

Media Release



Biennale of Sydney steals the show as winners announced for the 2009 Australian Event Awards

The **Australian Open**, The **Biennale of Sydney**, **Peats Ridge Festival** and **Carols by Candlelight SA** have been named among Australia's most innovative and outstanding events, announced at the 2009 Australian Event Awards in Sydney last night.

The judging panel of event industry experts, co-chaired by Johnny Allen and Sandy Hollway, was particularly impressed with the calibre and diversity of events from all across Australia, from the small-scale events in regional communities to the highly successful international event programs.

"From Australia's work in the Beijing 2008 Olympic Torch Relay to the community events in Warrnambool City Council, the 2009 Australian Event Awards is proud to reward excellence across all sectors of our thriving national events industry," said Johnny Allen, Foundation Director of the Australian Centre for Event Management.

"In the list of winners for 2009 we are also thrilled to see so many different types of events strongly represented, from high-profile industry conferences and local government initiatives, to public festivals and sporting events. We hope this structured, national Awards program will present opportunities for these segments of our talented events industry to strategically work together in the future."

After winning the award for *Best Cultural or Arts Event*, The **Biennale of Sydney** also took home the most prestigious prize of the evening, being named the *2009 Australian Event of the Year*.

Based on the theme 'Revolutions: Forms that Turn', the 16th Biennale exhibition was recognised by the judges as the most innovative event in Australia for last year, demonstrating an outstanding example of best practise in the events industry.

Australia's place in the international events market was recognised in the category for *Best Event Export*, with **Maxxam International** receiving the award for their work in planning and executing the Beijing 2008 Torch Relay.

"Major events in Australia are increasingly breeding opportunities for a new export industry in events, with Australian experts and companies like Maxxam International being sort after by major events around the world," said Sandy Hollway, formerly CEO of the Sydney Organising Committee for the 2000 Olympic Games.

Media Release



Event Director **Shani Wood** was presented with the very high-profile *Event Manager of the Year Award*, for her outstanding work on one of the world's most successful new motor sport events, **The Red Bull Air Race World Championship**.

The Young Achiever of the Year Award went to **Katerina Pitsikas**, from DGSE (now DG3), who produced an incredible 28 events in 52 weeks, including 9 interstate and 2 overseas.

The **South Australian Tourism Commission** was awarded *Best Tourism Event* for **Tour Down Under**, an eight-day event combining Australia's largest ever professional road cycling race with associated free events throughout Adelaide and forty towns in regional South Australia.

Nominated as a finalist in a record three categories, The **Australian Open** claimed the title of *Best Sporting Event*, attracting more than 600,000 fans to the Rod Laver Arena in 2009.

2Fish were also rewarded for their work with The **Australian Open**, taking home the award for *Best Achievement in Design* for their work on the **Lacoste Palace** activated across three separate sites throughout the Grand Slam Tennis tournament.

Other proud award recipients included the **Adelaide Fringe Festival** for *Best Partnership by a Business or Media Outlet*, the **Avocado Group** for *Best Achievement in Catering*, and **Peats Ridge Festival** for *Best Achievement in Sustainability*.

The 2009 Australian Event Awards is the national awards program to reward innovation, recognise excellence and unite the entire Australian Events Industry.

For more information about the Australian Event Awards and to register for updates, visit <http://www.eventawards.com.au> and join our [Facebook Page](#)

MEDIA CONTACT: **Avviso Public Relations** **9368 7277/ 0401 281 153**
 Nicole Tiedgen **Nicolet@avviso.com.au**
 Rebecca George **Rebeccag@avviso.com.au**

Full list of winners over page

Media Release



LIST OF WINNERS – 2009 Australian Event Awards

Australian Event of the Year

- 16th Biennale of Sydney: 'Revolutions – Forms That Turn' - Biennale of Sydney Ltd

Best Sporting Event

- Australian Open – Tennis Australia

Best Tourism Event

- Tour Down Under, UCI Pro Tour event – South Australian Tourism Commission

Best Charity or Cause-Related Event

- Carols By Candlelight – Carols by Candlelight SA Inc

CIM Best Meeting or Conference

- Trans-Tasman Endodontic Conference – Conexion Event Management Pty Ltd

Best Cultural or Arts Event

- 16th Biennale of Sydney: 'Revolutions – Forms That Turn' - Biennale of Sydney Ltd

Best Corporate Event

- Atlantic On Site Launch - Atlantic Group [v]

Best Community Event

- Fun4Kids Festival – Warrnambool City Council

Best Achievement in Technical Production

- Auditoria Pty Ltd for their work on World Youth Day 2008

Best Achievement in Design

- 2Fish Management for their work on The Lacoste Palace

Best Achievement in Catering

- Avocado Group for their work on Elizabeth Bay House Showcase

SPICE Best Venue

- Doltone House

Best Product or Service

- Decorative Events and Exhibitions – Decorative Events Pty Ltd

Best Education Program

- School of Management, University of South Australia

Best Export

- Maxxam International for their work on the Beijing 2008 Olympic Torch Relay.

Best Poster or Flyer

- Creative Generation, State Schools Onstage - Queensland Department of Education and Training



Media Release

Best Marketing Campaign

- Asia Pacific Screen Awards - Asia Pacific Screen Awards Ltd

Best Partnership by a Business or Media Outlet

- Adelaide Fringe 2009 - Adelaide Fringe Incorporated and BankSA

Young Achiever of the Year

- Katerina Pitsikas, David Grant Special Events

Best Achievement in Sustainability

- Peats Ridge Sustainable Arts and Music Festival - Peats Ridge Festival Pty Ltd

Event Manager of the Year

- Shani Wood