



Andrew Stoner MP
Deputy Premier of NSW
Minister for Tourism and Major Events

Media Release

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NSW GOVERNMENT SECURES ELECTRONIC MUSIC CONFERENCE FOR A SECOND YEAR

Influential figures in electronic dance music are set to travel to Sydney again this year thanks to the NSW Government securing the Electronic Music Conference, NSW Deputy Premier and Minister of Tourism and Major Events Andrew Stoner announced today.

“The development of NSW creative industries is a focus for our Government, and encouraging creative minds to visit our State through events such as the Electronic Music Conference is vital,” Mr Stoner said.

“Founded in 2012, the Electronic Music Conference (EMC) is Asia-Pacific’s leading dance music industry event and consists of various panel discussions, talks, networking events and master classes.

“In 2013, EMC officially aligned with ARIA Week and saw some of the world’s most influential figures in electronic dance music gather in Sydney over two days. The event was well received, attracting 768 industry delegates to the Conference.

“Around 5,000 people attended official EMC 2013 events and parties and the Conference exceeded its delegate target with 41 per cent of delegates coming from overseas and around Australia.”

Destination NSW Chief Executive Officer Sandra Chipchase said the new partnership with EMC will help cement NSW position as Australia’s number one tourism and events destination.

“Events such as EMC which target the 18 to 29 year old market are an important part of our strategy to maintain NSW position as the leading state for youth visitors, nights and expenditure,” Ms Chipchase said.

“EMC also positions Sydney as the electronic music capitol of the South Pacific and helps cement NSW position as the cultural capital of Australia.”

The Electronic Music Conference will be held across multiple venues in the Kings Cross and Darlinghurst precinct. The event will include day time conference activities as well as evening showcases aimed at exposing Sydney and Australia’s best electronic music artists to some of the world’s biggest decision makers in the electronic music space.