

## Sydney Festival seeks new Principal Partner

Sydney Festival has unveiled a rare and highly coveted opportunity with the news the search for its 7<sup>th</sup> Principal Partner has commenced.

After four successful years as Principal Partner from 2014 – 2017, The Star will transition to a new partnership, freeing up the hotly contested position at the helm of the Festival's partnership grid, alongside major government partners the NSW Government and the City of Sydney.

The Star's Managing Director Greg Hawkins said, *"The Star is proud to have been the Principal Partner for Sydney Festival over the last four years and to have contributed to the growth of this important annual cultural event that celebrates the unique energy and creativity of Sydney. It is the Star's intention to continue to support Sydney Festival and we look forward to working with the talented Sydney Festival team and aligning our brands to deliver thrilling entertainment experiences,"* continued Mr Hawkins.

Now in its 42<sup>nd</sup> year, Australia's leading summer arts festival has had only six principal partners including Zip, ANZ, Channel 9, Coca Cola Amatil and AGL. In their strategic alignments, partners benefit from Sydney Festival's vibrant and aspirational brand with overwhelmingly positive associated sentiment and attendance numbers of up to 1M to cultural events around the city.

Sydney Festival sits amongst industry leaders in terms of digital engagement and reach, with 1.5M visits to the website in the campaign period of August-January 2017. This year, views of videos relating to the major installation The Beach at Cutaway, Barangaroo Reserve alone exceeded 20M.

Sydney Festival Executive Director, Chris Tooper says *"Our Principal Partners are in a unique position to leverage a much-loved Sydney-centric cultural brand to assist them in driving strategic brand goals. In partnership with our major government partners they enable us to deliver this annual event and benefit from our unrivalled impact and reach, locally, nationally and worldwide. We are grateful to our past Principal Partners and look forward to welcoming a new organisation into the fold."*

Festival Director Wesley Enoch's inaugural program in 2017 featured 154 events across 49 venues, a staggering 75 of which were free. Complementing a longstanding tradition of showcasing some of the world's greatest artists, Enoch demonstrates a major commitment to supporting new Australian work. Wesley Enoch says *"A big thank you to The Star for their support over the past 4 years as Principal Partner and we look forward to welcoming a new Principal Partner in the near future. The key to our successful relationship was having shared values that supported the advancement of cultural debates and discussions. Sydney Festival is a hot bed of cultural and creative thinking and we invite all those interested in the cultural life of our city and country to step up and consider supporting us."*

## MEDIA RELEASE

Level 5, 10 Hickson Road The Rocks  
Sydney NSW 2000 Australia  
Phone 61 2 8248 6500 Fax 61 2 8248 6599  
[sydneyfestival.org.au](http://sydneyfestival.org.au)

---

# SYDNEY FESTIVAL

## ABOUT SYDNEY FESTIVAL

Sydney Festival is an annual cultural celebration that transforms Sydney every January, delivering the highest quality art and big ideas. The Festival has a history of presenting Australian premieres and many of Australia's most memorable productions such as *Cloudstreet* and *Smoke & Mirrors* have resulted from Sydney Festival's commitment to nurturing local artists. It has brought many of the world's great artists to Sydney including: Robert Wilson (*The Black Rider*), Robert Lepage (*Far Side of the Moon*, *The Andersen Project*, *Lipsynch*), James Thiérée, Philip Glass, Ian McKellen (*Dance of Death*), Peter Sellars, Al Green, AR Rahman, and Vivienne Westwood (*Semele Walk*).

### For more information regarding Sydney Festival Partnerships:

Malcolm Moir, Head of Development, [malcolm.moir@sydneyfestival.org.au](mailto:malcolm.moir@sydneyfestival.org.au) 0419 751 770

### For media enquiries:

Tina Walsberger, Head of Marketing and Customer Services, [tina.walsberger@sydneyfestival.org.au](mailto:tina.walsberger@sydneyfestival.org.au)  
02 8248 6502