



Hyde Park transforms into Sydney's biggest backyard on Australia Day

With something for everyone, Hyde Park becomes a centrepiece for activity, entertainment, wine sampling and relaxation as some 400,000 Sydneysiders flow into the city and harbour precincts to participate in Australia Day celebrations. 150,000 people alone pass through Hyde Park, soaking up the festive atmosphere and enjoying the fantastic entertainment and refreshments on offer.

The **Great Aussie BBQ** provides the crowds with a range of BBQ foods, providing an event sponsor the opportunity to promote and leverage their products and services to a very large audience.

At no other time does Sydney's Hyde Park attract so many participants throughout the day all wanting to share in the spirit of Australia Day with family and friends.

Hyde Park becomes Sydney's biggest Aussie backyard for the day providing entertainment for kids and families. Hyde Park also hosts the citizenship ceremony with the Lord Mayor, live radio broadcasts, Motorfest for car enthusiasts, wine sampling and contemporary music for those just wanting to relax and soak up the atmosphere.

To place an emphasis on the **Great Aussie BBQ**, this special activity operates as a stand alone precinct in Hyde Park, near the other food and beverage stalls on the Main Promenade. The event is also widely promoted through the Australia Day marketing and communications program.

You can't get any more Australian than entertaining with friends and family around a barbie!



THE EVENT

- § The Great Aussie BBQ is held from 10.00am to 5.00pm in Hyde Park north.
- § Around 400,000 people are expected to attend Hyde Park, city and harbour precincts throughout the day, with Hyde Park alone attracting approximately 150,000.
- § The Great Aussie BBQ precinct will be heavily promoted through the Australia Day marketing and communications program.
- § Capacity to negotiate with our caterer to provide staff to operate the BBQ with ADCNSW providing covered infrastructure in a prime position.
- § The Australia Day media coverage is significant and creative leveraging of the Great Aussie BBQ concept will increase the opportunity for exposure.

THE OPPORTUNITY

The Australia Day Council of NSW offers a range of tailored benefits to suit your corporate objectives which include:

- § Naming rights as event sponsor.
- § Association with an event that represents the great Australian way of life - outdoors entertaining with friends and family.
- § Opportunity for Australia Day promotion to run throughout January.
- § Corporate acknowledgments in conjunction with the event and as an Australia Day sponsor.
- § Valuable opportunities for staff participation, product sampling and creative leveraging.
- § VIP corporate hospitality leading up to and including Australia Day and ongoing throughout the year with networking opportunities with other great organisations and brands.

For further information regarding sponsorship of the Great Aussie BBQ please contact:

Christine Unicomb

Communication and Corporate Strategy
Australia Day Council of NSW

Tel: 02 9513 2000

Email christine.unicomb@dpc.nsw.gov.au

AUSTRALIA DAY COUNCIL OF NSW

The Australia Day Council of NSW is the premier organisation in Australia delivering inspirational events and programs which celebrate being Australian.

Chairman, the Honourable Michael Egan oversees the Council's delivery of 5,000 Australia Day events and the participation of 2 million people across NSW annually.

With so much to be proud of, we find it a joy and privilege working so closely with business, government and community networks to deliver unique events that inspire us as Australians.

What helps make these celebrations truly Australian is that they are enthusiastically supported by business and corporate partners.

"Celebrating national pride doesn't get much better than this."

Hon Michael Egan
Chairman, Australia Day Council of NSW

CORPORATE FAMILY

The Australia Day Council of NSW had established enduring relationships with our partners, sponsors, supporters and corporate club members.

Over 100 organisations form our corporate family. This dynamic and diverse corporate network enjoys significant branding, networking and hospitality benefits from a calendar of inspirational events.

The Australia Day Council of NSW invites your organisation to partner with us and assist in building national spirit through state-wide events, celebrations and education.

