Performance Australia Confederation of Australian Major Performing Arts Festivals; Sydney Business Chamber; Association of Asian Performing Arts Festivals; Sydney First Committee for Sydney; Sydney Arts Management Advisory Group

Information based on the results of Sydney Festival and Festival First Night 2010

Supporting material DVD 2 – *Sydney Festival First Night 2009*

SYDNEY GAY AND LESBIAN MARDI GRAS

The *Sydney Gay and Lesbian Mardi Gras* is an iconic Sydney event and is the world's premier gay and lesbian cultural festival.

The first Mardi Gras parade in 1979, a result of Sydney's contribution to the international Gay Solidarity Celebrations, and the edition of the post-Parade party in 1980, set the foundations for what is today a gay pride event embraced to the highest level.

For two weeks each year the Mardi Gras delivers approximately 100 different events, opening with a huge community gathering on Fair Day, and culminating with the spectacular iconic Mardi Gras Parade and closing party.

Local community is targeted across all events through a variety of media initially with strong emphasis on the urban gay community and then mainstream during the festival period.



Image: Sydney Mardi Gras

SYDNEY GAY AND LESBIAN MARDI GRAS FESTIVAL

Key Details and Event Overview	
Number of years event has been produced	33 years
Date	First weekend in March or last in February
Recurrence Cycle	Annual
Gross Operating Revenue (cash plus in kind)	Average \$AUD4.8m
Gross Operating Expenses	Average \$AUD4.5m
Total Sponsorship Support	Average \$AUD800K (commercial & government)
Volunteer count and estimated hours worked	2,300 volunteers, 52,000 hours
Estimated cumulative attendance	225,000
Estimated unique attendance	140,000
Primary targeted marketing effort (local, national, regional, interstate, international)	Local, interstate, national, international
Estimated percentage of annual attendees from geographical areas	57% Local
	11% Regional
	12% Interstate
	20% International
Award and recognition received	Hallmark status event
Management staff professional certificates and or degrees in festival/event management	Arts, Business, Event management
Professional industry involvement/membership	Not available

Information based on the results of Sydney Gay and Lesbian Mardi Gras 2010

Support material DVD 3 - Sydney Gay and Lesbian Mardi Gras



From top to bottom: Sydney Mardi Gras
(credits: Ann-Marie Calihanna; petezimagez.com; Hamilton Lund)



VIVID SYDNEY – A FESTIVAL OF LIGHT, MUSIC AND IDEAS

In 2009 the inaugural *Vivid Sydney* was created as a new large-scale innovative and creative mid-winter festival centred on the iconic Sydney Opera House and a light art exhibition in the streets of the city's CBD. It was strategically timed to coincide with a historical gap in Sydney's tourism and events calendar.

The Festival brought together several new, highly compatible events under one banner so May/June in Sydney could be marketed more effectively to interstate and overseas visitors, driving visitation and generating economic benefit.

A FESTIVAL OF LIGHT, MUSIC & IDEAS
VIVID SYDNEY

In 2010, the world's spotlight shone on Sydney once again as *Vivid Sydney* unleashed light, music and ideas across the city. Building on the foundations of the first year, initial reports show that *Vivid Sydney 2010* attracted even more people than the inaugural year's 200,000 locals and visitors.

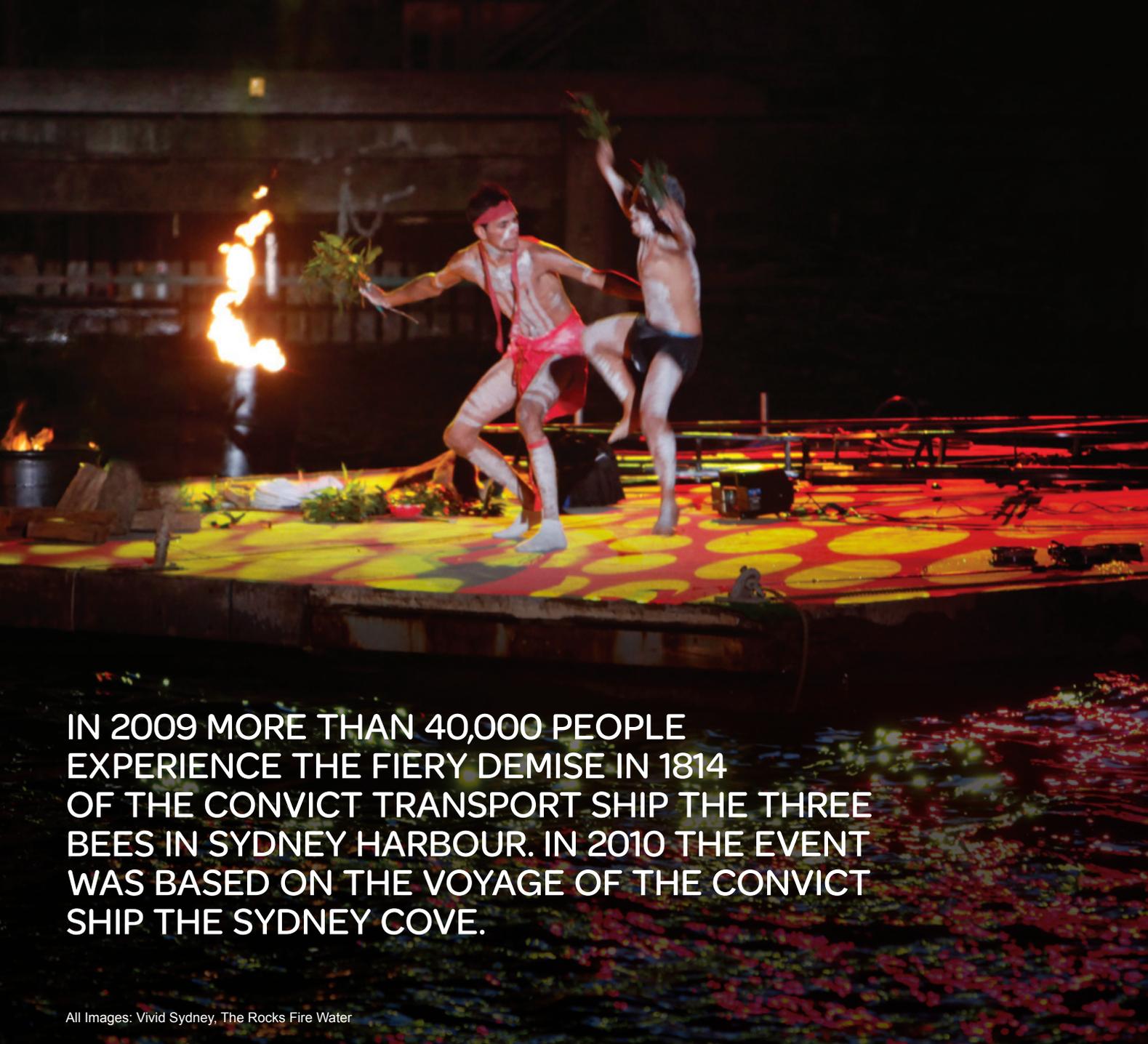
The event's success has attracted interest from other global cities seeking to stage their own Vivid festivals.

The focal point of *Vivid Sydney* is Sydney Opera House with *Vivid Live* curated by Brian Eno in 2009 and this year, Laurie Anderson and Lou Reed. International and local music acts feature alongside public talks and the spectacular illumination of the Opera House sails in *Lighting the Sails*. In 2010, Laurie Anderson's

world premiere of *Music for Dogs*, a free family event on the forecourt of Sydney Opera House featuring a twenty minutes composition for dogs and their owners, created extensive local and international media exposure. Over 1,000 dogs and 3,000 owners attended!



Images left to right: Vivid Sydney 2010, Macquarie Visions; Vivid Sydney 2009, Brian Eno's Lighting the Sails; Laurie Anderson's Music for Dogs



IN 2009 MORE THAN 40,000 PEOPLE EXPERIENCE THE FIERY DEMISE IN 1814 OF THE CONVICT TRANSPORT SHIP THE THREE BEES IN SYDNEY HARBOUR. IN 2010 THE EVENT WAS BASED ON THE VOYAGE OF THE CONVICT SHIP THE SYDNEY COVE.

All Images: Vivid Sydney, The Rocks Fire Water





Smart Light Sydney (2009) showcased dynamic light art sculptures using smart light technology around Sydney's iconic harbour precinct. In 2010 people experienced Macquarie Visions with Sydney's most historic city street and buildings coming alive with large scale light installations and projections that celebrated the 200th anniversary and story of Governor Macquarie, one of Sydney's great visionary leaders.

Creative Sydney centers around a series of free discussions, debates and performances at the Museum of Contemporary Art. It celebrates the city's diverse talents and explores how to make Sydney a better place for creativity and commerce.

The Rocks Fire Water is a free event over three nights in Sydney's Campbell's Cove in the Rocks precinct. In 2009 more than 40,000 people experience the fiery demise in 1814 of the convict transport ship the Three Bees in Sydney Harbour. In 2010 the event was based on the voyage of the convict ship the Sydney Cove.

X Media Lab Global Media Ideas (2010) is an internationally acclaimed digital media think-tank that brings together the world's leading media entrepreneurs, technology innovators and creative thinkers to assist home grown businesses succeed in the new global media marketplace.

Song Summit Sydney (2010) witnessed songwriters and music industry players connect during this creative conference.

Vivid Sydney positions Sydney as the creative industries hub of the Asia Pacific region by extending the festival with business-to-business networking opportunities that will ultimately position Sydney as the 'place to be' in May/June for people working in the creative industries, as demonstrated by the addition of Song Summit Sydney in 2010.

VIVID SYDNEY POSITIONS SYDNEY AS THE CREATIVE INDUSTRIES HUB OF THE ASIA PACIFIC REGION.

Images left to right: Vivid Sydney 2009, Smart Light Sydney; Vivid Sydney 2009, Ladytron; Vivid Sydney 2010, Macquarie Visions

VIVID SYDNEY

Key Details and Event Overview	
Number of years event has been produced	2 years
Date	End of May, June
Recurrence Cycle	Annual
Gross Operating Revenue (cash plus in kind)	Commercial in Confidence
Gross Operating Expenses	Commercial in Confidence
Total Sponsorship Support	Commercial in Confidence
Volunteer Count and estimated hours worked	50 volunteers, 500 hours
Estimated cumulative attendance	315,000
Estimated unique attendance	220,000
Primary targeted marketing effort (local, national, regional, interstate, international)	Local
Estimated percentage of annual attendees from geographical areas	80% Local
	7% NSW regional areas
	4% Interstate
	9% International
Award and recognition received	Honorary Webby (international website award)
Management staff professional certificates and or degrees in festival/event management	Vivid events were produced and delivered by numerous event professionals with international experience and who are widely respected in the events industry

Information based on the results of Vivid Sydney 2009

Support material DVD 4 - Vivid Sydney 2009



Image: Vivid Sydney 2009, The Rocks Fire Water and Brian Eno's Lighting the Sails

CRAVE SYDNEY INTERNATIONAL FOOD FESTIVAL

Crave Sydney was launched in 2009 as a major new celebration of Sydney's unmatched way of life, offering 31 days of food, outdoor art and fun, throughout the month of October. *Crave Sydney*, one of five anchor events on the NSW Master Events Calendar, was developed by Events NSW to engage the community, drive tourism, attract investment and create jobs.



