



MEDIA RELEASE

Monday 16 December 2013

SYDNEY FILM FESTIVAL HAS A VIVID FUTURE IN NSW

The renowned Sydney Film Festival will continue as part of the Vivid Sydney program for at least the next two years following new funding by the NSW Government, Minister for Tourism, Major Events and the Arts, George Souris, announced today.

Although the NSW Government has supported the official competition for the past six years, this year the Sydney Film Festival was, for the first time, a key part of the Vivid Sydney festival program, with the Official Competition and Festival Hub at Town Hall forming the backbone of the strategic partnership with Vivid Sydney,” Mr Souris said.

“The Sydney Film Festival is Australia’s longest running film festival and the only one in the country with an internationally endorsed Official Film Competition, firmly positioning NSW as Australia’s creative capital.

“I am delighted the NSW Government, through our tourism and major events agency Destination NSW, is supporting this key cultural event on the NSW Events Calendar for an additional two years, from 2014-2015”.

Mr Souris said Destination NSW estimates that over that period, the Sydney Film Festival will attract more than 4,000 overseas and domestic visitors while organisers expect 140,000 people to attend next year’s 12-day Festival.

“In 2014 and 2015, the Sydney Film Festival will continue to deliver the ‘Sydney Film Festival presents...’ talks series as part of the signature Vivid Ideas program, which attracts leading international film makers and experts to NSW to speak about the latest trends in international filmmaking.

“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.”

Sydney Film Festival Director, Nashen Moodley, said: “Sydney Film Festival’s ever-expanding partnership with the NSW Government, Destination NSW and their Vivid Sydney event brings one of the city’s oldest and one of its newest events together in winter.

“The international significance and reach of both festivals continues to grow, attracting some of the world’s leading creative and filmmaking exponents as participants. Sydney now has more reasons than ever to look forward to winter each year.”