



Stuart Ayres

Minister for Jobs, Investment, Tourism
and Western Sydney

MEDIA RELEASE

Sunday, 21 March 2021

NEW EVENT SYDNEY SOLSTICE TO SPARK CITY CELEBRATION THIS WINTER

Sydney's restaurants, bars, entertainment venues, promoters and cultural institutions are being called on to create unique experiences for visitors and receive NSW Government support for a new winter event program under development.

Sydney Solstice is a NSW Government initiative presenting 10 days of food, beverages, music and arts events in four precincts across the city in June and is managed by the Government's tourism and major events agency, Destination NSW.

Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres invited venues, chefs, artists, musicians, event producers and curators to come up with creative ways to showcase Sydney's innovation, diversity and vibrant culture from 8 - 20 June.

"We want businesses and creatives to collaborate with industry partners to realise bold, unexpected, high-profile featured events and benefit from direct NSW Government support, and smaller events will be promoted through the Sydney Solstice event campaign.

"We have all worked hard to keep Sydney safe and open for business, so let's enjoy our city and invite others to share in our world-class live music and performance, culinary experiences, local art, comedy and immersive workshops.

"The NSW Government has kick-started our 24-hour economy, backed businesses throughout the pandemic and led the charge to encourage city visitation through the *Sydney Love It Like You Mean It* campaign – Sydney Solstice ties these threads together.

"This event will be really positive for businesses and for the community who are looking for new experiences and entertainment - where better to ignite your senses and come together Sydney?" Minister Ayres said.

Sydney Solstice will be held across four key precincts: the Central Business District, Darling Harbour, Barangaroo and surrounds, Oxford Street and surrounds and Newtown and surrounds.

Featured events celebrating the fusion of food, beverage, music, art and culture will be supported by smaller-scale activities city-wide that highlight the people, precincts and passion that make Sydney unique.

Expressions of interest are now open for industry to get involved in *Sydney Solstice* across two tiers:

Featured events: Original concept, collaborative events that bring together the best in hospitality, music, arts and culture. Events can be held in a fixed venue and should have a total capacity of 2000+ patrons (can be held across multiple sessions). Successful applicants will receive funding to support event delivery

Umbrella events: Special offers, unique in-venue programming or one-off local events that encourage guests to enjoy food and culture together. Successful applicants will benefit from Destination NSW's integrated domestic promotional program for Sydney Solstice and leveraging the *Sydney Love It Like You Mean It* platform. Sydney Solstice will be promoted holistically in NSW, Victoria, ACT, and Queensland, linking to the event website where all participating venues will be featured. An industry toolkit with logos, creative assets and messaging will be available to support venues in promoting their involvement

Sydney Solstice builds on the NSW Government's summer CBD revitalisation and Dine & Discover programs. All events must adhere to NSW Government COVID-safety guidelines and requirements.

Venues, artists, creatives and brands are encouraged to review the expression of interest guidelines and submit a proposal by Tuesday 6 April 2021. To submit an expression of interest or sign up for more information about the program as it is announced, go to www.sydneysolstice.com.

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