The Sydney Morning Herald
SYDNEY INTERNATIONAL
FOOD FESTIVAL

Image: Crave Sydney 2009
Sydney International Food Festival
(credit: Hamilton Lund)



The inaugural *Crave Sydney* featured seven events, new and existing, including:

Breakfast on the Bridge which transformed the iconic Sydney Harbour Bridge into the world's best picnic spot for 6000 lucky Sydneysiders and visitors.

Sydney Harbour Island Hopping opened Sydney's iconic harbour islands for locals and visitors to explore and discover with an Island Hopper ferry ticket.

Sydney International Food Festival brings together the best local and international chefs from around the world for a range of events from intimate dinners to community barbeques.

**APPROXIMATELY 340,000
UNIQUE VISITORS
EXPERIENCED OVER 400
EVENTS AT THE INAUGURAL
CRAVE SYDNEY.**

Art & About is Sydney's biggest annual public arts festival offering free, fun and engaging outdoor artworks.

Darling Harbour Fiesta is Australia's biggest Latin American music and dance event

World's Funniest Island is a two day comedy festival on Cockatoo Island on Sydney Harbour featuring local and international comedians.

Seven Bridges Walk is a free, annual community event encompassing a 25km walk around Sydney Harbour and over Sydney's seven key bridges.

In October 2010 Events NSW has joined forces with Fairfax Media to produce a world class food festival; showcasing Sydney's dynamic food culture to the rest of the world.

Crave Sydney International Food Festival will include signature events such as the *World Chef Showcase*, *Night Noodle Markets*, and *Let's do Lunch*, as well as the anticipated return of *Breakfast on the Bridge* and *Sydney Harbour Island Hopping*.

Images left to right: Crave Sydney 2009, Danks St Festival; Breakfast on the Bridge; Night Noodle Markets

CRAVE SYDNEY

Key Details and Event Overview	
Number of years event has been produced	1 year
Date	October
Recurrence Cycle	Annual
Gross Operating Revenue (cash plus in kind)	Commercial in Confidence
Gross Operating Expenses	Commercial in Confidence
Total Sponsorship Support	Commercial in Confidence
Volunteer Count and estimated hours worked	144 volunteers 500 hours
Estimated cumulative attendance	500,000
Estimated unique attendance	340,000
Primary targeted marketing effort (local, national, regional, interstate, international)	Local
Estimated percentage of annual attendees from geographical areas	83% Local 8% Regional 4% Interstate 5% International
Award and recognition received	NA
Management staff professional certificates and or degrees in festival/event management	Crave events were produced and delivered by numerous event professionals with international experience and who are widely respected in the events industry

Information based on the results of Crave Sydney 2009

Support material DVD 5 – Crave Sydney

Support material DVD 6 – Breakfast on the Bridge 2009



Image: Crave Sydney, Breakfast on the Bridge

SECTION 2: SUPPORTING MATERIALS

- a. NSW 2010 Master Events Calendar
- b. Sydney's Feature Events in 2010

SECTION 2: SUPPORTING DVD

1. NSW Master Events Calendar Highlights 2009/10
2. Sydney Festival First Night 2009
3. Sydney Gay and Lesbian Mardi Gras 2009
4. Vivid Sydney 2009
5. Crave Sydney
6. Breakfast on the Bridge 2009

SECTION 2: SUPPORTING MATERIALS

a. 2010 NSW Master Events Calendar (as at June 2010)

JANUARY

VIVACITY
NEW YEAR IN SYDNEY
 SYDNEY NEW YEAR'S EVE
 SYDNEY FESTIVAL, FEATURING:
 · FESTIVAL FIRST NIGHT
 · A.R. RAHMAN CONCERT
 (PARRAMATTA PARK)
 NEW YEAR'S TEST - 3MOBILE TEST
 SERIES - AUSTRALIA V PAKISTAN
 (CRICKET)
 TAKE YOUR TIME - OLAFUR
 ELIASSON AT THE MCA
 AUSTRALIA DAY
 MEDIBANK INTERNATIONAL
 SYDNEY (TENNIS)
 ST GEORGE OPENAIR CINEMA
 TAMWORTH COUNTRY MUSIC
 FESTIVAL & THE COUNTRY MUSIC
 AWARDS OF AUSTRALIA
 COUNTRYLINK PARKES ELVIS
 FESTIVAL

JULY

SYDNEY INTERNATIONAL FIFA
 FAN FEST™
 HARVEY NORMAN STATE OF
 ORIGIN III - NSW V QLD
 17TH BIENNALE OF SYDNEY
 SYDNEY FC V EVERTON
 DANNY GREEN V PAUL BRIGGS
 SYDNEY FESTIVAL OF FOOTBALL
 WICKED THE MUSICAL

FEBRUARY

SYDNEY GAY & LESBIAN
 MARDI GRAS
 EDINBURGH MILITARY TATTOO
 SYDNEY CHINESE NEW
 YEAR FESTIVAL
 MOVIE EXTRA TROPFEST
 TOP GEAR LIVE
 SYDNEY SYMPHONY'S
 MAHLER ODYSSEY
 ARMOR ALL BATHURST 12 HOUR
 (MOTOR RACING)
 BING LEE NSW WOMEN'S
 OPEN (GOLF)
 COROWA AUTOFEST
 THE AUSTRALIAN SURF ROWERS
 LEAGUE - NAVY AUSTRALIAN OPEN

AUGUST

THE SUN-HERALD CITY2SURF
 ROSEMOUNT SYDNEY
 FASHION FESTIVAL
 COUNTRY ENERGY AUSTRALIAN
 SURF FESTIVAL - PORT MACQUARIE
 WICKED THE MUSICAL

MARCH

ARCHIBALD PRIZE EXHIBITION
 URBAN HOTEL GROUP IRONMAN
 AUSTRALIA TRIATHLON
 - PORT MACQUARIE
 BURTON TOYOTA SURFEST
 - NEWCASTLE
 WATPAC INTER DOMINION PACING
 CHAMPIONSHIPS GRAND FINAL
 CMC ROCKS THE SNOWYS 2010
 COMMERCIAL CLUB ALBURY
 GOLD CUP CARNIVAL
 OPERA AUSTRALIA'S BLISS

SEPTEMBER

BLEDISLOE CUP - QANTAS
 WALLABIES V ALL BLACKS
 BLACKMORES SYDNEY
 RUNNING FESTIVAL
 18TH AIR NEW ZEALAND GOLDEN
 OLDIES WORLD RUGBY FESTIVAL
 SYDNEY 2000 OLYMPIC AND
 PARALYMPIC GAMES - 10TH
 ANNIVERSARY CELEBRATIONS
 10TH ANNUAL HELPMANN AWARDS
 JERSEY BOYS - THE STORY OF
 FRANKIE VALLI & THE FOUR
 SEASONS
 WICKED THE MUSICAL

APRIL

**SYDNEY AUTUMN
 CARNIVAL**
 AAMI GOLDEN SLIPPER DAY
 INGLIS AUSTRALIAN EASTER
 YEARLING SALE
 DAVID JONES AUSTRALIAN
 DERBY DAY
 DEXTRO ENERGY TRIATHLON
 2010 SYDNEY ITU WORLD
 CHAMPIONSHIP SERIES
 SYDNEY ROYAL EASTER SHOW
 WICKED THE MUSICAL
 BLUESFEST BYRON BAY
 COMMONWEALTH BANK
 BEACHLEY CLASSIC (SURFING)
 SAIL PORT STEPHENS

OCTOBER

**CRAVE SYDNEY
 INTERNATIONAL
 FOOD FESTIVAL**
 BREAKFAST ON THE BRIDGE
 THE SYDNEY MORNING HERALD
 CRAVE SYDNEY INTERNATIONAL
 FOOD FESTIVAL
 SYDNEY HARBOUR
 ISLAND HOPPING
 ART & ABOUT SYDNEY
 NRL TELSTRA PREMIERSHIP
 RUGBY LEAGUE GRAND FINAL WEEK
 SUPERCHEAP AUTO BATHURST
 1000 (V8 SUPERCARS)
 7 BRIDGES WALK
 WORLD'S FUNNIEST ISLAND
 COMEDY FESTIVAL
 DARLING HARBOUR FIESTA
 SCULPTURE BY THE SEA
 SYDNEY CHILDREN'S FESTIVAL
 DENILIQUIN UTE MUSTER
 SYDNEY THEATRE COMPANY'S
 TRUE WEST
 BEN HUR - THE STADIUM
 SPECTACULAR
 RIVERBEATS PARRAMATTA

MAY

ROSEMOUNT AUSTRALIAN
 FASHION WEEK
 17TH BIENNALE OF SYDNEY
 JESSICA WATSON'S RETURN
 HARVEY NORMAN STATE OF
 ORIGIN I - NSW V QLD
 SYDNEY WRITERS' FESTIVAL
 DUNGOGG FILM FESTIVAL
 WICKED THE MUSICAL

NOVEMBER

PARRAMASALA - THE AUSTRALIAN
 FESTIVAL OF SOUTH ASIAN ARTS
 ARIA AWARDS
 ATP CHAMPIONS TOUR
 THE SCREEN PRODUCERS
 ASSOCIATION OF AUSTRALIA
 (SPAA) CONFERENCE
 SYDNEY THEATRE COMPANY'S
 UNCLE VANYA
 CELLARBRATIONS NSW PGA
 CHAMPIONSHIPS (GOLF)
 NSW OPEN GOLF CHAMPIONSHIP

JUNE

**VIVID SYDNEY
 A FESTIVAL OF LIGHT,
 MUSIC & IDEAS**
 VIVID LIVE AT SYDNEY
 OPERA HOUSE
 MACQUARIE VISIONS
 THE ROCKS FIRE WATER
 CREATIVE SYDNEY
 X | MEDIA | LAB GLOBAL
 MEDIA IDEAS
 SONG SUMMIT
 17TH BIENNALE OF SYDNEY
 SYDNEY FILM FESTIVAL
 SYDNEY INTERNATIONAL FIFA
 FAN FEST™
 QANTAS WALLABIES V ENGLAND
 (RUGBY INTERNATIONAL)
 SYDNEY SWANS V COLLINGWOOD
 AT ANZ STADIUM - AFL TOYOTA
 PREMIERSHIP
 LIONS CLUBS INTERNATIONAL
 CONVENTION
 SYDNEY THEATRE COMPANY'S AND
 ARTIST REPERTORY THEATRE'S
 LONG DAY'S JOURNEY INTO NIGHT
 WICKED THE MUSICAL

DECEMBER

**AUSTRALIAN OPEN
 GOLF CHAMPIONSHIP**
 SYDNEY TELSTRA 500
 (V8 SUPERCARS)
 THE FIRST EMPEROR: CHINA'S
 TERRACOTTA ARMY
 JACK NEWTON CELEBRITY
 CLASSIC - HUNTER VALLEY (GOLF)
 ROLEX SYDNEY HOBART
 YACHT RACE

