



**Andrew Stoner MP**  
**Deputy Premier of NSW**  
**Minister for Trade and Investment**  
**Minister for Regional Infrastructure and Services**

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**MEDIA RELEASE**

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**SYDNEY ROYAL EASTER SHOW A DRAWCARD FOR  
INTERNATIONAL VISITORS**

The NSW Government is helping to celebrate the best of regional NSW by announcing funding for the next three years of the Sydney Royal Easter Show.

Acting Premier Andrew Stoner said the NSW Government's investment would assist organisers to market the iconic Western Sydney event to international visitors, particularly targeting key Asian markets.

"The NSW Government has ensured the best of regional NSW is shared with international visitors by announcing funding for the next three years of the Sydney Royal Easter Show," Mr Stoner said.

"This is the largest annual event in Australia and an iconic showcase of Australian culture, heritage and agricultural excellence which consistently delivers more than \$20 million in visitor expenditure each year for NSW.

"International visitation for the event has grown by over 250 per cent since 2009, and we expect this growth to continue towards 2020 as we continue to take advantage of rising demand in Asia.

"According to Sydney Royal Easter Show sales figures, nearly 18,000 overseas visitors attended the Sydney Royal Easter Show in 2013, with the majority coming from China.

"In total, the show attracts around 800,000 people every year and we typically welcome visitors from more than 60 international destinations who come for a taste of Australian life, which can be experienced right in the heart of Sydney," he said.

Minister for Tourism and Major Events, George Souris, said the Sydney Royal Easter Show – held from **10 to 23 April** this year at Sydney Showground – is significant in bringing understanding and appreciation between metropolitan and regional and rural parts of the State, as well as an important contributor to the NSW economy.

"This year we will welcome thousands of international visitors who are coming to NSW to attend the event," Mr Souris said.

"Through our agency, Destination NSW, together with Tourism Australia, the NSW Government is supporting visits to the Sydney Royal Easter Show by influential media representatives from Korea and China, to help further raise its profile as a wonderful event for overseas visitors.

“Eight Korean media representatives will write about Sydney’s status as one of the world’s best festival and events cities, while six Chinese media representatives will focus on Sydney as a great family holiday destination. The Korean visitors will also visit Port Stephens, while the Chinese visitors will spend a day in The Blue Mountains.

“The truly international nature of Sydney Royal Easter Show is also reflected in the event’s competition, with judges this year coming from countries including Italy, United Kingdom, USA, South Africa, Canada, Germany, Singapore and the Netherlands.

“From the best in breed farm animals, to the show bag hall, woodchop competition, carnival rides, farmyard nursery and spectacular entertainment in the Main Arena, the event caters to all tastes and budgets.

“The NSW Government is committed to continuing support of this landmark event and promoting it to an even wider international audience,” he said.

Minister for Primary Industries Katrina Hodgkinson said the Department of Primary Industries (DPI) is a long-time supporter and current Blue Ribbon sponsor of the Royal Easter Show.

“The DPI and its staff work in partnership with the Royal Agricultural Society to help ensure the real value of the agriculture sector is front and centre before show visitors, especially at its display stand and District Exhibits competition at the popular Woolworths Dome,” Ms Hodgkinson said.

“This year the DPI stand is themed *Growing your career in Primary Industries* and focuses attention on careers and education opportunities within the State’s \$12 billion primary industries sector.”

Mr Stoner said the NSW Government was also supporting showgrounds around the state, with \$700,000 in new funding in grants and loans for improvements to showgrounds around the state.

“By helping to fund the upgrade of showground infrastructure in places like Tumut, Glen Innes and Kyogle we are supporting important community assets,” Mr Stoner said.

“Showgrounds are wonderful venues valued by the local community and their ongoing success is vital to local sports and activities, business and tourism in regional towns.

“The funding is available through the government’s Public Reserves Management Fund Program, which has already allocated \$24 million to Crown reserves across the state so far this financial year, including \$2 million to showgrounds.

“This is another way the NSW Liberals & Nationals Government is helping communities and building infrastructure for the future,” he said.

For more information about the 2014 Sydney Royal Easter Show, please visit [www.eastershow.com.au](http://www.eastershow.com.au)