

# SYDNEY

IFEA WORLD FESTIVAL  
& EVENT CITY AWARD

2 0 1 7





# CONTENTS

NSW PREMIER'S MESSAGE ..... 4  
 INTRODUCTION ..... 5

## SECTION 1: COMMUNITY OVERVIEW ..... 6

a-b) Current city population/Current  
 SMSA or LUZ population ..... 7  
 c) Population within a 50-mile radius  
 of applicant city..... 7  
 d) Primary festival and event venues ..... 7  
 e) Water and power accessibility in  
 outdoor venues ..... 30  
 f) Hospital and emergency response  
 availability ..... 30  
 g) Total number of hotel rooms available ..... 31  
 h) Public transportation options..... 32  
 i) Parking availability ..... 32  
 j) Walking paths, bicycle lanes ..... 33  
 k) Estimated city visitors annually  
 attributed to festivals and events ..... 33

## SECTION 2: COMMUNITY FESTIVALS AND EVENTS ..... 34

a) Festival or event name  
 b) Top executive contact information  
 c) Number of years festival or event  
 has been produced  
 d) Event dates  
 e) Primary target audience  
 f) Recurrence cycle  
 g) Estimated combined aggregate attendance

## SECTION 3: CITY/GOVERNMENTAL SUPPORT OF FESTIVALS AND EVENTS ..... 68

a) Defined public objectives and support  
 statements for festivals and events by the  
 city and other local government agencies.... 69

b) Direct funding support provided to and/or  
 budgeted for festivals and events from  
 the city or other government agencies..... 70  
 c) In-kind support provided to and/or  
 budgeted for festivals and events from  
 the city or other government agencies..... 72  
 d) Defined role of the city in festival  
 and event approval..... 72  
 e) City-provided festival and event process  
 coordination and assistance system ..... 73  
 f) Participation in official capacity by city  
 department representatives on boards  
 and planning committees of local  
 festivals and events ..... 74  
 g) Local laws, ordinances, regulations,  
 permits and policies impacting and  
 supportive of festivals and events..... 74  
 h) Green initiatives..... 76  
 i) City-provided festival and event  
 training programs ..... 77  
 j) Direct industry involvement /  
 memberships by any of the above ..... 78



# CONTENTS CONTINUED

**SECTION 4:  
NON-GOVERNMENTAL  
COMMUNITY SUPPORT OF  
FESTIVALS AND EVENTS ..... 79**

- a) Volunteer involvement .....80
- b) Sponsorship support..... 82
- c) Media support .....83
- d) Chamber of commerce/  
Convention and visitors bureau support.....84
- e) Downtown associations.....84
- f) Organisations to assist individuals  
with disabilities..... 85
- g) Local event co-operatives.....85
- h) Sports commissions..... 86
- i) Educational institution support .....86
- j) Special incentives/  
Discounts by local venues..... 88
- k) Access to industry suppliers  
in local market.....89
- l) Direct industry involvement/Memberships...89

**SECTION 5:  
LEVERAGING ‘COMMUNITY  
CAPITAL’ CREATED BY  
FESTIVALS AND EVENTS ..... 91**

- a) Community branding.....93
- b) Promoting tourism..... 94
- c) Convention marketing.....96
- d) Corporate recruiting efforts .....96
- e) Relocation packets and information.....98
- f) Familiarisation tours.....98
- g) Out-of-market media coverage .....98
- h) Enhancing exposure to the arts  
and other causes.....99
- i) Creating highly visible public relations  
campaigns for city facilities and services.101
- j) Encouraging community bonding,  
participation and celebration..... 102
- k) Highlighting or developing underused  
venues or sections of the community ..... 104
- l) Creating legacies & images  
beyond the event ..... 106

**SECTION 6:  
EXTRA CREDIT ..... 108**

- a) Skills development – availability of  
certificate or degree programs in festival  
& event management through a local  
university or private provider ..... 109
- b) Members of your event community who  
currently hold a certified festival & event  
executive (CFEE) designation ..... 111
- c) Secondary school system graduation  
requirements that encourage  
volunteerism and community  
service during festivals and events ..... 111
- d) Festival and event shared resource  
program in your city ..... 111
- e) Efforts to actively recruit new events  
to your city..... 112
- f) Other creative endeavours ..... 114

**SUPPORTING MATERIAL  
AND APPENDICES ..... 116**



# NSW PREMIER'S MESSAGE

On behalf of the New South Wales (NSW) Government, I am delighted to support the submission from Destination NSW in the 2017 IFEA World Festival & Event City Awards.

Sydney is the capital of NSW, the international gateway to Australia and one of the world's most vibrant, innovative and beautiful cities.

Festivals and events in Sydney are recognised as integral to the city's appeal as a place to visit, live, work and do business. Each year hundreds of festivals and events provide the foundation on which Sydney continues to build its reputation as a culturally rich and diverse city.

Sydney's investment in major infrastructure is paying huge dividends for its reputation as a world-class tourism and events destination. The city has entered a new era of event capability with the opening of the

International Convention Centre Sydney (ICC Sydney). The state-of-the-art venue cements Sydney's reputation as a premium choice on the world stage for major events, which Australia has never before had the facilities to host. ICC Sydney has delivered the nation a new and emblematic piece of business events and tourism infrastructure, underpinning Sydney's position as one of the most desirable event destinations in the world.

Capital works have also commenced on major projects like rebuilding the city's major stadia network, the new Sydney Metro, CBD & South East Light Rail and Barangaroo Ferry Wharf, which will ensure Sydney continues to build its reputation as a strong, sustainable and liveable global city – for residents and visitors alike. Sydney is also in the midst of a hotel boom, attracting record levels of investment, making room for growing numbers

of domestic and international visitors who travel to Sydney to enjoy its world-class events calendar.

The NSW Government, through its tourism and major events agency, Destination NSW, produces Australia's most compelling calendar of major events across arts, entertainment, lifestyle and sport. Many are now recognised as exclusive to Sydney, further adding to the city's unique destination appeal.

Over the past year, Sydney has hosted extraordinary events including the world's largest festival of light, music and ideas, Vivid Sydney; the first ever College Football Sydney Cup; the Australian premiere of Dream Lover – The Bobby Darin Musical; the ARIA Awards; the 2017 HSBC Sydney 7s; the 2017 Sydney Gay and Lesbian Mardi Gras; Handa Opera on Sydney Harbour's production of Bizet's

Carmen; Mercedes-Benz Fashion Week Australia; and National Rugby League (NRL) sporting blockbusters including the NRL Grand Final.

The success of these events has been achieved by working in partnership with event owners, industry and the community, all of whom play a key role in helping Sydney to further its reputation as Australia's leading tourism and events destination.

The NSW Government is extremely proud of Sydney's recognition in the IFEA World Festival & Event City Awards for the past seven years, and it is with great pride that I support Sydney's submission in this year's IFEA Awards.

Yours faithfully,

**GLADYS BEREJIKLIAN MP**  
NSW Premier

# INTRODUCTION

Sydney is a city that channels its extraverted creative energy into expressive events that engage the nation and the world. Its beautiful natural environment, welcoming spirit and exuberant joy in celebration have always set Sydney apart as an event destination; now too Sydney's thriving creative industries are adding a layer of technological brilliance to its event delivery while construction of transformative new event infrastructure is ensuring a future in which Sydney will continue to excel.





01

# COMMUNITY OVERVIEW



# 1. COMMUNITY OVERVIEW

## 1.A-B) CURRENT CITY POPULATION / CURRENT SMSA OR LUZ POPULATION

Sydney is Australia's true global city, its largest capital, and most internationally renowned. According to the Australian Bureau of Statistics, Sydney's population has officially reached 5 million as of June 2016. Between 2015 and 2016, Sydney's population grew by 82,797 (1.7% increase), increasing by nearly 1,600 people per week.

Sydney is the capital of New South Wales (NSW), a state that is home to approximately one third of Australia's total population. It is among the world's most multicultural cities with more than 40 per cent of its residents born overseas.

## 1.C) POPULATION WITHIN A 50-MILE RADIUS OF APPLICANT CITY

Sydney's population relates to an area classified by the Australian Bureau of Statistics (ABS) as the Greater Sydney (Greater Capital City Statistical Area). This region is approximately equivalent to a 50-mile radius around the city, which equates to 5 million people (as at June 2016).

## 1.D) PRIMARY FESTIVAL AND EVENT VENUES

Sydney's festival and event venues have a style that is creative, technologically savvy, easily accessible and expressive of place and community.

Many of the city's events are built around maximising connection with the beautiful beach, bush and harbour environment and the industry's ingenuity in developing outdoor staging and flexible structures is exceptional.

So too are the design and architectural solutions for adaptive use of historic venues such as wharves, warehouses, industrial sites and the city's Victorian, Art Deco and modernist 20th century buildings and amenities.

Perhaps the most exciting venue developments are those currently coming on line; the city is in the grip of a once-in-a-generation infrastructure renewal and with its role as an events city so firmly embedded in city planning considerations, new venue development is both inspiring in design and unprecedented in its capability.



Sydney Festival



Darling Harbour

## NEW DEVELOPMENTS

The focus for new developments is the western face of the city, which extends along the harbour foreshore from Darling Harbour in the south to the expansive new Barangaroo development in the north.

### DARLING HARBOUR

The first phase of the \$3.4 billion re-development of Sydney's popular 20-hectare convention, exhibition and entertainment precinct which connects the city's financial districts, media and creative, cultural and student hubs achieved a significant milestone when the new International Convention Centre Sydney (ICC) officially opened in December 2016.

Other parts of the project are also near completion including a revitalised harbour side park and a new 20m-wide

pedestrian boulevard connecting Central Station to Darling Harbour's waterfront at Cockle Bay, adjacent to Sydney's Central Business District (CBD). The next phase of development will deliver two large-scale developments, the Ribbon Project and Darling Square. The opening of the ICC has also been a catalyst for significant investment in hotel development in the precinct with more than 4,000 hotel rooms soon to be available within walking distance of the centre.

### International Convention Centre Sydney (ICC):

The \$1.5 billion cutting edge facility offers industry leading event technology and 70 flexible meeting spaces, three theatres including an 8,000-seat plenary hall, a 2,000-seat ballroom, 35,000sqm of exhibition space and a spectacular 5000sqm event deck.



Darling Square

The facility already has more than 700 forward bookings and in its first three months of operation hosted more than 200 events attended by 350,000 delegates. The ICC is expected to boost the NSW Visitor Economy by more than \$200 million annually.

### Sofitel Sydney Darling Harbour:

Sydney's largest five-star hotel situated adjacent to the ICC, will open in November 2017 with a 600-room capacity.

### The Ribbon Project:

'The Ribbon' is a dramatic 25-storey development due for completion in 2020; it will include a 588-room 'W' hotel and provide a modern setting for the IMAX Theatre, plus retail and entertainment spaces. The project is named for the building's organic flowing structure that the rises through

two elevated roadways and appears to peel into the built structure.

### Darling Square:

This new residential and creative hub will soon be one of Sydney's most walkable and connected city neighbourhoods. The development includes one of Sydney's largest public squares and will offer an array of experiences for locals and visitors alike.

### Hyatt Regency:

Located on the city side of Darling Harbour, Australia's largest premium hotel officially re-opened in March 2017 after a \$250 million redevelopment. This saw the addition of a third tower with 222 guest rooms and upgraded conference facilities. The 892-room hotel was formerly a Four Points by Sheraton property.



International Convention Centre Sydney (ICC)



Darling Harbour



The Ribbon Project,  
Darling Harbour



## **BARANGAROO**

Barangaroo is Australia's largest city renewal project and is transforming a 22-hectare former container port into a vital \$6 billion extension of the Sydney CBD to the western waterfront.

The site is owned by the NSW Government and managed by the Barangaroo Delivery Authority. As a development project, Barangaroo is divided into three distinct sections: Barangaroo South, Central Barangaroo and Barangaroo Reserve.

### Barangaroo South:

At the core of this part of the development are three skyscrapers, comprising the International Towers Sydney. The development was completed in 2016 and is the hub of the financial and professional services district with major corporations already headquartered in the prestige towers. With the expansion of workforce, the area is now buzzing with activity, day and night. Harbour side retail outlets, laneway developments and a swathe of bars, cafes and curated dining experiences have transformed the area.

At pedestrian level the final section of Wulugul Walk will soon be completed and follows 14 km of harbour foreshore from Garden Island to the soon to be redeveloped Sydney Fish Market at Blackwattle Bay.

The next phase of development is the construction of the \$1.1 billion, 350-room Crown Casino Barangaroo. It is Sydney's first 6-star luxury resort hotel and the city's second casino and is scheduled for completion in 2021; at 75 stories it will be Sydney's tallest building.



### Central Barangaroo:

Though it is the final part of the \$6 billion+ project to be defined, planned and constructed, Central Barangaroo is key to the precinct's eventual success. The 5.2-hectare site, due to be finished in 2024, will contain the new Metro station linking the whole of Barangaroo to wider Sydney.

It will also will feature the Sydney Steps, providing not only a spectacular pedestrian entry to Barangaroo from the CBD but also a 21st Century civic plaza, equivalent to Rome's Spanish

Steps where people will gather, greet and watch a variety of cultural and entertainment activities in the foreshore amphitheatre created below.

The planned mix of cultural, recreational, residential, retail and commercial facilities is designed to ensure Central Barangaroo becomes a new civic square on a grand scale, delivering an exciting and unique range of public and cultural activities.



### **Barangaroo Reserve:**

The 6-hectare headland park opened in 2015 and has restored public access to this part of the harbour after more than 100 years of dockland use. With its exceptional views and easy accessibility the reserve has already become one of the city's most popular outdoor event venues. The area has been planted with more than 75,000 native trees replicating the vegetation before European settlement. Landscaping includes rock pools, a harbour cove, bike tracks and a walking track. A new cultural centre, the Cutaway, will be one of Australia's largest internal spaces and provide huge potential for public events.

## CIRCULAR QUAY

The gateway to Sydney, Circular Quay is undergoing a multibillion-dollar facelift, with a foray of signature developments involving international and national designers to be constructed over the next two to five years. The first development scheduled for completion in the early 2020s is the \$2 billion Quay Quarter Development which will reconstruct two city blocks to deliver two plazas, a network of laneways,

expansive retail and dining areas as well as new conference facilities and a 170 room hotel. Another development, due for completion in 2021 at No 1 Alfred St will see the opening of the 5-star Wanda Vista Hotel with 181 guest rooms.

Transport links in Circular Quay are also being significantly upgraded with the iconic ferry wharves earmarked for a \$200 million upgrade and the new light rail is due to open in 2019.



## AIRPORT DEVELOPMENT

### Badgerys Creek:

In May 2017 the Federal Government confirmed that it will build Sydney's second airport at Badgerys Creek in Western Sydney which will be able to accommodate 10 million passengers per year; operations are expected to begin in 2025 with the split between international and domestic passengers expected to be 43 per cent to 57 per cent respectively.

### Sydney Airport:

Hotel development at Sydney airport is set to further increase following the 2016 opening of three new hotels, the Travelodge Sydney Airport, the Pullman Sydney Airport and the Adina Apartment Hotel Sydney Airport. However with

42 million domestic and international passengers passing through the airport in 2016, management believes that there is enough demand to support up to three new hotels in the precinct. Meanwhile a new 136-room hotel within walking distance of the T2 and T3 domestic terminals operated by the Mantra Group will open mid 2017.

Sydney Airport is also undergoing improvement works to enhance the airport experience for passengers, visitors and staff and is due for completion in 2018. The work includes interior refurbishment at the T1 international terminal plus improved retail and dining facilities at the T2 and T3 domestic terminals as well as improved road access, traffic flow, car parking and pick-up facilities.

## BOUTIQUE DEVELOPMENT

Alongside major hotel and venue projects there has been a burst of development in boutique projects that over the last 12 months have introduced cutting edge contemporary style brands to Sydney's hotel stock. Most of these properties have been developed in historic buildings and contributed to a highly distinctive Sydney design style that is attracting strong business event support around creative industries.

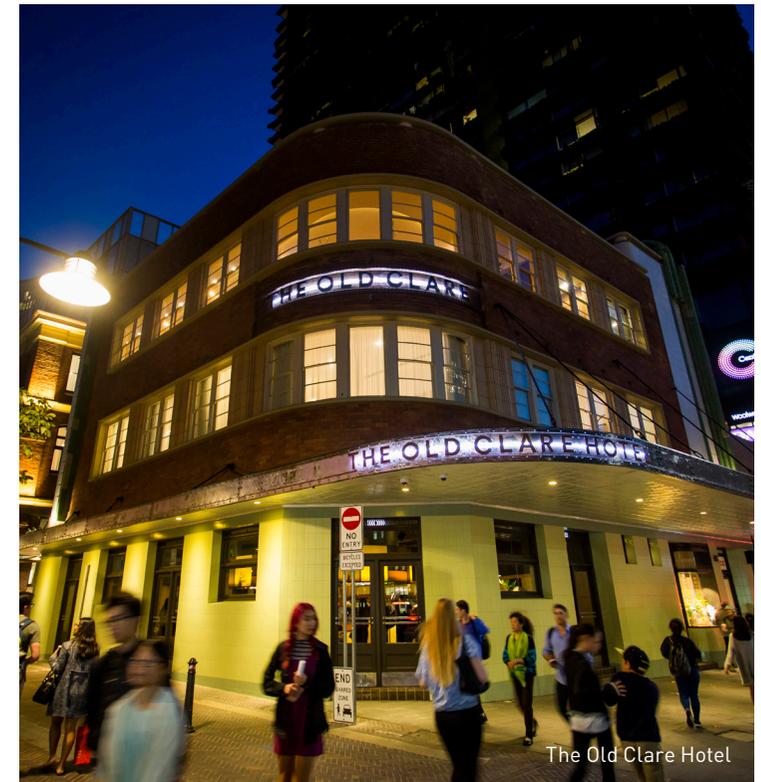
Hotels include the entry of the Ovolo brand with the 100-room Ovolo Woolloomooloo situated on a 19th century wharf and the 90-room Ovolo 1888 built within an old wool store near Darling Harbour; the Old Clare Hotel part of the Unlisted Collection brand is a 62-room boutique hotel which resulted from a four-year transformation of the former breweries building and pub in the thriving

Chippendale precinct; the glamorous five-star Primus Hotel transformed the 1939 Art Deco headquarters of the Metropolitan Water Sewerage and Drainage Board on Pitt St in the CBD and is now a 172-room showstopper; another hip designer hotel with an artistic vibe is the recently opened QT Bondi with 69 suites that offer guests the quintessential Sydney beach experience.

The new Harbour 220 multi-purpose function venue is part of a revamp of the landmark Hudson House in Macquarie St, in the heart of Sydney's legal and financial district which offers spectacular views of the Harbour and Royal Botanic Garden Sydney. At Bondi, redevelopment of the heritage Bondi Pavilion is due for completion in 2018 and will include a new theatre, music studios and new exhibition space.



The Old Clare Hotel, Chippendale



The Old Clare Hotel

## OTHER NEW PROJECTS

### Sydney Stadia Upgrade:

New and old stadia across Sydney will receive more than \$1.6 billion investment during the next decade aimed at boosting the city's capacity to attract big-ticket sporting and stadia events. The stadia project includes a new 30,000-seat stadium for Parramatta, due for completion by 2019; a new rectangular stadium at Moore Park with 50,000 to 55,000 seats; redevelopment of the 80,000-seat Stadium Australia (commercially known as ANZ Stadium) at Sydney Olympic Park so that it is fully roofed and transformed into a permanent rectangular arena.

### The Bays Precinct:

Located just 2km west of Sydney CBD the Bays Project will revitalise Sydney's inner harbour area with over 5.5 km of waterfront retail, recreation, tourism and commercial space slated for development.

### Parramatta Riverside:

Further west, major revitalisation of Parramatta's riverside foreshore will deliver new public spaces, theatres, event and cultural venues to the city within the next five years. The proposed development restores orientation towards the river and will serve as a green artery between the CBD and the Sydney Olympic Park Peninsula.

### Transport Initiatives Linking Event Precincts:

New transport infrastructure to Sydney's event precincts includes the 2016 opening of the Wynyard Walk pedestrian connection from Wynyard Station, which provides a level six-minute walk to Barangaroo and the Darling Harbour waterfront, eliminating road crossings and steep inclines; a new Barangaroo ferry hub scheduled to open later in 2017; the Sydney Light Rail network which will be completed in 2019, with the 12 km route extending from Circular Quay along the city's main artery George St to Central Station through inner city precincts to the Moore Park events and recreation area and the Randwick race course and event centre; the new Sydney Metro which will deliver a city wide rapid transit network including new underground stations in the CBD, due for completion in 2024.



Parramatta Riverside



Sydney Metro construction



ANZ Stadium

## MAJOR FESTIVAL AND EVENT PRECINCTS

The swathe of new developments and event infrastructure currently changing the face of Sydney is taking place within event precincts and venues that showcase the heritage, culture and extraordinary diversity of the city's natural environment.

### The Harbour Precincts:

In and around the small bays of Sydney Harbour on the city side are a wide range of festival and event venues, which comprise the precincts of Circular Quay and The Rocks, Sydney Opera House, the Royal Botanic Garden Sydney, Walsh Bay, Darling Harbour and Barangaroo. Other harbour venues/precincts include The Star

Event Centre in the casino complex at Pyrmont; Luna Park, a heritage listed entertainment, amusement park and event centre situated just over the Sydney Harbour Bridge at Milsons Point and Cockatoo Island, the largest island within Sydney Harbour. The island is a former shipbuilding site and is now one of Sydney's most interesting major event precincts.







Handa Opera on Sydney Harbour

### The City Precincts:

The Central Business District (CBD) and its surrounding inner-city suburbs include venues such as the newly refurbished Sydney Town Hall, a venue in constant use for live performance and events and the heritage-listed State Theatre, which each year hosts the Sydney Film Festival. The historic Capitol Theatre and the Lyric Theatre

are Sydney's two principal venues for long-running musical theatre.

The opening of the new 8,000-seat ICC Sydney Theatre in 2016 added a new live entertainment venue to the city.

The city's principal city square is Martin Place, an outdoor venue central to most major festivals and events in the city.





Sydney Town Hall

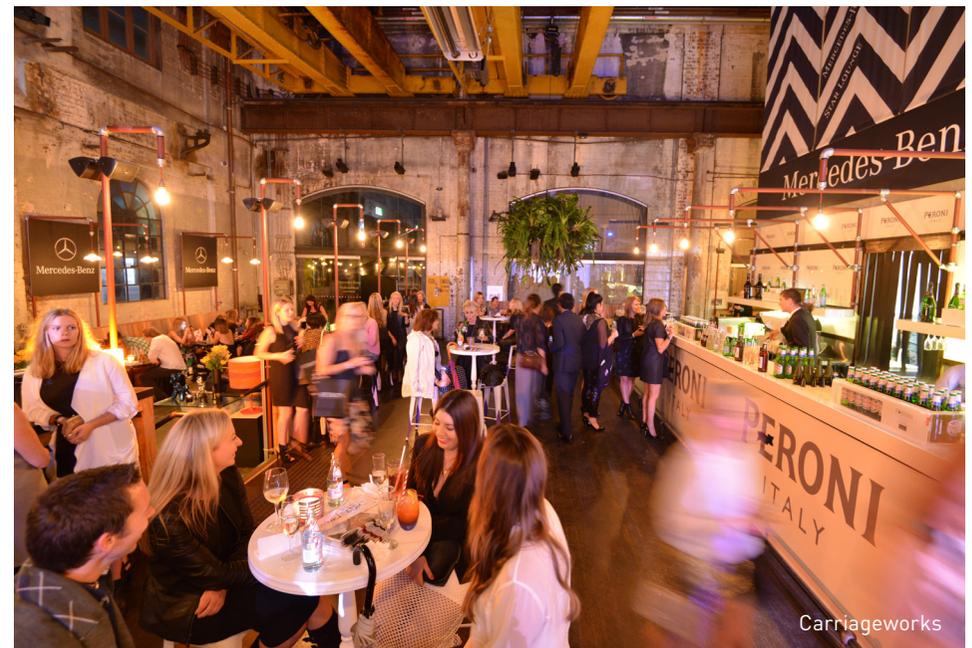
### Inner-City Precincts:

Adjoining the CBD are some of the city's largest and edgiest venues including Carriageworks arts centre and Australian Technology Park, both housed in former industrial and railway facilities at Redfern.