SECTION 2: SUPPORTING MATERIALS

b. Sydney's Feature Events in 2010

FEATURE EVENTS IN 2010 eventssydney.com



VIVACITY: NEW YEAR IN SYDNEY	SYDNEY MARDI GRAS PARADE	SYDNEY AUTUMN RACING CARNIVAL	VIVID SYDNEY: A FESTIVAL OF MUSIC, LIGHT & IDEAS	INTERNATIONAL FIFA FAN FEST	WALLABIES V NEW ZEALAND BLEDISLOE CUP	CRAVE SYDNEY: A FESTIVAL OF FOOD, OUTDOOR ART & FUN	AUSTRALIAN OPEN GOLF CHAMPIONSHIP
JANUARY	FEBRUARY	APRIL	JUNE	JULY	SEPTEMBER	OCTOBER	DECEMBER
<p>VIVACITY: NEW YEAR IN SYDNEY FRI 1 JAN Sydney New Year's Eve SUN 3 - THURS 7 New Year's Test: 3mobile Test Series Australia v Pakistan (Cricket)</p> <p>THURS 4 - SUN 7 Edinburgh Military Tattoo Sydney Football Stadium</p> <p>THURS 11 - SUN 14 Top Gear Live Acer Arena, Sydney Olympic Park</p> <p>SUN 21 Sydney Chinese New Year Festival Twilight Parade</p> <p>SUN 21 Movie Extra Tropfest The world's largest short film festival</p> <p>SAT 27 Sydney Gay and Lesbian Mardi Gras Parade</p> <p>SAT 9 - SAT 30 Sydney Festival featuring: SAT 9 Festival First Night SAT 16 A.R. Rahman Concert at Parramatta Park SUN 10 - SAT 16 Medibank International Sydney (Tennis) TUES 26 Australia Day FRI 15 - SUN 24 Tamworth Country Music Festival*</p>	<p>Edinburgh Military Tattoo Photo: Hamilton Lane Tourism NSW</p> <p>THURS 4 - SUN 7 Edinburgh Military Tattoo Sydney Football Stadium</p> <p>THURS 11 - SUN 14 Top Gear Live Acer Arena, Sydney Olympic Park</p> <p>SUN 21 Sydney Chinese New Year Festival Twilight Parade</p> <p>SUN 21 Movie Extra Tropfest The world's largest short film festival</p> <p>SAT 27 Sydney Gay and Lesbian Mardi Gras Parade</p>	<p>SYDNEY AUTUMN RACING CARNIVAL SAT 3 AAMI Golden Slipper Day Rosehill Gardens TUES 6 - THURS 8 Inglis Australian Easter Yearling Sale</p> <p>SAT 10 David Jones Australian Derby Day Royal Randwick</p> <p>THURS 1 - MON 5 Bluesfest Byron Bay*</p> <p>THURS 1 - WED 14 Sydney Royal Easter Show Sydney Showground</p> <p>SUN 11 Dextro Energy Triathlon 2010 Sydney ITU World Championship Series - opening round Sydney Harbour</p>	<p>VIVID SYDNEY Vivid Live at Sydney Opera House Vivid Light Vivid Ideas</p> <p>WED 12 MAY - SUN 1 AUG 17th Biennale of Sydney</p> <p>WED 2 - MON 14 Sydney Film Festival</p> <p>SAT 19 Qantas Wallabies v England (Rugby International)</p> <p>2010 Toyota AFL Premiership Season Photo: The Slattery Media Group</p> <p>SAT 26 Sydney Swans v Collingwood AFL Toyota Premiership ANZ Stadium, Sydney Olympic Park</p> <p>FRI 11 JUNE - SUN 11 JULY INTERNATIONAL FIFA FAN FEST Darling Harbour Sydney is Australia and Asia's exclusive Official FIFA Fan Fest City for 2010 FIFA World Cup™</p>	<p>INTERNATIONAL FIFA FAN FEST International FIFA Fan Fest Image: Arnie Impresario</p> <p>FRI 11 JUNE - SUN 11 JULY INTERNATIONAL FIFA FAN FEST Darling Harbour Sydney is Australia and Asia's exclusive Official FIFA World Cup™</p> <p>WED 12 MAY - SUN 1 AUG 17th Biennale of Sydney</p> <p>WED 7 Harvey Norman State of Origin III NSW v QLD (Rugby League) ANZ Stadium, Sydney Olympic Park</p> <p>SUN 8 The Sun-Herald City2Surf ALSO THIS MONTH Rosemount Sydney Fashion Festival Qantas Socceros Friendly International match program dates to be confirmed</p>	<p>WALLABIES V NEW ZEALAND BLEDISLOE CUP Bledisloe Cup Photo: Courtesy of Getty Images</p> <p>FRI 10 - SAT 25 NRL Telstra Premiership Finals Series (Rugby League)</p> <p>SAT 11 Bledisloe Cup Qantas Wallabies v New Zealand All Blacks ANZ Stadium, Sydney Olympic Park</p> <p>WED 15 Sydney 2000 Olympics and Paralympics 10th Anniversary Celebrations</p> <p>SUN 19 Blackmores Sydney Running Festival including the Sydney Marathon</p>	<p>CRAVE SYDNEY: A FESTIVAL OF FOOD, OUTDOOR ART & FUN Breakfast on the Bridge Photo: Daniel Head</p> <p>CRAVE SYDNEY Including: Breakfast on the Bridge Sydney International Food Festival, Sydney Harbour Island Hopping, Art & About Sydney, 7 Bridges Walk, World's Funniest Island Comedy Festival, Darling Harbour Fiesta</p> <p>SUN 3 NRL Telstra Premiership Rugby League Grand Final ANZ Stadium, Sydney Olympic Park</p> <p>THURS 7 - SUN 10 Supercheap Auto Bathurst 1000* (V8 Supercars)</p> <p>Parramatta Indian Festival Image: Arnie Impresario</p> <p>Inaugural Parramatta Indian Festival</p>	<p>AUSTRALIAN OPEN GOLF CHAMPIONSHIP Australian Open Photo: Courtesy of Golf Australia</p> <p>AUSTRALIAN OPEN GOLF CHAMPIONSHIP FRI 3 - SUN 5 Sydney Telstra 500 (V8 Supercars) Sydney Olympic Park</p> <p>SUN 26 Rolex Sydney Hobart Yacht Race</p> <p>FRI 31 2010 Sydney New Year's Eve</p> <p>*Event located outside of the Sydney Metro area</p>



SECTION 3.0

CITY/GOVERNMENT SUPPORT OF FESTIVALS AND EVENTS



In Sydney, festivals and events promote the city as a place to invest and do business, strengthening Sydney's position as a dominant Asia Pacific business location. They reinforce Sydney's brand as Australia's leading global city and showcase the very best of the city to national and international audiences, providing significant benefits to the State's tourism industry – an industry that supports 165,000 jobs and contributes more than \$28 billion to the economy each year.

Image: Vivid Sydney concert at Sydney Opera House

THE NSW GOVERNMENT IS DEEPLY COMMITTED TO SUPPORTING A STRONG EVENTS PROGRAM IN SYDNEY, EVIDENCED BY THE ESTABLISHMENT OF EVENTS NSW IN LATE 2007.

Major events are a significant contributor to the NSW economy, generating more than half a billion dollars in economic activity annually. They provide social benefits and opportunities for national and international marketing in established and emerging tourism markets.

Sydney as a city operates in a two-tiered government environment. The NSW (State) Government has the overarching power of authority, and the Local Government Councils service the local communities.

The NSW Government is deeply committed to supporting a strong events program in Sydney, evidenced by the establishment of Events NSW in late 2007. Events NSW, fully funded

by the NSW Government but established as a commercial entity, works to position Sydney and NSW as leading world-class destinations for events. Events NSW partners with all levels of government as well as business, the community and events industry.

The introduction of the *Major Events Act 2009* (NSW Legislation), as well as the appointment of a Minister for Major Events and a Cabinet Standing Committee on Major Events in 2010 provides the platform for a supportive environment in which to stage major festivals and events, including the provision and objectives of government agency services.

The NSW Government, through a number of its agencies, provide the event facilitation and coordination required for major festivals and events, including the statutory responsibilities for law and order, transport, health and emergency services. This is a significant advantage relative to international jurisdictions in which these services are typically vested in local government or municipal authorities.



THE GOVERNMENT SUPPORTS EVENTS IN A VARIETY OF WAYS, FROM SPONSORSHIP TO WHOLE-OF-GOVERNMENT COORDINATION AND IN-KIND SUPPORT FROM KEY AGENCIES

3.1 DEFINED PUBLIC OBJECTIVES AND SUPPORT STATEMENTS

The NSW Government recognises the importance and value of festivals and events. Building on the success of the mega, one off and community events that Sydney has hosted, the NSW Government created Events NSW to ensure Sydney continues to be a leading host.

The government supports events in a variety of ways, from sponsorship to whole-of-government coordination and in-kind support from key agencies, for example the Police, the Roads and Traffic Authority (RTA) and the Ambulance Service. Without these services, major events like *Sydney New Year's Eve*, the *Sydney Gay and Lesbian Mardi Gras* parade, *Australia Day* events and major fun runs would not be delivered.

Events NSW invests in events which provide economic, strategic and/or community benefits to Sydney and NSW on behalf of the NSW Government. The commercial outlook of Events NSW provides real returns for the people of Sydney and NSW, while attracting private sector event investment and support.

Events NSW objectives are to:

- identify, attract and nurture events which provide significant economic and/or community benefits to Sydney and NSW, now and in the long term;
- promote a NSW Master Events Calendar of cultural, sporting, lifestyle, entertainment, regional and business events which bring year-round benefits;

- leverage off these events to maximise the overall economic and community benefits;
- endorse a strong regional focus to ensure economic and community benefits are shared throughout NSW; and
- encourage investment, infrastructure development and other activities so Sydney and NSW can continue to be a leading host of major global events.

Images left to right: Sydney Mardi Gras (credit: Morgan Carpenter); Blackmores Sydney Running Festival



The Community Engagement and Events Division (CEED), a unit within the NSW Department of Premier and Cabinet, helps to maximise the economic and social benefits to government of 'special events' - those major festival and events that involve government support, investment of government resources and require specialist central government agency attention. CEED also oversees event-related policy and provides resources to assist the industry to work with government.

Tourism NSW is tasked with encouraging international and interstate visitation to Sydney and NSW. Typically this is done through traditional tourism destination brand and retail marketing activity promoting the State's natural and iconic assets. Since the inception of Events NSW, the two organisations have been working closely in developing an integrated marketing approach which features festivals and events as not only compelling and immediate reasons to visit, but supporting the overarching values claimed in the destination brand messages.

Tourism retail partners, wholesalers and accommodation providers have embraced the inclusion of events into packages and marketing messaging recognising the demonstrable economic benefits that events bring to their businesses.

Communities NSW consists of 24 agencies and divisions, including the Ministry for the Arts, six major sporting and entertainment venues, six cultural institutions and three parklands. They improve the quality of life of people in Sydney and NSW. This includes increasing opportunities for people to become involved in their communities; providing high quality accessible programs, exhibitions, events and activities for NSW residents and visitors; increasing opportunities for participation in the arts, culture, entertainment, recreation and sport; and investing in facilities and community, cultural and sporting infrastructure.

Both images: Vivid Sydney 2010, Macquarie Visions

The Division of Local Government is the State agency responsible for local government across NSW. Their role is to provide a clear policy and legislative foundation to local governments so councils are able to deliver quality services to their communities in a sustainable manner. The NSW Government, through the NSW Local Government Grants Commission, provide financial assistance general purpose grants to local councils who each have the responsibility to determine how the funds are spent according to their own local priorities.

The City of Sydney is the local government authority responsible for the central business district (CBD) and more than 30 suburbs. Their role is to provide services for its residents as well as for the daily influx of workers and visitors. The City of Sydney provide funding or in-kind support across a range of community, cultural, economic and environmental activities, including festivals and events.

Collectively these organisations form the integrated backbone of Sydney's event capability. Together they ensure Sydney and Sydneysiders host, showcase and share in the success of major festivals and events.



