

MAJOR EVENTS

Vivid Festival

1. What was the total cost of the Vivid Festival?

Answer

Vivid Sydney in its entirety costs about \$7 million of which Events NSW contributes approximately one quarter on behalf of the NSW Government.

2. How much was Lou Reed paid to curate the festival?

Answer

Details of commercial arrangements for the festival and specific performers are confidential.

3. How much was Laurie Anderson paid to curate the festival?

Answer

See above.

4. What was the total attendance figure for Lou Reed's digital photographic exhibition 'New York Genius' that was held at the Opera House from May 27 to June 20?

Answer

This exhibition was not a ticketed event therefore attendance figures were not calculated

5. In total how many tickets were sold for paid events that formed part of the Vivid Festival?

Answer

From the three events that sold tickets, X-Media Lab, Song Summit and Vivid LIVE, there was a cumulative attendance of around 15,000.

6. How much money was made from paid ticket sales?

Answer

Events NSW does not receive this information from the individual event proponents.

7. What was the total forecasted attendance for the Vivid Festival?

Answer

The 2010 event had over 300,000 unique attendees which exceeded the attendance in 2009, which was just over 200,000.

8. What were the forecasted benefits in terms of money spent in Sydney and in New South Wales as a result of the Vivid Festival?

Answer

Taking into account this event is only in its second year, so still in its infancy, in 2010 the event delivered an economic impact of over \$4 million based on visitation only (i.e. that is people who came specifically to Sydney for the event).

9. What was the forecasted extra hotel night stays that the event was forecasted to bring?

Answer

Actual additional bed nights generated by visitors who came specifically for the event in 2010 were over 5,000 for overseas visitors and nearly 10,000 for interstate visitors.

10. How many domestic tourists attended the Vivid Festival?

Answer

15% of people who attended Vivid Sydney were from interstate or overseas, domestic tourists made up approximately 5% of visitors and 10% were from overseas.

11. How many international visitors attended the Vivid Festival?

Answer

15% of people who attended Vivid Sydney were from interstate or overseas, domestic tourists made up approximately 5% of visitors and 10% were from overseas.

12. Was the Vivid Festival marketed internationally?

Answer

Tourism NSW had responsibility for marketing Vivid Sydney internationally – this question should be referred to the Tourism Minister.

13. If so, through what means?

Answer

Tourism NSW had responsibility for marketing Vivid Sydney internationally – this question should be referred to the Tourism Minister.

14. How much was spent on promoting the Vivid Festival overseas?

Answer

Tourism NSW had responsibility for marketing Vivid Sydney internationally – this question should be referred to the Tourism Minister.

Major Events KPI's

15. Given your refusal to publicly release Event NSW's annual report, is Events NSW subject to KPI's?

Answer

Yes, Events NSW develops appropriate KPIs for all events it funds. Events NSW submits an annual business plan, with clear KPI's, which is agreed with Government.

16. If so, what are the KPI's?

Answer

In 2009 - 2010 Business Plan, the second year of the Company's operation the KPI's for Events NSW were structured towards completion of the Company set up and the development and implementation of the NSW Events Strategy. KPI's included;

- Consolidation of the NSW Master Events Calendar, including a return of over \$375 million economic impact to the State;
- Development of the NSW Regional Events Strategy;
- Development of a robust model for the delivery of business events; and
- Events NSW is recognised by industry, nationally and internationally, as a leader in the field of event leveraging and development.

Business Events

In June of last year, Ashley Spencer, vice-president of Hilton Hotel's Australasian operations stated that " We (Sydney) should be hosting much more international conventions...that Melbourne is taking".

17. Given that Sydney does not have a comparable facility to the Melbourne Convention and Exhibition Centre in terms of size, what impact do you think this has on the State's tourism spending figures?

Answer

Sydney and New South Wales leads other Australian jurisdictions on key indicators related to business events and visitation.

In 2009 Sydney was again the number one destination for business events in Australia, according to the (International Convention and Conference Association...) ICCA rankings. The ICCA rankings also placed Sydney as the only Australian city in the top 10 in the Asia-Pacific region.

18. John O'Neill's 2007 review of Exhibition and Convention space found that NSW has lost \$218m per year because of inadequate space, what bearing do you think this has on tourism in NSW?

Answer

Many of the recommendations of the O'Neill Report have been implemented. On the specific issue of exhibition and convention space, the Department of Premier and Cabinet is finalising a masterplan for convention and exhibition facilities for Darling Harbour South and Sydney Olympic Park

19. Do you think NSW potentially loses out on high-yield visitors as a result of this?

Answer

Business Events Sydney is a highly successful agency attracting high value business events for Sydney.

20. How many international conferences has the State missed on hosting as a result of a lack of convention and exhibition space?

Answer

Sydney has a very strong record of attracting exhibitions and conventions, which we compete for on an international basis. Associations choose whether or not to host their

conferences in Sydney based on a range of reasons including location, distance, cost, infrastructure and financial incentive.

21. What is the NSW Government doing to help secure international conferences for the State?

Answer

The Department of Premier and Cabinet is finalising a masterplan for convention and exhibition facilities for Darling Harbour South and Sydney Olympic Park

The NSW Government provides \$5.7 million funding to Business Events Sydney through Events NSW.

The Premier and relevant Government ministers meet with key leaders and decision makers from Associations when they visit Sydney for site visits to communciate Sydney's key advantages for hosting conferences.

22. Has Events NSW ever been asked to provide funding support in order to secure an international conference?

a) If so, for which event?

b) How much funding was requesting?

