

MEDIA RELEASE

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SYDNEY FILM FESTIVAL AND VIVID SYDNEY BECOME PARTNERS

NSW Minister for Tourism, Major Events and the Arts George Souris, today announced a two year funding deal for Australia's oldest and most internationally recognised film festival.

Minister Souris said the NSW Government through Destination NSW is proud to support the Sydney Film Festival for an additional two years to ensure the continued growth and development of this important cultural event.

"This new two year deal is exciting and will firmly position Sydney as Australia's creative capital and global city for film.

"The NSW Government is committed to supporting creative industry and the Australian film industry and this partnership underlines that," he said.

Destination NSW will provide support to the 2012 and 2013 Sydney Film Festivals, building on a three year partnership that began in 2008 with the inauguration of the Sydney Film Festival Official Competition.

The Official Competition with a \$60,000 prize pool has put the international spotlight on the Sydney Film Festival attracting some of the best filmmakers and actors in the world to Australia's leading tourism and events city.

Minister Souris said for the first time, the Destination NSW investment includes a Vivid Sydney Partnership that will amplify both events and extend them to new audiences.

"This Partnership brings together two of the most creatively inspired events in Sydney and will help attract more commercial interest and investment in Sydney and NSW," Minister Souris said.

Sydney Film Festival Director, Nashen Moodley welcomed the support saying this funding ensures Sydney Film Festival to continually expand on the scope and popular appeal of this flagship cultural event.

"Increasingly, Sydney Film Festival wants to create places for visitors to connect and celebrate film. Vivid Sydney is another exciting path for them to cross," he said.

The new Vivid Sydney Partnership will increase the national and international appeal of the Film Festival even more by promoting elements of it within the 2012 Vivid Sydney program.

The Partnership will continue to leverage the Sydney Film Festival Official Competition (also known as the Jury Prize), which has become the public focus of the Sydney Film Festival.

The Jury Prize was established to increase the positioning and profile of the Sydney Film Festival internationally and within Australia. Over the years it has grown in stature and popularity.

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