



Stuart Ayres

Minister for Trade, Tourism and Major Events

Minister for Sport

MEDIA RELEASE

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WOMEN'S SEVENS HEROES TO PLAY IN SYDNEY

The Olympic Gold Medal winning Australian Women's Sevens rugby team will play in front of a packed home crowd this Summer, with the announcement today that the Sydney 7s will include a fully accredited Women's event for the first time.

Minister for Sport Stuart Ayres said the Sydney 7s event will be the must see sporting event of 2017.

"The incredible skills of the Women's Sevens team was one of the highlights of the Rio Olympics, and it's a massive win for Sydney to play host to a full Women's tournament," Mr Ayres said.

"This year the Sydney 7s attracted more than 10,000 domestic and international visitors to Sydney, with a total visitor spend of over \$5 million with next year set to build on this economic growth."

Australian Rugby Union Chief Executive Officer, Bill Pulver said: "The success of our Women's Sevens team in Rio captivated the nation and put the sport of Rugby Sevens on the map, both here in Australia and all over the world.

"I am incredibly excited for our Women's team to have the opportunity to play in an official tournament in front of their home fans and fans coming along to the Sydney 7s will be equally blown away by the exciting brand of Rugby they play."

Destination NSW Chief Executive Officer, Sandra Chipchase said the event promises to attract visitors from around Australia and the world to Sydney.

"The inaugural Sydney 7s was one of the most popular events of the year, and featured our Women's Sevens team playing a three-match series against Ireland. NSW is now to build on this for a full tournament to showcase the game's best female players," Ms Chipchase said.

"Our Olympic Gold Medal-winning Women's Sevens team performance has seen the sport receive global recognition and will no doubt attract a packed home crowd."

The Sydney 7s event will be held from Friday 3 to Sunday 5 February 2017 at Allianz Stadium with tickets on sale from Tuesday 11 October 2016.