Answer

Yes, details of Events NSW investment in events is commercial in confidence.

Premier Events NSW briefings

23. Since you became Minister, how many times has the Premier sought a briefing from Events NSW or yourself regarding major events?

Answer

The Premier and I discuss major events on a regular basis.

General Purpose Standing Committee No 3 - Budget Estimates 2010-2011 Questions on Notice

24. Appointment of John Lee to Events NSW Board

Answer

25. Was John Lee given a position on the board of Events NSW as a 'peace-offering' following Kristina Keneally's decision to sack him as Director General of the Department of Premier?

Answer

John Lee was appointed to the Events NSW board in February 2009.

26. Did former Major Events Minister Ian Macdonald appoint John Lee?

a) If not, who appointed Mr Lee to the board?

Answer

No. Board appointments are approved by the Premier.

27. Were any other people considered for Mr Lee's board position?

a) If so, who were the candidates for that board's position?

Answer

Any appointments go through the Cabinet process.

28. What contributions has Mr Lee made to Events NSW thus far?

Answer

All Events NSW Board members contribute to the decisions and activities of the Board.

29. Can you confirm that Mr Lee is paid \$30,000 p.a. for his position in Events NSW?

Answer

Yes, as are all board members, apart from the Chair.

NYE Sting 'Sydney Resolution Concert

30. Is events promoter Andrew McManus still conducting legal action against the NSW Government?

Answer

As far as I am aware, no legal action has been instigated against the NSW Government in regard to the concert proposal put forward by Mr McManus.

31. Has anybody from the NSW Government issued Mr McManus with an apology?

Answer

No apology has been sought or is required.

32. Why did you cancel this event?

Answer

The event was not cancelled. The proposal has not as yet proceeded to a formal application for support.

Breakfast on the Bridge 2010

33. How much money is Events NSW contributing to the event?

Answer

Events NSW's budget for Breakfast on the Bridge in 2010 is approximately \$1 million. This does not include commercial in confidence sponsorship arrangements.

34. How much is spent promoting the event domestically?

Answer

Tourism NSW has responsibility for marketing Breakfast on the Bridge domestically – this question should be referred to the Tourism Minister.

35. Is the domestic funding spent in partnership with private operators?

Answer

Tourism NSW has responsibility for marketing Breakfast on the Bridge domestically – this question should be referred to the Tourism Minister.

36. How much is spent promoting the event internationally?

Answer

Tourism NSW has responsibility for marketing Breakfast on the Bridge internationally – this question should be referred to the Tourism Minister.

37. Are international promotion funds spent in partnership with private operators?

Answer

Tourism NSW has responsibility for marketing Breakfast on the Bridge internationally – this question should be referred to the Tourism Minister.

38. How many domestic tourists are expected to visit the State as a result of this event?

Answer

Up to 1,000 tourism tickets have been made available as part of packages for interstate and international visitors.

39. How many international tourists are expected to visit the State as a result of this event?

Answer

Up to 1,000 tourism tickets have been made available as part of packages for interstate and international visitors.

Events NSW Board Member Remuneration

40. How much does each board member of Events NSW get paid?

Answer

Board members receive \$30,000 per annum, the Chairman receives \$70,000 per annum

Wollongong Convention Centre

In relation to the proposed Wollongong Convention Centre:

41. How much money did the NSW Government commit to do a feasibility study into a convention centre in Wollongong?

Answer

Matters related to infrastructure feasibility projects such as the Wollongong Convention centre are the responsibility of the Premier and this question should be directed to her.

42. If the plan is feasible will the NSW Government contribute funds to the construction of a Wollongong Convention Centre?

Answer

See above.

43. If the plan is feasible will the NSW Government assist in the purchase of land for a Wollongong Convention Centre?

Answer

See above.

44. How many additional tourists is it expected a Wollongong Convention Centre would attract to the region?

Answer

See above.

45. What impact would the additional tourists have on the region's economy?
Illawarra Region Major Events Spending

Answer

This question should be directed to the Minister for Tourism.

46. How much money did the NSW Government spend promoting major events in the Illawarra region each financial year from 2003-04 to 2010-11?

Answer

Events NSW does not provide promotion and publicity for events, this is the responsibility of individual event owners. However Events NSW does feature events in the NSW Master Events Calendar collateral and, since 2010, on www.eventssydney.com with no cost to the event owner.

Danny Green v Manny Siaca fight

47. Did Events NSW or any other department spend money on this fight that was earmarked for Sydney but eventually lost to Perth?

a) If so, how much money was spent?

Answer

No Government money was spent on this event.

Sculpture By the Sea

In relation to Sculpture By the Sea:

48. How much money did Events NSW contribute to Sculpture By the Sea in 2008 and 2009?

Answer

Details of Events NSW investment in events is commercial in confidence.

Events NSW is just one avenue of Government funding for Sculpture by the Sea.

49. How much money will Events NSW contribute to Sculpture By the Sea in 2010?

Answer

Details of Events NSW investment in events is commercial in confidence.

Events NSW is just one avenue of Government funding for Sculpture by the Sea.

50. Why has Events NSW not yet committed to contributing funding 2010 Sculpture By the Sea when the event commences in October?

Answer

Details of Events NSW investment in events is commercial in confidence.

Events NSW is just one avenue of Government funding for Sculpture by the Sea.

51. How much money did Events NSW spend promoting Sculpture by the Sea each financial year from 2007-08 to 2010-11?

ANSWER

Details of Events NSW investment in events is commercial in confidence.

Events NSW is just one avenue of Government funding for Sculpture by the Sea.