Just east of the CBD is the major sporting precinct of Randwick and Moore Park, which includes the

hallowed turf of the Sydney Cricket Ground, Allianz Stadium and the exciting new event centre at Randwick Race Course.

Further west is Sydney Olympic Park, the extraordinary, multi-venue sporting and event precinct constructed for the Sydney 2000 Olympic Games, which now hosts more than 5,000 events annually.





Randwick Race Course





Bondi Beach



### Beachside Precincts:

Beachside venues include Bondi Beach – with its 1.5 kilometre promenade, parklands, event pavilion and skate bowl, which each year hosts many festivals and events; and Manly Beach, a ferry ride from Circular Quay and the home of surfing in Australia which hosts Sydney’s largest surf and youth festival event the Australian Open of Surfing.



Manly Beach

KEY VENUES — HARBOUR PRECINCT	MAXIMUM CAPACITY
<b>ART GALLERY OF NSW</b> — The Domain, Royal Botanic Garden Sydney	Various event spaces including theatres, studios and auditoriums.
<b>BARANGAROO RESERVE</b>	6 hectares of event spaces including indoor and outdoor options.
<b>CUSTOMS HOUSE</b> — Circular Quay	Heritage building with several interior event spaces and a colourful exterior piazza. Includes 428 sq.m interior space (400 pax); 781 sq.m external space.
<b>INTERNATIONAL CONVENTION CENTRE SYDNEY (ICC)</b> Darling Harbour	8,000 plenary hall; 2,000 seat ballroom; 35,000 sqm of exhibition space; 5,000 sqm event deck; 70 flexible meeting spaces
<b>LUNA PARK</b> — Milsons Point	Total venue capacity approx. 3,000 sq.m
<b>MUSEUM OF CONTEMPORARY ART AUSTRALIA (MCA)</b> — Circular Quay	1,500 sq.m event space (excluding galleries)
<b>OVERSEAS PASSENGER TERMINAL</b> — Circular Quay	2,000 sq.m of multipurpose event and exhibition space.
<b>ROYAL BOTANIC GARDEN SYDNEY</b>	Several outdoor event spaces set against harbour backdrop.
<b>SYDNEY EXHIBITION CENTRE</b> — Glebe Island	Home for major exhibitions until opening of the new International Convention Centre Sydney in late 2016. Pavilion-style fully serviced exhibition space offering up to 5,000 sq.m of exhibition space. Crowd capacity estimated at 30,000 event visitors.
<b>SYDNEY HARBOUR ISLANDS</b> <b>Cockatoo Island</b> <b>Goat Island</b> <b>Fort Denison</b>	<ul style="list-style-type: none"> <li>• <b>Cockatoo Island</b> includes 9 major indoor venues offering more than 5,000 sq.m of mixed-use space plus a further 15,000 sq.m of dedicated exterior event sites with spectacular harbour views. Has hosted numerous major events, the largest attracting an audience of more than 11,000 visitors.</li> <li>• <b>Goat Island</b> has a unique collection of refurbished sandstone buildings for events. Spectacular panoramas of the city and harbour. Total capacity approx. 50-1000 visitors.</li> <li>• <b>Fort Denison</b> is an historic colonial-era fort. Island can be booked for 40-200 guests</li> </ul>
<b>SYDNEY OPERA HOUSE</b> — Bennelong Point	World Heritage-listed treasure and symbol of modern Australia offering 10 event venues: <ul style="list-style-type: none"> <li>• 5,738 event visitors (theatres and studios)</li> <li>• 6,000 event visitors (exterior forecourt)</li> <li>• Total capacity approx. 12,000 event visitors</li> </ul>
<b>THE STAR</b> — Darling Harbour <b>Sydney Lyric Theatre, Star Event Centre</b>	<ul style="list-style-type: none"> <li>• <b>Sydney Lyric Theatre</b> 2000-seat</li> <li>• <b>Star Event Centre</b> 4,000-seat multipurpose 2,200 sq.m plus additional exterior venues.</li> </ul>
<b>WALSH BAY THEATRE DISTRICT</b> <b>Sydney Theatre</b> <b>Wharf Theatres (1 and 2)</b> <b>Bangarra Theatre</b>	Several theatres, studios and performance spaces built on heritage-listed wharf and former dock space. <ul style="list-style-type: none"> <li>• <b>Sydney Theatre</b> 896-seat</li> <li>• <b>Wharf Theatres</b> (Wharf 1: 324-seat), (Wharf 2: 204-seat)</li> <li>• <b>Bangarra Theatre</b> 188-seat plus additional studio and spaces.</li> </ul>

KEY VENUES — CITY PRECINCT	MAXIMUM CAPACITY
<b>AUSTRALIAN TECHNOLOGY PARK</b> — Inner City/Redfern	7,322 sq.m theatre and flexible venue space.
<b>ANZ STADIUM</b> — Sydney Olympic Park	84,000 seat stadium, 2,341 sq.m event space.
<b>BONDI BEACH</b> — Bondi	Major outdoor event venue, includes 1.5 km promenade and park area. Regularly hosts major events 15,000+ event visitors. Many indoor venues including surf lifesaving clubs and hotels. Bondi Pavilion on the beach boardwalk has 6 event spaces, 565 sq.m plus outdoor plaza and verandahs.
<b>CAPITOL THEATRE</b> — Inner City / Haymarket	2,094 seats, five event spaces, heritage listed (built 1928).
<b>CARRIAGEWORKS</b> — Inner City / Redfern	Large multi-arts and performance space with 2 x theatres (800-seat and 332-seat) plus approx 5,313 sq.m flexible space.
<b>CITY RECITAL HALL</b> — CBD	Purpose built and acoustically designed specifically for fine music and spoken word. Maximum crowd size 1,238
<b>MANLY BEACH</b> — Manly	Major outdoor venue includes 1.5 km beach and promenade. Many beachside indoor venues including surf lifesaving clubs and hotels.
<b>MARTIN PLACE</b> — CBD	Sydney's main outdoor plaza includes performance amphitheatre. Extends across three city blocks. Maximum crowd size 50,000+.
<b>PADDINGTON TOWN HALL</b> — Inner City/Paddington	Featuring a gracious entrance, 9-metre high ornate ceiling, art deco finishes and expansive polished floor, the Stapleton Hall can accommodate up to 500 guests banquet style and up to 750 cocktail style.
<b>QUDOS BANK ARENA</b> (formerly Allphones Arena) — Sydney Olympic Park	Multipurpose arena, 6,700 sq.m of event space.
<b>RANDWICK RACECOURSE</b> — Randwick	Recently redeveloped venue spans more than 80 hectares to include a new six-level grandstand with 52,000 seats plus 15 event spaces comprising more than 4,740 sq.m of flexible indoor event space for an estimated 4,000 event visitors, plus an outdoor amphitheatre, which accommodates an additional 4,500 visitors.
<b>STATE THEATRE</b> — CBD	2,000-seat event theatre, heritage listed (built 1929).
<b>SYDNEY CRICKET GROUND (SCG)</b> — Moore Park	A central sports precinct comprising the Sydney Cricket Ground and Allianz Stadium which together host more than 100 sports and concert events each year. Allianz Stadium capacity is 45,500 and the SCG has recently expanded with new stands increasing crowd capacity to 48,000.
<b>SYDNEY SHOWGROUND</b> — Sydney Olympic Park	Crowd capacity 900,000+ and 20 unique venues.
<b>SYDNEY TOWN HALL</b> — CBD	Total event capacity 2,116 sq.m in three venues.

### 1.E) WATER AND POWER ACCESSIBILITY IN OUTDOOR VENUES

Sydney has a wide range of outdoor venues in all major event precincts including Circular Quay and The Rocks, Royal Botanic Garden Sydney, Bondi and Manly beaches, Cockatoo Island, the Central Business District and Inner City.

All of the city's major outdoor venues have full access to both water and power facilities managed by State and Local Government enterprises.

Local councils and utility organisations provide assistance with any additional requirements, which ensures all events and festivals hosted by Sydney are capable of satisfying the needs of both residents and visitors.



### 1.F) HOSPITAL AND EMERGENCY RESPONSE AVAILABILITY

The NSW Government adopts a whole-of-government approach to coordinating major events including emergency response. Coordination is vested in the government's lead agency, the Department of Premier & Cabinet (DPC), which maintains highly evolved operational procedures and plans to host safe and secure festivals and events.

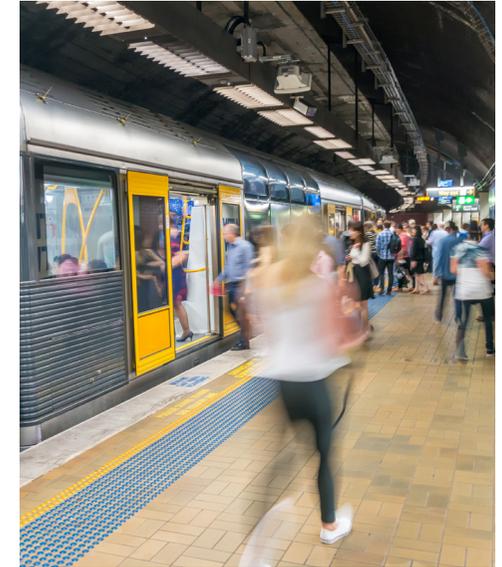
The Ambulance Service of NSW, the NSW Police Force, Roads and Maritime Services (RMS), Fire & Rescue NSW and the major hospitals work effectively together to provide essential support to many events hosted in Sydney. The success of this collaborative effort is evident in the smooth running of annual events such as Vivid Sydney, Australia Day celebrations and New Years Eve, which each year attract millions of visitors.

#### Hospitals:

There are 37 major hospitals across Sydney, four of which are in close proximity to the city's centre. Within 15 kilometres, another four hospitals service major event venues outside central Sydney. A key component of the healthcare system, the Ambulance Service of NSW is one of the largest in the world and supports national and international events.

#### The NSW Police Force:

To facilitate safe delivery of events the Major Events and Incidents Group was established to assist planning of public events; additionally, a high tech Police Operations Centre (POC) is also convened to assist policing of major events.



#### Roads and Maritime Services and the Transport Management Centre:

RMS manages the operations of roads and waterways within Sydney and NSW and is responsible for providing essential traffic and transport advice as well as management services to event organisers. The Transport Management Centre (TMC) monitors the NSW State road network 24 hours a day, 365 days a year and during major events (and unplanned incidents) monitors and coordinates Sydney's public transport operations across trains, buses, ferries and light rail. During events its aim is to minimise impacts of road closures and changed driving and transport conditions to people taking part in the event as well as to the non-event community.



### 1.G) TOTAL NUMBER OF HOTEL ROOMS AVAILABLE

Some of the Asia-Pacific region's best hotels are located in Sydney. Greater Sydney, including the city, has 35,385 rooms within three, four and five star hotels. The total number of rooms for all star ratings for all types of establishment was 36,782 as at 30 June 2016. The number of rooms will expand dramatically in the future.

Over the period to 2022, there will be approximately 7,100 new hotel rooms in Sydney. New hotel developments include: Skye Hotel Suites, Wanda Vista Hotel, The Sandstones, Sofitel Sydney Darling Harbour, Crowne Plaza, Hyatt Regency Sydney, W Hotel, Ritz Carlton at The Star and Crown Sydney at Barangaroo. Increasing tourism and occupancy rates at hotels is supported by the seasonal placement of Sydney's festivals and events.

## 1.H) PUBLIC TRANSPORTATION OPTIONS

Sydney is served throughout its entire metropolitan area by an integrated public transport network including trains, buses, ferries and light rail that is all readily accessible via the Opal card. Intrastate and interstate rail and bus networks are also easily accessible from the city. Information about transport routes and schedules is published on the Transport for NSW information website ([www.transportnsw.info](http://www.transportnsw.info)) and through the Opal Travel app.

The Opal card is Sydney's free transport smartcard – an easy,

convenient and fast way of travelling via trains, buses, ferries and light rail. You load value onto the card to pay-as-you-go for travel.

Between Monday and Saturday passengers with an Opal card can travel all day for no more than \$15 per day for adults and \$7.50 for children under 15; on Sunday's card holders can travel all day on any mode of transport for no more than \$2.50.

In the lead up to major events the NSW Government actively works with event organisers to ensure public transport is a fundamental part of the overall

event plan. Consideration is given to additional service requirements, network implications and promotion to encourage the community to use public transport when travelling to an event.

Where possible, public transport fares are integrated into the event ticket price (an arrangement known as integrated ticketing), which allows the public to travel to the venue and attend the event while paying for only one ticket. This approach also minimises traffic disruption, streamlines attendance procedures and crowd management and ultimately makes major events more environmentally sustainable.

Sydney Airport is Australia's largest aviation gateway, which currently accommodates more than 42 million annual passenger movements and generates in excess of \$30 billion of economic activity each year.

There are more than 40 foreign airlines providing international flight services into Sydney, plus a vast network of interstate and regional air services connecting Australia's premier city to a huge array of domestic localities across the nation.

The airport is located nine kilometres from Sydney's central business district and air passengers are transported between the city and the airport via the Airport Link rail service. Currently, more than 8.4 million passengers use this rail link annually, providing quick and easy connections to and from the city and immediate access to a host of other public transport options.

## 1.I) PARKING AVAILABILITY

There are more than 43,000 spaces in the City of Sydney. These include metered areas, parking stations and free spaces around the city. During major events, parking management is a priority and organisers and the relevant city planning officials identify special parking areas to accommodate demand. These spaces are typically organised at the site of the event for the convenience of attendees and also to ease traffic congestion throughout the city.

A recent trend has been the introduction of bike valet parking, which provides secure corrals where those cycling to an event can leave their bikes. In addition, the city provides special parking zones for scooters and motorbikes, and bicycle racks are located throughout the CBD.



## 1.J) WALKING PATHS, BICYCLE LANES

Sydney's picturesque locales and temperate climate provide the perfect setting for walking, cycling and other outdoor activities. Many events are developed around the walking tracks; for example, The Seven Bridges Walk and Sculpture by the Sea. The City of Sydney has committed itself to Sustainable Sydney 2030 and a Liveable

Green Network to promote walking and bike riding. Twelve kilometres of separated cycleways have been built to date and include two new city centre cycleways. Comprehensive wayfinding signage has been installed to help riders reach popular inner Sydney destinations on bike friendly routes. Additionally, Sydney also hosts the

annual Sydney Rides Festival; a three-week festival of cycling events open to people of all ages and abilities. This includes Light the City, a bicycle night ride around Mrs Macquaries Point and Spring Cycle, a scenic ride over the Harbour Bridge and past iconic landmarks of the city. Visitors can also rent bicycles during their stay or

take guided city bike tours to explore the parks, beaches, harbour and cultural sights. The City of Sydney has developed a free self-guided walking app, which takes visitors through culturally and historically significant parts of inner Sydney.



Mrs Macquaries Point

## 1.K) ESTIMATED CITY VISITORS ANNUALLY ATTRIBUTED TO FESTIVALS AND EVENTS

In 2016 over 900,000 overnight event visitors travelled to Sydney from all parts of Australia and overseas.

Event visitors make up seven per cent of all overnight visitors to Sydney and their average length of stay was 2.4 nights. There were over 2.3 million day-trip event visitors comprising 11 per cent of all day-trip visitors to the city. Of total event visitors to Sydney, the leisure market has the largest share (86 per cent), while the business market represents 14 per cent.



02

**COMMUNITY FESTIVALS  
AND EVENTS**

## 2. COMMUNITY FESTIVALS AND EVENTS



HSBC Sydney Sevens 2017

Sydney's event calendar is carefully cultivated to ensure event diversity. Cultural, sporting, commemorative, lifestyle and entertainment events are all part of the mix and reflect the city's dynamic, ever-changing identity as Australia's event capital.

### HIGHLIGHTS — SYDNEY'S 2016/17 PROGRAM OF MAJOR EVENTS AND FESTIVALS

- National Rugby League (NRL) Events
- College Football Sydney Cup 2016
- Sydney International Art Series
- ARIA Awards 2016 and Crowded House Concerts
- Dream Lover, The Bobby Darin Musical
- HSBC Sydney Sevens 2017
- Sydney Gay & Lesbian Mardi Gras Parade 2017
- Handa Opera on Sydney Harbour – Carmen
- Mercedes Benz Fashion Week Australia 2017
- Vivid Sydney 2017

## NATIONAL RUGBY LEAGUE (NRL) EVENTS

### NRL Pacific Tests

7 May 2016

Pirtek Stadium, Parramatta

### State of Origin Games 1 and 3

1 June and 13 July 2016

ANZ Stadium, Sydney Olympic Park

### NRL Telstra Premiership Grand Final

2 October 2016

ANZ Stadium, Sydney Olympic Park

In 2016 Destination NSW's strategic alliance with the National Rugby League (NRL) delivered a compelling program of elite competition and associated events that not only attracted strong interstate visitation but also enhanced bonds with local communities and celebrated cultural and regional diversity.

The Sydney NRL program had three key areas of focus: 2016 Pacific Tests played between teams representing the Pacific nations of Tonga, Samoa, Papua New Guinea (PNG) and Fiji; Two of the three annual gladiatorial State of Origin contests played between teams representing the states of NSW and Queensland; The NRL Premiership Grand Final and associated Grand Final Week events.

The NSW Government's support for NRL was further backed by a committed \$1.6 billion investment in enhancements to Sydney stadia infrastructure, representing the biggest investment in sport in NSW since the 2000 Sydney Olympics.





NRL Grand Final

## EVENT PROGRAM

### NRL Pacific Tests

Billed as the *Pacific Test Double Header* the matches were played at the end of a week-long program of community events and celebrations based in Western Sydney.

- *School Blitz* was a unique opportunity for players with a Pacific Island background to act as ambassadors for the competition and engage and connect with young people through talks on cultural leadership, traditions, values and social responsibility.
- *Pacific Test Fiji Fundraiser* focused on promoting trades in the Pacific Communities residing in the Western Sydney region and raising much needed funds for aid support to cyclone ravaged Fiji.
- *Open Training Days* gave team supporters the opportunity to attend exclusive open training sessions prior to game day.
- *Pacific Youth Summit* invited 100 youth of Pacific Island heritage to participate in development workshops, talks, activities and powerful presentations aimed at empowering them in achieving future success.
- *Big Island Festival* that took place at Centenary Square in Parramatta was an integral component of the game-day program to maximise fan and community/public engagement and included live cultural performances traditional cuisine and dedicated kava stations.

- *Pacific Test Double Header* at Pirtek Stadium also included a pre-game match between junior teams and within the stadium, a celebration of Pacific cultures including food stalls, cultural performances and markets.

### State of Origin Games 1 and 3

The three annual State of Origin games are pinnacle events for the NRL and it was something of a coup for Sydney to secure both the first and last game in the series in 2016. The June match coincided with the Vivid Sydney festival of light, music and ideas and resulted in a unique promotion on the night of the game with the Sydney Harbour Bridge and CBD buildings being taken over with a 'blue wash' every time NSW scored a point.

The program around the two State of Origin games included construction of special fan hospitality areas known as the #TheSheds adjacent to the stadium, live music, DJs, roving entertainment, big screen 'Vox Pops' with the crowd, international street food stalls and merchandise and special social media fan activations.

### NRL Telstra Premiership Grand Final

The premiership game was the culmination of a packed week of events and community engagements:

- *Dally M Awards* at Star City was a high glamour event that honoured the player, team and rookie of the year
- *Grand Final Fan Day* at the Sydney Opera House featured live entertainment, kids activities, mascots, virtual activations, player-signing sessions and photo opportunities.

- *Grand Final Party* was a massive pre-game party held in Cathy Freeman Park, adjacent to the stadium and rocked with live entertainment and gourmet food and drink options.
- *Pre-Game Live Performances* leading up to kick off were held within the stadium and featured a line-up that included multi-Grammy award megastar Keith Urban as well as performances by Bon Jovi founder Richie Sambora and Australian guitarist and singer Orianthi.

## EVENT IMPACT

- Sydney's hosting of rugby league events provided a major boost to the local economy as well as significant community benefits.
- At the time of writing 2016 results were not yet released, however it was anticipated that the 2016 NRL Telstra Premiership Grand Final would attract 21,000 overnight visitors to Sydney, contributing up to \$19 million to the NSW visitor economy.

Festival or Event Name	National Rugby League (NRL) Major Events & Representative Matches 2016/17
Top Executive Contact Information	Tim Watsford, National Rugby League General Manager, Major Events & Engagement. Email: twatsford@nrl.com.au
Number of Years Festival or Event has been Produced	All the above events have been produced over multiple years
Event Dates	Various
Primary Target Audience	<ul style="list-style-type: none"> <li>• NRL Club fans/supporters</li> <li>• General event goers</li> <li>• Entertainment seekers (Male, Female and Families)</li> </ul>
Recurrence Cycle	N/A
Estimated Combined Aggregate Attendance	200,000+

## COLLEGE FOOTBALL SYDNEY CUP 2016

### NCAA College Football

University Of California Golden Bears Vs  
University Of Hawaii Rainbow Warriors

27 August 2016

ANZ Stadium, Sydney Olympic Park

The first American college football game to be played in Australia in 30 years saw more than 61,000 fans flocking to Sydney's ANZ Stadium to witness the University of California defeat the University of Hawaii 51-31.

US organisers were effusive about the way in which the Sydney crowd embraced the foreign sport, and cited the level of enthusiasm and the quality of the facilities as indicators that the game could become an annual fixture. This was borne out in January 2017 with confirmation that Sydney, backed by the support of Destination NSW would host a second NCCA game in August 2017.

Destination NSW's support is part of its high profile strategy aimed at positioning Sydney as the home

of major international sporting events. NCAA football, though a US sporting code, has a global following offering audiences elite, high scoring and exciting football plus a unique carnival atmosphere complete with mascots, marching bands and cheerleaders.

The added value of the Sydney Cup is that it is an authentic US sporting experience, played for competition points rather than as an exhibition match. The Sydney game was the

first of the US season and featured the best available players from both squads. It was broadcast live on the day in the US commanding a huge prime time television audience across the US with the game shown on both the Fox Sports and ESPN networks.

For the visiting teams the match was a chance to participate in a unique cultural exchange while Australian fans had the opportunity learn about the game and experience it first hand.





College Football Sydney Cup



## EVENT PROGRAM

The College Football Sydney Cup featured the University of California Golden Bears and the University of Hawaii Rainbow Warriors in the opening round of the 2016 National Collegiate Athletic Association (NCAA), Division One, College Football Championships.

The California Golden Bears defeated the Hawaii Rainbow Warriors 51-31 in front of 61,247 spectators at ANZ Stadium on Saturday 27 August 2016.

The College Football Sydney Cup offered an elite international sporting experience that featured mascots, cheerleaders, marching bands and a canon as well as American food offerings, all of which amplified the spectacle of the exciting on-field action.

## EVENT IMPACT

- College Football will return to Sydney in 2017 when College Football powerhouse, Stanford University (Stanford Cardinal), take on Rice University (Rice Owls) at Allianz Stadium, Moore Park on Sunday 27 August 2017.
- It is anticipated that more than 18,000 domestic and international visitors will travel to Sydney for the event – an influx estimated to inject approximately \$14 million in visitor expenditure.



Festival or Event Name	College Football Sydney Cup 2016
Top Executive Contact Information	Murray Hodges TEG Live, Head of Sport. Email: murrayh@teglive.com.au
Number of Years Festival or Event has been Produced	First year. (The College Football Sydney Cup will be returning to Sydney in August 2017. The 2017 event will be held at Allianz Stadium, Moore Park on 27 August 2017).
Event Dates	27 August 2016
Primary Target Audience	Primary: Males 18 – 54. Secondary: Families & Major event enthusiasts
Recurrence Cycle	Annual
Estimated Combined Aggregate Attendance	61,247



Tatsuo Miyajima

## SYDNEY INTERNATIONAL ART SERIES

### **NUDE: art from the Tate Collection**

5 November 2016 – 5 February 2017  
Art Gallery of NSW

### **Tatsuo Miyajima: Connect with Everything**

3 November 2016 – 5 March 2017  
Museum of Contemporary Art Australia

In its seventh year, the Sydney International Art Series (SIAS) continued to bring outstanding art to Sydney over summer with two exclusive but very different exhibitions – one explored art's fascination with the unclothed human form in an extraordinary collection drawn from London's Tate Modern Museum; the other surveyed the possibilities of technology driven sculpture through the work of Japanese artist, Tatsuo Miyajima.