Image: Sydney Festival First Night 2009, Hyde Park



THE NSW GOVERNMENT THROUGH EVENTS NSW INVESTS IN EVENTS WHICH PROVIDE ECONOMIC, STRATEGIC AND/OR COMMUNITY BENEFITS.

3.2 DIRECT FUNDING SUPPORT

The NSW Government, government agencies, and local government authorities provide an array of direct financial assistance support to festivals and events, either through direct investment with an expected return on investment or through grants and sponsorship programs.

The NSW Government through Events NSW invests in events which provide economic, strategic and/or community benefits.

In this context, events are considered that will:

- provide a substantial economic impact for Sydney and/or NSW on a medium to long term basis;
- provide opportunities for the marketing and promotion of Sydney and NSW both nationally and internationally; and
- enhance Sydney's international brand and reputation as a global city.

Key performance indicators are attached to the investment, requiring the event owner to quantify these impacts using mutually agreed measures. Events NSW maintains a small research team of highly qualified analysts responsible for validating the outcomes and compiling results across all events on the NSW Master Events Calendar.

Arts NSW, part of the Communities NSW, is the NSW Government's arts policy and funding body. Arts NSW aims to foster a spirited arts and cultural environment, which values our artists and our heritage, which builds community, excites our imagination and inspires our future. They offer a range of funding programs that aim to encourage high artistic merit, innovation, building existing and new audiences, support professional and sector development and increase access to the arts for all.

Local governments across Sydney have resources available to provide a range of financial and non-financial assistance for major and community festivals and events.



THE CITY OF SYDNEY SUPPORT AND PROVIDES SPONSORSHIP TO SEVEN MAJOR FESTIVALS IN RECOGNITION OF THEIR SIGNIFICANT CONTRIBUTION TO THE SOCIAL, CULTURAL AND ECONOMIC LIFE OF SYDNEY

For example, direct funding and in-kind support provided through the City of Sydney's Grants and Sponsorship Programs can be accessed for a diverse range of services and projects that directly benefit the community and contribute to the life of the city¹².

In particular, the Cultural Grants and Sponsorship Program covers a range of arts and culture services, including performing and visual arts, literature, film, design, food and wine, and expression through public festivals, performances and exhibitions. Grants can be accessed annually for funding which is over \$AUD5,000 with approval from Council.

Through the Major Festivals Program, the City of Sydney support and provide sponsorship to seven major festivals in recognition of their

significant contribution to the social, cultural and economic life of Sydney, including, *Sydney Festival*, *Sydney Writers' Festival*, *Biennale of Sydney*, *Sydney Film Festival*, *Sydney Gay and Lesbian Mardi Gras*, *Australia Day Council of NSW* and *Yabun Festival*. Funding through this program is directly negotiated between the organisation and the City and is reviewed every three years.

The Community Relations Commission provides funding for projects involving culturally diverse and socially or geographically isolated communities in NSW promoting the commitment of the NSW Government to multiculturalism and the value of cultural diversity. The sponsorship grant is for special events such as local annual festivals and major cultural events.

Images left to right: Darling Harbour Fiesta; Crave Sydney 2009, Night Noodle Markets; Sydney Festival, Australia Day Ferrython (credit: David Clare)



3.3 IN-KIND SERVICES SUPPORT

In-kind support includes operational services such as police services and ambulance services, road closures and traffic management, as well as promotional support, such as city dressing.

The Whole of Government Policy for the Application of User Charges for Major and Special Events was introduced in 2003.

User charges apply when the services of government agencies, such as the Police and Ambulance Service, are required over and above the services normally provided to the community.

Image: City2Surf (courtesy: City of Sydney)



EVENTS NSW PLAYS THE PRIMARY ROLE IN THE EVENT APPROVAL PROCESS, ON BEHALF OF THE NSW GOVERNMENT.

The NSW Government recognises that an event can deliver significant social, economic and strategic benefits and therefore charges may be waived under the policy.

An example of an event that attracts in-kind support is the annual *City2Surf* race. In August 2010, in its 40th year, 80,000 people entered the largest fun run in the world, running the 14 kilometres from Hyde Park in Sydney's CBD to Bondi Beach. The government services to manage this event, for example, the Police, was provided in-kind.

For Vivid Sydney 2009, the City of Sydney provided the city dressing (banners) as in-kind support.

3.4 DEFINED ROLE OF THE CITY IN FESTIVAL AND EVENT APPROVAL

Depending on the size of the event and the impact on the community, approval for events can be made by the local government in the area the event is taking place. Events can also be approved under specific special event legislation.

The City of Sydney and Events NSW are working together to establish a strategic partnership, through a Memorandum of Understanding, which outlines how the City will support events, specifically business events and commercial creative events.

Events NSW have a defined role in the event approval process, according to the event's ability to return economic, strategic/marketing and community benefits.

- Economic impact is the ability of an event to drive new spend and/or future investment in NSW as a direct result of the event being held in the State. The key factors assessed are:
 - › the anticipated number of interstate and international participants, spectators, officials and/or other visitors who will travel specifically for the event;
 - › their average length of stay; and
 - › their estimated daily expenditure.

Images left to right: Sydney Festival First Night (credit: Hamilton Lund); Sydney Mardi Gras (credit: Ann-Marie Calilhanna)



- Strategic and Marketing Impact refers to the event's effectiveness in driving marketing outcomes for Sydney and NSW including, but not limited to:
 - › the nature and size of the event audience;
 - › what the event says about Sydney/NSW (or the location of the event); and
 - › how the event delivers the destination marketing strategies already in place for Sydney/NSW.
- Community Impact refers to the event's capacity to positively engage large and diverse sections of the community and generate community pride. This may include:
 - › The opportunity for the local community to participate in the event;
 - › Giving residents of NSW the opportunity to up skill in various industries;

- › Positively engaging the local business community; and
- › Ensuring the involvement of the community at large through volunteer programs.

Specific performance indicators are incorporated into the investment agreement, providing Events NSW with specific, defined means to measure the return on investment.

Events NSW is also available to provide expert advice to event owners and works in close collaboration to ensure the optimal outcome.

The result, as evidenced by the content of the NSW Master Events Calendar, is a diverse range of cultural, entertainment and sporting events.

Images top to bottom: Sydney Festival First Night 2010 (credit: Jamie Williams); Vivid Sydney 2010, Laurie Anderson's Music for Dogs; AFL





3.5 CITY-PROVIDED FESTIVAL AND EVENT PROCESS COORDINATION AND ASSISTANCE SYSTEMS

Coordination and assistance is available to all approved events, with the event owner driving the process depending on type and scale of event.

Whole-of-government coordination of logistics is available to support the operational delivery of major festivals and events in Sydney through the NSW Department of Premier and Cabinet.

This is achieved by providing leadership, liaison and coordination across government agencies, in consultation with other levels of government and the private and community sectors.

Examples include the staging of *Sydney New Year's Eve* and the coordination of the NSW Government's involvement in *Breakfast on the Bridge*.

Significant experience gained from major events such as the *Sydney 2000 Olympic Games*, *Rugby World Cup 2003* and *World Youth Day 2008* has contributed to the expertise in major event planning, coordination and implementation.

The strength of the support by the Government for festivals and events is evidenced by the Events Operations Group (EOG).

Hosted by the NSW Department of Premier and Cabinet, the monthly inter-agency meeting brings together senior operational personnel from over 40 NSW Government, local government and non-government agencies to share information and identify issues related to the staging of festivals and events in Sydney. The agencies consist of four main groups:

1. Landholders, including Sydney Opera House, Sydney Harbour Foreshore Authority, Sydney Harbour Federation Trust, Sydney Ports, Roads and Traffic Authority, National Parks and Wildlife Service and inner Metropolitan Councils.

Images left to right: Australian Rugby Fan; Crave Sydney, Breakfast on the Bridge; Vivid Sydney 2009



2. Emergency Services including NSW Police Force, Ambulance Service, NSW Health, NSW Fire Brigades, State Emergency Services and Bureau of Meteorology.
3. Traffic and Transport including Transport NSW, State Transit Authority, Sydney Ferries, State Rail Authority, Roads and Traffic Authority and Sydney Ports.
4. Other agencies that can advise on events, for example, Sydney Chamber, Business Events Sydney, Industry and Investment NSW, Department of Local Government, Arts NSW and Sport and Recreation.

Event communications plans are also coordinated on a whole-of-government basis through the Event Communications Group (ECG). Set up in a similar format to EOG, the group's senior communication representatives ensure a cooperative, coordinated approach between government agencies in relation to event communications, supporting the campaigns executed by individual government agencies.

This group identifies upcoming events that will have an impact on the service delivery of agencies and the day-to-day operations of the city. It discusses communication and stakeholder strategies to reduce any negative

event-related impacts. The ECG is focussed on ensuring that public key messages developed and disseminated by government are consistent, comprehensive and effective for each specific event. The ECG also determines generic event key messages such as safety and health issues and develops appropriate communications and advertising strategies for them.

Together these groups are an effective conduit for organisers of approved events to communicate with government agencies about the possible impacts of the event on government infrastructure and operations.

Images left to right: Vivid Sydney 2010, The Rocks Fire Water and Laurie Anderson's Lighting the Sails



The NSW Government has successfully delivered a number of major events through the establishment of statutory authorities with defined roles and life spans. Examples include the Olympic Coordination Authority and the World Youth Day Coordination Authority, established to support the *Sydney 2000 Olympic Games* and *World Youth Day* planning respectively.

The recently enacted Major Events Act also allows specific powers to be activated in support of a major festival and event, as determined by the Government.

Image: World Youth Day, Barrangaroo

SUMMARY OF CITY PROVIDED FESTIVAL AND EVENT PROCESS COORDINATION AND ASSISTANCE

Agency/Organisation	Example of coordination and assistance
NSW Government	<ul style="list-style-type: none"> • Specific source of funding • Provide expert advice and coordination of services (either on a user pays or cost-exempt basis, depending on the characteristics of the event) • Event related policy and resources including user charges policy and guides for event organisers
Events NSW	<ul style="list-style-type: none"> • Specific source of investment • Offer expert advice • Identify and leverage opportunities to maximise the impacts of the event • Provide assistance with publicity and promotion, primarily by including the event in the NSW Master Event Calendar • Content inclusion on eventssydney.com
City of Sydney	<ul style="list-style-type: none"> • Specific source of funding • Provide expert advice and supply of services (either on a user pays or cost-exempt basis, depending on the characteristics of the event) • Facilitate permit, licence and public use approvals • City dressing and theming • Introductions to pertinent stakeholders
Tourism NSW	<ul style="list-style-type: none"> • Extensive publicity including media outreach and visiting journalist programs and promotions • Packaging of events with key wholesalers and major airline partners • Integration into all product and media releases in both Tourism NSW and Tourism Australia's international distribution channels • Trade familiarisation programs • Content inclusion on Sydney.com and feature articles

3.6 PARTICIPATION IN OFFICIAL CAPACITY BY CITY DEPARTMENT REPRESENTATIVES ON BOARDS AND PLANNING COMMITTEES

Event-specific boards and planning committees are created as needed for major events and are well represented by the offices of the NSW and City of Sydney.

Depending on the nature of the event, the Premier, Ministers, Lord Mayors and executive and senior staff from all areas of NSW and Government routinely sit on boards and planning committees.

These representatives have extensive experience and expertise across government, high profile businesses, arts and sporting organisations. They bring significant value to festivals and events in Sydney, in terms of contract management, issues management and operational expertise.

For confidentiality reasons, details of the representatives who currently serve on boards and planning committees cannot be listed.



