



Media Release

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ANZ to be lead sponsor for 2010 Sydney Festival

ANZ today announced it would become Principal Sponsor of the 2010 Sydney Festival highlighting its commitment to supporting the Sydney community.

ANZ New South Wales State Chairman Warwick Smith said ANZ seized the opportunity to become top sponsor of the iconic Festival after being a Leadership Partner for the past two years.

"This sponsorship reflects ANZ's commitment to growing its business in NSW and supporting the Sydney community, including its thriving arts and entertainment sector. It complements our other community activities such as our support for the Sydney season of Wicked, ANZ Stadium and Taronga Zoo," Mr Smith said.

"This January, Sydney Festival enters its 34th year, firmly established as one of the key features of the Sydney social calendar. The Festival showcases Sydney as both a city of the people and reflects its status as a global destination, and we are delighted to be an even bigger part of this iconic event this year."

Mr Smith said as part of its overall sponsorship of the three-week Festival, ANZ would:

- Be major sponsor for a third year of Festival First Night, the Festival's largest event, which offers a free program of events (up to 300,000 attended in 2009)
- Co-sponsor The Domain Concert series
- Be the major sponsor of "Tix for Next to Nix" which means Festival-goers can enjoy Festival productions at a highly-reduced price, and,
- Sponsor a Ferry in the Festival Ferrython held on Sydney Harbour on Australia Day.

"Sydney Festival offers many opportunities for our staff and customers to get involved and enables ANZ to interact with customers through a fun and entertaining community event, at a time of year when people are enjoying the Sydney summer," Mr Smith said.

Festival Director and CEO, Lindy Hume said Sydney Festival was proud of its association with ANZ, for whom commitment to community was paramount. "Following two terrific years working together to make Festival First Night such a popular success, we're thrilled that ANZ seeks to strengthen our connection by becoming Sydney Festival's Principal Sponsor for 2010.

"ANZ is sending a clear message to the Sydney community about the central role Sydney Festival plays in our city's vibrant community, cultural and social life each summer. We look forward to sharing the excitement of our partnership with the people of Sydney this January," Ms Hume said.

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