Sydney's two great art institutions, the Art Gallery of NSW (AGNSW) and the Museum of Contemporary Art Australia (MCA), came together for the series, each hosting major exhibitions that together created a compelling arts focus for the city, generating strong attendance and tourism visitation.



**NUDE: art from the Tate Collection** — Art Gallery of NSW (AGNSW)

This exhibition threw down a challenge to audiences: “rethink your ideas on nudity.” It presented more than 100 representations of the nude spanning two centuries and some of history’s most disruptive arts movements including romanticism, cubism, expressionism, realism and feminism. Many of the works, loaned from the distinguished collection of Tate Modern, London were exhibited in Australia for the first time – including one of the

world’s most iconic expressions of erotic love, Rodin’s marble sculpture *The kiss* (1904). Other exhibition highlights included Picasso’s *Nude woman in a red armchair* (1932), Bonnard’s *The bath* (1925), Australian-born sculptor Ron Mueck’s hyper-surrealist sculpture *Wild Man* (2005), and *NUDE Live*, an exciting contemporary dance performance presented in collaboration with Sydney Dance Company and Sydney Festival.



**Tatsuo Miyajima: Connect with Everything**  
Museum of Contemporary Art Australia (MCA)

Tatsuo Miyajima is one of Japan's most renowned contemporary artists, known for his ambitious, technology-driven sculptures and installations which use LED counters and lights to explore themes of life, death, renewal and the importance of time.

This was the first major solo exhibition of Miyajima's work in the Southern Hemisphere, and the immersive nature and broad appeal of his work attracted strong attendance and social media engagement.





## EVENT IMPACT

- Since its inception the arts series has strengthened the city’s global reputation as Australia’s cultural and artistic capital. Between 2010-2015, the series has generated over \$122 million in overnight visitor expenditure for the state and attracted over 1.7 million attendees.
- The SIAS brand provides a powerful platform for cross-promotional activities between the AGNSW and MCA, and the SIAS Art Pass (a discounted joint ticket) provides a compelling proposition for intrastate, interstate and international visitors.
- The 2016/17 Sydney International Art Series recorded a total cumulative attendance of over 160,000 to the two galleries.

<b>Festival or Event Name</b>	<b>Sydney International Art Series: AGNSW – NUDE: art from the Tate Collection MCA – Tatsuo Miyajima: Connect with Everything</b>
<b>Top Executive Contact Information</b>	<b>Art Gallery of NSW</b> Dr Michael Brand, Director Address: Art Gallery Road, The Domain, Sydney NSW 2000 Australia. Phone: +61 (0)2 9225 1700  <b>Museum of Contemporary Art Australia</b> Elizabeth Ann Macgregor, Director Address: 140 George Street, The Rocks NSW 2000 Australia. Phone: +61 (0)2 9245 2400
<b>Number of Years Festival or Event has been Produced</b>	7 years
<b>Event Dates</b>	<b>NUDE: art from the Tate Collection</b> 5 November 2016 – 5 February 2017 <b>Tatsuo Miyajima: Connect with Everything</b> 3 November 2016 – 5 March 2017
<b>Primary Target Audience</b>	Intrastate, Interstate & Overseas
<b>Recurrence Cycle</b>	Annual
<b>Estimated Combined Aggregate Attendance</b>	160,000

## ARIA AWARDS 2016 (INCLUDING CROWDED HOUSE CONCERTS)

23 November 2016  
The Star Event Centre  
The Sydney Opera House

The annual ARIA Awards ceremony is the pinnacle event for the Australian recording industry and recognises the best in Australian music. In 2016 the industry celebrated the 30th anniversary of the ARIA Awards with a stellar line-up of performances by legendary Australian artists and a special concert series by one of Australia's most successful bands, Crowded House.

### EVENT PROGRAM

The Awards ceremony was broadcast live to 40 countries across the Asia Pacific region and included performances by

Australian greats such as Jimmy Barnes, John Farnham, Crowded House and Bernard Fanning, alongside leading contemporary artists The Veronicas, Jessica Mauboy, Troy Sivan, Flume, Illy, Missy Higgins and Violent Soho.

The red carpet awards event was the culmination of ARIA Week celebrations across New South Wales that included artist showcases, industry forums and special events aimed at encouraging the industry and music fans to extend their stay in Sydney.

The headliner for the ARIA Week program was a series of four Sydney-exclusive concerts at the Sydney Opera House by Crowded House. The concerts commemorated thirty years since the band won their first ARIA Award for their self-titled debut album and also honoured their induction into the ARIA Hall of Fame in 2016. All four shows were sell-outs and attracted significant



interstate visitation; the final concert was broadcast live on ABC National TV.

### EVENT IMPACT

• The ARIA Awards and its extensive broadcast coverage are strategically important in reinforcing Sydney's position as the entertainment capital of Australia and a global hub for music and the creative industries.

- The ARIA Awards attract significant media attention to Sydney each year, particularly through the appearance of high profile Australian and international talent such as Kylie Minogue, Robbie Williams and One Direction.
- The development of ARIA Week events, such as the Crowded House concerts, are attracting significant visitation and growing in profile.



Crowded House at Sydney Opera House



The Veronicas

<b>Festival or Event Name</b>	<b>ARIA Awards 2016</b>
<b>Top Executive Contact Information</b>	Dan Rosen, CEO Address: Level 4, 11-17 Buckingham St, Surry Hills NSW 2010 Australia Phone: +61 2 8569 1144
<b>Number of Years Festival or Event has been Produced</b>	30 years
<b>Event Dates</b>	<b>ARIA Awards:</b> 23 November 2016 <b>ARIA Week:</b> 17 November – 2 December 2016 <b>Crowded House concerts:</b> 24 – 27 November 2016
<b>Primary Target Audience</b>	Australian music industry (recording labels, nominees and guests), local and international artists and general public.
<b>Recurrence Cycle</b>	Annual
<b>Estimated Combined Aggregate Attendance</b>	ARIA Awards: 2,500 Crowded House concerts: 24,000



Flume



**DREAM LOVER,  
THE BOBBY DARIN MUSICAL**

22 September – 27 November 2016  
Sydney Lyric Theatre

In September 2016 Sydney hosted the World Premiere of a new musical that celebrated the life and

works of American singer, actor and musician, Bobby Darin.

*Dream Lover, The Bobby Darin Musical* resulted from a five-year collaborative partnership between Destination NSW and

show producers, the Gordon Frost Organisation. Their shared focus: creative development of a brand new musical that would have its global premiere in Sydney. Destination NSW's strategy is to invest in and to

secure major Australian and World Premiere musicals – events which celebrate the city's creative and cultural leadership and maximise international, interstate and intrastate visitation.



Dream Lover, The Bobby Darin Musical

## EVENT PROGRAM

*Dream Lover, The Bobby Darin Musical* premiered at the Sydney Lyric Theatre for a ten week season. The show was directed by Simon Phillips and starred David Campbell in the lead role, alongside Hannah Frederickson as Sandra Dee, and Caroline O’Conner playing dual roles as Bobby’s mother and mother-in-law.

The musical told the story of legendary entertainer Bobby Darin, and included all his hit songs such as Mack the Knife, Dream Lover and Splish Splash. A partnership with Sony Music facilitated the release of an original cast recording that has since sold over 11,000 copies.

The show told the story of Darin’s family life, career success and marriage to teenage movie star, Sandra Dee.

The musical (particularly its lead man, David Campbell), was wholeheartedly

embraced by the general public, and received rapturous reviews and high repeat attendance. Bobby Darin’s son, Dodd Darin attended the premiere of the show and expressed his hope that the show would eventually go on to London’s West End and to Broadway.

## EVENT IMPACT

The audience response to *Dream Lover, The Bobby Darin Musical* was exceptionally strong, with standing ovations at every performance.

The production was forecast to attract more than 29,000 visitors to Sydney and inject around \$7.1 million in visitor expenditure. The world premiere focused global attention on Sydney and the Australian producers have since been approached by theatre venues and producers interested in staging the show in other Australian and international markets.



Festival or Event Name	Dream Lover, The Bobby Darin Musical
Top Executive Contact Information	John Frost AM, Managing Director Gordon Frost Organisation 333 Sussex St, Sydney NSW 2000 Australia Phone: + 61 (0)2 9212 4135
Number of Years Festival or Event has been Produced	2016 only
Event Dates	22 September – 27 November 2016
Primary Target Audience	Musical theatre enthusiasts (40–65 year olds) Intrastate and Interstate
Recurrence Cycle	One-off Event
Estimated Combined Aggregate Attendance	90,000

## HSBC SYDNEY SEVENS 2017

3 – 5 February 2017

Allianz Stadium, Moore Park

The second year of the *HSBC Sydney Sevens* competition saw fast and furious play, the introduction of a new women's tournament and enthusiastic fan involvement that created a fun, high-spirited carnival atmosphere. It proved

to be a winning formula with record crowds flocking to the event.

Since Rugby Sevens made its debut as an official Olympic sport at the Rio Games in 2016, the popularity of the game has escalated worldwide with an estimated 17 million new fans attracted to the sport.

Destination NSW invested in bringing the *HSBC Rugby Sevens* competition to Sydney in 2016, (part of the *HSBC World*

*Rugby Sevens Series*) and it has proven to be a foresighted move; the tour has now expanded to ten events across five continents and is rapidly building a huge global following.

This year the Sydney competition was extended from two to three days with the introduction of the *Sydney Sevens Women's Series* – which received enthusiastic home crowd support due to

the gold medal success of the Australian women's team at the Rio Games.

Crowds responded to the incredible athleticism of the game and intense competition; the male tournament was won by South Africa who defeated England 29-14 in the final while Canada was crowned inaugural Sydney Sevens Women's champions after defeating USA 21-17.





## EVENT PROGRAM

- 16 national men's teams competed in the *2017 HSBC Sydney Sevens* tournament – Argentina, Australia, Canada, England, Fiji, France, Japan, Kenya, New Zealand, Papua New Guinea, Russia, Samoa, Scotland, South Africa, USA and Wales.
- The *2017 HSBC Sydney Sevens* also included an official (World Rugby accredited) Women's tournament which featured the Olympic Gold Medal winning Australian Women's Sevens team, as well as national teams from New Zealand, Canada, France, Papua New Guinea, Fiji, Ireland, Brazil, Russia, England, Spain and USA.
- The 2017 event theme was 'GO COLOURFUL' which prompted

attendees to 'frock up' in colourful light-hearted costumes ranging from male hula dancers to bananas (and other fruit), various forms of furry fauna, haloed saints and ostrich riders.

- The event also featured a classics exhibition match between retired Australian and Fijian rugby greats.

## EVENT IMPACT

- Rugby has received a boost in popularity with Sydney hosting a Winter Test Match with the Qantas Wallabies taking on Scotland at Allianz Stadium in June followed by the first match of the 2017 Bledisloe Cup series, which will see the Qantas Wallabies take on the might of the All Blacks in August.

Festival or Event Name	HSBC World Rugby Sevens Series – Sydney
Top Executive Contact Information	Tony Harris - Australian Rugby Union Senior Operations Manager P: +61 (2) 8005 5557 E: Tony.Harris@rugby.com.au
Number of Years Festival or Event has been Produced	2
Event Dates	3 – 5 February 2017
Primary Target Audience	24 – 35 year old males and females (rugby and non-rugby audiences), Overseas, Interstate and Intrastate visitors,
Recurrence Cycle	Annual (2016-2019)
Estimated Combined Aggregate Attendance	Not available at time of writing

## **SYDNEY GAY & LESBIAN MARDI GRAS PARADE 2017**

Saturday 4 March 2017  
Oxford Street, Taylor Square,  
Flinders Street.

Sequins, shimmies and outrageous fun are hallmarks of the annual *Sydney Gay and Lesbian Mardi Gras Parade* but in 2017 supporters also came together in an explosion of colour to shine the light on the theme of 'Creating Equality'.

Mardi Gras has always had the capacity to mix frivolity and celebration with witty protest and call to action – the parade was borne out of an activist movement in the 1970s and over the past 39 years has carried forward the community's fight for recognition, social justice and self expression. In 2017 the messages around equality were strongly focused on the current push for marriage equality.

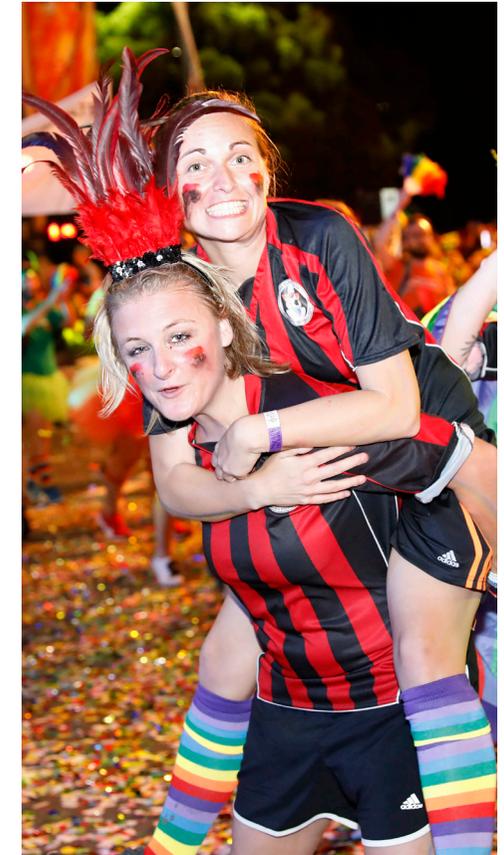
### **EVENT PROGRAM**

*The Sydney Gay and Lesbian Mardi Gras Parade* is the culmination of a 17-day festival that celebrates the city's Lesbian, Gay, Bisexual, Transgender, Queer or Questioning and Intersex (LGBTQI) community. This year the festival included more than 90 events, exhibitions and performances while the parade featured 185 floats and the participation of more than 12,000 members of the LGBTQI community and their supporters.





Sydney Gay and Lesbian Mardi Gras Parade



### EVENT IMPACT

- It is estimated over 100,000 spectators attended the Parade.
- Actual visitor data was being calculated at the time of writing, however the Mardi Gras parade attracts over 42,000 international and domestic visitors each year.

<b>Festival or Event Name</b>	Sydney Gay & Lesbian Mardi Gras
<b>Top Executive Contact Information</b>	Terese Casu, CEO: Suite 6, 94 Oxford St, Darlinghurst NSW 2010 E: <a href="mailto:terese.casu@mardigrasarts.org.au">terese.casu@mardigrasarts.org.au</a>
<b>Number of Years Festival or Event has been Produced</b>	39 years (founded 1978)
<b>Event Dates</b>	17 February – 5 March (Festival) 4 March (Parade)
<b>Primary Target Audience</b>	LGBTQI community, men and women, 20-59 years
<b>Recurrence Cycle</b>	Annually
<b>Estimated Combined Aggregate Attendance</b>	Over 100,000 (Parade spectators only)

## HANDA OPERA ON SYDNEY HARBOUR – CARMEN

24 March – 23 April 2017  
Fleet Steps, Mrs Macquaries Point

In its sixth season, Handa Opera on Sydney Harbour presented a stunning re-staging of Bizet's ever-popular opera, Carmen – the exuberant production transporting audiences to the heart of Spain through its spectacular costuming, fiery flamenco, and powerful vocal performances.

### EVENT PROGRAM

Since its inception in 2012, the annual Handa Opera on Sydney Harbour (HOSH) program has become one of the city's most recognisable cultural events. The outdoor season has become synonymous with spectacular staging, daring direction and design and each year showcases the very best

local and international talent from Australia's national opera company.

It is a compelling arts and cultural experience for Sydneysiders and visitors alike as they enjoy grand opera, fine dining, Sydney sunsets and fireworks staged against the backdrop of Sydney Harbour.

In 2017, HOSH staged its production of Carmen, which continues to be one of the company's most sought-after operas. The production involved 284 costumes, 14 principal artists, 16 dancers and 48 chorus members, and was accompanied by 44 members of the Opera Australia Orchestra performing from a custom-built studio under the stage.

The Handa Opera on Sydney Harbour series has won extensive international acclaim and media attention and is now packaged from key international tourism markets including the UK, Germany, NZ, USA and China.





### EVENT IMPACT

- The 2017 season of *Carmen* was a commercial and artistic success, attracting more than 50,000 attendees across its four-week season.
- Since its debut in 2012, *Handa Opera on Sydney Harbour* has evolved to be a major annual exclusive event for Sydney, delivering significant economic and strategic marketing impacts and showcasing Sydney on a global scale.
- Since 2012, *Handa Opera on Sydney Harbour* has attracted over over

57,000 domestic and international overnight visitors.

- It has also encouraged a large and diverse audience to experience opera for the first time
- Each year the event is broadcast nationally and also released to hundreds of cinemas across Australia, New Zealand, UK and Europe. The event has won multiple awards, and received significant national and international media coverage.

Festival or Event Name	Handa Opera on Sydney Harbour - Carmen
Top Executive Contact Information	Lyndon Terracini, Artistic Director Opera Australia. Address: 480 Elizabeth St, Surry Hills NSW 2010 Australia Phone: +61 (0)2 9699 1099
Number of Years Festival or Event has been Produced	6 years
Event Dates	24 March – 23 April 2017
Primary Target Audience	Intrastate, Interstate & Overseas
Recurrence Cycle	Annual
Estimated Combined Aggregate Attendance	50,000



Handa Opera on Sydney Harbour - Carmen

## MERCEDES BENZ FASHION WEEK AUSTRALIA 2017

14 – 20 May 2017  
Carriageworks

*Mercedes-Benz Fashion Week Australia (MBFWA)*, the world's first Fashion Week dedicated to resort collections, kicked off in May with a packed program of more than 40 runway shows and a series of high profile events held at iconic Sydney locations. This is the second year that the event has focused

on resort collections; in 2016 a strategic repositioning of the event saw the introduction of the new format and a switch in timing from April to May in order to lead global buying cycles in this category. It was a strategic and pragmatic move by organisers and opened up new opportunities for local

designers by playing to Australia's natural strengths in the resort category. Demand for Australian resort wear has increased strongly with buoyant demand in from neighbouring Asia Pacific markets and, in line with the commercial timing of the event, strong growth from Northern Hemisphere markets.





## EVENT PROGRAM

This year's fashion week showcased resort collections by some of Australia's best-known designers including Dion Lee, Christopher Esber, Bianca Spender, Ten Pieces, Romance was Born, and Sass and Bide. Over five days, the event presented more than forty runway shows, including ready-to-wear Resort Collections, Swim & Active Wear as well as a dedicated showcase for emerging designers. 2017 also saw the introduction of an invitation only onsite trade

showroom, 'The Suites', which enabled designers to hold 1:1 appointments with editors and buyers onsite, significantly boosting promotional and sales opportunities.

A series of high profile runway shows were held offsite at iconic Sydney locations, generating global media coverage of Sydney as a stylish fashion capital and visitor destination.

The event also included the popular *Mercedes-Benz Fashion Weekend Edition (MBFWE)*, a ticketed consumer event,

specifically developed to drive increased visitation from the general public. The program included curated Resort runway shows, fashion workshops, seminars and beauty sessions.

## EVENT IMPACT

• Although 2017 results were not finalised at the time that this submission was prepared, organisers are confident that the new resort focused format will continue to attract growing support from international buyers. In 2016 when

the resort format of the show was first introduced international buyer attendance showed a 75% increase over that of the previous year.

- *Mercedes-Benz Fashion Week Australia* is a key part of Destination NSW's creative industries events portfolio (includes Vivid Sydney, ARIA Awards and the Australian Academy of Cinema and Television Arts (AACTA) Awards), which, collectively position Sydney as an internationally recognised hub for creative industries.



<b>Festival or Event Name</b>	<b>Mercedes-Benz Fashion Week Australia and Mercedes-Benz Fashion Weekend Edition</b>
<b>Top Executive Contact Information</b>	Emily Weight, Head of Fashion, IMG Asia Pacific Address: Level 25, MLC Centre, 19 Martin Place, Sydney NSW 2000 Australia. Phone: +61 2 9285 8000
<b>Number of Years Festival or Event has been Produced</b>	22 years
<b>Event Dates</b>	14 – 20 May 2017
<b>Primary Target Audience</b>	MBFWA: Intrastate, Interstate and overseas fashion media, bloggers, designers and buyers. MBFWE: Intrastate and Interstate general public interested in fashion.
<b>Recurrence Cycle</b>	Annual
<b>Estimated Combined Aggregate Attendance</b>	Not available at time of writing

## VIVID SYDNEY 2017

26 May – 17 June 2017

Sydney's creative energy fired up the city for the ninth *Vivid Sydney* festival of light, music and ideas. This year the emphasis was on expansion; seven city and inner-city precincts hosted different parts of the program; there were

more opportunities for audience engagement and visitors enjoyed greater accessibility – with many returning on multiple occasions to enjoy new precincts, new venues and a vast array of sensational events.

### EVENT PROGRAM

*Vivid Sydney* is structured around three program 'pillars': **Vivid Light** transforms the city with immersive light installations, light sculpture and animated projections; **Vivid**

**Music** takes over more than 40 venues in the inner city to deliver cutting edge contemporary music across multiple genres; **Vivid Ideas** is the flagship event for the creative industries and presents a global forum for ingenuity and innovation.





Vivid Sydney 2017



### Vivid Light

In 2017 the program continued to evolve with *Vivid Light* extending further into the city with the The Rocks, Royal Botanic Garden Sydney, Martin Place, extending into Tumbalong Park and Darling Harbour, the new city precinct of Barangaroo and further afield Chatswood and Taronga Zoo, all hosting immersive light experiences.

More than 109 installations and projections created by 185 artists from 22 countries featured in the program and opened up the city in unexpected ways.

Highlights included:

- 'Dreamscape', the world's largest interactive lighting display that transformed the buildings of Circular Quay and its surrounds.

- The lighting of large expanses of the Royal Botanic Garden Sydney utilised new technology to transform rocks, canopies, plants and tree trunks into an extraordinary organic canvas.
- The Lighting of the Sails of the Sydney Opera House not only populated the roof of the iconic structure with imaginary creatures but broadcast unique soundscapes giving each creature with their own distinctive voice.
- Barangaroo, the city's newest precinct came on board with an installation that melded sound and light to create a 'mystical' universe then literally floored visitors with the illusion of a giant trapdoor to a mysterious subterranean world.

### Vivid Music

The 2017 *Vivid Music* program doubled in sized with more than 396 events at 44 venues throughout the city and inner city including Darlinghurst, Kings Cross, Surry Hills, Redfern, Chippendale, Newtown, Marrickville, Camperdown and Ultimo. Program highlights included:

- Headline events featuring international artists such as Fleet Foxes, Air, Laura Marling, Goldfrapp, and Dianne Reeves who performed at major venues such as the Sydney Opera House, Carriageworks and the City Recital Hall.
- Dance parties on rooftops, basements, studios, pubs and harbourside locations.
- Immersive and multi-sensory events featuring music, art, live acts and

performance, food and theatrical narratives at traditional, unusual and innovative venues.

### Vivid Ideas

In 2017 *Vivid Ideas* ramped up in scale with 281 events, featuring 606 speakers presented by 102 event owners across 59 venues.

The program delivered a strong focus on the future of media, robotics, education, artificial intelligence, interactive brands, audio narrative and the future of design and its applications across industry, science and business.

The Game-Changer talks series headlined American artist Shepard Fairey, media visionary Jonah Peretti and Academy award winning director, Oliver Stone.





## EVENT IMPACT

At the time of writing results for the 2017 event were still being finalized. Below are the key stats for the 2016 event.

- 2.31 million attendees.
- In 2016 more than 88,300 domestic and international Vivid Sydney travel packages were sold (104 percent increase on 2015), including 17,827 packages to China alone.
- More than 132,000 attendees at Vivid Music events.
- More than 54,000 attendees at Vivid Ideas events.



