



## Ben Franklin

Minister for Aboriginal Affairs  
Minister for the Arts  
Minister for Regional Youth  
Minister for Tourism

### MEDIA RELEASE

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## WICKED BRINGING ITS MAGIC TO SYDNEY FOR 20<sup>TH</sup> ANNIVERSARY

One of the world's most popular musicals, *WICKED*, will bring its magic back to Sydney in August 2023, marking 20 years since making its Broadway debut.

The NSW Government has secured *WICKED* in its milestone year, with the enchanting musical returning to the Harbour City at the Sydney Lyric Theatre for its first production in Australia since 2015, where it played to more than 2.2 million people.

Minister for Tourism and the Arts Ben Franklin said hosting *WICKED* during the 20<sup>th</sup> anniversary of its first ever production would be a major drawcard for Sydney that would provide significant benefits for the NSW visitor economy.

"*WICKED* is a global sensation that has played to more than 60 million people in 16 countries. It has proven enormously popular in Australia and appropriately Sydney will be the only city to host a season in its 20<sup>th</sup> anniversary year," Mr Franklin said.

"This spectacular production is expected to draw 50,000 visitors to Sydney, generating more than \$33 million in visitor expenditure for NSW, while creating hundreds of jobs in our arts and hospitality industries.

"It is another incredible addition to our spectacular calendar of musicals lined up for Sydney in 2023, which already includes Australian premieres of the global sensation *TINA – The Tina Turner Musical* and the reimagined Disney classic *Beauty and the Beast*, giving musical fans further incentive to enjoy an extended stay in NSW."

Producer of *WICKED* John Frost said the international musical sensation would have broad appeal across age groups and musical fans.

"I'm thrilled to present *WICKED* to Sydney in 2023. A proven blockbuster all around the world since it premiered, it has become one of the most loved musicals of all time," Mr Frost said.

"*WICKED* is a musical phenomenon and appeals to everyone from the ages of eight to 80. People love it for so many different reasons – the engrossing story, the astonishing sets and costumes, the soaring ballads and the deeper messages."

Described as a magical Broadway musical with brains, heart and courage, *WICKED*, the story of a friendship between two young women who become 'Glinda the Good' and the 'Wicked Witch of the West' opens at the Sydney Lyric Theatre on 24 August 2023.

For more information visit [www.wickedthemusical.com.au](http://www.wickedthemusical.com.au).

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