Images top to bottom: Sydney Festival, Dawn Chorus 2009; Chinese New Year Festival (courtesy: City of Sydney); Sydney Festival First Night 2010



3.7 LOCAL LAWS, ORDINANCES, REGULATIONS, PERMITS AND POLICIES

Event owners are responsible for ensuring all relevant local laws, ordinances, regulations, permits and policies are met, depending on the type, scale and content of the event. Guidance is available from the NSW government on the conduct of safe events.

An event compliance publication sets out all the regulations and legislation relevant to the conduct of a legally compliant event in NSW.

3.8 CITY PROVIDED FESTIVAL AND EVENT TRAINING PROGRAMS

The event organisers arrange routine event-specific training for event staff. If required they can access training programs delivered by educational institutions and training bodies.

The Australian Centre of Event Management (ACEM) was established in 1999 to develop and support the work of the University of Technology, Sydney in event management education, training and research. Their mission is to further enhance Australia as a centre of excellence in the development of skills and knowledge associated with the creation, delivery and evaluation of events.

Since its establishment, ACEM has become a world leader in the field of event management education delivering training programs both within Australia and internationally (London, Beijing, Edinburgh, Kuala Lumpur, Singapore, Kuching, Macau).

Images left to right: Sydney Festival concert in the Domain (credit: Daniel Boud); Sydney Festival, iOTA in Smoke and Mirrors (credit: Jamie Williams)



3.9 DIRECT INDUSTRY MEMBERSHIPS

Across the government several direct memberships with leading international and national industry bodies are held, including:

- **Tourism Transport Forum (TTF)** is an industry group for the Australian tourism, transport, aviation and investment sectors, representing over 460,000 employees. TTF delivers strong policy support and works on various levels to provide influence, access and value to member businesses.
- **Sydney Business Chamber, a division of the NSW Business Chamber**, represents its members to ensure Sydney gets the recognition, support and promotion needed to continue as Australia's premier global city. In addition to the State-wide policy and advocacy work, they provide a voice for Sydney's business community and lobbies on

a wide range of issues which impact Sydney as a global city. Sydney First membership provides a unique level of engagement for corporations with a significant presence, interest or stake in the City of Sydney.

- **Business Events Sydney (BESydney)** is responsible for promoting Sydney as a business events destination, identifying new business event opportunities and bringing these to Sydney (BESydney is a not-for-profit partnership between the NSW Government, Events NSW and more than 200 leading tourism attractions, venues, event suppliers and conference organisers).
- **The Committee for Sydney** is an independent forum of decision makers taking a leading role in shaping public policy to enhance the economic, social, cultural and environmental conditions that make Sydney a competitive and creative global city.

- **The International Special Events Society (ISES)** is a worldwide organisation dedicated to development, advancement and education within the field of special events, to better connect its diverse global network of event professionals.
- **Meeting Events Australia (MEA)** is a national, independent not for profit organisation dedicated to fostering professionalism and excellence in all aspects of meetings management. It promotes the value and effectiveness of meetings as an important high-yield sector of business travel and tourism.
- **The International Festival & Events Association (IFEA)** is the premiere association supporting and enabling festival and event professionals worldwide.

Images left to right: Sydney Mardi Gras; Sydney Festival First Night (credit: Prudence Upton); Chinese New Year Festival (courtesy: City of Sydney)

SECTION 4.0

NON-GOVERNMENTAL COMMUNITY SUPPORT OF FESTIVALS AND EVENTS



Image: Darling Harbour Fiesta



OUTSIDE GOVERNMENT, SYDNEY BUSINESSES AND THE SYDNEY COMMUNITY EMBRACE THE OPPORTUNITIES AFFORDED BY MAJOR EVENTS.

Festivals and events create jobs and opportunities, develop skills and knowledge, bring people together in celebration, enriching and contributing to a better place to live, work and play. They allow for the community at large to get involved through volunteer programs as well as drive expenditure into the economy to the benefit of local businesses.

The importance of 'Community Impact' is reflected in Events NSW strategic intent when investing in festivals and events, considering

its capacity to positively engage large and diverse sections of the community and generate community pride.

Local business communities are positively engaged in the opportunities that festivals and events provide through access to the many visitors that travel to Sydney through the NSW Master Events Calendar. Not only do business benefit from the immediate economic benefits of the visitors whilst they are here, but the long term strategic marketing benefits that drive tourism outcomes and visitation well beyond the duration of the event itself.

Tourism retail partners, wholesalers and accommodation providers have embraced the inclusion of events into packages and marketing messaging recognising the demonstrable economic benefits that events bring to their businesses.



Image: Chinese New Year Festival (courtesy: City of Sydney)



Festival/Event	Volunteers/Hours
Sydney New Year's Eve	60 volunteers, 1,500 hours
Sydney Festival	212 volunteers – approx 2,250 hrs worked (750 shifts) 15 production secondments – approx 2,100 hrs 12 marketing/communications interns – approx 2,000 hrs 1 programming intern – approx 350 hrs
Vivid Sydney	50 volunteers, 500 hrs
Sydney Gay and Lesbian Mardi Gras	2,300 volunteers, 52,000 hrs
Crave Sydney (Breakfast on the Bridge)	114 volunteers, 500 hrs

4.1 VOLUNTEER INVOLVEMENT

Volunteerism is extremely strong in Sydney – the smiling faces of Sydney’s volunteers are one of the lasting and most endearing images of the Sydney 2000 Olympic Games.

Volunteers are essential to the smooth running of festivals and events, and constitute a large component of community engagement and enjoyment of events and festivals.

Sydney has an enduring volunteer culture, evidenced through the enthusiastic and effortlessly warm service delivered by the 49,000 strong volunteer workforce engaged for the Sydney 2000 Olympic Games, which remains an international benchmark.

For the events from the NSW Master Events Calendar case studied in Section II, significant volunteer numbers and hours were invested.

The Centre for Volunteering is the peak body in NSW promoting and supporting volunteering and community participation. It has a service delivery arm, Volunteering NSW and a School of Volunteer Management, a registered training organisation.

The City of Sydney actively seeks volunteers for the *Chinese New Year Festival* including costume makers, dressers, floral assistants, hair and make-up assistants, parade marshalls and volunteer translators who speak both Mandarin and English. This is done through a relationship with the educational institution, TAFE NSW

(Technical and Further Education NSW), and by invitation to other appropriate schools and institutions in the local government area.

In 2010, the NSW Department of Education and Training rolled out its new Student Volunteering initiative across the State. Schools encourage students to look for volunteering opportunities in a variety of ways, including Service Learning that combines specific subject or curriculum outcomes with community service or volunteering¹³.

Specialist volunteer agencies also exist, including St. John Ambulance and the Marine Rescue NSW.

Image: Crave Sydney, Breakfast on the Bridge Volunteers

13. <http://curriculumsupport.education.nsw.gov.au/volunteering/>



SYDNEY FESTIVAL HAS A PROVEN TRACK RECORD OF WORKING WITH HIGH-PROFILE, LONG-TERM CORPORATE SPONSORS, DELIVERING CAMPAIGNS THAT HAVE BENEFITS FOR BOTH PARTIES.

4.2 SPONSORSHIP SUPPORT

The Sydney business community provides enormous monetary and in-kind support for major events, with a particular focus on sporting and cultural events.

Australia and Sydney in particular has a strong track record in generating outstanding sponsorship support for major events. Support is received in a range of forms, including cash, in-kind support and assistance with human resources through secondment and intern programs.

The International Olympic Committee and the Sydney 2000 Local Organising Committee generated approximately \$USD3 billion over the period 1997-2000 in the lead up to the *Sydney 2000 Olympic Games*.

The sports marketing industry employs approximately 34,500 people, representing one-fifth of the total sports industry workforce. As marketing investments by Australian-owned and Australian-based corporations have diversified, the sports marketing component of this investment has become increasingly prominent.

Outside the sport sector, sponsorship support for cultural and arts festivals is also very strong. For example, Sydney Festival has a proven track record of working with high-profile, long-term corporate sponsors, delivering campaigns that have benefits for both parties.



Image: Sydney Festival First Night 2010 (credit: Jamie Williams)



4.3 MEDIA SUPPORT

Media support for events is very strong in Sydney. **Government and event organisers work closely with the media industry to establish collaborative partnerships, driving media coverage for events.**

Sydney has a well developed media landscape including two major daily newspapers, The Sydney Morning Herald and The Daily Telegraph; over 15 free-to-air television stations (including digital stations); and a range of pay-TV; commercial, non-commercial and community radio stations and vast array of on-line publications.

All media owners play an integral and vital role in media support for festivals and events. The Sydney media are supportive of major events and are highly responsive to covering event-specific launches and press conferences, as well as covering the event itself.

Sydney New Year's Eve, Vivid Sydney and Crave Sydney consistently generate front-page stories in the major daily newspapers. Events also generate extensive television and radio news coverage.

For example, *Vivid Sydney 2009* headlined with Brian Eno's *Lighting the Sails* attracted more than 200,000 people to the festival. Images were seen by more than 60 million people globally.

- Almost 200 press articles across 11 key tourism markets
- Cumulative press circulation of over 20 million
- Television News Coverage in New Zealand and prime time news broadcasts on national Chinese television
- 400 plus online articles with the highest concentration of coverage in Australia, US and UK
- Vivid Sydney generated more than 500 newspaper, radio and television stories in the Australian media.

Images left to right: FIFA Congress 2008; Crave Sydney, Breakfast on the Bridge media; Vivid Sydney 2009



ONE-OFF MAJOR EVENTS IN SYDNEY ARE OF HUGE INTEREST TO THE MEDIA, SUCH AS THE RETURN OF THE YOUNGEST ROUND-THE-WORLD SOLO SAILOR, JESSICA WATSON AT SYDNEY OPERA HOUSE IN MAY 2010.

A media partnership with The Sydney Morning Herald and 2Day FM for *Sydney New Year's Eve* involves combined media support via television, newspaper and radio of some \$AUD1.5m. Sydney Festival's media partners include The Daily Telegraph and Sunday Telegraph, Channel Nine, ABC Radio, SBS Radio and News Magazines.

One-off major events in Sydney are of huge interest to the media, such as the return of the youngest round-the-world solo sailor, Jessica Watson at Sydney Opera House in May 2010. Her homecoming event generated blanket media coverage including live broadcasts by the Sydney television networks and radio stations. Images of her arrival made the front page of both daily newspapers.

A key example of the media support of festivals and events in Sydney was in October 2010 when Events NSW joined forces with Fairfax Media to produce the *Crave Sydney International Food Festival* a world class food festival showcasing Sydney's dynamic food culture to the rest of the world.

Due to the varied nature of valuation of non-paid media, it is not possible to quantify the value of coverage generated from events. Estimates amount to tens of millions of dollars each year.

Image: Jessica Watson arriving at Sydney Opera House



4.4 CHAMBER OF COMMERCE / CONVENTION AND VISITOR BUREAU SUPPORT

The Sydney Chamber and Business Events Sydney – BESydney (formerly the Sydney Convention and Visitors Bureau) are deeply committed to ensuring the success of festivals and events.

Sydney Chamber, a division of NSW Business Chamber, works to ensure Sydney gets the recognition, support and promotion needed to continue as Australia’s global city. In addition to the state-wide policy and advocacy work, they provide a voice for Sydney’s business community and lobbies on a wide range of issues which impact Sydney as a global city.