<b>Festival or Event Name</b>	<b>Vivid Sydney</b>
<b>Top Executive Contact Information</b>	Sandra Chipchase, Chief Executive Officer Destination NSW and Executive Producer Vivid Sydney Address: 88 Cumberland Street, The Rocks NSW, 2000 Australia. Phone: +61 2 9931 1111
<b>Number of Years Festival or Event has been Produced</b>	Nine
<b>Event Dates</b>	26 May – 17 June 2017
<b>Primary Target Audience</b>	Intrastate, Interstate, Overseas. Vivid Light: Families with children under 16 years and Couples 25-64 Vivid Ideas: Creative Industries Professionals Vivid Music: Youth 18-30
<b>Recurrence Cycle</b>	Annual
<b>Estimated Combined Aggregate Attendance</b>	Not available at the time of writing



03

**CITY/GOVERNMENTAL  
SUPPORT OF FESTIVALS  
AND EVENTS**

# 3. CITY/GOVERNMENTAL SUPPORT OF FESTIVALS AND EVENTS



## 3.A) DEFINED PUBLIC OBJECTIVES AND SUPPORT STATEMENTS FOR FESTIVALS AND EVENTS BY THE CITY AND OTHER LOCAL GOVERNMENT AGENCIES

The NSW Visitor Economy Action Plan (released in 2011) outlines the State Government's events-led strategy to boost visitors and visitor nights.

This plan was developed with the support of all tiers of government as well as the not-for-profit and private sectors and is the blueprint for coordinated action to grow the NSW Visitor Economy.

The key event objectives outlined in the NSW Visitor Economy Action Plan are to:

- Build Sydney's global brand reputation as a creative, innovative city and Australia's event capital through fostering of major events and festivals.
- Deliver significant economic benefits to the state and the city's tourism, retail and hospitality sectors through the hosting of large-scale creative events.
- Adopt a whole-of-government approach to the attraction and hosting of events to benefit the broader visitor economy in Sydney.

- Develop a year-round, well-planned and coordinated calendar of major events, festivals and business events in Sydney, ensuring events complement, rather than compete, with each other.
- Prioritise national and international promotion for events and festivals that are proven visitation drivers.
- Celebrate, develop and engage cultural participation by the city's communities.
- Ensure that city events meet the access needs of every member of the community through effective access and inclusion planning and implementation.
- Ensure events are environmentally sustainable in terms of energy use, carbon minimisation, waste management, water usage and the use of public transportation by those attending the event.

### 3.B) DIRECT FUNDING SUPPORT PROVIDED TO AND/OR BUDGETED FOR FESTIVALS AND EVENTS FROM THE CITY OR OTHER GOVERNMENT AGENCIES

#### Destination NSW

Destination NSW is the lead agency for development and promotion of the Sydney and NSW events calendar and in 2015/16 recorded total revenue of \$156.6 million; of this \$147.2 million was through government allocation, \$8.8 million from industry and \$0.6 million from other sources. Funding support for Sydney events is integrated across event acquisition and development, marketing and operational costs.

#### Business Events Sydney (BES)

Destination NSW is also a strategic partner and major investor in the not-for-profit organisation Business Events Sydney (BES), a joint venture between the government and industry which coordinates the city's bids for major conventions, incentives, trade exhibitions and business meetings. In 2015/16 the NSW Government contributed \$10.4 million to BES. A further \$1.9 million in revenue was raised through industry sponsorship and membership subscriptions as well as grants and contributions of around \$315,000 from Federal and Local Government agencies.

#### City of Sydney

The City of Sydney's Grants and Sponsorship Programs provide direct funding support for a diverse range of events, services and projects that directly benefit the community and contribute to the life of the city.

#### The Cultural Grants and Sponsorship Program

This program covers a range of arts and cultural services. Grants are assessed twice annually for funding between \$5,000 - \$50,000 with approval from the Council and approximately 40 applicants awarded each year.

#### The Festivals and Events Sponsorship Program

This program supports and provides sponsorship to more than 20 events and festivals each year. These events range in scale from large festivals such as *Sydney Festival*, *Sydney Writers' Festival*, *Biennale of Sydney*, *Sydney Film Festival*, *Sydney Gay and Lesbian Mardi Gras*, *Australia Day* and Indigenous Festival *Yabun* to smaller events that have a local context and celebrate the city's precincts, people and their culture. These events include *Surry Hills Festival*, *Beams Festival*, *Newtown Festival*, *Pymont Food and Wine Festival* and *Glebe Street Fair*. Other festivals include events that are relatively new to the Sydney cultural scene and receive seed funding from the City to support their development.

#### One-off Celebratory Events

Celebratory events are also funded such as the *Baton Relay Concert* for the *Gold Coast 2018 Commonwealth Games*. Event promotion and marketing support is also provided to the major cultural

organisations in Sydney through free use of the City's banner poles to promote major events and exhibitions.

#### Major Events

Major events are also funded by the City of Sydney which produces the *Sydney New Year's Eve* celebrations (over 1 million participants) and *Art & About Sydney*, a year-long program of temporary art interventions in the public domain. Significant cultural events such as the *Chinese New Year Festival* (over 1 million participants), *NAIDOC Week* and *Harmony Month* are funded and produced by the City of Sydney which also assists

the production of key events and a range of umbrella events produced by various local communities. In total these City events attract over 2 million participants and over 1 billion online viewers.

#### Creative Spaces Programs

Creative spaces also contribute vital cultural infrastructure to community based festival and event producing organisations such as *Sydney Gay and Lesbian Mardi Gras*, *Women in Film & Television*, and *Antenna Film Festival* which are accommodated in subsidised office and production workspace throughout the year.





Sydney New Year's Eve



### 3.C) IN-KIND SUPPORT PROVIDED TO AND/OR BUDGETED FOR FESTIVALS AND EVENTS FROM THE CITY OR OTHER GOVERNMENT AGENCIES

Sydney event organisers benefit from the NSW Government’s whole-of-government approach to event organisation. This means that visibility of an event and its operational needs are shared across multiple agencies and organisers have the opportunity to leverage in-kind support to benefit many aspects of their events. This can include promotional support, city dressing, providing resources and expert advice about event organisation, convening all-agency planning meetings for specific events, setting up the Government Coordination Centre

on event day and waiving charges for services provided by the NSW Police, Ambulance Service of NSW, and Roads and Maritime Services (RMS), under the NSW Government’s User Charges Policy for events.

The City of Sydney supports the delivery of numerous concerts and events through a reduced venue rate scheme, free use of the city’s banner poles to the major cultural organisations to promote major events and exhibitions and provision of creative spaces for event organisers.

### 3.D) DEFINED ROLE OF THE CITY IN FESTIVAL AND EVENT APPROVAL

Event approvals are initially the responsibility of each venue and landholder. Principal landholders in Sydney include the City of Sydney, Property NSW, the Sydney Olympic Park Authority, the NSW Government, local councils, and in some instances, private or commercial landholders.

The City of Sydney and Destination NSW have a strategic partnership, through a Memorandum of Understanding (MOU), which outlines how the City will support events, specifically business events and commercial creative events.

Depending on an event’s needs, the approval of other NSW Government agencies may also be required. For instance, an event proponent wishing to sell alcohol at their event, use fireworks or close roads will need to obtain approval from the relevant authorities.

If an event is logistically complex and likely to impact the city e.g. a fun run on city roads, it may be coordinated through the Strategic Communications and Events branch of the Department of Premier and Cabinet (DPC).

Hallmark events such as *New Year’s Eve* and the *Sydney Gay and Lesbian Mardi Gras* can also be approved by DPC under specific special event legislation.

Destination NSW has an Event Development Program that includes the provision of promotional support, financial investment, assistance and advisory services for approved event organisers. The agency takes a highly strategic approach to securing events that drive overnight visitation, showcase Sydney and regional destinations and position NSW as the premier events state of Australia.

To be considered for support, an event owner must make a formal submission to Destination NSW detailing the economic, community and marketing benefits that can be generated by the proposed event. The level of support from Destination NSW is contingent on a rigorous assessment process around the potential impact on intrastate, interstate and international visitation.

Strategic consideration is also given to the ways in which an event can contribute to, for example, the brand appeal of the destination, local skills development and community pride. The methodology for assessing events is considered best practice by the country’s leading tourism and event academics and economic analysts and the result is a diverse range of cultural, entertainment and sporting events in Sydney and Regional NSW.

### 3.E) CITY-PROVIDED FESTIVAL AND EVENT PROCESS COORDINATION AND ASSISTANCE SYSTEM

Events have access to coordination and assistance provided by the State and/or Local Government with the level of support determined by the type and size of each event.

The City of Sydney, City of Parramatta and North Sydney Council facilitate permit, licence and public use approvals and city dressing as well as providing expert advice and supply of services (either on a user pays or cost-exempt basis, depending on the characteristics of the event).

The NSW Event Operations Group (EOG) is an events-based interagency group led by the Strategic Communications and Events Branch of the Department of Premier and Cabinet (DPC). It is part of the NSW Government's strategy to enhance the safety and enjoyment of events for the community and visitors. Senior operational personnel from over 30 NSW Government and non-government agencies meet to share information and identify issues related to the staging of events in Sydney and across NSW.

The agencies consist of five main groups:

- **Landholders** – including Sydney Opera House, Botanic Gardens and Centennial Parklands, Property NSW, Barangaroo Delivery Authority, Sydney Harbour Federation Trust, Sydney Olympic Park Authority, National Parks and Wildlife Service, Port Authority of NSW and the ICC Sydney

- **Emergency Services** – NSW Police Force, NSW Ambulance, NSW Health, Fire and Rescue NSW, Rural Fire Service and, when relevant, State Emergency Services and the Bureau of Meteorology

- **Traffic and Transport** – including Transport for NSW, Central Business District Coordination Taskforce, State Transit Authority, Harbour City Ferries, Sydney Trains, Roads and Maritime Services (RMS), Transport Management Centre, NSW Taxi Council

- **Other agencies**– that can advise on events for example, Ageing, Disability and Home Care, Destination NSW, Office of Sport, Business Events Sydney, Multicultural NSW, Screen NSW

- **Event organisers** – invited to participate when they are staging an event that will require assistance by participating agencies.

The Event Communications Group (ECG) coordinates and implements whole of government communications plans associated with major events. The group's senior communication representatives ensure a cooperative, coordinated approach between government agencies in relation to event communications, and support the campaigns executed by individual government agencies.

Both the EOG and ECG provide channels for event organisers to communicate with government agencies about the possible impacts of



the event on government infrastructure and operations. These groups have a permanent, full-time secretariat to assist events in the lead-in, delivery and debrief phases of their event.

The Strategic Communications and Events Branch within the NSW Department of Premier and Cabinet also has an Event Access and Inclusion Manager who works with event organisers to improve access and participation for people with a disability in major and community events in Sydney and across NSW.

Statutory Authorities are established by the NSW Government to deliver some major events and have distinct

roles and lifespans. Examples include the World Youth Day Co-ordination Authority, established to support World Youth Day planning, and the Sydney 2009 World Masters Games Organisation Committee, established for the Sydney 2009 World Masters Games.

The NSW Police Force Major Events and Incidents Group is a dedicated, highly trained group that works on planned public events as well as responding to unplanned incidents. Under the Major Events Act 2009, NSW Police are granted specific powers in support of a major festival and event as declared by the NSW Government.



### 3.F) PARTICIPATION IN OFFICIAL CAPACITY BY CITY DEPARTMENT REPRESENTATIVES ON BOARDS AND PLANNING COMMITTEES OF LOCAL FESTIVALS AND EVENTS

Most major events in Sydney have event-specific boards and planning committees, which usually include representatives from the NSW Government and City of Sydney.

Depending on the nature of the event, the NSW Premier, government ministers, and senior staff from NSW Government departments as well as the Sydney Lord Mayor and senior

council staff routinely sit on event boards and planning committees.

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

### 3.G) LOCAL LAWS, ORDINANCES, REGULATIONS, PERMITS AND POLICIES IMPACTING AND SUPPORTIVE OF FESTIVALS AND EVENTS

Event owners are responsible for ensuring all relevant legal requirements and policies that apply to their event are met and relevant permits obtained (depending on its location, type, scale and content). To assist event organisers in NSW, the NSW Department of Premier and Cabinet maintains an online resource to facilitate the safe and successful delivery of events in NSW.

Generally event organisers of major events are required to submit a detailed event plan to the City of Sydney or local councils for approval that include:

- Insurance Details
- Communication Strategy
- Venue/Site plans
- Traffic Management
- Pedestrian Management
- Security and Emergency Management
- First Aid and Public Health
- Alcohol Management including liquor licensing
- Venue Management /Park Management

- Noise Management
- Temporary Food Vending Approval
- Handbills/Fund Raising
- Health Services/Toilets/Amenities
- Temporary Structures
- Water Management
- Risk Management Plan
- Power/Lighting, including efficiency measures
- Waste Management including recycling

While Council will authorise some permits others may have to be obtained directly from relevant government agencies. Council will also advise event organisers on how and where to obtain specific permits pertaining to issues such as food safety, liquor management, policing, road occupancy, transport, first aid and ambulance. In practice, the permit process is well understood by event organisers and processes are generally streamlined and efficient within each agency.



### 3.H) GREEN INITIATIVES

Energy sustainability, waste management and other environmental initiatives are major considerations in delivery of Sydney's festivals and events. Government initiatives to facilitate this approach and to encourage take-up of best practice by the city's event industry include:

- **The inclusion of green event management practices** in accredited event training courses.
- **Regulatory environments** set up by government, with venues having to comply with sustainable building codes in new build construction and upgrades and to implement appropriate waste management, recycling, water and energy practices as part of their event operations.

- **Venues, event organisers and suppliers are encouraged to have responsible carbon management practises in place** as part of their contractual agreements with government and that these are detailed in tender submissions for inclusion in government-backed events. As an example, the Sydney Opera House implements detailed policies which extend to issuing artists and crews with reusable water bottles, donating surplus food to recovery services such as OzHarvest, using rechargeable rather than disposable batteries in wireless microphones across the site. As recent initiative saw a team of 50 Sydney Opera House Staff travelled to Varroville, 50 km south-west of Sydney, to plant almost 1,000 trees,



which contributed to offsetting the 490 tonnes of carbon emissions generated by Vivid Sydney's contemporary music program.

- **Commitments to purchasing 100 per cent 'GreenPower', from accredited renewable energy generators**, to offset all grid-connected electricity consumption for government-backed events.
- **Commitments to regularly reviewing practices of government funded events with a view to raising industry awareness and encouraging best practice.** As an example in 2015 Destination NSW in conjunction with the Banksia Foundation (a well-established not-for-profit organisation dedicated to working with industry and the community to achieve excellence in environmental sustainability), undertook an extensive review of the environmental management performance of Australia's largest event, Vivid Sydney.

Recommendations arising from the review were then implemented for the 2016 event with Destination NSW negotiating with partners, precinct venues and contractors regarding the take-up of improved practices. Other working relationships have been developed between NSW Government agencies and organisation such as EarthCheck, an international tourism and environmental management and advisory group founded by the Sustainable Tourism Cooperative Research Centre (STCRC).

- **Additional scheduling and promotion of public transport** to encourage usage by attendees.
- **Reduced reliance on print collateral** through use of electronic marketing, apps and ticketing for events.
- **The purchase of carbon offsets to mitigate the impact from international and domestic airline travel and accommodation** for artists, speakers, contractors and staff.



### 3.I) CITY PROVIDED FESTIVAL AND EVENT TRAINING PROGRAMS

Sydney has a wealth of highly respected festival and event training programs many of which are funded by government via educational institutions. In addition many public events are actively engaged in mentoring students of these courses through internship programs. Industry associations also provide professional training opportunities for those employed at all levels of the industry. Examples of the depth and diversity of festival and event training programs include:

**The University of Technology Sydney (UTS)** offers courses in event management ranging from Bachelor degrees to shorter courses to support ongoing training for event professionals.

**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 within Australia and internationally to cities such as London, Beijing, Edinburgh, Kuala Lumpur, Singapore, Kuching and Macau.

**Australian Progressive Marketing College of Business and Communication (APM)** was established in 1987 to transform school leavers into work-ready professionals by offering them the forward-focused skills

needed to advance or change their marketing career. The degree focuses on events as a key driver in engaging consumers and clients. A hands-on course, it teaches emerging event management professionals the key concepts of event management, and offers valuable practical experience through industry internships.

**The International College of Management, Sydney (ICMS)** was established in 1996 as a specialised college of higher education. In recent years, ICMS has become a global leader in management education, using applied learning to prepare graduates to be leaders in their industries.

ICMS Event Management programs provide graduates with focus on 'work ready' skills and attitudes developed through the combination of

comprehensive on-campus study and nine months of paid industry training in event management.

**The College of Event Management** is Australia's only vocational education college specialising solely in event management courses.

**Meetings and Events Australia (MEA)** also offer Government Accredited Training courses in event management in Sydney.

**TAFE NSW** is Australia's leading provider of vocational education and training with more than 500,000 enrolments per year and with courses offered at over 130 campuses across Sydney and NSW. TAFE NSW delivers 11 event-specific courses that can be offered full-time, part-time and flexibly through distance and online learning.





### 3.J) DIRECT INDUSTRY INVOLVEMENT / MEMBERSHIPS BY ANY OF THE ABOVE

Destination NSW and other State and Local Government departments are directly involved with business and industry groups through membership of peak industry associations. The associations represent diverse professional interests and include major commercial and business organisations, influential city and tourism policy bodies and associations representing the business events sector:

**Tourism and Transport Forum (TTF)** is the peak industry group for the Australian tourism, transport and aviation sectors. TTF is a national, member funded CEO forum, advocating the public policy interests of the 200 most prestigious corporations and institutions in the Australian tourism, transport, and aviation and investment sectors.

**Sydney Business Chamber**, a division of the NSW Business Chamber, represents its members to ensure Sydney receives the recognition, support and promotion appropriate to the needs of Australia's premier global city. In addition to the organisation's statewide policy and advocacy work, it provides a voice for Sydney's business community and lobbies on a wide range of issues that impact 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, Destination NSW and more than 200 leading tourism attractions, venues, event suppliers and conference organisers).

**The Committee for Sydney (CFS)** 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 Live Events Association (ILEA)** is a worldwide organisation dedicated to personal 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.

**The Professional Conference Organisers Association (PCO)** aims to provide relevant industry event training courses to increase the standard of professionalism and increase the value and yield of members' business and businesses; and develop best practice documentation use by members.



04

**NON-GOVERNMENTAL  
COMMUNITY SUPPORT OF  
FESTIVALS AND EVENTS**

## 4. NON-GOVERNMENTAL COMMUNITY SUPPORT OF FESTIVALS AND EVENTS



### 4.A) VOLUNTEER INVOLVEMENT

The people of Sydney are known for their generosity in giving their time to volunteering. The Centre of Volunteering, the peak body in NSW, which promotes and supports volunteering and community participation in NSW estimates that around 34 per cent of Sydney's population supports the wider community through voluntary work. Events and festivals are particularly strongly supported; this is attributable to positive perceptions associated with major events – the city is proud of its tradition of hosting high profile events

such as the *Sydney 2000 Olympic Games* and *Vivid Sydney*, and there is high awareness of the social, economic and community benefits that events contribute.

As examples volunteer participation in 2016/17 helped deliver the successful implementation of major events such as *Vivid Sydney*, *Sydney Gay and Lesbian Mardi Gras* and *Clean Up Australia Day*.

- In 2016 *Vivid Sydney* had 485 volunteers, who on average contributed 6.9 shifts to providing guest and information services over the 23-day event period.

- *Sydney Gay and Lesbian Mardi Gras* relies on up to 2,000 volunteers to make the world famous festival a success every year.
- In the past 20 years, Australian volunteers have devoted more than 24 million hours towards the environment through *Clean Up Australia Day* and collected over 200,000 tonnes of rubbish.

**The Centre for Volunteering** is a not-for-profit organisation, supported by the NSW Government and includes a service delivery arm, Volunteering NSW that coordinates recruitment of volunteers for many Sydney events including *City2Surf*, *Sydney Royal Easter Show* and *Sydney New Year's Eve*. It also operates the School of Volunteer Management (SVM), which offers nationally recognised certificate and diploma level training as well as professional development workshops. In addition Sydney has a strong network of commercial organisations that assist event organisers in recruiting, training and running volunteer programs. This professional well-run network has grown in tandem with the event industry and supports it with very innovative programs that optimise the event experience for both organisers and volunteers.

*NSW Volunteer Week* is itself a high profile event that promotes the importance

of volunteering to the community and includes the prestigious NSW Volunteer of the Year Awards, which recognise and celebrate volunteers in NSW.

**The City of Sydney (CoS) and TAFE NSW (Technical and Further Education NSW)** coordinates volunteers for many of the city's festivals and events. CoS also has volunteer programs with other appropriate schools and institutions and offers specialist technical and event lighting and staging secondments and internships for events such as *Sydney New Year's Eve*. The successful applicants are recruited from various local and national institutions including, National Institute of Dramatic Arts (NIDA), Western Australia Academy of Performing Arts (WAAPA) and the Victorian College of the Arts (VCA).

**Business Corporations** also offer their staff 'on secondment' for festivals and events as part of their training, viewing it as an opportunity to engage with customers and build a skilled, sustainable events workforce.

**St. John Ambulance** is a key volunteer service, which contributes first aid and health services at community and public events.



Volunteers at Vivid Sydney

#### 4.B) SPONSORSHIP SUPPORT

A key to Sydney's success as an event city has been the level of sponsorship it generates for major festivals and events, many of which rely heavily on sponsorship funding, marketing-in-kind and budget relieving contributions to deliver and enhance event programs.

The NSW Government, Destination NSW and the City of Sydney, together support the majority of major events in the city. Other government agencies that support events include Property NSW, which administers the major harbourside precincts of The Rocks and Darling Harbour, the Sydney Olympic Park Authority (SOPA) and local Councils.

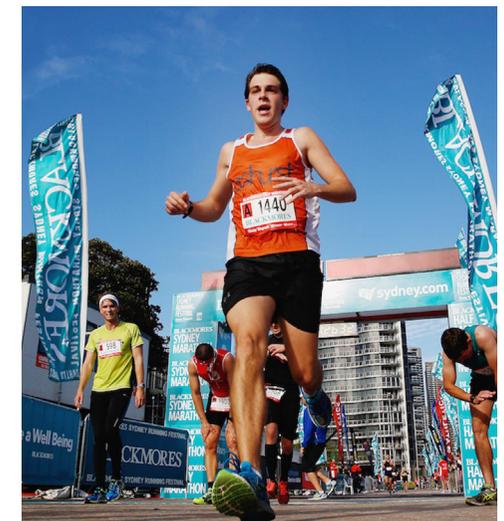
Sydney's major media outlets are metropolitan newspaper publishers Fairfax Media (Sydney Morning Herald and Sun Herald) and News Corp Australia (Daily Telegraph and Sunday Telegraph) plus the Australian Broadcasting Commission (ABC) via its local Sydney radio affiliate ABC Radio Sydney.

Additional broadcast sponsorship is provided for different events by the Seven, Ten and Nine television networks and also through the Special Broadcasting Service (SBS), which supports cultural events such as the Sydney Gay and Lesbian Mardi Gras. Each provides extensive promotional and content support for major events - especially those with a strong community involvement.

Commercial partners generally support events with a combination of cash investment, provision of budget relieving services, event content and in-kind contributions. The top commercial sponsors of Sydney's major events include:

- Australia and New Zealand Banking Group (ANZ)
- Medibank
- Blackmores
- Qantas
- Commonwealth Bank of Australia
- Samsung
- Coca Cola Amatil
- Telstra
- Emirates
- The Star
- Intel
- Visa
- Woolworths

Many other companies provide major sponsorship investment and there is also strong supplier support from companies providing value-in-kind where businesses make budget-relieving contributions to the operational elements of the festival or event. This may include staff, equipment, venues and technology, which can also add significant value to the quality of the event delivery.



