



# **The Hon Barry O'Farrell MP**

## **Premier of NSW**

### **Minister for Western Sydney**

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## **MEDIA RELEASE**

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Friday 22 July 2011

### **PREMIER SECURES MAJOR INTERNATIONAL SPONSORSHIP FOR SYDNEY FESTIVAL**

NSW Premier Barry O'Farrell today announced the first major international sponsorship deal for the Sydney Festival, after securing an agreement in China with the nation's largest airline, China Southern Airlines.

Mr O'Farrell said he was delighted China Southern Airlines will be the official airline of Sydney Festival 2012 and co-sponsor events including the Domain Concert Series, the Ferrython and the free outdoor concerts Summer Sounds.

"This is the most significant international sponsorship ever obtained by Sydney Festival and the first with a Chinese company," Mr O'Farrell said.

"It's immensely exciting that one of the world's fastest growing tourism markets will have front row access to Australia's most vibrant summer festival.

"The sponsorship worth \$600,000 recognises the unrivalled attraction of Sydney to China's travellers as a 'City of Infinite Choices' – from our beaches and natural environment, to great food and wine, iconic attractions, fashion and a great lifestyle.

"It's also a timely announcement for our Chinese communities in Western Sydney as 2012 will see a greatly expanded presence for Sydney Festival in the city's west."

Josephine Ridge, Executive Director of Sydney Festival said the sponsorship was another coup for Sydney as the nation's cultural and entertainment capital.

"Hundreds of thousands of Sydneysiders and Australians enjoy the Sydney Festival each year and this new partnership offers us a chance to build even more global profile around the event," Ms Ridge said.

"Now more than ever we are also growing the presentation of Chinese artists and our collaboration with Chinese cultural organisations at Sydney Festival," she said.

The EVP of China Southern Holding Company and President and CEO of China Southern Airlines Mr Tan Wan'geng said it was a fantastic opportunity for the airline to help the Sydney Festival and Destination NSW build greater cultural and tourism links between China and NSW.

“Together with a separate new tourism campaign with Destination NSW that will run in August and December this year we are excited about the opportunities for China’s travellers,” Mr Tan Wan’geng said.

“Our new joint campaign aims to attract visitors to the State between October this year and March next year, including the time of the Sydney Festival and Chinese New Year.

“We were pleased to speak directly to Mr O’Farrell about these new steps forward in our relationship with NSW during talks with senior representatives of China Southern Airlines in Guangzhou on Thursday,” Mr Tan Wan’geng said.

Sydney Festival will run 7–29 January 2012, with the ten-day Festival in Western Sydney within these dates.

About 650,000 people enjoyed last year’s Festival which included 109 events with 338 performances and 17 free events throughout the city, contributing \$50.2m to the NSW economy.

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