The Chamber of Commerce groups regularly work with event owners and government to ensure the success of festivals and events. As an example Events NSW have engaged with a number of organisations, including The Rocks Chamber of Commerce, Sydney Harbour Business Alliance, Property Council of Australia, Australian Hotel Association, Tourism Transport Forum and Sydney Harbour Foreshore Authority to undertake activities to support *Vivid Sydney*. Support would include sending out an EDM to their database, promoting *Vivid Sydney* on their websites and distributing Event Guides from public facing businesses. Events NSW are currently working on an Activation Strategy to enhance the support of these organisations for *Vivid Sydney* 2011.

Events NSW provides government funding to BESydney to attract conferences, incentive tours and meetings to Sydney. BESydney is responsible for promoting Sydney as a business events destination, identifying new event opportunities and bringing these events to Sydney. They provide the capability to leverage events across the industry, supporting major events, including help finding suppliers and venues, and creating marketing initiatives to boost attendance.

Image: Vivid Sydney 2009, Brian Eno’s Lighting the Sails

COMPANION CARD HOLDERS ARE NOT REQUIRED TO PURCHASE AN ADDITIONAL TICKET FOR THEIR ATTENDANT CARER, MAKING MANY ENTERTAINMENT, LEISURE AND RECREATION VENUES/ACTIVITIES AND SERVICES MORE ACCESSIBLE.

4.5 ORGANISATIONS TO ASSIST PEOPLE WITH DISABILITIES

Australia and Sydney in particular is a world leader in the provision of accessible attractions and support services for people with disabilities including transport.

The Australian Centre of Event Management (ACEM) provides a range of leadership and other event-related skills assistance. ACEM also provides specific programs to assist events organisations to facilitate the involvement of people with disabilities and older people in conferences, festivals, sporting and other events. The programs seek to contribute to

the cultural life and economic well being of the community through promoting best practice in event management.

The Companion Card allows people with a significant and permanent disability necessitating attendant care for the rest of their lives to participate in community activities and events without discrimination. Companion Card holders are not required to purchase an additional ticket for their attendant carer, making many entertainment, leisure and recreation venues/activities and services more accessible¹⁴.



Images top to bottom: Vivid Sydney, Smart Light 2009; Crave Sydney, Breakfast on the Bridge; Sydney International Food Festival, Night Noodle Market

14. <http://sydney.edu.au/stuserv/disability/support.shtml>



4.6 SPORTS COMMISSIONS

Through their focus on high performance and grassroots participation in sport, the Sports Commissions in Australia strongly support the major event platform.

Sport and recreation activities play a vital role in binding our communities together and participation in physical activity creates a broad range of benefits for all members of the community.

Imahg

Image: Sydney Cricket Ground, Twenty20 Cricket Match



The Australian Sports Commission (ASC) is Australia's primary national sports administration and advisory agency. On behalf of the Australian Government, the ASC plays a central leadership role in the development and operation of the Australian sports system, administering and funding innovative sport programs and providing leadership, coordination and support for the sports sector. The ASC is recognised as a world leader in the development of high performance sport and sports participation.

NSW Sport and Recreation, part of Communities NSW, has a vision of a community that uses sport and recreation to improve its well being. The organisation is committed to providing and facilitating sport and recreation services for the people of NSW.

While Sports Commissions in Australia do not directly fund festivals and events, their focus on high performance and grass root participation in sport supports the major event platform.

FOCUS ON HIGH PERFORMANCE AND GRASS ROOT PARTICIPATION IN SPORT SUPPORTS THE MAJOR EVENT PLATFORM

Images left to right: Energy Australia Surfest; Socceroos Fans



4.7 EDUCATIONAL INSTITUTION SUPPORT

A wide range of educational opportunities are available to students in Sydney – from formal qualifications in event related courses to gaining first-hand experience working on festivals and events.

Various educational institutions play an integral role in supporting, recognising and investing in the future of Sydney’s event industry. These institutions not only provide opportunities for students to gain the essential theoretical elements, but also provide them with vital industry experience through structured internships and work placement programs. In addition to preparing students for working

life, they are helping local community groups through various volunteer programs, which are fundamentally acknowledged within the city.

TAFE NSW has a partnership with the City of Sydney, providing students with the opportunity to volunteer for various events held within Sydney. The Events Unit within the City of Sydney provide some internship opportunities and usually engage students from institutions with the local government area who are studying Event Management courses. These direct forms of experience act as fundamental stepping stones into the practical working field of events.

The City of Sydney collaborated with the University of NSW Community Development Project and a range of other community

organisations to develop The Super Volunteer Program (The Super V Program). This initiative provides students with the opportunity to work with people from various cultural backgrounds in local community events and cultural celebrations.

In 2010, the NSW Department of Education and Training rolled out its new Student Volunteering scheme across the State. Through this initiative, participating schools encourage their students to search for various volunteering opportunities. This combines a specific subject area or particular curriculum outcomes with community service or volunteering work^[1].

Images left to right: Vivid Sydney, Creative Sydney

[1]. <http://www.curriculumsupport.education.nsw.gov.au/volunteering/>





The following educational institutions provide event related courses.

TAFE NSW

Event Management On completion of this course, participants will have the skills and knowledge required to develop and update their knowledge of the events industry, including industry structure, legal issues, current technology, how to obtain and manage sponsorship, select event venues and sites and develop event concepts.

smARTarts Youth Arts and Cultural Festival provides students who are studying event management at TAFE to have the opportunity to volunteer with the smARTarts Youth Arts and Cultural Festival, run by the City of Sydney's Pine Street Creative Arts Centre. Students may receive TAFE accreditation in event coordination by participating in festival planning.

Certificate III in Events Participants will engage in developing practical meeting and event administrative and operational skills and associated knowledge required by support staff in and events industry.

Events – Diploma Participants are able to develop their knowledge of the events industry and acquire a range of management, budgetary and event specific skills including the selection of appropriate venues, development of event concepts, IT skills for events, risk management, operational planning and event specific project management.

Events – Advanced Diploma Participants acquire wide-ranging and highly specialised technical event management skills with a strategic research, planning and communication focus.

University of Technology Sydney

Bachelor of Management in Events and Leisure In this subject, students undertake a 240-hour professional internship with an organisation in the leisure, sport or tourism industry. This assists in developing employment skills, knowledge and contacts identified as essential to their career goals.

Graduate Diploma in Event Management Event Management is designed to develop high-level management skills and knowledge sufficient to allow students to manage or play a significant role in the management of large-scale events.

Graduate Certificate in Event Management This certificate course introduces students to the events field and develops their skills and knowledge relating to the management of various event forms.

Master of Management The Masters course is designed to provide a business underpinning to a series of industry sector focused majors in arts, events, sport and tourism.

The following educational institutions provide event related courses.

University of Western Sydney

Event Management Emphasising the importance of events, the unit introduces students to the principles associated with planning, managing and staging a variety of events.

AMP College of Business and Communication

Bachelor of Business (Event Management) This course enables students to understand the specific application of project management skills in combination with the development and implementation of successful events. Within APM, this degree focuses on events as a key driver in engaging consumers and clients. Subjects include Events Policy and Strategy, Event Logistics and Risk and Event Management.

Advanced Diploma of Business (Event Management) This is a higher education course for students who wish to continue their academic and professional development in this area of specialisation.

Charles Sturt University

Bachelor of Communication (Public Relations) This course emphasises the professional nature of communication practice, and the study of communication and media theories that inform these practices. Event Management is a subject within the course. Upon completion, students are also accredited by the Public Relations Institute of Australia (PRIA).

Macleay College

Advanced Diploma of Business (Marketing) This major in Event Management incorporates various event-related subjects, including-Event Marketing and Promotion, Special Events, Event Law, Bids and Proposals



Images top to bottom; Sydney Autumn Carnival; Bledisloe Cup



4.8 ACCESS TO INDUSTRY SUPPLIES IN LOCAL MARKETS

There are a host of suppliers readily available in the local market which event owners have access for event related equipment. These are routinely sourced by the event organiser.

Examples of the supply's include solar powered lighting, audio, staging, projection, screens, plasmas, event fencing, rigging, riser stages and tiered seating banks, fireworks, communication links, portable toilets and site sheds, analogue and digital two way radios, lighting and sound.

Image: Crave Sydney, Night Noodle Markets



SECTION 5.0

LEVERAGING COMMUNITY CAPITAL CREATED BY FESTIVALS AND EVENTS



Image: Sydney Festival, A.R. Rahman concert (credit: Prudence Upton)



IN 2010 “BRAND SYDNEY” WAS LAUNCHED TO POSITION SYDNEY AS LEADING AUSTRALIA ON THE WORLD’S STAGE AND UNIFY, INSPIRE AND PROMOTE THE CITY AND ITS COMMUNITY.

Events NSW was set up by the NSW Government to market Sydney and NSW as a leading global events destination. Events NSW works with Tourism NSW to ensure major events on the NSW Master Events Calendar drive interstate and overseas visitors to the State.

In 2010 “Brand Sydney” was launched to position Sydney as leading Australia on the world’s stage and unify, inspire and promote the city and its community. The Greater Sydney Partnership (GSP), a not-for-profit organisation formed to enhance and promote Sydney’s interests as Australia’s only global city, develops and manages the ‘Brand Sydney’ project along with many other initiatives which support Sydney’s global positioning. With the full support of the NSW Government and the City of Sydney, the partnership aims to:

- Drive tangible economic value for the Sydney community through the creation of the Greater Sydney Partnership that will have Brand Sydney at its core;
- Grow the potential of the GSP by brokering and supporting private and public sector partnerships;
- Incubate or facilitate high impact projects;
- Deliver an inspirational, consistent, centralised marketing and communications platform for the greater Sydney community;
- Galvanise the marketing resources of Sydney into a multifaceted, connected voice; and
- Focus on future opportunities by directly engaging the next generation of Sydney’s leaders.

The NSW Master Events Calendar is a key platform for the reinforcement of Sydney’s brand, with events uniquely capable of authentically and effectively showcasing a city’s distinctive attributes, to locals and visitors alike.

Events NSW and Tourism NSW work collaboratively in creating tourism destination marketing lead through event messaging.



5.1 PROMOTING TOURISM

In a global market where product offerings of destinations such as hotels, attractions, activities including events have become increasingly the same, the appeal or 'brand' of a destination has become a key point of differentiation. For Sydney, major events are a significant component of Sydney's brand identity.

Events in Sydney constitute a key component of the tourism brand for Sydney as they present compelling and new ways to experience Sydney. Not only do events add depth to Sydney's appeal, but events also provide a means to influence a preference for Sydney as a holiday and events destination, ultimately driving visitor growth and event attendance.

Support material DVD 7 – Events NSW/Tourism NSW Sydney Promo.

Events also provide an important way to strengthen community engagement and pride amongst local residents in order to increase local participation and advocacy for Sydney and what's on in Sydney - word of mouth being crucial part of destination marketing.

Tourism NSW uses all forms of marketing communications in the promotion of Sydney. While each has a defined role in delivering the brand elements, high impact and visual communications such as broadcast, print, digital and outdoor form the backbone of marketing activity.

Tourism NSW promotes the major events and festival periods in Sydney under the campaign umbrella of *Sydnicity* and uses highly visual and high reaching mediums extensively.

Support material V:a

The TV communications are first person and show insight-led *Sydnicity* event moments as proof of the brand promise of "what makes Sydney so Sydney".

Major festival periods are promoted through specific event related campaigns.

