

Sunday 15 February, 2015

## **DESTINATION NSW ANNOUNCES SUPPORT FOR 2015 ASTRA AWARDS**

Destination NSW Chief Executive Officer Sandra Chipchase today announced Destination NSW's support for the 2015 ASTRA Awards, celebrating Australia's subscription television industry.

"This year marks the 20<sup>th</sup> anniversary of subscription television in Australia and Destination NSW is proud to recognise this vibrant creative industry at the ASTRA Awards," Ms Chipchase said.

"The 2015 ASTRA Awards, to be held on Thursday 12 March, reflect the strength of this industry, with finalists from more than 30 subscription television channels represented in the nominations.

"As the creative services hub of the Asia Pacific region, Sydney is a fitting location to host the ASTRA Awards," she said.

"In fact, NSW is the hub of screen production in Australia with more than half of the nation's screen businesses and 40 per cent of Australia's creative industries workforce based in our State.

"We are also proud that 42 per cent of all Australian drama production in the last financial year took place in NSW.

The ASTRA Awards joins a prestigious line-up of creative industries events on the [NSW Events Calendar](#).

"Sydney is home to Australia's premier creative industry celebrations including the ARIA's, AACTA's and Helpmann Awards.

"The ASTRA Awards is a wonderful addition to this calendar and we're delighted to support this year's event," she said.

The annual ASTRA Awards recognise the creativity, diversity and quality of content on subscription television.

The ASTRA Awards will be held on Thursday 12 March at The Star Event Centre.

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