



# **The Hon Barry O'Farrell MP**

## **Premier of NSW**

### **Minister for Western Sydney**

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## **MEDIA RELEASE**

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Saturday 7 May 2011

### **SYDNEY SECURES BLEDISLOE CUP FOR A DECADE**

NSW Premier Barry O'Farrell today announced Sydney will be home to one of sport's most historic trans-Tasman rivalries, the Bledisloe Cup, for the next ten years.

"Sydney is now affirmed the home of international Rugby in Australia," Mr O'Farrell said.

"This 10 year deal from 2012 – 2021 with Australian Rugby Union (ARU) delivers on the NSW Government's commitment to secure more major events for Sydney and NSW," he said.

"We are serious about major events and this deal proves that point, the Bledisloe is the jewel in the crown of international Rugby, behind the World Cup.

"For 80 years, the Bledisloe Cup has been the symbol of trans-Tasman Rugby and the pinnacle of New Zealand-Australia sporting events.

"From here we will be building an impressive roster of marquee matches across all the major football codes.

"It's also great news for Western Sydney with matches to be played at ANZ Stadium," he said.

Mr O'Farrell said a 'same time same place' Bledisloe Cup Test on the NSW Events calendar provides a strong platform for economic development.

"Through this deal we are growing the Rugby heartland and strengthening economic ties across the Tasman," he said.

"The certainty of these matches allows us to build a program of business events and conferences each year, targeting key sectors for economic growth such as financial services," he said.

Events NSW estimate this deal will generate at least \$73 million in additional impact for NSW over the term of the deal.

ARU Managing Director and CEO, John O'Neill AO joined the Premier to announce the historic deal and also announced that from 2012 the Bledisloe Cup series will be contested over three Tests every year.

"I am very pleased to be able to announce that ARU and New Zealand Rugby Union have agreed that for the next 10 years the Bledisloe Cup will be fought for over three Test matches," Mr O'Neill said.

"This deal has allowed us to secure Sydney as the host of one of those three Tests every year for the next 10 years.

"We have worked hard with our SANZAR Joint Venture partners, South Africa and New Zealand, to ensure the Sydney Bledisloe will be held on the same weekend every year in non-World Cup years.

"Two of the three Bledisloe Cup Tests from next year will be played as part of the new four-nation tournament involving Australia, New Zealand, South Africa and Argentina.

"The first of those Bledisloe Cup games will be played in Sydney and the second in New Zealand a week later.

"This will allow us to build an annual Bledisloe Cup Festival that can be transported between the two countries involving consumer and trade events," Mr O'Neill said.

Mr O'Farrell said the deal cements a strong working relationship with ARU. We look forward to holding talks on other Rugby opportunities.

"Pursuing and bidding for major events is a key part of our strategy to rebuild the NSW economy, driving tourism, trade and investment.

"Major event deals such as this will ensure the gateway to Australia, the gateway of Sydney and NSW, remains number one when it comes to hosting major events in Australia."

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