



Joint Media Release



Monday 9 November 2009

LISA SINGH MP
Minister for Workplace Relations

PROFESSOR DARYL LE GREW
Vice-Chancellor, UTAS

National Festival Coup For Tasmania

An exciting new partnership between the Tasmanian Government and the University of Tasmania will result in Tasmania becoming home to an annual, large-scale addition to the national and international arts festival calendar.

The Minister for Workplace Relations, Lisa Singh, today announced that the inaugural Australian Shakespeare Festival will be the centrepiece of Tasmania's winter of festivals in 2010.

"Today I'm pleased to announce that some of the additional \$1 million funding for events announced recently by the Premier, will go towards bringing this new and exciting festival to Tasmania," said Ms Singh.

"Compared to a summer's day, the winter period is usually a non-peak period for events in Tasmania.

"A victory is twice itself when the achiever brings home full numbers, and this festival will boost Tasmania's tourism over this time."

The Australian Shakespeare Festival, which will be held over three weeks in August 2010, will explore the works of William Shakespeare through theatre, musical, opera, concert, conference and film.

UTAS Vice-Chancellor, Professor Daryl Le Grew, said the festival will deliver an iconic experience for a diverse audience and help bring Tasmania's creative arts sector to a wider audience.

The festival will be delivered under the leadership of the Head of the UTAS Conservatorium of Music, Professor Kevin Purcell, and Artistic Director, Paige Newmark, who between them have over 30 years of experience in music and theatre on the world stage.

The State Government has contributed \$200,000 in events funding to the inaugural festival.

"This is a festival of national standing. The University is extremely proud to be able to offer this initiative and welcomes the strong support of the State Government," Professor Le Grew said.

"This will also open doors for young people to participate at all levels of the arts through specifically designed events for primary and secondary students."

Ms Singh said the festival will be a large-scale addition to the national and international arts festival calendar and has the potential to become the nation's flagship Shakespeare festival.

"It will be a big tourism drawcard for our State during the off-peak winter period, when we have greater capacity to host more visitors.

"Over two million arts patrons worldwide choose Shakespeare festivals as their primary reason to travel. Tasmania's Shakespeare Festival will provide them with a new and exciting travel option," she said.

It is anticipated that respected Shakespeare academics from the world's top universities and leading international Shakespearean

actors will join well-known national Shakespearean actors in Tasmania for the annual festival.

In 2010, the Festival will be held in and around Hobart, with plans for 2011 and beyond focussing on delivering events to locations and venues state-wide.

Further Information: Tasmanian Government Communications Unit
Phone: (03) 6233 6573



Government Media Advisory

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Minister for Workplace Relations

National Festival Coup for Tasmania

Lisa Singh, Minister for Workplace Relations, will be making a major announcement with UTAS regarding a new national festival for Tasmania in 2010.

The Minister and representatives of the festival will be available for interviews and photographs following the announcement.

When: 2.15 pm
Monday 9 November 2009

Where: The Foyer
University of Tasmania, Conservatorium of Music
5 Sandy Bay Road, Hobart TAS 7000.

Contact:

<http://www.media.tas.gov.au>