



The Hon Barry O'Farrell MP

Premier of NSW

Minister for Western Sydney

MEDIA RELEASE

Monday 29 August 2011

PARRAMASALA TO TRANSFORM WESTERN SYDNEY WITH CELEBRATION OF SOUTH ASIAN ARTS

NSW Premier and Minister for Western Sydney Barry O'Farrell and Minister for Major Events and the Arts George Souris have officially launched this year's Parramasala celebrations – an eight day festival of South Asian Arts in the heart of Western Sydney.

Now in its second year, Parramasala - Australian Festival of South Asian Arts will transform Parramatta with contemporary music, dance, theatre, film, workshops and exhibitions from 30 October - 6 November 2011.

"This year's Parramasala will bring some of the world's best artists to Western Sydney," Mr O'Farrell said.

"Headline acts include global music star Karsh Kale, one of the world's most acclaimed music ensembles David Hykes and the Harmonic Choir and virtuoso percussionist Trilok Gurtu.

"The festival features 120 free and ticketed performances, screenings and events at venues across Parramatta including Riverside Theatres, St John's Cathedral and Town Hall Square in Church Street.

"Parramasala celebrates the global impact of South Asian arts and reinforces Australia's important relationship with this dynamic and burgeoning region.

"Parramatta is home to the biggest population of Indian and South Asian communities in Australia, making it the perfect location for the festival," Mr O'Farrell said.

Mr Souris said the inaugural Parramasala last year was held over five days attracting around 50,000 attendees with 67 per cent coming from outside the area.

"This year the festival has been extended to an eight day festival," Mr Souris said.

"The NSW Government is thrilled to support an event highlighting cultural diversity in Parramatta and reinforces a pledge to deliver more events to Western Sydney.

"Parramasala is a key arts and cultural event on the NSW Events Calendar – providing a boost the economy and bringing interstate and international visitors to Western Sydney," Mr Souris said.

“There is a strong spirit of cooperation between our two States and this MOU is another sign of our shared determination to achieve positive outcomes for communities near the border,” Mr O’Farrell said.

“The MOU will formalise cooperation on strategic growth issues in key population centres and advance policy development and service delivery in the cross-border regions.

“Our ongoing shared response to the Hendra Virus outbreak is a practical demonstration of how closer cooperation will work.

“The MOU also provides for an annual meeting of the NSW and Queensland Premiers to progress cross-border issues,” he said.

The MOU commits to involving other stakeholders such as local and the Commonwealth Government where required.

ENDS