



Media Release



## 2009 Sydney New Year's Eve Creating jobs and economic benefit to the City

Almost 1000 people will work on the City of Sydney's production of the 2009 Sydney New Year's Eve event, which is also expected to generate more than \$156 million in direct economic impact for Sydney.

The City's New Year's Eve event unit is led by a creative team of seven people and 90 fulltime event professionals who will co-ordinate the world renowned fireworks and harbour bridge special effect in the lead up to December 31. Over several months, that workforce builds to 997 accredited team members, while another 300 volunteers pledge their time and support to help with Sydney New Year's Eve.

"We have a world-class team of creative and production experts who weave their magic and experience to ensure that Sydney's New Year's Eve is the global benchmark for New Year spectacles, promoting Sydney to the nation and the world," said Lord Mayor Clover Moore MP.

According to Events NSW CEO Geoff Parmenter the 2008 Sydney New Year's Eve celebrations generated an economic benefit to Sydney of over \$150 million.

"This event delivers for Sydney and NSW in spades. What better way to start each year, a global broadcast of Sydney to the world. Major events such as the world famous New Year's Eve is why Sydney is regarded as Australia's global city.

"Our research team surveyed international and interstate visitors who cited Sydney New Year's Eve firework celebrations as a main reason for coming to Sydney. The survey found International visitors stayed an average of 16 nights in Sydney over the New Year period, while Interstate visitors stayed an average of 8 nights," Mr Parmenter said.

In 2009 Sydney New Year's Eve will again feature the majestic Harbour of Light Parade, two fireworks shows and the Bridge Effect which all light up the world's most stunning harbour. More than 3,000 kilograms of explosive devices, including approximately 11,000 shells, 10,000 shooting comets and 100,000 individual pyrotechnic effects fired from Sydney Harbour Bridge and seven barges on Sydney Harbour.

Creative Director Rhoda Roberts says Sydney New Year's Eve is an important investment in our economy and an inspirational and joyful event for all the community.

*city of villages*



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“Sydney New Year’s Eve is our largest free community event and a gift to the people of Sydney and the thousands of visitors who gather here for one of the world’s greatest celebrations of hope, friendship and family,” said Rhoda.

“The fireworks displays on Sydney New Year’s Eve bring the city alive, creating an atmosphere and experience for Sydneysiders and visitors alike that is simply priceless.”

Sydney New Year’s Eve also builds on the City’s Sustainable Sydney 2030 vision to develop our City into one of the world’s most creative and culturally vibrant cities.

For a safe and enjoyable 2009 Sydney New Year’s Eve:

- Pick a vantage point and be aware that popular areas fill up quickly
- Plan ahead if you’re heading to the Harbour foreshore and take public transport
- Remember not to take glass to the event and place rubbish into bins provided
- To get the full multimedia Sydney New Year’s Eve experience, tune your radio to 104.1 2Day FM to hear the synchronised fireworks soundtracks
- People at home won’t miss out with Channel 9 broadcasting the fireworks spectacular live from 8.30pm and again at 11.30pm.

For more information or images of Sydney New Year’s Eve celebrations, visit the website [www.sydneynewyearseve.com](http://www.sydneynewyearseve.com)

**The official charity for 2009 Sydney New Year’s Eve is the Australian Conservation Foundation.** For more information and inspiration, and to make your Green Leaf commitment visit [www.newgreenleaf.com](http://www.newgreenleaf.com)

*The event is powered by Green Power*

*Sydney New Year’s Eve 2008 is proudly sponsored by 2DayFM, The Sydney Morning Herald, Sydney Harbour Foreshore Authority, DonateLife™, Bytecraft Entertainment, Roads & Traffic Authority, Royal Australian Navy, NSW Maritime, Sydney Opera House Trust, Royal Botanic Gardens and Domain Trust, Galliano, Coca-Cola Amatil [Aust] Pty Ltd, Carlton & United Breweries, Philip Shaw Wines, Sydney Ports Corporation and Department of Environment, Climate Change and Water.*

*2009 Sydney New Year’s Eve is part of Vivacity.*

*Kicking off with the spectacular 2009 Sydney New Year’s Eve fireworks, the celebrations continue with Sydney Festival, including Festival First Night and the not to be missed AR Rahman concert at Parramatta Park, the Eliasson exhibition at the Museum of Contemporary Art, the prestigious Medibank International Sydney tennis and Australia Day. To make the most of your New Year in Sydney visit [www.vivacitysydney.com](http://www.vivacitysydney.com)*

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