#### 4.C) MEDIA SUPPORT

Media support is critical to ensuring the success of Sydney festivals and events. The NSW Government through Destination NSW has a comprehensive media management strategy to maximise publicity for events, which drives event visitors to Sydney.

This is achieved through:

- Extensive media outreach through releases, newsletters, conferences.

- Provision of detailed media kits including image and footage resources.
- Event-specific media visits (an anticipated 345 individual visits are expected by the end of the 2016/17 financial year).
- Consumer advocacy campaigns through digital channels.
- Publicity distribution via digital and social media channels and broadcast partnerships.



Destination programs secure extensive coverage. Recent examples include:

#### **Dream Lover, The Bobby Darin Musical:**

Destination NSW invited key local and international media to see the production and experience arts and culture-focused activities in Sydney. As a result of Destination NSW's public relations activities a total of 199 media features that covered *Dream Lover* achieving a potential audience reach of 1.3 million and advertising value equivalent to \$312,000.

#### **NCAA College Football 2016 – University of California Golden Bears v University of Hawaii Rainbow Warriors:**

Destination NSW's media outreach

program pitched stories to mainstream news, travel trade media and consumer lifestyle channels to encourage visitation. NFL player Colin Scotts acted as an ambassador to drive media opportunities and there was specific targeting of US media including hosted media from the US, which resulted in strong coverage along the west coast of the United States. NSW destinations and travel experiences were promoted during the match via the ESPN network in the United States, and on Fox Sports in Australia. The success of the media coverage in promoting demand for NFL events in Sydney was a contributor to *College Football Sydney Cup* occurring again in 2017.

#### 4.D) CHAMBER OF COMMERCE / CONVENTION & VISITORS BUREAU SUPPORT

**Sydney Business Chamber** through its Sydney First program has a mission to enhance the city's global competitiveness and is a powerful advocate on a wide range of issues that impact Sydney and its capacity to host festivals and events.

Policy priorities include:

- Reducing the regulatory restrictions on the operations of Sydney Airport, and improving landside transport connections.
- The provision of world-class facilities and infrastructure to attract business and business events to Sydney – construction of the new International Convention Centre Sydney was a major advocacy project for the chamber.
- The successful management and utilisation of internationally significant sporting and cultural events to promote Sydney on the world stage.
- Ensuring an increased supply of hotel accommodation as a key policy priority.
- Greater access to ports and waterways for the cruise-ship industry.

#### **Business Events Sydney (BESydney)**

promotes Sydney as a business events destination. Its key focus is to identify, attract and secure new conferences, incentive tours and meetings to Sydney. The organisation is membership-based and has approximately 200 strategic partners and members spanning the tourism and events sectors. It

is partially funded by government and two Destination NSW board members are invited to sit on its board every year, creating strategic and operational synergies. BESydney also maintains market representation in Asia, North America and Europe/ UK to assist in winning, identifying and attracting international business event opportunities.

BESydney's 100+ Ambassadors are leaders in their field of expertise who actively work with the organisation to secure events for the city. In 2016, BESydney secured 91 events, attracting 66,348 delegates staying over 291,953 delegate days and generating \$232.6 million in direct expenditure to NSW.

BESydney programs include: leveraging Sydney's major events calendar to attract international business events to the State; organising up to 100 site inspections annually; bid coordination and engagement with industry associations and corporate partners; provision of free event planning services to business; participation in national and international trade shows. In addition, BESydney conducts extensive digital marketing activity and media familiarisations.

#### 4.E) DOWNTOWN ASSOCIATIONS

Downtown merchants, service providers and retailers are important partners for Sydney's events sector.

The NSW Retailers Association, The NSW Restaurant and Caterer's Association and Precinct Business Associations are extremely active in



working with their members to support and leverage opportunities presented by major festivals and events.

They are also very active in assisting evaluation of event impacts, working with their members to assess event related transactions across a wide range of local businesses, tracking bookings within precincts during major events and compiling data on patterns of hotel occupancy during major events

- **The NSW Restaurant and Caterer's Association** currently works with Destination NSW and Tourism Australia in coordinating member participation in an ongoing international campaign that is defining the city's food and wine experience. The Association

also assists by preparing and informing members of opportunities associated with upcoming events and coordinating research into the economic impacts of major events. It plays an important role in preparing members for major events through skills training and business development programs

- **The NSW Retailers Association** recognises the importance of major events in filtering business to retail stores and in reigniting interest in shopping precincts. It provides significant support through policy lobbies to government and in promoting major events and sales of associated merchandise through in-store and online promotions.

#### 4.F) ORGANISATIONS TO ASSIST INDIVIDUALS WITH DISABILITIES

The *Disability Inclusion Act 2014 (NSW)* specifically requires government departments and local councils to engage action planning for people of all abilities including those facing intellectual, mobility or sensory challenges.

Although this has been a feature of major event planning in NSW for many years, the Act has been a catalyst in strengthening the access and inclusion initiatives undertaken by event organisers.

**NSW Event Access and Inclusion (EA&I)** is a partnership between three

State Government departments: NSW Department of Premier and Cabinet (DPC), Family and Community Services (FACS) and Ageing Disability and Home Care (ADHC).

EA&I works with other government agencies, using existing resources and expertise to develop and promote opportunities for people with a disability to participate in cultural, community and sporting events.

Strategies include ensuring event organisers address access issues with regard to transport, communication options and provision of up to date accessibility information on event websites, providing awareness training for event staff and encouraging event

staging inclusions such as accessible viewing areas, captioning, audio description, parking and pick up and drop off areas. EA&I has also assisted the development and publication of the NSW Government's Event Starter Guide, providing information for event organisers on event access and inclusion.

Since 2014 EA&I has worked with a wide range of events including *Sydney New Year's Eve*, *Sydney Festival*, *Sydney Mardi Gras*, *Sydney Biennale*, *Vivid Sydney*, *Handa Opera Sydney Harbour*, *ANZAC Day Dawn Service and march (Martin Place)*, *State Visits*, *the International Fleet Review*, *World Rally (Coffs Harbour)*, *V8 Supercars (Newcastle)*, *the Sydney Royal Easter Show*, *Australia Day (Sydney and Parramatta)* and the *2018 Invictus Games*.

**The Australian Centre of Event Management (ACEM)** has specific programs to assist event organisers to facilitate the involvement of people with disability and older people in conferences, festivals, sporting and other events.

**Auslan (Australian sign language)** provides interpreters for a number of theatre and concert performances. Captioning at certain events is also an option, e.g. *Handa Opera* on Sydney Harbour.

**Meetings and Events Australia (MEA)** is an active supporter and publishes a user-guide for making more events

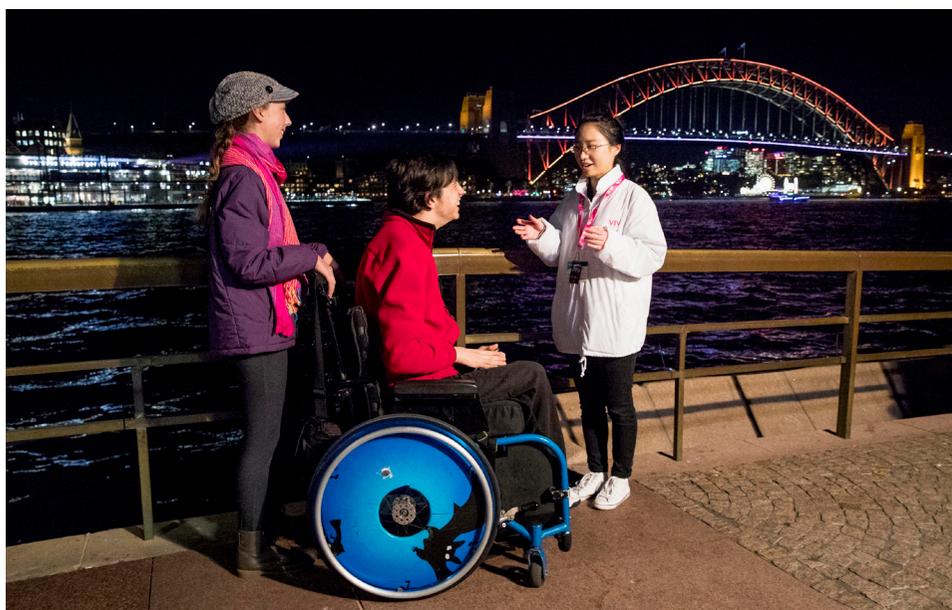
accessible for its members. The guide has been developed in partnership with the Australian Human Rights Commission, and is designed to help those responsible for organising events to ensure they are accessible for people with a disability.

**National Disability Services (NDS)** in association with the NSW Government administers the Companion Card. The card enables people with severe, profound and permanent disability necessitating lifelong attendant care 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 venues, activities and services more affordable.

**Destination NSW** supports the legislative process by implementing its own *Disability Inclusion Action Plan (2014-16)* which sets out the actions the organisation is taking, for people living with disability who work at Destination NSW as well as those with whom the organisation engages in the broader community. The agency has also created the Sydney For All website at [www.sydneyforall.com](http://www.sydneyforall.com). The website's accessible design follows guidelines published by the World Wide Web Consortium (W3) and the focus of the site includes some of Sydney's most popular tourist and event precincts.

#### 4.G) LOCAL EVENT CO-OPERATIVES

Described under Part 3.I Direct Industry Involvement.



#### 4.H) SPORTS COMMISSIONS

**The Australian Sports Commission (ASC)** is Australia's primary national sports administration and advisory agency. On behalf of the Commonwealth 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.

**The Office of Sport** is an Executive Agency in the NSW Government that works with key sector partners to develop a vibrant and valued sport



and active recreation sector. The Office is responsible for planning, managing and delivering high quality venues, facilities, sport and active recreation development programs and is committed to:

- Maximising the benefits and legacy of hosting major sports events in NSW.
- Providing strategic direction and coordination in the planning, management and delivery of the sporting venues and facilities.
- Managing government-owned sporting and entertainment venues in Sydney and its surrounding regions.
- Developing the Sydney Olympic Park site as a premier destination for cultural, entertainment, recreation and sporting events.
- Supporting the sector through grants to sporting organisations for facilities and programs.

**Office of Penrith Lakes** is responsible for developing a long-term vision for the recreational parklands, which are the location for the Sydney International Regatta Centre (one of the world's best rowing and sprint kayak courses) as well as the Penrith White Water Stadium.

**Sydney Cricket and Sports Ground Trust** is responsible for managing two of Australia's most high profile sports venues – the Sydney Cricket Ground and Allianz Stadium. Together these two grounds form a central sports precinct of international standing.

#### 4.I) EDUCATIONAL INSTITUTION SUPPORT

Sydney's event industry works in partnership with education providers to evolve education and training to address innovative approaches to event management and to ensure students have vital industry experience through structured internships and work placement programs.

**University of Technology Sydney (UTS)** is a leading provider of event management education at a tertiary level in Australia and offers both Bachelors and Master's degrees in event management. Destination NSW has a strong relationship with the university and provides specialist presentations and workshops, and facilitates placement of volunteers at events. Faculty members of UTS are also welcome guests at conferences produced by Destination NSW, which helps to strengthen the links between academia and event professionals.

UTS also offers ongoing training for event professionals based on emerging needs and advice from industry associations. Its aim is to encourage industry innovation and in response to requests from industry, has developed practical workshops and short courses covering issues such as the design of accessible events, 'greening' of events, contemporary approaches to sponsorship and creative problem solving.

**The International College of Management Sydney (ICMS)** uses case studies provided by Destination NSW



to encourage practical education and development of students in preparing feasibility studies, marketing plans, operational improvements, sponsorship, media and marketing and sustainability initiatives. ICMS provides students with first-hand knowledge of the benefits and impacts major events have on a town, city, region or country.

**TAFE NSW** has a partnership with the City of Sydney, providing students with the opportunity to volunteer for various events. The events unit within the City of Sydney provides some internship opportunities and engages students from institutions within the Local Government area who are studying event management courses. These direct forms of experience act as fundamental stepping-stones into the field of events.



TAFE NSW Volunteers at the 2017 Australian Tourism Exchange



#### 4.J) SPECIAL INCENTIVES / DISCOUNTS BY LOCAL VENUES

During major festivals and events Sydney venues partner with event organisers and offer support on a variety of fronts:

##### Consumer Incentives

Venues are generally keen to maximise overall event attendance and work closely with event organisers to add value for attendees. This can include offering value added tickets that can include premium seating, complimentary food, drink, programs and event merchandise items; offering discounts on ticket pricing, and/or venue parking, ensuring that discounted seats

are offered in all parts of the seating plan rather than grouped together in less desirable areas. A good example of this type of consumer initiative is the joint discounted ticket pass offered by the host venues of the *Sydney International Art Series*, the Art Gallery of NSW and Museum of Contemporary Art Australia.

##### Event Theming and Content

Sydney venues also enhance the excitement and atmosphere of major events through theming of their facades and interiors. Good examples are the rainbow decorations which feature during *Sydney Gay and Lesbian*

*Mardi Gras*, the green and gold adorning venues during major international sporting contests and the flags, bunting, national insignia, staff Akubras and onsite barbeques that enliven *Australia Day* venues.

Many venues also contribute content, which actively enhance major events; during *Vivid Sydney* many venues create or commission event content through special lighting displays or installations or add to the program with a range of enhancements including live entertainment, food and interactive experiences. This support has been

crucial in enabling growth of the event throughout the city.

##### Precinct Support

In Sydney, precincts such as The Rocks, Darling Harbour, the Central Business District and the Royal Botanic Garden Sydney act as highly distinctive public spaces for major events. In these instances precinct management will frequently support major events and festivals by coordinating promotions with their tourism and hospitality operators and also contributing cooperative marketing funds to support the event.

#### **4.K) ACCESS TO INDUSTRY SUPPLIERS IN LOCAL MARKET**

Sydney's commitment to developing major cultural, sporting and community events has been made possible by the strength, extent and skill of local events suppliers. The sector is very buoyant due to the growth in the number, variety and scale of events in the city. It has also been strengthened by the growth of its creative industries, which is driving uptake of latest event, staging and showbiz technology and skill development.

The city's outdoor environment has also created expertise and resources that can transform diverse locations – and their work is characterised by flexible construction and rigging expertise and ingenuity. Not to be forgotten is Sydney's experience and enduring skill in hosting major sporting events, which since the successful staging of the Sydney 2000 Olympic Games has been in demand globally.

Peak industry organisations are also very active in creating access channels to a wide range of accredited suppliers:

**Meetings and Events Australia (MEA)** – the peak body offers a 'who's who' of event practitioners which can be sourced easily from its website link <http://secure.meetingsevents.com.au/whoswhodirectory>

#### **Business Events Sydney (BESydney)**

Australia's leading business events marketing organisation, provides a free event planning service that provides everything from accommodation, to caterers, entertainers, equipment hire and corporate transport. The service was recently updated with a new-look website and self-service tool that matches specific event requirements to suppliers. In addition to the service BESydney conducts an annual Business Events Exchange (BEx) that brings together more than 300 event planners, executive assistants and event industry suppliers.

#### **The International Special Events**

**Society (ISES)** Australia represents the interests of event producers, managers and suppliers working primarily in the corporate sector. It is dedicated to advancing, developing and educating the special events industry and connecting its diverse network of event professionals. The society has a searchable database of ISES members worldwide.

#### **Live Performance Australia (LPA)**

Represents the live performance industry and is a registered Employers Organisation with a broad membership base that ranges from opera, circus and physical theatre to crewing, sound and lighting. Its programs range from

networking events to professional and policy development.

**Exhibition and Event Association of Australasia (EEAA)** is the peak association for the exhibition and event industry in Australia and New Zealand, representing all aspects of the exhibition and event industry. EEAA membership is comprised of event venues, exhibition and event organisers, and product and service suppliers to the exhibition and events industry. The organisation has a website with information on related member services and products and conducts frequent networking and training events.

**Sydney's Unique Venues Association (SUVA)** is a collaboration of 60 Sydney venues specialising in making unique locations available for any event, ranging from wedding receptions to conferences meetings and film shoots. The SUVA website offers an online venue finding services and assists event planners, corporations and individuals find places 'outside the box'.

**Vivid Ideas is a special program for Creative Industry professionals** and is part of the 23-day annual Vivid Sydney festival. In 2016, Vivid Ideas hosted 150 events and more than 500 speakers in a program of conferences, workshops, panels, talks, showcases,

exhibitions, creative product launches, award presentations and networking functions. The program is a key driver for promoting innovation and allows various suppliers to showcase specific applications, many of which are highly relevant to the events industry.

#### **4.L) DIRECT INDUSTRY INVOLVEMENT / MEMBERSHIPS**

As noted in section 4.k) the Sydney events industry is represented through a number of peak industry bodies which are highly active and involved in policy development and government liaison, education and training, research and the facilitation of networking and business promotion. The tourism industry is also an extremely strong advocate for the event sector, which is a catalyst for stimulating growth in the Sydney Visitor Economy.

The Business Events industry also maintains strong and direct involvement with other industry sectors by forming partnerships and connections through NSW's professional associations including those associated with the State's largest economic industries including Banking and Finance, Professional Services, Transport and Logistics, Agriculture and Mining and high-end Manufacturing.





05

**LEVERAGING 'COMMUNITY  
CAPITAL' CREATED BY  
FESTIVALS AND EVENTS**

## 5. LEVERAGING 'COMMUNITY CAPITAL' CREATED BY FESTIVALS AND EVENTS



Destination NSW is now at the mid-point of its ten-year mission to grow the NSW Visitor Economy by doubling overnight expenditure by 2020.

Event-led tourism strategies have been particularly beneficial to Sydney, which is now Australia's number one capital city for visitors, nights and expenditure and ranked No. 1 convention city in Australia for international conventions. Since March 2011 the agency has secured, retained or enhanced 462 events that have boosted the state economy by an estimated \$2.8 billion in visitor expenditure.

Business Events Sydney has secured more than 130 business events to be hosted in NSW between 2017 and 2023. These events are expected to generate an estimated \$460 million into the NSW economy.

The buoyancy of the Sydney Visitor Economy has also contributed a wider range of benefits that can be accrued to the city's broader community capital:

### **Education, skills and employment**

Event-led strategies have encouraged growth in specialist skills training and employment across the tourism, hospitality, services and creative industries sectors.

### **Buildings and infrastructure**

Events related infrastructure such as

new stadia and sporting facilities, arts facilities, meeting facilities and outdoor gathering spaces, hotels, city transport and the International Convention Convention Centre are completely reshaping and improving the amenity of the city.

New sustainable lighting and interactive cutting edge digital technologies showcased through innovative city events such as Vivid Sydney are also being incorporated into city spaces, improving functionality and adding beauty, design quality and delight to city spaces.

### **Environmental health**

The commitment by event organisers to achieving targets for carbon reduction, waste minimisation and water usage has influenced the way in which the city addresses these issues on a daily basis. It has also ensured that Sydney has been able to connect with large sections of the population through mass events such as Sydney New Year's Eve without damage to the city's extraordinary natural environment.

### **Connectedness to People and Community**

Sydney's calendar of events celebrates the rich cultural diversity of local communities and expresses multiple facets of the city's identity to the rest of the world.



### 5.A) COMMUNITY BRANDING

Sydney is actively using its events to build brand appeal and broaden perceptions about the city. The Sydney event calendar now celebrates business, industry, culture, sports, the arts and creativity and is developing an ongoing narrative about the city which is paying dividends in terms of attracting business investment, tourism, education visitors and skilled migration.

Destination NSW takes a very strategic approach to developing its event calendar and in assessing an event's potential, a major consideration is

the event's ability to present different dimensions of the city in a positive context. For example the *Sydney Gay and Lesbian Mardi Gras* promotes concepts of inclusiveness, the annual *Sydney International Art Series*, *Sydney Festival* and *Handa Opera on Sydney Harbour* highlight its cultural appeal; the strategy to position Sydney as the home of major sporting events not only highlights the city's sporting traditions but elevates its competitive capability to host events of global stature.

Sydney's festivals and events have also enlivened and enriched the



perceptions of the local community, engendering a sense of pride and also building community support for investment in events and awareness of their tangible benefits in terms of employment, business stimulus and industry development.

Sydney's strategies to build brand awareness through events and festivals include:

- Adopting a creative and competitive approach to systematically bidding for and securing events, which showcase Sydney's leadership and capabilities.

- Implementing innovative marketing programs in association with major events to engage global audiences.
- Targeting events that will bring best-practice expertise, ideas, arts and cultural works to Sydney to stimulate innovation among local industries and practitioners.
- Positioning Sydney as a world leader in the competitive international events market, where it is recognised for its creative and operational expertise, facilities, use of advanced technology and destination appeal.

## 5.B) PROMOTING TOURISM

Marketing programs associated with events and festivals have raised awareness about the city, expanded and differentiated its tourism product (experience) offering, increased its level of appeal and given visitors a specific timeframe and sense of immediacy in visiting Sydney 'now'.

A principal component of Destination NSW's marketing of events is the 'It's ON!' campaign, which promotes the official Sydney & NSW Events Calendar, and features hundreds of high quality major invested events (and the call to action for thousands of other events online) for Sydney and NSW. The campaign is designed to:

- To support a cluster of unique events.
- Create visitor awareness of the State's exciting and unique events.
- Maintain and build on the perception that: "There's always an event, festival or exhibition of interest to experience in Sydney and NSW no matter what the time of year."
- Drive increases in consumer likelihood to attend events and purchases tickets during the trip planning phase by creating an immediate call to action.
- Destination NSW also takes a fully integrated approach to promoting events as part of its tourism campaigns and use a mix of relevant and cost effective communications channels, including print media, digital media and high impact outdoor and transit advertising.

Destination NSW's events database carries information and links to more than 2,950 events in NSW and its consumer websites are ranked as the 8th largest destination and accommodation websites in Australia. National websites with a similar consumer reach in the top 10 include Tripadvisor, airbnb.com and booking.com.

Destination NSW also uses its social media channels to promote and grow awareness of events. As of end June 2017, current audience following includes:

### SYDNEY

- Facebook (2,572,922)
- Twitter (263,346)
- You Tube (1,091,208 views)
- Google + (2,629,257)
- Instagram (431,903)

### VISIT NSW

- Facebook (1,172,365)
- Twitter (25,294)
- You Tube (1,147,253 views)
- Google + (58,973)
- Instagram (259,942)

Publicity initiatives include sponsorship of visiting media; media outreach via print, broadcast and online channels, organisation of media stunts and promotional events, event ambassador programs and sponsored content initiatives.



### Marketing Impact

Destination NSW's independently verified campaign research shows high impact television, digital (video), outdoor, radio and print channels continue to demonstrate their ability

to impact interest and action being taken after campaign exposure, driving Year on Year (YOY) increases in visit to lead generation and growth in leads to event owners and industry partners exceeding targets set for the campaign period.



Sydney Festival



### 5.C) CONVENTION MARKETING

Business Events Sydney (BESydney) is a not-for-profit organisation that works closely with Destination NSW in promoting Sydney as a leading meetings, convention, exhibition and incentive destination. Over the past five years BESydney has secured events that have generated an estimated \$1 billion in economic impact for NSW.

In its pitch for conventions a key differentiator for the city is its robust events calendar. The calendar is itself a form of quality assurance – the fact that Sydney has so many diverse international events is evidence of its capability.

BESydney reports that increasingly, there is interest in scheduling convention events during periods when major national or international events are enlivening the city. This is particularly true for Vivid Sydney which is now Australia’s largest event and

in its evolution has created new iconic images of the city, repositioned the winter months as a desirable period for visitation and promoted the creativity and technical advancement of the city.

BESydney also encourages event organisers to facilitate special packages for the convention market. These can include making available special allocations of premium tickets, offering hospitality opportunities within venues during an event, assisting conference theming, facilitating special appearances and presentations by celebrities attending the city event and incorporation of unique event-related experiences in the convention program.

Destination NSW and BESydney also work together in developing event imagery and resources that can be used by conference organisers and their clients to boost delegate attendance.

### 5.D) CORPORATE RECRUITING EFFORTS

More than 600 multinational companies have chosen Sydney as their regional headquarters and more than \$54 billion is spent annually in private sector investment in NSW.

