

Jodi McKay

Minister for Tourism
Minister for the Hunter
Minister for Science and Medical Research
Minister for Women
Acting Minister for Sport and Recreation



Saturday 9th January 2010

MEDIBANK INTERNATIONAL SYDNEY SET TO SERVE UP A CRACKER

Minister for Tourism and Acting Minister for Sport and Recreation, Jodi McKay, today officially welcomed international tennis stars to NSW for the Medibank International Sydney.

Attending the official draw, Ms McKay said the week-long tournament (10 to 16 January) gave Sydneysiders the opportunity to see some of the world's best tennis players in action.

"It is very exciting to see some of the world's best players here in Sydney to compete in what is one of the most important and historically significant events on the international circuit," Ms McKay said.

"Originally known as the NSW Open, this tournament is one of the oldest in the world and has been running since 1885.

"With nine of the top ten women players in the world and so many exciting players from the men's tour competing this year, the 2010 tournament is sure to be a cracker."

Ms McKay said the Medibank International Sydney was another key Vivacity event and reinforced Sydney and NSW as the major events capital of Australia.

"Last year just over 90,000 people came to see some of the best international tennis on offer. This year we are expecting 100,000 people to come through the gates," Ms McKay said.

"There will also be significant TV coverage here and overseas with broadcasts in most of NSW's key tourism markets showcasing our great city to a global audience of around 250 million."

Tournament Director Craig Watson was delighted to welcome Minister McKay to Sydney Olympic Park Tennis Centre.

"This is the first time we have had the pleasure of a Government Minister attending the official draw ceremony which further highlights the significance of the Medibank International Sydney," Mr Watson said.

"This year's line up of stars from the Sony Ericsson WTA Tour and the ATP World Tour makes it the strongest field in the tournament's history and we hope the Minister will have an opportunity to watch some these great athletes including Serena Williams, Lleyton Hewitt, Justine Henin, Svetlana Kuznetsova, Samantha Stosur and Gael Monfils, in action.

"The Medibank International Sydney enjoys a very significant place as one of the year's major events for our city and plays an important economic role for the state."

Ms McKay said sporting events in NSW last year generated more than \$130 million for the economy and the Medibank International Sydney kicks off another stellar sporting year for NSW.

"We've got tennis in January, the Autumn Racing Carnival in March, FIFA fan fest in June and July, the Bledisloe Cup in September and the Australian Open Golf in December," Ms McKay said.

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“With all of these great sporting events throughout the year, Vivacity festival in January, Vivid Festival in June and Crave festival in October NSW is the Major events capital of Australia.”

For information on the Vivacity Festival visit www.vivacitysydney.com

For information on the Medibank International Sydney visit www.medibankinternational.com.au

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