For a special event such as the *Sydney International FIFA Fan Fest™*, Tourism NSW created a TV commercial featuring Australian Football Captain Lucas Neill. Neill speaks about Sydneysiders embracing events such as *Sydney New Year's Eve* and *Sydney Festival*. He promotes the Fan Fest site as 'the place to be' during the FIFA World Cup™

Images left to right: Sydney; Sydney International FIFA Fan Fest fireworks and promotions



BESYDNEY WORKS COLLABORATIVELY WITH EVENTS NSW TO ENSURE CLIENTS HAVE FULL VISIBILITY OF OPPORTUNITIES TO PLAN EVENTS AROUND THE NSW MASTER EVENT CALENDAR.

5.2 CONVENTION MARKETING

Business Events Sydney (BESydney) is responsible for promoting Sydney to domestic and international corporate and association clients.

BESydney works collaboratively with Events NSW to ensure clients have full visibility of opportunities to plan events around the NSW Master Event Calendar.

As part of the lead generation process BESydney produces Sydney Event Planners Guide each year featuring the full NSW Master Events Calendar, encouraging clients to plan their business events around 'our cities dynamic and vibrant events calendar'.

Hosted buyer programs around the *Vivid Sydney* and *Crave Sydney* festivals showcase the different experiences these buyers can offer their clients.

Once a conference or incentive group has been confirmed for Sydney, BESydney attempts to lead the client to stage the event to coincide with one of the festivals on the Master Calendar. A recent example presented to Amway India was around a new festival in development on the NSW Master Events Calendar called *Paramasala*, the Australian Festival of South Asian Arts.

5.3 FAMILIARISATION TOURS

Once a relationship has been formed with a client a familiarisation program is offered to more specifically match products with clients in Sydney. A Korean familiarisation program was conducted around the *Australian Open Golf Championship* as part of the NSW Master Events Calendar and the buyers played with Greg Norman.

Tourism NSW has a visiting journalist program to ensure that Sydney's event image is communicated to the world, creating a halo effect and providing further encouragement to event owners to think about staging their event in Sydney. Tourism NSW bought 30 international media to Sydney for *Vivid Sydney 2009*, generating millions of dollars worth of coverage.

Image: Greg Norman (courtesy: Golf Australia)



5.4 OUT-OF-MARKET MEDIA COVERAGE

Major events in Sydney generate extensive out-of-market media coverage across Australia and overseas, driving tourism and economic benefit for the city. **Events NSW works with Tourism NSW to ensure global media coverage for major events**, producing Video News Releases and distributing images for events including *Breakfast on the Bridge* and the opening night of *Vivid Sydney*. The media coverage becomes the ultimate postcard for Sydney.

Image: Crave Sydney, Breakfast on the Bridge

IMAGES OF THE EVENT WERE SEEN BY MORE THAN 100 MILLION PEOPLE ACROSS OUR KEY TOURISM AND TRADE MARKETS - INCLUDING OVER 723 BROADCAST ITEMS AND 270 PRESS ARTICLES

The inaugural *Breakfast on the Bridge* captured international headlines across Australia and the globe. Images of the event were seen by more than 100 million people across our key tourism and trade markets - including over 721 broadcast items and 194 press articles.

International media highlights included primetime coverage on Japan's NHK Nightly News and NTV Nightly News, the top two free-air channels in Japan and coverage on America's CBS a nationwide broadcast, with an average audience of over 6 million people.

Cumulative television audiences watching dedicated and news coverage of the events on the 2009 NSW Master Events Calendar:

- Number of television news items (key NSW tourism and trade markets only): 9,000+
- Cumulative television audience (key NSW tourism and trade markets only): 630m+

Cumulative press circulation of publications containing articles of the events on the 2009 NSW Master Events Calendar:

- Number of press articles (key NSW tourism and trade markets only): 7,000+
- Cumulative press circulation (key NSW tourism and trade markets only): 910m+



Images top to bottom: Crave Sydney, Breakfast on the Bridge



5.5 ENHANCING EXPOSURE TO THE ARTS AND OTHER CAUSES

Sydney embraces its arts culture with a calendar of events which highlight Sydney's diversity across the visual and performing arts.

The calendar is replete with recurring events such as *Sydney Festival*, *Vivid Sydney*, *Sydney Film Festival*, *Sydney Writers' Festival*, the *Biennale of Sydney* and *Parramasala*. These events, which have become synonymous with Sydney's creative pulse, are supplemented with our galleries' summer blockbuster series to the city, as well as exclusive one-off special events like the *Edinburgh Military Tattoo* and *Ben Hur: A Stadium Spectacular*.

The NSW Government's State Plan specifically seeks to increase visitation and participation in arts and cultural activity by 10% by 2016. There has been a steady increase in attendance at cultural events in NSW between 1995 and 2006. Overall, 83% of people aged 15 years and over attended cultural events and venues during 2005–06¹⁵.

Recognising the importance of festivals and events as a beacon for the arts, these events provide the opportunity for visitors and Sydneysiders alike to engage and more importantly, access the arts in a way that would not otherwise exist. Our festivals and events invite the best of world class talent to our shores as well as celebrate our home grown assets – allowing not only for the 'passive' enjoyment

of these events, but also the opportunity for our local artists to actively to showcase their creativity.

The NSW Master Events Calendar highlights a number of the world class exhibitions and performances held in Sydney, including the Sydney Symphony Orchestra, Australian Ballet, Opera Australia, Sydney Theatre Company and Sydney Dance Company.

Accessibility to the arts is key and all our major festivals include core events that are free to the public. Most notably, *Sydney Festival* enhances exposure to the arts through a series of free events but most generously through the staging of *Festival First Night*. Sydney Festival's program spans across three weeks and its diversity pairs performances by international luminaries

Images left to right: Edinburgh Military Tattoo (credit: Hamilton Lund); Vivid Sydney 2010, Laurie Anderson's Lighting the Sails; Sydney Festival First Night



RECOGNISING THE IMPORTANCE OF FESTIVALS AND EVENTS AS A BEACON FOR THE ARTS, PROVIDES THE OPPORTUNITY FOR VISITORS AND SYDNEYSIDERS ALIKE TO ENGAGE AND MORE IMPORTANTLY, ACCESS THE ARTS IN A WAY THAT WOULD NOT OTHERWISE EXIST.

such as A.R. Rahman and Al Green alongside lesser known acts such as France's Camille to Rajasthan's Manganiyar Seduction. Plays can be seminal local productions as well as epic stagings of Shakespeare's most pivotal works.

Similarly, *Vivid Sydney* provides core components of its program free of charge to the public.

Vivid Sydney is a festival of "light, music and ideas", specifically designed to showcase the City's creative industries while at the same time providing popular access to a range of distinctive artistic and creative thinking and experiences. The Smart Light walk as part of *Vivid Sydney* 2009, not only produced spectacular light sculptures throughout the city, but also enhanced the arts by using contemporary architectural and lighting designers to create the sculptures.

In addition an important criterion for the light walk sculptures was to ensure they were environmentally friendly, highlighting the festival's sustainability objective.

Family-focused events, in particular, provide parents the opportunity to engage with the arts with their children in a safe and considered environment.

A number of events are connected with charitable organisations, providing considerable exposure to specific causes. For example, in its 40th year the 2010 *City2Surf* has generated close to \$AUD2.5 million for a range of charities selected by event participants.

The sails of Sydney Opera House are lit rarely and only on extremely special occasions. One of those occasions is enhancing the awareness of Breast Cancer.

While Sydney events, from arts to sports, are diverse, a core theme that is consistent is that of sustainability. Sustainability in events is not only reflected in the kinds of events staged, but it is also reflected and promoted in industry best practices.

Events that partner with charitable organisations enhance exposure to important causes while being practical and sustainable solutions to the needs of those around us. Organisations such as OzHarvest have become invaluable event partners in this regard. OzHarvest is a food rescue charity that collects excess food from function centres, caterers, corporate offices, restaurants, cafes and tourist operators and provides that food to charities.

THE CITY HAS A SIGNIFICANT NUMBER OF HIGHLY VISIBLE COMMUNICATION PLATFORMS FOR EVENT OWNERS TO LEVERAGE.

5.6 CREATING HIGHLY VISIBLE PUBLIC RELATIONS CAMPAIGNS FOR CITY FACILITIES AND SERVICES

Those agencies that provide services to events conduct promotional campaigns to their consumers when they are likely to be impacted by events, and to the event and non-event public to communicate safety, transport, access and other messages.

The City has a significant number of highly visible communication platforms for festival and event owners to leverage, depending on the scale of the event.

These include online resources, flyers, street furniture, banner poles, messages on transport services for example buses and ferries, Variable Message Signs or across the full range of media.

The City of Sydney have a highly visible marketing communications campaign for *Sydney New Year's Eve* including signage on the Sydney Harbour Bridge pylons, around the city, and on public transport.

Support material V:b



Image: FIFA Congress projection on to Harbour Bridge



5.7 ENCOURAGING COMMUNITY BONDING, PARTICIPATION AND CELEBRATION

The people of Sydney bond, participate and celebrate through festivals and events on a weekly basis.

It is Sydney's culture to encourage participation and celebration in all festivals and events, the very essence of community bonding.

The creative and artistic directors of Sydney's many festivals and events themselves provide the encouragement of community participation and engagement. Indeed this participation is considered from the outset in the design of the event, in the aim that encouragement comes from event experience itself.

Image: Sydney Festival, Summer Sounds in the Domain (credit: Daniel Boud)



Community bonding, participation and celebration is supported by event owners through extensive marketing communication campaigns, reinforced by communications initiatives of NSW and local government agencies. For example, the marketing communication plan for *Sydney New Year's Eve* encouraged everyone to come to the event dressed in a touch of blue.

Over one million spectators line the shores of Sydney Harbour on New Year's Eve to celebrate. In the 15 years during which this event has been formally produced it has galvanised the community, to the point that residents consider this to be an event hosted by Sydney for the world. Evidence of the great bonding and participation through a celebratory experience is regularly publicly acknowledged by NSW Police.

Sydney Festival encourage participation by all spectators throughout the city to dance, eat and share event experiences with other revellers. The marketing campaign to do 'The Sydney' dance for the 2009 *Festival First Night* resulted in tens of thousands of spectators performing the dance en masse in the streets and parks of the city on the night. In 2010 *Festival First Night* was further developed to create a cohesive, broadly experimental event with the theme 'Expect the unexpected – look up, look around and look out!'

Created by Events NSW for Sydney's ever-growing community of event goers, event organisers, promoters and venues, **eventssydney.com** was launched in early 2010. The site invites consumers and event owners to add, discover and share events, create and join

groups, as well as express opinions on events. This powerful and social resource brings together the event community.

Gauging community sentiment towards the events landscape is paramount to Events NSW and is achieved through conducting a monthly online survey of NSW residents titled 'Community Tracker'. A representative sample of approximately 500 NSW residents has been surveyed every month since October 2008, with over 9,000 surveys completed to date. Results from the community tracker over the period January 2009 to June 2010 revealed that 91% of Sydney residents believe that events are very *important or important* to the state.

Images: Sydney Festival First Night; Green Day concert at Sydney Football Stadium



5.8. HIGHLIGHTING OR DEVELOPING UNDERUSED VENUES OR SECTIONS OF THE COMMUNITY

Sydney capitalises on its city assets and diverse community, creating unique experiences which add value to the event proposition and are becoming a competitive advantage for Sydney.

The *Sydney Harbour Island Hopping* component of Crave Sydney allows locals and visitors to 'hop' between several harbour islands on a continuous ferry shuttle system. In addition, as part of Crave Sydney 2009, the *World's Funniest Island* event took place on Sydney's Cockatoo Island, a former convict prison and shipyard. The multiple indoor and outdoor disused areas of the island came alive with comedy and entertainment across the two days.