Increasingly, Sydney is using its diverse calendar of major events, festivals and business events to project a strong contemporary and multi-faceted identity to the rest of the world. Sydney’s events not only increases the city’s appeal but sends clear messages to prospective companies regarding Sydney’s creativity, energy and drive. Sydney’s sophisticated and growing infrastructure, reputation as a global talent hub, accessibility to key markets (particularly those in Asia), its innovative and diverse industry base, its opening and welcoming approach all contributes to its desirability as a place to live and work.

The NSW Department of Industry is the state’s leading driver of economic development across multiple industry sectors. It works closely with Destination NSW and BESydney in implementing business promotions associated with major events.

These include organising business showcases; representation at conferences and trade exhibitions; sharing of research and insights; customised business matching programs to help companies search, identify and meet prospective business partners; and the setting up of business networking opportunities.

Vivid Sydney is a prime example of how major events are being leveraged by

the government to benefit the business recruitment process. This process is a major focus for attracting business migration, business investment and talent recruitment for Sydney- based creative industries and ICT sectors.

The festival presents multiple opportunities to engage with interstate and international business leaders ranging from specialist leadership and ideas forums to corporate hospitality and networking occasions.

The NSW Department of Industry, Destination NSW, BESydney and the Sydney Business Chamber also coordinate an ongoing strategy to identify, target and attract international business events that will specifically facilitate corporate connections with the city and major business and investment outcomes. In the past these have included the Forbes Leadership Forum, APEC Conference and influential meetings and conventions associated with NSW’s key export industries of Health, ICT, Mining, Professional Services, Finance and Banking.



Chinese New Year

## 5.E) RELOCATION PACKETS AND INFORMATION

The State Government, through the NSW Department of Industry, offers a range of services and resources to international companies relocating to Sydney, including business information, advice on local policies and regulations, site location and coordination support for 'cutting through red tape'.

Other forms of financial and non-financial support are also available on a case-by-case basis.



## 5.F) FAMILIARISATION TOURS

Destination NSW and industry partners invest strongly in familiarisation tours to host international travel agents and wholesalers with a view to developing event-led holiday packages.

Additionally, these tours host international meeting planners, professional conference organisers and incentive buyers to assist growth in the business events sector.

Each year Destination NSW sponsors more than 650 travel trade buyers from retail, wholesale and inbound sectors to visit Sydney and NSW to obtain the latest knowledge about Sydney and increase their support and advocacy for the city as a tourism and events destination. As events are a core component of Sydney's visitor experience, all visits are hosted in association with major events; for example in 2016 more than 261 travel buyers were sponsored to Vivid Sydney.

In addition, BESydney hosts more than 40 visits per year by professional conference organisers and incentive buyers. Sydney is also a regular host of Tourism Australia's biannual business events travel show Dreamtime which connects qualified incentive buyers from key markets including Great China, Singapore, Malaysia, Indonesia, India, New Zealand, the US and UK. The event includes a five-day formal trade show and forum in the host city, as well three-day educational visits showcasing outstanding incentive experiences.

## 5.G) OUT-OF-MARKET MEDIA COVERAGE

In 2016-17 (year to date), more than 3,664 media stories on major NSW festivals and events appeared in out-of-market print, broadcast and digital channels. Public relations activity targeted Destination NSW's priority markets of China, Korea, North Asia,

Singapore, Malaysia, Indonesia, US, India, UK and New Zealand. These markets were targeted via in-market PR agencies and direct media relationships. Of the 3,664 items there were:

- 2,825 Sydney event clippings
- 390 Regional NSW event clippings
- 449 Sydney & Regional NSW event clippings.

A further 15,000 articles are expected to be filed before the end of the financial year in relation to Vivid Sydney, the world's largest festival of light, music and ideas.

Media releases, visiting media programs, 'instameets', photo and media calls and publicity stunts are all used to drive media coverage. Outreach occurs to mainstream news media, travel writers, and specialist arts and sports writers, as well as social and online influencers.

For example, Vivid Sydney is promoted via:

- Program launch and press conference, live streamed globally.

- Series of up to 36 media releases highlighting the event, light artists, music performances, and Vivid Ideas speakers.
- Exclusive interviews with high-profile talent.
- Briefings with more 20 media houses and publishers.
- Series of five preview week photo calls revealing key installations and precincts.
- Lights On! opening night media call for both local and international media.
- Visiting media program for more than 120 journalists and influencers.
- Global distribution of an opening night video news reel and subsequent photo galleries and videos.
- Ongoing media liaison throughout the Festival to promote event and experiences.

## 5.H) ENHANCING EXPOSURE TO THE ARTS AND OTHER CAUSES

The NSW Government through Destination NSW partners with event owners to secure major arts and entertainment events for Sydney. These events expose new audiences to the arts and drive support for NSW creative industries. For example, major Australian

and world premiere first-run musicals such as *Dream Lover*, the *Bobby Darin Musical* remain a major focus for event development due to the enormous economic benefits they bring to Sydney, and their ability to attract international visitors. In addition, Destination NSW

works with local and international producers to secure world-class Australian premieres of West End and Broadway musicals.

Sydney has a global reputation for artistic excellence and a thriving arts and cultural sector. Creative businesses choose Sydney due to its cluster of inventive filmmakers, artists, designers, writers, musicians, performers and more.

The city also has a thriving museum and art gallery culture, which benefits from a strong pipeline of NSW Government funding and private patronage. In 2017, for the first time ever, eight of Sydney's most iconic arts and cultural organisations including the Museum of Contemporary Art Australia (MCA), Art Gallery of NSW (AGNSW), Carriageworks, Museum of Applied Arts and Sciences and the Sydney Opera House, came together to stay open late every Wednesday throughout summer. Through this initiative, major events like the *Sydney International Art Series* which comprised exhibitions at both the MCA and AGNSW, reached an even greater audience.

Australia's largest event, *Vivid Sydney*, is where art, technology and commerce intersect, last year exposing a huge 2.31 million people to a wonderland of 'light art' sculptures, cutting-edge music and creative conventions staged right across the city. *Vivid Sydney* features many of the world's most important creative industry forums, a mesmerising free public exhibition of outdoor lighting sculptures and installations (the world's largest

outdoor 'art gallery'), and a cutting-edge contemporary music program. The festival programming positions the city as an internationally recognised leader in the creative industries, aligning with the NSW Government's Creative Industries Action Plan.

Another example is *Mercedes-Benz Fashion Week Australia*, which also supports NSW creative industries. The business activation event showcases the nation's leading and emerging fashion designers to international buyers, who have grown in attendance year-on-year by 75 per cent. The event is the first International Fashion Week dedicated to showcasing Resort Collections to a global audience, and is a fundamental economic stimulus for the Australian fashion industry.

The NSW Government also has a strong commitment to the national screen industry and is proud to support the *Australian Academy of Cinema and Television Arts (AACTA) Awards*. Held in Sydney annually, the *AACTA Awards* are the most prestigious awards event celebrating Australia's screen industry, showcasing leading film and television directors, producers, cast, technicians and crew, and are recognised as part of the international cycle of film and television awards events including the *BAFTAs*, *Golden Globe Awards* and *Academy Awards*. The *AACTA Awards* play a leading role in reinforcing Sydney's position as the creative services capital of Australia and the creative hub of the Asia Pacific region.



## 5.H) ENHANCING EXPOSURE TO THE ARTS AND OTHER CAUSES (CONTINUED)

The Sydney events calendar also drives support for the live entertainment and performance industry, which is celebrated each year at the *Helpmann Awards*. The Awards, produced by Live Performance Australia, recognise distinguished achievement and excellence in Australia's live performance sectors, including musical theatre, contemporary music, comedy, opera, classical music, theatre, dance and physical theatre, children's presentations, regional touring and cabaret. Since its inception, the Helpmann Awards have grown significantly, and now receive major recognition both nationally and internationally, shining a light on Australian talent and driving support for NSW creative industries.

In 2016-17, the NSW State Budget delivered strong support for the arts with \$129 million invested over four years to upgrade the Walsh Bay Arts Precinct, \$20 million over two years for major Australian TV drama projects, \$12 million to commence Stage 1 of the Sydney Opera House's Decade of Renewal, and \$2.1 million for NSW public libraries.

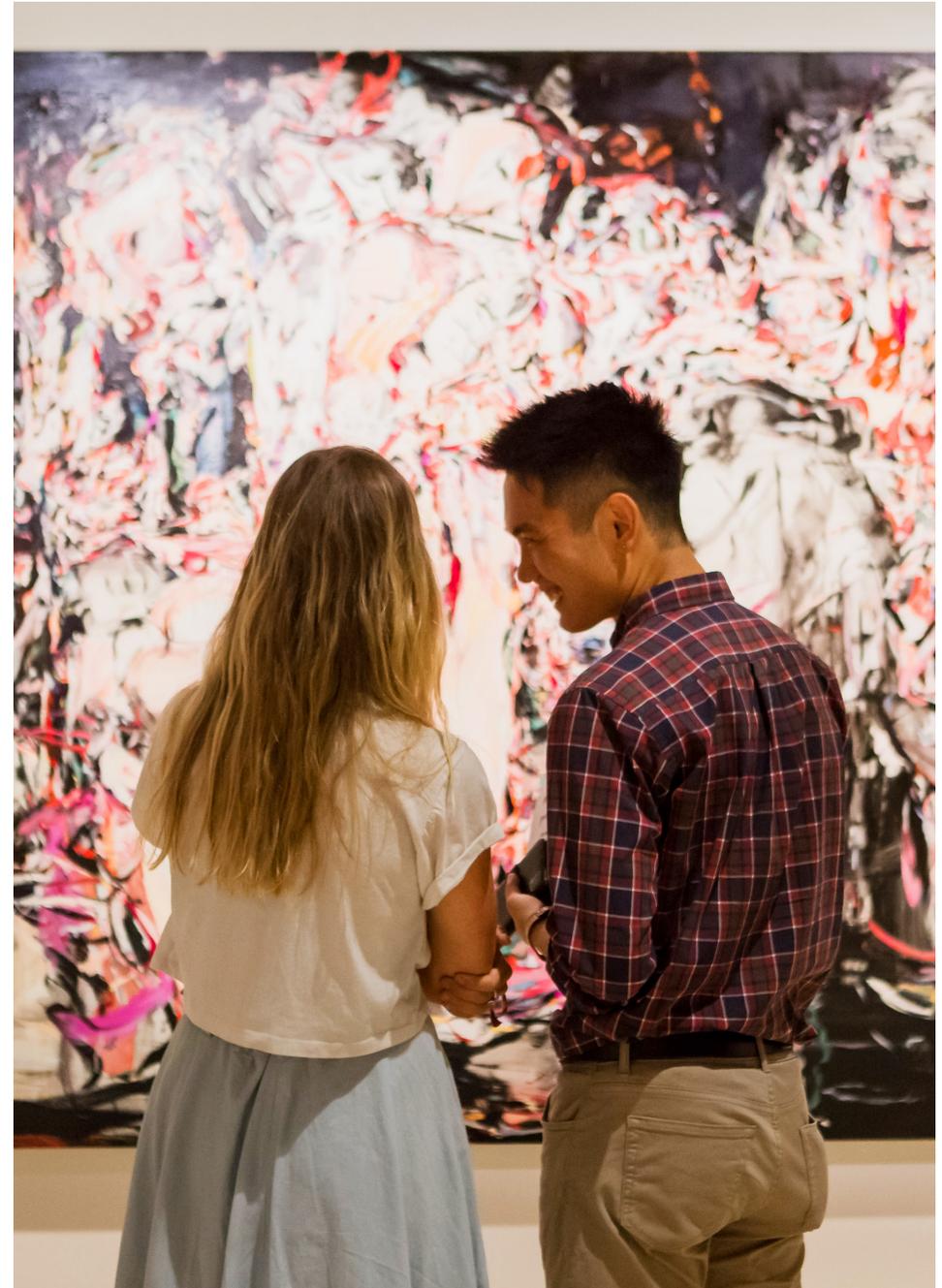
This funding complements the NSW Government's 2015 election commitment

of \$75.9 million to make Sydney the premier destination for international events in Australia.

This funding together with the Sydney events calendar, has ensured the city remains home to a vibrant arts and cultural sector that invites participation and contributes to the state's economic growth.

Through its calendar of major events and festivals, Sydney is able to showcase and nurture new and existing local talent as well as attract international performers and artists. Sydney's major events and festivals are cherished by its residents, invoking a sense of civic pride which is particularly evident through their support of, and participation in, recurring events such as *Vivid Sydney*, the *Sydney International Art Series*, *Sydney Gay and Lesbian Mardi Gras*, *Handa Opera on Sydney Harbour* and *Mercedes-Benz Fashion Week Australia*.

Maintaining delivery of free events within Sydney's major festival and event programs is a key part of the government's strategy to increasing participation and visitation.



## 5.I) CREATING HIGHLY VISIBLE PUBLIC RELATIONS CAMPAIGNS FOR CITY FACILITIES AND SERVICES

The creation of public relations campaigns to inform the general public about the likely impacts of major festivals and events is assisted by the major event coordination bodies, the NSW Events Operations Group (EOG) and the Event Communications Group (ECG).

These groups are convened by the NSW Department of Premier and Cabinet, bringing together all Government bodies involved in an event to plan and implement coordinated operations, including public communications. Each government agency involved in the event provides and updates relevant information through a centrally coordinated approach, ensuring consistency and maximising distribution.

A good example of how this operates occurs when an event such as the *Blackmores Sydney Running Festival* limits access to the Sydney Harbour Bridge: during these occasions the government launches an extensive local campaign to advise the public and participants about safety, transport, traffic, access and other key messages.

Sydney also has a significant number of highly-visible communication platforms, which event owners and venues use to leverage promotional and marketing support. These include online information pages, flyers, street furniture, banner poles, variable message signs on roads, messages on transport services, outdoor advertising and major campaigns in mainstream broadcast and print media.



### Managing Event Impacts

Perhaps the most challenging PR campaigns are for the city's largest events including *Sydney New Year's Eve* (1 million attendance) and *Vivid Sydney* (2.3 million attendance) and *Sydney Royal Easter Show* (attendance around 900,000).

For these events highly-visible marketing communications campaigns assist visitors to make the most of the event experience by encouraging them to plan ahead; to take advantage of extra public transport services to get to and from the event; to publicise access and inclusion programs and to assist in managing crowd attendance so that it is spread across different days and time periods to prevent overcrowding.

Public relations is also used extensively to raise awareness of different aspects of the event program, highlighting relevant events to different segments of the community – such as kids and seniors – and assisting families in finding affordable and healthy eating and dining options.

In 2017 public relations activity supported by local media and onsite messaging was extremely effective in managing impacts to events caused by big infrastructure projects such as the construction work around Sydney's new light rail route. This affected footprints for several key events including Sydney's annual ANZAC Day veteran's parade, the Sydney Gay and Lesbian



Mardi Gras Parade and Vivid Sydney. Public relations activity also assisted in delivering these high profile route changes without major incidents.

### Building Bonds with the Community

Many of the city's services also leverage major events and festivals as a means of building bonds with the community.

The NSW Police Force have been particularly active, with more than 40 police officers marching in the 2017 Sydney Gay and Lesbian Mardi Gras to show their support (the 21st year a police contingent has been represented).



## 5.J) ENCOURAGING COMMUNITY BONDING, PARTICIPATION AND CELEBRATION

A key criterion for Destination NSW's support of major events and festivals is the event's capacity to create positive engagement with diverse sections of the community and generate community pride and cohesiveness.

This may be achieved by the event through participation by the local community; skill development giving residents the opportunity to acquire or improve skills; local business involvement; deployment of access and inclusion policies and volunteer programs.

These criteria are applied when Destination NSW considers funding submissions and event organisers are required to outline strategies and deliverables to meet the criteria. On a more macro level, Destination NSW provides careful consideration to the range of events it supports on the official Sydney Calendar of Events and often extends assistance for existing events on the basis of enhancing community involvement.

Some examples:

- **Australia Day** is a national day of celebration and Destination NSW's support for this year's Sydney event program has enabled the addition of large free, public concerts including one specifically for children. In addition it has assisted community engagement on the day by providing funding assistance to the Yabun festival, the largest one day celebration of Aboriginal and Torres Strait Islander culture in the country.
- **Anzac Day** has been commemorated by Australians for more than a century but in recent years Sydney has facilitated resurgence in attendance at city celebrations by younger people, this is particularly strong in the wake of 2015 centenary celebrations.
- **Kidtopia Festival** is a new outdoor event for families held in Parramatta over three days in October featuring a packed program of live music, food and activities for kids and grown-ups to enjoy together. Highlights include an open-air cinema, daily science shows, a petting zoo and a circus school.
- **Parramasala** is a contemporary arts festival in October that celebrates the global impact of Asian arts and cultures. The three-day festival brings together 35 nationalities for music, exhibitions, dance, entertainment and food. The festival is located in Parramatta in Western Sydney. It attracts strong attendance from all parts of the city and is a true celebration of Sydney's multi-cultural communities.
- **Sydney Festival** has in recent years scheduled a growing proportion of its summer arts program in Parramatta. The extension of the festival to Western Sydney has been highly successful in connecting and enhancing great community involvement by extending its geographic footprints.
- **The Sydney Gay & Lesbian Mardi Gras** has created public awareness of gay issues and politics and led to enormous changes in gay rights in Australia since its inception 39 years ago.



Kidtopia Festival



## 5.K) HIGHLIGHTING OR DEVELOPING UNDERUSED VENUES OR SECTIONS OF THE COMMUNITY

**Darling Harbour** is currently undergoing its second redevelopment, a spectacular iteration of the 1988 development that turned the 19th Century city railway goods yard and freight dock into a meeting and entertainment precinct. For the last 30 years the precinct had grown in popularity but remained poorly connected to the city and burgeoning development of the CBD. The new developments are now connecting the precinct to the CBD and the new development at Barangaroo with spectacular walkways, bike trails and a metro light rail. The development includes new state-of-the-art, meeting facilities, theatre, dining and retail areas, plus a new city square and residential area.

**Carriageworks** comprises heritage listed railway workshop buildings dating from 1880. They fell into disuse in 1988 but were revived for adaptive reuse in 2007 for the development of creative work. Since then the complex has become a major performance venue and hosts a key component of the Vivid Sydney music program.

**Sydney Olympic Park** is one of the largest and most successful brown site redevelopments in Australia's history. The park was created for the Sydney 2000 Olympic Games by converting an abattoir and several polluted and disused industrial sites into a state-of-the-art sporting and events complex. Since the Games, new venues have been added including the Newington

Armory as a venue for music festivals, and upgraded stadium facilities at the Sydney Showground. The 80,000-seat Stadium Australia (Allianz Stadium) will also soon undergo a major upgrade.

**Pier 2/3 in Walsh Bay** was formerly a working dock. The Walsh Bay wharfs were decommissioned some years ago and the various buildings, with their glorious harbourside location, have been renovated for varying uses. Create NSW has leased Pier 2/3 from NSW Maritime for use in cultural and creative purposes such as a Biennale of Sydney venue.

As part of the long-term redevelopment planning, five other culture and event relate organisations – Australian Chamber Orchestra, Australian Theatre for Young People, Bangarra Dance Theatre, Bell Shakespeare and Sydney Writers Festival - all base their operations from the pier.

**Cockatoo Island**, which sits in the middle of Sydney Harbour not far from the Sydney Opera House and Harbour Bridge, was first a prison and then a shipyard. It has been successfully converted to be a festival and event space, as a site for major art and

music festivals including the 2016 20th Biennale of Sydney.

**Barangaroo**, an inner-city precinct on the shores of Sydney Harbour, is currently undergoing a \$6 billion redevelopment. When completed in 2021 it will see the transformation of 22 hectares of disused container wharves. Barangaroo Central will be the heart of the site and will act as the home for creativity and innovation. It will also be a cultural and civic focal point for recreation, events and entertainment, including Sydney's New Year's Eve celebrations.





Darling Harbour

## 5.L) CREATING LEGACIES & IMAGES BEYOND THE EVENT

The legacies of Sydney's major events and festivals include:

**Enhanced planning, operational and skills capabilities of NSW Government agencies and industry** now support the staging of some of the world's biggest events in Sydney. The experience and skills acquired by event personnel and the staff of government agencies operating complex events provides a powerful legacy. These attributes are passed on, both locally and internationally, and Australian event personnel are in demand for some of the world's biggest and most challenging events.

**Globally recognisable imagery** generated through many of Sydney's events provides strong branding messages for Sydney. Key examples include *Handa Opera on Sydney Harbour*, *Parramasala* and *Chinese New Year* and the lighting of the Sydney Opera House sails during *Vivid Sydney*.

Mass public events such as *Sydney New Year's Eve* and *Vivid Sydney* have generated important social legacies, redefining large parts of the inner city into safe places for families to attend events.

**Vivid Sydney** has become Sydney's most valuable event asset. It has evolved to be Australia's biggest event, an event icon for Sydney and Australia,

and positioned Sydney as the creative industries hub of the Asia-Pacific region. The festival has also received widespread acclaim internationally, given rise to a new style of technically advanced, interactive events and created new opportunities for designers, architects, sculptors, and city planners to reinvent approaches to public spaces.

**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 and new developments in areas such as Central Park, Darling Harbour and Barangaroo integrating advanced event capability. The opening of the ICC Sydney has sparked a boom in hotel construction, with more than \$2.3 billion in hotel developments set to come on line over the next few years, led by a new wave of hotel operators.

**The NSW Visitor Economy** is on track to achieving its goal of doubling visitor expenditure by 2020. At year end December 2016, the NSW Visitor Economy welcomed a record 3.6 million overnight international visitors and 9.2 million overnight domestic visitors to Sydney.





Vivid Sydney



06

EXTRA CREDIT

## 6. EXTRA CREDIT

### 6.A) SKILLS DEVELOPMENT – AVAILABILITY OF CERTIFICATE OR DEGREE PROGRAMS IN FESTIVAL & EVENT MANAGEMENT THROUGH A LOCAL UNIVERSITY OR PRIVATE PROVIDER

The breadth and scale of major festivals and events in Sydney has resulted in an ongoing and collaborative dialogue between industry and educational institutions and development of highly practical and technically advanced vocational training.

In Sydney, most universities and a wide range of public and private sector colleges offer specialist certificate and diplomas as well as undergraduate and masters degrees in event management:

#### NSW Universities

- **Australian Centre of Event Management (ACEM)** at the University of Technology Sydney (UTS) was established in 1999 to provide innovative, high quality and practically orientated education and training programs. Additionally ACEM undertakes research on industry issues and trends.
- **Centre for Continuing Education at Sydney University** offers Event Management courses, starting with essentials through to foundations courses.
- **National Institute of Dramatic Art (NIDA) at the University of NSW** offers degree courses in Live Production and Technical Services as well as Stage and Screen Performance.

- **Southern Cross University** offers a three-year Bachelor of Business (Tourism, Leisure and Event Program) as well as postgraduate diplomas.
- **Macquarie University, University of Western Sydney** and the **University of NSW** also offer a wide range of shorter technical production and event management courses, which address specific vocational requirements of the industry.

#### Colleges

- **NSW Technical and Further Education (TAFE)** offers a wide range of bachelor, diploma and certificate event courses and skills training. In Sydney TAFE NSW– Sydney Institute has seven colleges located in and around the city centre.
- **Private Colleges** including the Blue Mountains International Hotel Management School, College of Event Management, William Blue College of Hospitality Management, Macleay College, APM College of Business and Communication Australia, Martin College and the International College of Management, Sydney (ICMS) all offer accredited event management diploma courses.

#### Other Educational & Training Initiatives

Three key training and education initiatives have been implemented in recent years: the development and implementation of a robust work force training plan customised to the needs of the Sydney tourism, events and hospitality sector; the launch of a three-year campaign aimed at raising awareness of the career potential offered by the sector among school leavers; and the implementation of a comprehensive work place training program for 2000 staff at the International Convention Centre (ICC).

- **The Sydney Tourism Employment Plan (TEP)** is currently guiding employment and skill development strategies associated with the tourism, events and hospitality industries in Sydney. This joint Commonwealth and State Government initiative identified a range of programs geared towards improving education, training and employment outcomes by 2020, which are being implemented as part of the overarching NSW Visitor Economy Industry Action Plan.
- **Level-Up Careers Campaign** is a customised campaign strategy developed in conjunction with the

industry as part of the Sydney Tourism Employment Plan. The three-year campaign was launched at the end of 2014 and is aimed at engaging young people aged 13-17 years and building awareness about the rewarding and diverse career opportunities in the tourism, event and hospitality industries. A legacy of the campaign is the comprehensive package of information and resources now available to training providers, teachers and careers advisers to assist them in promoting careers within the industry.

