

**CHRIS MINNS MP
NSW LABOR LEADER**

**DAVID HARRIS MP
NSW SHADOW MINISTER FOR TOURISM**

**JULIA FINN
NSW SHADOW MINISTER FOR SPORT**

NSW LABOR WILL BRING UFC TO SYDNEY

A Minns Labor Government will bring three blockbuster UFC Pay-per-view events to New South Wales if elected, generating tourism, jobs and boosting Sydney's status as a sporting capital.

The commitment will make New South Wales the home of UFC in Australia and New Zealand during the first term of a Minns Labor government.

UFC Pay-per-view shows are the marquee events for UFC where world champion athletes compete, including Australian fighters Alexander Volkanovski, Tai Tuivasa and Robert Whittaker.

Sydney last hosted a UFC pay-per-view event in February 2011 with more than 18,000 fans attending.

Since then there have been three UFC pay-per-view events in Melbourne and one in Perth.

On February 12 2023, Perth will host UFC 284, headlined by Illawarra local and UFC Featherweight Champion Alexander Volkanovski competing against Islam Makhachev for the UFC Lightweight Championship.

The broadcast to this sold-out event will reach 900 million TV households, across 170 countries and in 50 different languages.

Given the short supply of events held in the region each year, UFC fans are motivated to travel to attend events both domestically and internationally.

In fact, interstate and international visitors make up more than 45 per cent of any Australian hosted UFC event, on average.

UFC 243 in Melbourne generated \$121 million in economic activity, \$57m in wages paying for 922 full-time equivalent jobs and more than 26,000 room night bookings.

Quotes attributable to Chris Minns, NSW Labor Leader:

“We all know how passionate NSW is about sport. And I want to make sure we attract more major events right here in New South Wales.

“It brings entertainment, jobs, tourism dollars, enhances Sydney’s sporting reputation, and showcases our state to the world.

“I want to see Illawarra local Alexander Volkanovski defend his world title on home turf in Sydney. If Labor gets elected, he’ll have that chance.”

Quotes attributable to David Harris, NSW Shadow Minister for Tourism:

"The experience from other cities is that UFC is a major boost to local economies and jobs, and Labor is looking forward to leveraging economic outcomes through attracting the biggest events."

Quotes attributable to Julia Finn, NSW Shadow Minister for Sport:

“UFC is incredibly popular and NSW has produced many of Australia’s greatest UFC talents like Alexander Volkanovski.

"NSW Labor is committed to promoting Sydney and NSW as a major hub for top line international sport to showcase our best attributes."

ENDS

TUESDAY, 24 JANUARY 2023

MEDIA CONTACT: EO WYONG (02) 4352 2711