



The Hon. Andrew Stoner MP
Deputy Premier of NSW
Minister for Trade and Investment
Minister for Regional Infrastructure and Services

MEDIA RELEASE

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SYDNEY AND NSW PROMOTED AT US OPEN OF SURFING - THE WORLD'S LARGEST SURF LIFESTYLE EVENT

Deputy Premier Andrew Stoner today announced that Sydney and NSW's incredible beaches, surf breaks, surf culture and unique coastal lifestyle have been in the spotlight in the United States this week as New South Wales promotes the 2014 Hurley Australian Open of Surfing (AOS) during the US Open of Surfing (USOS) on Huntington Beach, California.

"The activity, led by Destination NSW, the Government's tourism and major events agency, aims to drive awareness and visitation to the Australian Open of Surfing which returns to Huntington's sister beach, Manly, from February 8 to 16, 2014," Mr Stoner said.

"With more than 760,000 young people expected to attend the US Open of Surfing, it's the logical place to promote the next big event on the ASP Global Calendar - the Australian Open of Surfing. The NSW Government recently announced that the event will return to Manly Beach until 2015, reconfirming Manly's position as one of Australia's top surfing locations.

"The AOS like the USOS, is a global youth sporting event that showcases the best in surfing, skate, music, fashion and art and embraces youth culture. It's also a great opportunity for NSW to promote its amazing beaches, including Manly, and our wonderful coastal lifestyle.

"I would personally like to extend an invitation for everyone attending the USOS event to come and join us on Sydney's magnificent Manly Beach in February for what will be a truly memorable event."

Hosting the AOS in Manly is expected to generate a significant boost for the NSW tourism industry, with the previous AOS hosted in Manly in February 2012 attracting more than 166,000 people. The 2014 event is expected to attract an audience in excess of 175,000.

Destination NSW CEO Sandra Chipchase said a range of fun and engaging activities aimed at the youth market were planned at the USOS this week.

"As part of our activation on Huntington Beach, Destination NSW has hosted a number of interactive events and light-hearted contests including Vegemite eating and the "Best Manly Moustache" contests," Ms Chipchase said.

“We’ve created a fun “Be Manly” concept to drive awareness of the Manly Beach event and we will be giving away a trip for two on Qantas to Manly Beach to attend the AOS through an innovative social media check-in.

“To participate, entrants are asked to stop by the Destination NSW photo booth, take a “Be Manly” photo in front of an iconic Sydney Harbour image, and share with their friends through social media, using #ausopenofsurfing to win.”

Overseeing the Destination NSW activity at the USOS is Andrew Smith, who was recently appointed to the role of Chief Funster with Destination NSW. Mr Smith, an Orange County, California resident, beat out 124,000 applicants from around the world for the highly coveted role which was offered as part of Tourism Australia’s “Best Job in the World” competition.