- **Educational Partnership – International Convention Centre Sydney (ICC) and TAFE NSW-Sydney Institute** is a joint government and industry program aimed at delivering nationally recognised qualifications to staff and fostering a new generation of business events and hospitality professionals. The ICC Sydney has invested more than \$250,000 into the program which by August 2018 is expected to have delivered practical training to up to 2000 ICC Sydney team members. Tailored education programs have been developed across hospitality, commercial cookery, audio-visual, business administration and security and benchmarked against international standards.



## 6.B) MEMBERS OF YOUR EVENT COMMUNITY WHO CURRENTLY HOLD A CERTIFIED FESTIVAL & EVENT EXECUTIVE (CFEE) DESIGNATION

The event community across Sydney is spread across both the private and public sectors with individuals

holding a range of qualifications from certificates to diplomas and degrees. (See Section 7 for list of courses).

## 6.C) SECONDARY SCHOOL SYSTEM GRADUATION REQUIREMENTS THAT ENCOURAGE VOLUNTEERISM AND COMMUNITY SERVICE DURING FESTIVALS AND EVENTS

The Department of Education and Communities Student Volunteering Awards program encourages all NSW Public School students, enrolled in Years 9 and 10, undertake a minimum of 20 hours of volunteering.

In appreciation of this contribution to the community, students receive Premier's Certificates (Bronze, Silver, Gold and Diamond respectively) for

completing 20, 40, 60 and 80 hours of volunteering.

A new certificate – Black Opal – acknowledges students that achieve 150+ hours of volunteering. Certificates are sent to schools annually for distribution.

Educational institutions also help local community groups through various volunteer programs, which are widely supported throughout the city.

## 6.D) FESTIVAL AND EVENT SHARED RESOURCE PROGRAM IN YOUR CITY

The Sydney & NSW Events Calendar includes thousands of events which appeal to a broad spectrum of audiences and experiences.

The calendar includes community, arts, cultural and sporting events, and can be accessed via Destination NSW's consumer websites [sydney.com/events](http://sydney.com/events) and [visitnsw.com/events](http://visitnsw.com/events). For FY2016/17 these websites delivered over 24 million website visits and over 6 million leads to NSW tourism operators and event owners.

Destination NSW provides access for event organisers to register their event on [sydney.com](http://sydney.com) and [visitnsw.com.au](http://visitnsw.com.au) by utilising Get Connected, a free website membership program. Tourism and event operators can optimise community awareness and audience participation, through established distribution channels.

Destination NSW websites communicate to over 2 million domestic and international consumers a month.



## 6.E) EFFORTS TO ACTIVELY RECRUIT NEW EVENTS TO YOUR CITY

**Destination NSW's** role in actively recruiting new events to Sydney includes two key initiatives:

- Partnering with industry to develop, implement and promote a robust Sydney Events Calendar that delivers both medium and long-term benefits to Sydney and NSW.
- Providing funding and expertise to Business Events Sydney (BESydney) to win major international conventions and incentive travel reward programs.

Destination NSW undertakes ongoing business development and relationship management with international sporting codes, promoters, venues and other event agencies. It also provides professional event expertise and financial assistance to event partners. It owns and manages Australia's largest event, the annual *Vivid Sydney Festival*, which attracts more than 2 million visitors and is testament to the city's event capability and leadership.

As of June 2016, Destination NSW has secured or retained a total of 462 events for Sydney and Regional NSW since 2011. It is estimated that these events will deliver more than \$2.8 billion of visitor expenditure in NSW.

**BESydney** has consistently increased its performance in winning business events to the city; according to latest International Congress and Convention Association (ICCA) Country and City Rankings, Sydney is Australia's #1 Business Event Destination and #10

in the Asia Pacific. BESydney has secured over \$1 billion in conferences since 2011 with more than 130 events scheduled to take place in Sydney between 2017-23.

**NSW Government Investment** in new event infrastructure is actively attracting a wide range of new events to the city. The NSW Government partnership with the private sector in redeveloping Darling Harbour has created the largest fully integrated convention, exhibition and entertainment destination in Australia. This has already positioned Sydney as one of the top business events destinations in the Asia-Pacific and also enhanced the city's capacity to host major cultural, sporting and festival events. Infrastructure NSW is managing the delivery of the \$3.34 billion 20 hectare transformation of the site which has included the game changing construction of the new International Convention Centre Sydney (ICC), which is expected to generate more than \$200 million in annual economic benefit to NSW.

**International Convention Centre Sydney (ICC)** has dramatically increased Sydney's pitching power in attracting major events to Sydney. Launched in December 2016 the \$1.5 billion venue has confirmed more than 400 major and business events for the period 2017-2026 including one of the world's premier financial services events, Sibos. Already in 2017 the centre has hosted the *Reed Gift*



*Fair* with over 750 exhibitors, and the *Amway China Leadership Conference* and in October will be the venue for the 4,000 delegate *International Bar Association Annual Conference*.

The ICC is also attracting some of the world's biggest touring acts to its 8,000-seat Sydney Theatre including Cyndi Lauper, Blondie, Keith Urban and Nick Cave. After just four months of operation the theatre was added to Pollstar's list of 'World's Top 50 Performing Theatres' which is assessed

on quarterly ticket sales. Pollstar is a leading US based publication for the entertainment and concert industry; its regular surveys of venue sales performance covering all categories and facility types are eagerly anticipated and read across the global industry. The ICC Sydney Theatre joins the list alongside other ranked venues such as Royal Albert Hall and Hammersmith Apollo in London, Radio City Music Hall in New York and AEG sister facility, Microsoft Theatre at LA Live.



Handa Opera on Sydney Harbour

## SYDNEY EVENT LIST

Examples of events actively recruited, procured, won or created by Sydney include:

NEW EVENTS FOR 2016/17	
2018 FIFA World Cup Qualifier – Socceroos v UAE	Kidtopia Festival
Australian Badminton Open	Liverpool FC v Sydney FC
Australian Under 15 Hockey Championships (Boys and Girls)	My Fair Lady
Ballet Under the Stars	NAB AFL Draft and McDonald's AFL 9's
Crowded House Concerts (ARIA Week)	NCAA College Football: University of California Golden Bears v University of Hawaii Rainbow Warriors
Davis Cup – Australia v Slovakia	
Disney's Aladdin	NRL Pacific Test Triple Header
Dream Lover, The Bobby Darin Musical	QANTAS Wallabies v Scotland – June Winter Test Series
Egyptian Mummies: Exploring Ancient Lives	Sydney International Art Series – Tatsuo Miyajima
Electronic Music Conference	Sydney International Art Series – Nude: Art from the Tate Collection
Handa Opera on Sydney Harbour – Carmen	Sydney International Piano Competition of Australia
Jonathan Jones: <i>Barrangal dyara (skin and bones)</i>	Visualising Biological Data (VIZBI) Conference
	Volleyfest Sydney
NEW EVENTS FOR 2017/18 AND BEYOND	
Arsenal FC Tour	Sydney International Art Series: Pipilotti Rist: Sip My Ocean
Australian Under 21 Hockey Championships (Men and Women)	Sydney International Art Series: Rembrandt and the Dutch golden age: masterpieces from the Rijksmuseum
Beautiful: The Carole King Musical	
Muriel's Wedding – The Musical	XI FIP World Polo Championships
NCAA College Football: Stanford University Cardinal v Rice University Owls	Video Junkee

## 6.F) OTHER CREATIVE ENDEAVOURS

'Section 7: Supporting Material and Appendices' provides information on other ways major events and festivals are supported in Sydney.



Disney's Aladdin at The Capitol Theatre



# SUPPORTING MATERIAL AND APPENDICES

# SUPPORTING MATERIAL AND APPENDICES

## SUPPORTING MATERIAL 1 – PRIMARY INDOOR AND OUTDOOR VENUES IN SYDNEY

VENUE	INDOOR / OUTDOOR	ESTIMATED CAPACITY	EXAMPLE OF EVENT / FESTIVAL
Allianz Stadium (Sydney Football Stadium)	Indoor/Outdoor	45,500	Rugby Union, National Rugby League, A-League Football
ANZ Stadium	Indoor/Outdoor	84,000	Bledisloe Cup, NRL State of Origin, NRL Grand Final, Twenty20 International Cricket, Monster Jam, AC/DC, Taylor Swift
Art Gallery of NSW	Indoor	2,000	SIAS: The Greats, The Archibald Prize Exhibition, The Nude: Art from the Tate Collection
Australian Museum	Indoor	1,240	Trailblazers: Australia's 50 greatest explorers
Australian Technology Park, Conference & Exhibition Centre	Indoor	5,000 (Exhibition Hall)	Various conferences, exhibitions and gala dinners
Barangaroo	Indoor/Outdoor	n/a	Australia Day, Vivid Sydney
Belmore Sportsground	Indoor/Outdoor	25,000	National Rugby League
Blacktown Olympic Park	Indoor/Outdoor	10,000	Australian Football League, Australian Baseball League
Bondi Beach	Outdoor	n/a	Sculpture by the Sea, Bowl-A-Rama Bondi, Sun Herald City2Surf
Brookvale Oval	Indoor/Outdoor	23,000	National Rugby League
Campbelltown Sports Stadium	Indoor/Outdoor	21,000	National Rugby League
Canterbury Racecourse	Indoor/Outdoor	20,000	Horse Racing
Capitol Theatre	Indoor	2,000	Disney's Aladdin, Helpmann Awards, Les Misérables
Carriageworks	Indoor	5,000	Mercedes Benz Fashion Week Australia, Semi-Permanent Sydney, Carriageworks Vivid Sydney Program
Centennial Parklands	Outdoor	38,000	Tropfest, The Colour Run, Sydney Running Festival, Polo in the City
Chinatown	Outdoor	n/a	Chinese New Year Festival, Chinatown Night Market
City of Sydney CDB (various outdoor spaces)	Outdoor	n/a	Sydney Festival, Australia Day, Sydney Mardi Gras, Sydney New Year's Eve

SUPPORTING MATERIAL 1 – PRIMARY INDOOR AND OUTDOOR VENUES IN SYDNEY (CONTINUED)

VENUE	INDOOR / OUTDOOR	ESTIMATED CAPACITY	EXAMPLE OF EVENT / FESTIVAL
Cockatoo Island	Indoor/Outdoor	11,000	Sydney New Year's Eve, 20th Biennale of Sydney
Customs House	Indoor/Outdoor	1,200	Vivid Sydney, Head On Photo Festival 2016
Darling Harbour	Outdoor	120,000	Vivid Sydney, Good Design Festival, Sydney International Boat Show, Bledisloe Cup Festival, National Rugby League Grand Final Week, Sydney New Year's Eve
Entertainment Quarter including Hordern Pavilion and Royal Hall of Industries	Indoor/Outdoor	1,800 (Forum Hall)	Sydney Family Show (Easter), Cirque du Soleil, Cat Empire
Goat Island	Outdoor	1,000	Sydney New Year's Eve
Hyde Park	Outdoor	n/a	Night Noodle Market, Art and About, Christmas concert, Sun Herald City2Surf
International Convention Centre Sydney (ICC)	Indoor/Outdoor	35,000	Reed Gift Fair, Amway China Leadership Conference, Cyndi Lauper, Blondie, Keith Urban and Nick Cave
Leichhardt Oval	Indoor/Outdoor	20,000	National Rugby League
Manly Beach	Outdoor	n/a	Australian Open of Surfing, Volleyfest
Museum of Contemporary Art	Indoor	1,400	SIAS: Grayson Perry, Vivid Ideas Exchange, Culture Business
Newmarket Complex	Indoor/Outdoor	n/a	Sydney Carnival (Inglis Australian Easter Yearling Sale)
North Sydney Oval	Indoor/Outdoor	20,000	Kirribilli Markets, Australian Rugby Union
Overseas Passenger Terminal	Indoor	1,550 Customs Hall; 400 Cargo Hall	Vivid Sydney
Parramatta Park	Outdoor	80,000	Kidtopia Festival, Sydney Festival
Pepper Stadium	Indoor/Outdoor	22,000	National Rugby League
Pirtek Stadium	Indoor/Outdoor	21,487	National Rugby League
Qudos Bank Arena (formerly Allphones Arena)	Indoor/Outdoor	21,000	Netball World Cup 2015, Fast 4 Tennis, Ice Hockey Classic – USA v Canada
Remondis Stadium	Indoor/Outdoor	22,000	National Rugby League

SUPPORTING MATERIAL 1 – PRIMARY INDOOR AND OUTDOOR VENUES IN SYDNEY (CONTINUED)

VENUE	INDOOR / OUTDOOR	ESTIMATED CAPACITY	EXAMPLE OF EVENT / FESTIVAL
Rosehill Garden Racecourse	Indoor/Outdoor	35,000	Golden Slipper, Australian Camping & Caravan Show
Royal Botanic Garden Sydney	Outdoor	64,000	Vivid Sydney, Handa Opera on Sydney Harbour
Royal Randwick Racecourse	Indoor/Outdoor	60,500	Sydney Cup Day, functions and conferences
State Theatre	Indoor	2,000	Sydney Film Festival
Sydney Cricket Ground	Indoor/Outdoor	46,000	Australia v Pakistan (Cricket), Major League Baseball, Australian Football League
Sydney Exhibition Centre @ Glebe Island	Indoor	30,000	Sydney International Boat Show, Oz Comic-Con
Sydney Harbour	Outdoor	n/a	Vivid Sydney, Sydney Harbour Challenge presented by Hawaiian Airlines, Handa Opera on Sydney Harbour, Australia Day, Sydney New Year's Eve
Sydney Harbour Bridge	Outdoor	6,000 (seated)	Sydney New Year's Eve, Sydney Marathon
The Rocks	Outdoor	10,000	Vivid Sydney, Weekend Market
Sydney International Equestrian Centre	Indoor Arena/Outdoor	7,150	Sydney Olympic Games, NSW State Quarter Horse Show
Sydney International Regatta Centre	Indoor/Outdoor	30,000 outdoor, 1,000 pavillion	Sydney International Rowing Regatta, Ballet Under the Stars, Ironman 70.3 Western Sydney
Sydney Motorsport Park	Indoor/Outdoor	200,000+	V8 Supercars, Sydney Motorsport Park Super Sprint, World Time Attack Challenge
Sydney Olympic Park Aquatic Centre	Indoor	10,000	Sydney Olympic Games, 2015 Australian Swimming Championships
Sydney Olympic Park Archery Centre	Indoor/Outdoor	1,000	Sydney Olympic Games
Sydney Olympic Park Tennis Centre	Indoor/Outdoor	15,500 Centre Court	APIA International Tennis
Sydney Olympic Park Hockey Stadium	Indoor	4,000	Australian U21 Hockey Championships, Hockeyroos v China
Sydney Olympic Park Sports Centre	Indoor	5,000	Volleyball World Series, Australian Open of Badminton, ANZ Championships (Netball)

SUPPORTING MATERIAL 1 – PRIMARY INDOOR AND OUTDOOR VENUES IN SYDNEY (CONTINUED)

VENUE	INDOOR / OUTDOOR	ESTIMATED CAPACITY	EXAMPLE OF EVENT / FESTIVAL
Sydney Opera House	Indoor	12,000	Vivid Live, Australia Day, New Year's Eve concert, Sydney Opera House: The Opera, My Fair Lady
Sydney Showground	Indoor/Outdoor	900,000+	Sydney Royal Easter Show
Sydney Town Hall	Indoor	2,700	Remix, Vivid Sydney, Sydney Comedy Festival
Tabcorp Park Menangle	Indoor/Outdoor	15,000	Miracle Mile, Inter Dominion, Chariots of Fire, Country Series
The Argyle Precinct Venues	Indoor/Outdoor	2,500 cocktail	Annual festivals, concerts
The Big Top Theatre	Indoor/Outdoor	2,950	Annual festivals, concerts, exhibitions and conferences
The Domain (Parkland)	Outdoor	90,000	Woolworths Carols in the Domain, Opera in the Domain, Sydney Festival
The Event Centre – The Star Sydney	Indoor/Outdoor	12,000	AACTA Awards, ARIA Awards, AIS Sports Performance Awards
The Star – Sydney Lyric Theatre	Indoor	2,000	Matilda, Dream Lover, Helpmann Awards
Theatre Royal	Indoor	1,183	Sydney Comedy Festival, Ghost, Dracula
Wharf Theatre	Indoor	330	Sydney Theatre Company



Sydney Festival at Parramatta Park

## SUPPORTING MATERIAL 2 – INSTITUTIONS THAT PROVIDE EVENT-RELATED COURSES

INSTITUTION	COURSE
<b>TAFE NSW</b> <a href="http://www.tafensw.edu.au">www.tafensw.edu.au</a>	Event Management
	Certificate III in Events
	Events – Diploma
	Events – Advanced Diploma
<b>International College of Management Sydney</b> <a href="http://www.icms.edu.au">www.icms.edu.au</a>	Bachelor of Business Administration specialising in Event Management
	Bachelor of Business Management specialising in Event Management
	Bachelor of Event Management
	Associate Degree in Business specialising in Event Management
	Diploma in Event Management
<b>University of Technology Sydney (Australian Centre for Event Management)</b> <a href="http://www.uts.edu.au">www.uts.edu.au</a>	Bachelor of Management in Events and Leisure
	Graduate Diploma in Event Management
	Graduate Certificate in Event Management
	Master of Management
<b>Sydney University (Centre for Continuing Education)</b> <a href="http://www.cce.sydney.edu.au">www.cce.sydney.edu.au</a>	Event Management Course: Essentials
<b>University of Western Sydney</b> <a href="http://www.uws.edu.au">www.uws.edu.au</a>	Bachelor of Tourism Management - Event Management
<b>APM College of Business and Communication</b> <a href="http://www.apm.edu.au">www.apm.edu.au</a>	Bachelor of Business (Event Management)
	Advanced Diploma of Business (Event Management)
<b>Sydney College of Event Management</b> <a href="http://www.collegeofeventmanagement.com.au">www.collegeofeventmanagement.com.au</a>	Diploma in Event Management
	Certificate III in Event Management
<b>Open Colleges</b> <a href="http://www.opencolleges.edu.au">www.opencolleges.edu.au</a>	Certificate in Public Relations and Event Management
	Diploma of Events
	Diploma of Hospitality
<b>Ivy College of Events</b> <a href="http://www.ivy.edu.au">www.ivy.edu.au</a>	Diploma of Events (Events & Marketing)

APPENDIX 1: EVENT BROCHURE (SYDNEY IN SUMMER – LOVE EVERY SECOND)

LOVE EVERY SECOND OF  
**SYDNEY & NSW**  
— IN SUMMER —

WAVE RIVERS  
WHERE TO SURF, SAIL  
AND SOAK UP THE SUN

EAT & GREET  
COOL NEW DINING SPOTS  
AND DRINKS WITH A VIEW

THE HOT LIST  
ALL THE BEST EVENTS  
IN NEW SOUTH WALES

10 LOVE EVERY SECOND OF SYDNEY OUTDOOR & ADVENTURE

**SYDNEY OUTDOOR & ADVENTURE**

**FAMILY FUN**

**Taronga Zoo**, arguably the world's most beautifully located zoo, is celebrating its 100th anniversary this year. In the evening of October 15, giant animal light sculptures accompanied by school children and friends of the zoo will take to the streets of the CBD in a spectacular recreation of the zoo's move from its original site at Moore Park to harbourside Mosman a century ago.

**SEA LIFE Sydney Aquarium** opens an exciting new immersive experience in November that will give visitors the chance to get up close with a colony of king and gentoo penguins. In sub-Antarctic conditions, Penguin Expedition participants will travel by zodiac to a recreated Macquarie Island Explorer Hut to observe the animals up close and learn about their habitats. At **Manly SEA LIFE Sanctuary**, learn about a different species of penguin. Manly is a breeding habitat for little penguins, as well as seeing them in the sanctuary, you may be lucky enough to catch sight of them as they come ashore to rest every night until February. A different kind of fun is available in a water light display with the new **Skypeak Adventure** at St Marys. If the idea of suspension bridge walks, barrel runs, rope climbs, cream tumps and trapeze swings suspended high in the air is appealing, this is the place for you. Neighbourhood's biggest water park, **Wet'n Wild Sydney**, kicks off its 24th birthday summer season on September 24 with a Food Truck Festival that runs over three weekends. And at **Big Thunder** in Penrith, juniors can now learn to fly like professionals.

**SECRET GARDENS**

Beautiful gardens are often the result of one person's passion and Sydney has some fine examples of private retreats that have become much-loved spaces for all. One such gem is **Wendy Whitley's Secret Garden** in Lavender Bay. Wendy, artist Brett Whitley's wife and muse, has created a hidden escape with tables and benches set beneath Bangalow palms and figs, and meandering pathways offering sublime harbour vistas. Children's author and illustrator May Gibbs lived at **Melrose** in Neutral Bay and her harbourside home and sprawling garden provided inspiration for her famous characters. It remains an inspiring setting, with the adjoining harbour framed by heritage rose beds and an original Jackson Bay fig tree.

**CHILDREN'S AUTHOR AND ILLUSTRATOR MAY GIBBS LIVED AT MUDCOTE IN NEUTRAL BAY**

In the 1920s, Gertrude Hercules Robinson established one of Sydney's more unusual gardens on a headland overlooking Palm Beach. The **Blue Gardens** is a reflection of her belief that the garden and the view behind it provide a perfect example of the glory of God's creation.

On a steep hillside on Sydney's north shore, **Linger Gardens** is the creation of Dr Max Cotton, who planted the site with camellias, rhododendrons, azaleas, gardenias and other exotics. Some original camellias still thrive, along with mass plantings of annuals, fish ponds and waterfalls. Nearby **Erydrome Historic House and Garden** is regarded as the spirit-like home of the camellia in Australia. It was created by Professor G. J. Waterhouse, who planted, researched and propagated the flower.

At Rosehill is Sydney's west, **Elizabeth Farm**, built by wool pioneer John Macarthur and his wife Elizabeth, is one of Australia's oldest surviving European buildings. Surrounded by a recreated 1820s garden containing bone grass, olive trees and other early plantings, including some of the country's oldest exotic plants.

The exquisite **Blue Mountains Botanic Garden**, established as a flower farm by French-born horticulturist Alfred Brunei and his wife Ethel in the 1920s at Mt Tomah, has original plantings including spring's spectacular flowering rhododendron hybrids.

**'TIS THE SEASON TO BE JOJLY**

Sydney celebrates the festive season with five weeks of fun, including a 21m-tall interactive Christmas tree in Martin Place and a spectacular 45-minute light and sound show, chors performed by Sydney and thousands of LEDs suspended above Pitt Street Mall. There will be live entertainment at the Children's Christmas Concert and Tree Lighting night on 18 November and at Christmas on the Green in Hyde Park on 24 November. Other events are at Ballina, NSW, on 3 December, Rosebery on 4 December, Alexandria on 10 December and Surry Hills on 11 December. Find out more at [sydneychristmas.com.au](http://sydneychristmas.com.au)

FOR MORE INFORMATION VISIT [SYDNEY.COM](http://SYDNEY.COM)

**ORASMORE EXPERIENCES**

Ever wanted to check out Sydney's best harbourside addresses, the ones only really visible from the water? Then grab a kayak, a canoe or even a stand-up paddleboard and glide past some of the city's most beautiful sights.

The eastern suburbs neighbourhoods of Point Piper, Darling Point, Vaucluse and Rose Bay are where you'll find lavish mansions, heritage estates and lush, landscaped gardens. Hire a kayak from **Rose Bay Aquatic Hire** or **Point Piper Kayak Centre** and paddle the coast. On low waters, you'll see the blue heron for the best views. Head for any of the islands to enjoy a picnic (make sure you've paid the \$7 National Park listing fee).

