

MEDIA RELEASE

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PARTNERSHIP ANNOUNCEMENT

**sydney
festival
2012**



SYDNEY AIRPORT JOINS FORCES WITH SYDNEY FESTIVAL

Sydney Festival announced today that Sydney Airport will join its stable of more than 80 partners and Sponsors as a Special Distinguished Sponsor. The partnership acknowledges the significant contribution both organisations make to tourism and economic activity in NSW over the summer.

"Sydney Festival puts our city on the map as an international arts destination and Sydney Airport is delighted to be supporting Australia's premier cultural event," Sydney Airport CEO, Kerrie Mather, said.

"More than 35 million passengers pass through Sydney Airport a year and we hope the promotion of Sydney Festival in our arrivals halls, on billboards and outside the terminals will encourage visitors to participate in the exciting festival events," Ms Mather said.

"More broadly, Sydney Airport is working closely with Tourism Australia, Destination NSW and the Visitor Economy Taskforce on strategies to grow inbound tourism and showcase the many wonderful experiences Sydney has to offer.

"As December-January are our busiest months for visitors through the terminals, it was an ideal opportunity to show our support for Sydney Festival.

"Sydney Festival's world-class program attracts visitors not just from NSW, but interstate and overseas. Sydney Airport is delighted to be supporting such a vibrant and important tourism event," Ms Mather said.

Each summer, hundreds of national and international artists performing at Sydney Festival go through Sydney Airport.

"There are many reasons why this new partnership with Sydney Airport makes enormous sense," said Josephine Ridge, Executive Director of Sydney Festival. "We share a keen interest in showcasing the many reasons why Sydney is one of the most exciting and beautiful cities in the world to live in and to visit. The promotion that Sydney Festival will benefit from with this partnership will greatly add to our profile as the must-see event for January in Sydney.

Billboards, banners and screens will promote Sydney Festival at both the international and domestic terminals in the lead-up to and during the event, which will run from January 7 to 29.

Sydney Airport is proud to sponsor Black Capital – Sydney Festival's signature event – a week-long indigenous program based at Carriageworks in Redfern. Black Capital features the world premiere of acclaimed director Wesley Enoch's *I Am Eora*, which tells the story of Sydney's unique indigenous history, celebrating Bennelong, Pemulwuy and Barangaroo and their ongoing influence on our city.

Up to a million people took part in the 2011 Sydney Festival, which included 109 events with 338 performances and 17 free events throughout the city, contributing \$50.2 million to the economy.

www.sydneyfestival.org.au
www.sydneyairport.com

MEDIA ENQUIRIES

Sarah Wilson, Publicity Manager (02) 8248 6523 / 0405 364 643 sarah.wilson@sydneyfestival.org.au
Tracy Ong, Sydney Airport, (02) 9667 6470 / 0437 033 479 tracy.Ong@syd.com.au