Parramasala, the Australian Festival of South Asian Arts, is a new major annual festival which will place the historic city of Parramatta on the world stage. The Festival will bring together a confluence of cultural backgrounds, artistic ideas, and innovative collaborations from today's most celebrated, contemporary artists working across music, dance, theatre, film and visual arts.

The Festival has been developed to highlight Australia's distinctive relationship with South Asia and its position in the region. Parramatta has been specifically chosen as the epicentre of Australia's South Asian population and will be showcased as a unique event destination as well as a great place to live, invest and work. The event will illustrate Parramatta, and Sydney, as a vibrant, multi-cultural and creative centre.

In time, the Festival is expected to achieve recognition globally, particularly in India, South East Asia and the main centers of the Indian Diaspora internationally and nationally.

The inaugural festival in November 2010 will be seen as the exciting beginning of one of the world's most unique international arts festival, building each year in scope and scale. The festival will help to raise the profile of Parramatta as a dynamic contemporary city with a busy business and social scene that reflects the cultural diversity of greater Sydney.



Image: Kailash Kher; Parramasala (Artist Impression)



5.9 CREATING LEGACIES AND IMAGES BEYOND THE EVENT

Legacy planning is an important consideration for all events, and is reflected in Events NSW's objectives. **Events NSW specifically consider an event's ability to encourage investment, infrastructure development and other activities that will ensure Sydney and NSW will continue to be in a position to attract and host events.**

Image: Sydney Festival (credit: Prudence Upton)



The Sydney Olympic Games left tangible legacies for the city, including:

- Development of Sydney Olympic Park as one of the world's great sports, entertainment precincts and urban parkland.
- Development and implementation of whole-of-government mechanisms to coordinate operational and logistical support by NSW Government agencies for annual and one-off major events in Sydney.
- Enhanced planning and operational capabilities of NSW Government agencies to support the staging of the world's biggest events in Sydney.
- Completion of major infrastructure projects such as the Sydney Airport upgrade, construction of the Eastern Distributor motorway and CBD beautification.

- Codification of venue design standards for disability access to all Sydney's permanent Games venues.

The events on the NSW Master Events Calendar are creating significant and tangible social, marketing and community legacy benefits and images beyond the event:

- The experience and skills acquired by event personnel and the staff of government agencies operating complex events such as the *Sydney Gay and Lesbian Mardi Gras* and *Sydney New Year's Eve* provides a powerful legacy. These attributes are passed on, both locally and internationally.
- *Vivid Sydney* is an entire festival designed to celebrate creative industries, the legacy for those industries will be significant. The festival will become a valuable asset to Sydney and is

positioning Sydney as the creative industries hub of the Asia Pacific region.

- The globally-recognisable imagery generated through many of Sydney's events provide incredibly strong branding messages for Sydney. Key examples include *Breakfast on the Bridge* and the lighting of the Sydney Opera House sails during *Vivid Sydney*.
- *Sydney New Year's Eve* and *Vivid Sydney* have generated important social legacies, redefining the Circular Quay and Rocks districts of the city into safe places for families to attend events.
- Infrastructure upgrades are an important legacy, with many of the city's central parks and venues now equipped with the infrastructure necessary to stage major events and festivals.

Images: Crave Sydney, Breakfast on the Bridge; Vivid Sydney, Brian Eno's Lighting the Sails

SECTION 5 – SUPPORTING MATERIALS

a. Tourism NSW destination brand campaign

THE LUMINO CITY

TOURISM NSW

What makes Sydney feel so...inspirational? What makes VIVID Sydney, our international festival of light, music and ideas such a magical experience? Is it the creative energy that lights up the city? Is it how the Sydney Opera House and the harbour become the living stage for the imagination of the world's leading artists and musicians? VIVID brings a new kind of energy to Sydney. It crackles in the air and opens your mind to something amazing. That's Sydnicity. It's what makes Sydney so Sydney. VIVID Festival 27 May – 21 June 2010. To find out more, visit sydney.com

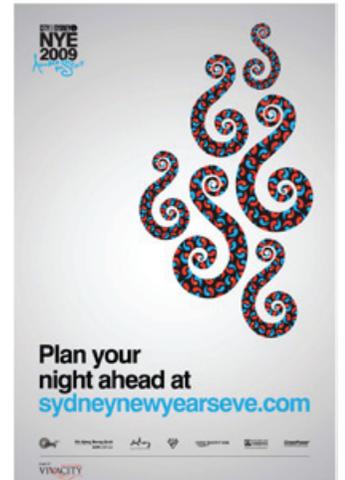
THAT'S **SYDNICITY™**

OBSERVATORY HILL, VIVID FESTIVAL 2009 – HAMILTON LUND
OPERA HOUSE, VIVID FESTIVAL 2009 – HAMILTON LUND
CIRCULAR QUAY, VIVID FESTIVAL 2009 – HAMILTON LUND

NSW GOVERNMENT SYDNEY VIVID SYDNEY sydney.com

SECTION 5 – SUPPORTING MATERIALS

b. Sydney New Year's Eve – Highly visible public relation for city facilities and services including way finders, messages on Sydney Harbour Bridge pylons and bus banners



SECTION 6.0

EXTRA CREDIT PROGRAMS, SERVICES, RESOURCES AND ACTIVITIES



Image: Chinese New Year Festival (courtesy: City of Sydney)



6.1 SKILLS DEVELOPMENT

Australian's are regarded internationally as some of the best event organisers, which is evident in the number and scale of major festivals and events hosted in Sydney.

Many of the individuals involved in the *Sydney 2000 Olympic Games*, *Rugby World Cup* and *World Youth Day* projects are now providing consulting advice to bidding and organising committees all over the world.

The excellent skills and integrated operations of event and government agency teams was one of the defining features of the 'best ever' Olympic Games in Sydney in 2000. These attributes are passed on, both locally and internationally, to provide upskilling for the next generation of event managers and operators.

The NSW Government, through the Australian International Sporting Events Secretariat (AISES) of the Industry and Investment Department, supports the efforts of companies and individuals in NSW seeking to win international event contracts. Sydney-based event companies have been awarded numerous contracts in areas as diverse as event planning, project management, design and architecture, ceremony creation and planning for key services such as transport, security and technology.



Image: Sydney Fashion Week



6.2 A FESTIVAL AND EVENT SHARED RESOURCE PROGRAM

eventssydney.com is a powerful social resource which brings together the event community

Created by Events NSW for Sydney's ever-growing community of event goers, event organisers, promoters and venues, eventssydney.com was launched in early 2010.

The site invites consumers and event owners to add, discover and share events, create and join groups, as well as express opinions on events. This powerful and social resource brings together the event community. It serves as evidence to the diversity of the festivals and events which are held week in and week out in Sydney.

Support material 6:a

Image: Vivid Sydney, Creative Sydney





To realise the vision of *Vivid Sydney 2009*, Events NSW through their strategic partnership with the City of Sydney, seconded their Executive Producer for New Year's Eve Fireworks to the *Vivid Sydney* project as Executive Producer for the festival. Similarly, the Executive Producer for *Crave Sydney 2009*, who had previously managed Sydney's Australia Day Celebrations, was seconded from the Department of Premier and Cabinet.

This ensured that the person who was already managing, or had experience managing large scale events could transition into managing another large scale event, working across a number of agencies. It also strengthened strategic ties between the two organisations.

CEED manage an Event Communications Database. This is designed to capture key messages from NSW Government agencies, event organisers, landowners and/or local government organisations involved in staging or hosting a public event that will impact on the city's usual flow of traffic, public transport timetables and way of life.

Consistency in messaging to both the event public and non-event public is a key outcome of the database. Through this tool, event stakeholders can provide information to event-goers to minimise the disruption to the event. Similarly, non-event goers can receive consistent information on the potential impacts of an event.



Images top to bottom: Vivid Sydney 2010, Laurie Anderson's Lighting the Sails; Vivid Sydney 2009, street performers; Chinese New Year Festival (courtesy: City of Sydney)



THE AIM IS TO BRING IN THE RIGHT MIX OF EVENTS THAT BEST PORTRAY SYDNEY TO THE WORLD. EVENTS THAT SHOWCASE OUR LOCATIONS, THRILL ALL PARTICIPANTS AND ABOVE ALL MAXIMISE A RETURN ON EVERY DOLLAR INVESTED.

6.3 EFFORTS TO ACTIVELY RECRUIT NEW EVENTS

The decision to establish Events NSW by the NSW Government in 2007, following a major review into the events industry, is testament to the importance placed on the actively recruiting new events to Sydney.

Events NSW strategically seek the procurement of existing major events staged outside Sydney. Events are selected on the basis of driving maximum value against the strategic outcomes identified by Events NSW. The events must also have an intrinsic “fit” with Sydney.

Events NSW works with event owners to attract events, for example working with theatrical event producers to secure world premiers such as *Dr Zhivago* and working with Sydney’s major art galleries to recruit blockbuster exhibitions such as *The First Emperor: China’s Terracotta Army*.

Creating or acquiring outstanding events, or making Sydney’s well-known events bigger and better, can present Sydney in a new and different light and engender community pride.

The aim is to bring in the right mix of events for Sydney, events that best portray Sydney to the world, events that showcase our locations, thrill all participants and above all maximise a return to the people of Sydney on every dollar invested.

The events must enhance the reputation of Sydney as a great destination. They must prove they can deliver long term economic and strategic returns in terms of city marketing. These benefits must also filter through to the wider community.

Image: Wicked banners in Sydney CBD



Examples of events actively recruited to Sydney include:

- Sydney 2000 Olympic Games
- Sydney 2000 Paralympic Games
- 2002 Gay Games
- Rugby World Cup 2003
- World Youth Day 2008 (including a Papal visit)
- Rugby League World Cup 2008
- FIFA Congress 2008
- World Masters Games 2009
- International FIFA Fan Fest™ 2010 (Sydney was Australia and Asia's exclusive Official FIFA Fan Fest™ City for 2010 FIFA World Cup)

- Dextro Energy Triathlon ITU World Championship Series 2010
- Australian Open Golf Championship
- FIA World Rally Championship Round 2009/11/13
- Sydney Festival of Football from 2010
- Lions International Convention 2010
- Top Gear Live 2009 and 2010
- Inside Film Awards from 2009
- The Screen Producers Association of Australia (SPAA) Conference from 2009
- X|Media|Lab Global Media Ideas from 2009
- Ben Hur – The Stadium Spectacular 2010
- Wintersun from 2010
- Edinburgh Military Tattoo 2010

- The First Emperor: China's Terracotta Army (NSW Art Gallery) 2010
- Australian Film Industry (AFI) Awards from 2010
- Wicked The Musical 2009-10
- Jersey Boys - The Story of Frankie Valli & The Four Seasons 2010-11
- Dr Zhivago – Musical World Premiere 2011
- Rotary International Convention 2014
- ICC Cricket World Cup Matches 2015

Currently the NSW Government is supporting Football Federation Australia in its bids to bring the FIFA World Cup™ and 2015 AFC Asian Cup to Australia.

Images left to right: Edinburgh Military Tattoo 2010 (credit: Hamilton Lund; Sydney Cricket & Sports Ground Trust); Dextro Energy Triathlon 2010 Sydney ITU World Championship Series (credit: Barry Allsop); FIFA Congress 2008

SECTION 6 – SUPPORTING MATERIALS

a. eventssydney.com is a powerful social resource which brings together the event community

THANK YOU