Middle Harbour near The Spit offers sheltered paddling, quiet small beaches, shady parks, protected bays and fabulous homes built high on the steep slopes. Go with a tour operated by **Sydney Harbour Kayaks** who'll guide you past the top spots, including **Cremorne Beach, Chiswick and Balmoral**. On the four-hour **Middle Harbour Can Tour**, you'll experience diverse environments, from affluent urban highlights to the remote nature at bushland of **Orange National Park**. While in the area, strike out for **Manly**, one of Sydney's favourite paddling locations. With **Manly Kayak Centre** hours you'll discover **North Harbour** and more gorgeous real estate at **Fairlight, Little Manly Beach** and **Smileys Point**. On for a dip at **loy**, hard-to-reach **Seven Beach** and **Fairy Baskets Beach**.

The western part of Sydney Harbour is also worth exploring by kayak or SUP. Neighbourhoods such as **Balmoral, Birchgrove** and **Hunter Hill** have some of Sydney's oldest grand houses and beautifully landscaped gardens. **Jolly Roger Kayaks** will help you explore this lesser-known part of the harbour. Just as there are many where you want to go and they'll deliver kayaks to a pick-up point.

Other beautiful paddling spots around Sydney include Pittwater on the northern beaches, the **Hawkesbury River** region and **Buronga** to the south.

**WHARF WALKS**

Sydney is a place for those who like it comes to scenic walking trails and one of the most relaxing ways to reach them is by ferry or rivercat.

Head the ferry in **McMahon Point** then strike out on a scenic 2.5km walk to **Balm Head Reserve**. Named after Lt Henry Lambton, the walk follows the shore of **Lord Howe Island**, the reserve is a popular picnic spot with its natural bushland and the site of a rare Aboriginal rock carving of a whale.

Pack your swimwear and picnic supplies for an easy 20m circuit of **Cremorne Point**. Starting from **Cremorne Point Wharf**, you'll walk along harbourside paths, through gardens and parks and home, with plenty of spots to stop and soak up the sun.

**Make Macquarie Point** your final destination and climb out in timber decking right beside the harbour. The view of the Opera House and Harbour Bridge from this thoroughly relaxing vantage point can't be beaten.

**CHILL OUT ON MACCALLUM POOLS' TIMBER DECKING RIGHT BESIDE THE HARBOUR**

From **Balmal East Wharf** make your way along Darling Street or rounder through **Balmal's** five back streets, checking out the neighbourhood's eclectic mix of architectural styles. Cool down to one of Balmal's many historic pubs before heading to near by **Birchgrove Wharf** to complete the enjoyable 3km circuit.

It takes about an hour to ferry to **Rivercat** along the western harbourside to **Parsons Wharf**. From here walk to **Old Government House**, a convict-built Georgian building which is now part of a World Heritage site. See a collection of the nation's pre-war colonial furniture before exploring the 18th Parliament House.

All ferry trips depart from Circular Quay about a Sydney Ferry or Rivercat.

**FREEWHEELERS**

Stray your feet into the pedals of a sleek cruiser or a stylish mountain bike for an alternative way to explore Sydney's great outdoors.

- In **Darling Harbour**, hire a bike from **Sage & Rice** and head off your own tour of Sydney's green spaces.
- Hire a trike or a 24-hour a day, seven days a week.
- **Centennial Park** is a green oasis with easy circuits and plenty of shady picnic spots.
- In western Sydney, **Sydney Olympic Park** has 35km of dedicated cycle paths with **Western Sydney Parklands** has long trails for kids as well as more challenging trails.
- Combine your ride with a swim at **Manly Beach** where you can join a tour or go solo.
- In **The Rocks**, history buffs and first-time visitors can do the lights on a guided ride with **Blackbills** or **Bonza Bike Tours**. Taking in Sydney's iconic sights, including the **Sydney Opera House** and **Sydney Harbour Bridge**.

12 LOVE EVERY SECOND OF SYDNEY OUTDOOR & ADVENTURE | 11

# APPENDIX 2: EVENT BROCHURE (VIVID SYDNEY)

SOUVENIR EDITION

LOVE EVERY SECOND OF SYDNEY & NSW IN WINTER

# VIVID SYDNEY

— 26 MAY TO 17 JUNE 2017 —



VIVID SYDNEY  
EXPERIENCE VIVID SYDNEY OVER 23 DAYS AND NIGHTS

SYDNEY  
PLAN YOUR TRIP TO ENJOY THE BEST OF SYDNEY

NEW SOUTH WALES  
SHARE WHAT YOU LOVE ABOUT HOLIDAYS IN NSW

TO PLAN YOUR TRIP GO TO [VIVIDSYDNEY.COM/LIGHT](http://VIVIDSYDNEY.COM/LIGHT)

## VIVID PRECINCTS

STEP INTO THE AMAZING WORLD OF VIVID SYDNEY AT ALL YOUR FAVOURITE PRECINCTS BY THE HARBOUR AND AROUND THE CITY AS WELL AS EXCITING NEW LOCATIONS.

### BARANGAROO

26 MAY - 17 JUNE / 6.00PM - 11.00PM

Sydney's hot new waterfront dining location joins the Vivid Sydney line-up in 2017.

Follow an illuminated trail of installations through intimate laneways, past waterfront vistas and into a foodie's paradise.

You'll become part of the artwork with **Day in the Light**, created by French/Italian artist collective **Dany Rose**. Moving through a mystical universe, you'll become immersed in light and sound mediating together to recreate the phases of light over the course of a day. Sound, blending with light, makes this a synesthetic experience where you'll 'feel' the sound relating to certain shades of light.

Be treated to the amazing optical illusions of **Trapper**, created by Sydney content maestro, **Spindie Group**, under the leadership of Vivid veteran **Cyril de Baracqas**. Participants will hang onto their socks as the ground opens up to reveal a mysterious subterranean world, with floor murals of light bringing spectacular changing scenes to life.

**Where:** Barangaroo to only minutes from King Street West and from Wynyard Station via Wynyard Walk.

### KINGS CROSS - VIVID KX

26 MAY - 17 JUNE / VARIOUS TIMES

Kings Cross and Darlinghurst venues come alive as a centre of performance art, **Juan's Cabaret**, with cutting edge independent theatre and a bohemian flair.

**Welcome to Kings Cross** will take over the Kings Cross Hotel on the first Saturday of Vivid Sydney with a full complement of over 20 musical artists and performers.

Enjoy the infamous **Die Bar** which will feature a genre-bending, multidisciplinary music-art and performance program for three nights a week, and also host a Pop-Up Festival of the Streets, Cricket and Baseball in Australian Cinema for the last fifty years.

### DARLING HARBOUR

26 MAY - 17 JUNE / 6.00PM - 11.00PM

A mysterious fog fills the air above Cockle Bay, a crowd gathers to see magic take place. Four massive lightning strikes rend the sky, four enormous thunderbolts shatter the air and glowing through this introduction, a massive water, a semi-transparent mystical figure materialises that is seemingly made of mist, but perhaps not...

**Majesties of the Mist** is the result of a passionate collaboration between artists, composers, engineers, fountainier, pyrotechnicians and other leaders in their field to celebrate the power of creativity and innovation.

This extraordinary work blurs the line between art and technology defining the digital era. 12 massive pumps throw 28 tonnes of water into the air every minute; huge projectors, above on walls of water 40 metres wide and 40 metres high. Lasers, fountains, jets of flame, music, fireworks, fireballs, LEDs and searchlights are all controlled through a computer interface in the hands of a master fountaineer and laser artist.

Fountains up to 50 metres high sweep and sway gently, sometimes furiously displaying more than three times the power of any fountain previously deployed in Darling Harbour. Special nozzles change their shape and fluid of the fountains, creating the tallest fountains in the world, that display this range of movement.

Projected on the iconic rooftop of the Australian National Maritime Museum, the paper-raw form of the museum roof in Darling Harbour is the canvas for **Inspired by the Sea**. This spectacular projection evokes the sea's majesty and mystery and its power to influence artists, writers and collections.

A collaboration with UTS animation studios, this fantastical maritime work debuts into how the sea has shaped us and we and our lives.

**Where:** Cockle Bay, Darling Harbour.

### CHATSWOOD

26 MAY - 17 JUNE / 5.30PM - 10.30PM

The buildings, shopping malls, streets and laneways of the Chatswood CBD are reinvented as a funky, retro-futuristic smart city with ingenious installations and light sculptures. All are inspired by the 'Steampunk' design aesthetic of 19th-century steam-powered machinery.

At Chatswood Interchange, more than 1000 spheres glow overhead in **Wavelength**, and a pumping steam engine is crossed with interactive projection in **Gear Shift**, a glowing canopy of light in Chatswood Mall leads to **Crossword**, which sends out barrages of hidden light messages; an explosion of interactive light greets diners as they enter the Asian street food hot spot, **Flavour Lane**, in Westfield Chatswood; meanwhile, **Light Bounce** at Chatswood Chase Sydney encourages visitors to wander by day through a sparkling forest of refractive light.

**Where:** Victoria Avenue, Chatswood

TO PLAN YOUR TRIP GO TO [VIVIDSYDNEY.COM/LIGHT](http://VIVIDSYDNEY.COM/LIGHT)

## VIVID PRECINCTS

### TARONGA ZOO

26 MAY - 17 JUNE / 5.30PM - 9.30PM

Vivid Sydney 2017 at Taronga Zoo continues the story of conservation with **Lights for the Wild**, featuring the giant annual light sculptures that so amazed and delighted visitors when they made their debut at the zoo last year. In 2017 a cast of new characters and surprises creates a stunning display, including a swarm of tiny buzzing bees and a giant interactive Port Jackson shark.

Every installation and light sculpture tells a story that is critical to raising awareness and support for the conservation of those beautiful animals whilst also giving a part in achieving Taronga Zoo's century commitment to care 10 species from extinction.

**Lights for the Wild** is an immersive event with an interactive wristband free for ticket holders, allowing you to literally be the light for the wild.

**Where:** Taronga Zoo, Mosman

**Sessions:** Tickets can be purchased for two session times:  
 • Session 1 - 5.30pm - 7.30pm  
 • Session 2 - 7.30pm - 9.30pm

**Cost:** The purchase your tickets at [taronga.org.au/wild](http://taronga.org.au/wild)

**Adult:** \$21.95 + booking fee  
 16-15 years/Under 4 free

**Notes:** Last entry at 8.30pm  
 Taronga Zoo is not for profit. All other proceeds go through back to work in conservation and wildlife care.

### CHATSWOOD

26 MAY - 17 JUNE / 5.30PM - 10.30PM

The buildings, shopping malls, streets and laneways of the Chatswood CBD are reinvented as a funky, retro-futuristic smart city with ingenious installations and light sculptures. All are inspired by the 'Steampunk' design aesthetic of 19th-century steam-powered machinery.

At Chatswood Interchange, more than 1000 spheres glow overhead in **Wavelength**, and a pumping steam engine is crossed with interactive projection in **Gear Shift**, a glowing canopy of light in Chatswood Mall leads to **Crossword**, which sends out barrages of hidden light messages; an explosion of interactive light greets diners as they enter the Asian street food hot spot, **Flavour Lane**, in Westfield Chatswood; meanwhile, **Light Bounce** at Chatswood Chase Sydney encourages visitors to wander by day through a sparkling forest of refractive light.

**Where:** Victoria Avenue, Chatswood

VIVID PRECINCT  
**BARANGAROO**

VIVID PRECINCT  
**KINGS CROSS**

VIVID PRECINCT  
**DARLING HARBOUR**

VIVID PRECINCT  
**CHATSWOOD**

VIVID PRECINCT  
**TARONGA ZOO**

VIVID SUPPORTERS  
**PROPERTY NOW**

See Sydney in a different light

Vivid Sydney holidays from

# \$441

per person

Return Airfares

Hotel Accommodation

Checked Baggage

Vivid Lights, Sydney, Harbour Cruise

Refer to back page for disclaimer.

APPENDIX 3: IT'S ON! EVENT ADVERTISEMENTS

# IT'S ON! IN SYDNEY

Sydney and NSW attract one of the world's most spectacular line-ups of musical productions, high adrenalin sports, exciting cultural experiences and artistic collaborations. Find out more at [sydney.com/nz](http://sydney.com/nz) or talk to your preferred wholesaler for packages.

- 1** **Disney Aladdin**  
BROADWAY'S NEW MUSICAL COMEDY
- 2** **LENER AND LOEWE'S My Fair Lady**  
Presented by JULIE ANDREWS
- 3** **DREAM LOVER - THE BOBBY DARIN MUSICAL**  
Presented by JULIE ANDREWS
- 4** **2016 NRL TELSTRA PREMIERSHIP GRAND FINAL WEEK SYDNEY**  
26 Sep - 2 Oct, 2016
- 5** **HSBC SYDNEY 7s**  
3 - 5 February 2017

**DISNEY'S ALADDIN - THE MUSICAL**  
From August 2016  
See the Australian Premiere of Disney's Aladdin, Broadway's new musical comedy. Discover a whole new world, in a whole new way.  
Capital Theatre, Sydney

**MY FAIR LADY**  
From 30 August 2016  
Don't miss this 60th Anniversary production directed by Julie Andrews.  
Sydney Opera House

**DREAM LOVER - THE BOBBY DARIN MUSICAL**  
From September 2016  
Starring David Campbell, Dream Lover reveals the extraordinary story of legendary singer, songwriter and actor Bobby Darin.  
Sydney Lyric Theatre

**2016 NRL TELSTRA PREMIERSHIP GRAND FINAL WEEK SYDNEY**  
26 Sep - 2 Oct, 2016  
A week-long calendar of events leading into the NRL Telstra Premiership Grand Final.  
ANZ Stadium, Sydney  
Olympic Park

**HSBC SYDNEY 7s**  
3 - 5 February 2017  
A fun, colourful and fast-paced seven-a-side competition with 16 teams from around the world.  
Allianz Stadium, Sydney

**NSW** MAKING IT HAPPEN  
If it's on in Sydney, it's on [sydney.com/nz](http://sydney.com/nz)  
**Destination NSW**

Please note that events are subject to change or cancellation (check relevant website for further details prior to the event). Destination NSW acknowledges and appreciates all photographic images supplied by each event owner for use in this advertisement.

# IT'S ON! IN SYDNEY

Get ready for a season of exciting sport events throughout Sydney. Below is just a sample of what's on. If it's worth seeing, it's on in Sydney!

- 1** **Motorworld Sydney**  
1 - 4 December
- 2** **Coates Hire Sydney 500**  
2 - 4 December
- 3** **HSBC Sydney 7s**  
3-5 February
- 4** **Arsenal FC in Sydney**  
13 & 15 July

**Motorworld Sydney**  
1 - 4 December  
Check out the latest cars and motorbikes on track, street and off-road circuits at this brand new family festival.  
Sydney Motorsport Park, Eastern Creek

**Coates Hire Sydney 500**  
2 - 4 December  
The streets of Sydney Olympic Park will ignite for the final showdown in the Virgin Australia Supercars Championship.  
Sydney Olympic Park

**HSBC Sydney 7s**  
3-5 February  
A fun, colourful and fast-paced seven-a-side competition with 16 teams from around the world.  
Allianz Stadium, Sydney

**Arsenal FC in Sydney**  
13 & 15 July  
English Premier League giants are set to play back-to-back blockbusters.  
ANZ Stadium, Sydney Olympic Park

**NSW** MAKING IT HAPPEN  
If it's on in Sydney, it's on [sydney.com](http://sydney.com)  
**Destination NSW**

Please note that events are subject to change or cancellation (check relevant website for further details prior to the event). Destination NSW acknowledges and appreciates all photographic images supplied by each event owner for use in this advertisement.

APPENDIX 4: SYDNEY & NSW EVENTS CALENDAR



## APPENDIX 5: DESTINATION NSW PROSPECTUS



### OPPORTUNITIES FOR INDUSTRY

#### Escapes Newsletter

A dedicated online newsletter is distributed by Destination NSW for those interested in holidaying in the State. The e-newsletter provides more than 280,000 members with news of promotions, campaigns and special offers for destinations and experiences in NSW. Sign up for Escapes to keep up-to-date with new holiday ideas and promotions.

To subscribe, go to [sydney.com/escapes-newsletter](http://sydney.com/escapes-newsletter)

#### Sydney and Regional NSW Product Newsletter

Destination NSW produces a regular newsletter to update its staff, travel industry and Tourism Australia about new products and services in NSW. International travel agents and wholesalers also receive the newsletter.

Take advantage of this opportunity to promote your business by providing a brief, well-written description of your company and services, including new programs or developments, contact details, high-resolution images, and a retail price list. For more information about product showcases and the Sydney and Regional NSW Product Newsletter, contact [partner@dsnsw.com.au](mailto:partner@dsnsw.com.au)

#### Media

Sydney and Regional NSW media channels target consumers in order to promote of Sydney and Regional NSW, attractions, things to do and events. Established communities of passionate, loyal consumers want to know more about holidaying in NSW as well as to share their experiences online.

Sydney and Regional NSW social media channels had a reach of more than 10 million fans and followers at the end of the financial year 2016-17. Content is designed to:

- Attract visitors from around the world to choose Sydney and Regional NSW as their next travel destination
- Convert visitors from 'potential' to 'booked' for a trip to Sydney and Regional NSW, thereby drive increases in overnight visitation
- Enable visitors to engage with the destination by sharing their experiences online.

Destination NSW social media channels help you drive your business by interacting with visitors through Destination NSW social media channels, contributing to the content being shared, and submitting images and footage featuring Sydney and Regional NSW destinations and experiences for regular galleries.

Find out more at [destinationnsw.com.au/connect](http://destinationnsw.com.au/connect)



#### Sydney social media channels

- [facebook.com/eesydney](https://www.facebook.com/eesydney)
- [twitter.com/sydney\\_sider](https://twitter.com/sydney_sider)
- [youtube.com/sydney](https://www.youtube.com/sydney)
- [instagram.com/sydney](https://www.instagram.com/sydney)
- [weibo.com/visitsydney](https://www.weibo.com/visitsydney)
- [loveosydney](https://www.loveosydney.com)

#### NSW social media channels

- [facebook.com/visitnsw](https://www.facebook.com/visitnsw)
- [youtube.com/visitnsw](https://www.youtube.com/visitnsw)
- [instagram.com/visitnsw](https://www.instagram.com/visitnsw)
- [NewSouthWales](https://www.loveosydney.com)

### OPPORTUNITIES FOR INDUSTRY

#### TRADE AND INDUSTRY PROGRAMS

##### International Business Development Program (IBDP)

This program encourages an increased presence of NSW products, experiences and destinations at key events in international markets. It educates international wholesalers and front-line agents about NSW tourism products and destination, and provides NSW suppliers with a better understanding of the needs and characteristics of key international markets. The program subsidises part of the registration costs for one delegate to participate in specified Destination NSW trade missions and other events which have been identified as offering the best return for NSW operators.

Eligibility of applicants is based on a range of criteria outlined at [destinationnsw.com.au/international-business-development-program](http://destinationnsw.com.au/international-business-development-program)

##### Australian Tourism Exchange (ATE)

The Australian Tourism Exchange (ATE) is Australia's largest annual travel and tourism business-to-business event in the southern hemisphere. ATE brings together Australian tourism businesses and tourism wholesalers and retailers from around the world with a combination of scheduled business appointments and networking events. It also provides international travel buyers with the opportunity to experience Australia's tourism offering first-hand through pre- and post-event familiarisations.

Tourism Australia manages the event while Destination NSW coordinates NSW supplier participation, business introductions, networking opportunities, operator briefings, media publicity and a pre- and post-familiarisation program. The event is held in different Australian cities between May and June each year.

For more information go to [destinationnsw.com.au/ate](http://destinationnsw.com.au/ate)

##### Trade Events Calendar

Tourism Australia offers international trade activities. If you wish to pursue these opportunities in 2017-2018, review upcoming events at [tourism.australia.com/events/1964.aspx](http://tourism.australia.com/events/1964.aspx)

Destination NSW participates in a number of domestic and international industry events and trade shows throughout the year. For detailed information about this year's calendar, go to page 22.

##### Interested in getting involved in our familiarisation program?

Visit [destinationnsw.com.au/partner-opportunities](http://destinationnsw.com.au/partner-opportunities) and complete the expression of interest form online or complete and return the form in the back of this Prospectus.



#### Interested in getting involved in our familiarisation program?

Visit [destinationnsw.com.au/partner-opportunities](http://destinationnsw.com.au/partner-opportunities) and complete the expression of interest form online or complete and return the form in the back of this Prospectus.

## APPENDIX 6: EVENT FACT SHEETS FOR MEDIA

MEDIA INFORMATION | NSW AQUATIC AND COASTAL HIGHLIGHTS



### SYDNEY HARBOUR

**OVERVIEW**  
Sydney does not hide its charms - its setting makes it one of the most glamorous and exhilarating cities on the planet, with the harbour as its crown jewel. Surrounded by hundreds of kilometres of shoreline, national parks and historic sites, the sparkling waters of Sydney Harbour are synonymous with the NSW capital city. Alive with the movement of ferries, yachts and kayaks, Sydney Harbour is also a gateway to access other parts of Sydney as well as a prime spot for spending a day out on the water.

**DON'T MISS**

- Catch a ferry to Watsons Bay for sensational harbour views and a peek at some of the world's most expensive real estate
- Sign up to sail a yacht, paddle a kayak or relax on a harbour cruise
- Take a stroll beneath the Harbour Bridge and watch the city light up at sunset - it's pure magic
- Stroll around Cockatoo Island, a fascinating chapter in Australia's maritime and convict history
- Relax over a picnic at Cremorne Point, one of Sydney's best kept secrets
- Discover Sydney's newest harbourside park at Barangaroo Point Reserve
- Walk from Milsons Point to Wendy's Secret Garden, a green haven of tree ferns, palms and a massive fig tree framing a view of one of Sydney's loveliest coves.

**WHEN TO VISIT**  
Sydney Harbour is a year-round delight.

**GETTING THERE**  
Access all the highlights of Sydney Harbour and its islands onboard the ferries which depart regularly from Circular Quay. For routes and timetables, go to Transport for NSW at [transportnsw.info](http://transportnsw.info)

Daily Sydney Harbour sightseeing cruises depart from Circular Quay and Darling Harbour. For a list of options go to [sydney.com](http://sydney.com)





TOP: SAILING, SYDNEY HARBOUR  
MIDDLE: VIVID SYDNEY  
BOTTOM: SYDNEY HARBOUR



MEDIA FACT SHEET | DESTINATION NSW ATE 2017



### AUSTRALIA'S EVENTS CAPITAL

The *Sydney & New South Wales Events Calendar*, developed by Destination NSW, outlines an outstanding selection of world-class experiences guaranteed to keep the State front-of-mind for visitors.

Since 2011, the NSW Government has secured 485 events (January 2017) that have generated \$3 billion in intrastate, interstate and international visitor spend in NSW as well as providing national and international exposure and promotion of the State.

According to the International and National Visitor surveys to year end December 2016, NSW welcomed more than 33.2 million international and domestic visitors, who stayed 183.3 million nights.

**AWARD-WINNING EVENTS**  
Vivid Sydney is the city's must-see annual Winter event. Owned, managed and produced by Destination NSW, Vivid Sydney is the world's largest festival of light, music and ideas, staged over 23 nights from 26 May to 17 June. The festival continues to win prestigious tourism and events awards; it has previously won the country's Best Tourism Event Awards and is a major contributor to the NSW economy with 2.31 million attendees in 2016, delivering a record \$110 million in overnight visitor expenditure to NSW last year. More than 183,000 international and domestic overnight visitors specifically visited Sydney to enjoy Vivid Sydney in 2016, an increase of 64 per cent on 2015.

Vivid Sydney and Destination NSW were recently recognised by the International Festivals & Events Association (IFEA), receiving 12 accolades at the 2016 IFEA Pinnacle Awards, winning Gold in the Grand Pinnacle Category. The IFEA Pinnacle Awards recognise promotional, operational and community outreach programs and materials that are produced for festivals and events around the world.

NSW is also Australia's undisputed home of major events and festivals, having won the IFEA World Festival and Event City award for seven consecutive years.




TOP: NEW YEAR'S EVE FIREWORKS, SYDNEY  
BOTTOM: SCULPTURE BY THE SEA, BONDI - TAMARAMA





