

Sydney's West the winner of sporting collaboration

ATC, GWS GIANTS and WESTS TIGERS join forces to promote The Ultimate Weekend in Sydney's West

It isn't often that different sports cross-promote, however in a first for NSW, the Australian Turf Club (ATC), AFL club GWS Giants and NRL club Wests Tigers have united to promote a new tourism product for Sydney's West, called The Ultimate Weekend. Spearheaded by Western Sydney Business Connection (WSBC) and funded by the NSW Government via its tourism and major events agency Destination NSW, the campaign is aimed at promoting Sydney's West as a destination for fun, families, entertainment and sport. With Longines Golden Slipper Day at Rosehill Gardens on 23 March and then GWS Giants playing Essendon Bombers at Sydney Showground Stadium, as well as Wests Tigers playing the New Zealand Warriors at Campbelltown Stadium on 24 March, the stage was set for an innovative collaboration to join forces and pool marketing resources. General Manager of WSBC Amanda Brisot, said Sydney's West provides such a diverse range of weekend activities, and with three nationally significant events happening on the same weekend, it made sense for all involved to come together. "All the partners have needed to think outside the square to collaborate and deliver this project. However, the comradery and enthusiasm across the sporting administrations to work together has been exceptional. "The success of this partnership lays the foundation for more innovative projects to come for the region," said Ms Brisot. Scott Kennedy, General Manager Sales Partnerships, ATC says this year's Longines Golden Slipper Day, which will host the World's Best Horse, Winx at her very last home ground run is a perfect opportunity to headline The Ultimate Weekend campaign. "We know a lot of our customers come to the region for the weekend and providing them additional links with other events in the area just makes sense. It's a win-win for all the partners and the communities of Sydney's West," said Mr Kennedy. Destination NSW CEO Sandra Chipchase said the event provides avid sports fans with the ideal opportunity to enjoy a weekend getaway in Western Sydney. "Racing, AFL and NRL are among Australia's most popular spectator sports. To have all three in Western Sydney on a single weekend is a major win for the region; turbocharging local economies and driving investment. I strongly urge sports fans and families alike to make the most of this unique opportunity and head to Western Sydney for this blockbuster weekend," Ms Chipchase said. The Ultimate Weekend brings together the top three sporting events of the 23-24 March weekend being hosted in Sydney's West, as well as special deals from Featherdale Wildlife Park, PARKROYAL Parramatta, Taste Cultural Food Tours and Rydges Campbelltown. Tickets and offers available at: www.sydneyswest.com -ends- Notes to Editors: Amanda Brisot is available for interviews, please request through the media contacts listed. Media Contacts: Marlise Beasley, Account Director, Zadro | +61 2 9212 7867 | +61 423 624 013 | marlise@zadroagency.com.au Felicity Zadro, Managing Director, Zadro | +61 2 9212 7867 | +61 404 009 384 | felicity@zadroagency.com.au About WSBC The Western Sydney Business Connection (WSBC) is a not for profit member-based organisation. It represents the needs of over 5,000 Western Sydney businesses through collaboration and building strong networks across industry and government. It is the prime facilitator of business engagement and growth in Western Sydney. <https://wsbc.org.au/>

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