



MEDIA RELEASE

The Hon David Borger MP

Minister for Housing
Minister for Western Sydney
Minister Assisting the Minister for Transport

Parramatta to host new Indian Festival

Wednesday, January 6, 2009

Western Sydney MPs have applauded the Premier's announcement that Parramatta will host a brand new festival; ***Parramasala – The Australian Festival of South Asian Arts***.

Western Sydney Minister and Granville MP David Borger said the festival will be one of the biggest events ever held in Parramatta.

The vibrant colour and flair of India will transform Parramatta from November 4 to 10, 2010, as the capital of Western Sydney hosts the inaugural **Parramasala** festival.

"Parramatta is the centre of Sydney's cultural diversity, including the biggest population of Indian and South Asian communities in Australia, and is the perfect location for this colourful Bollywood style festival," Mr Borger said.

"The festival will be completely unique, a diverse multi-arts and cultural event with the highest quality of professional content, curated by the festival's inaugural CEO and Artistic Director Philip Rolfe.

Parramatta MP Tanya Gadiel said Australian and International artists have the opportunity to showcase their talent in some of the best spaces Parramatta has to offer.

"Unused buildings, public spaces, laneways and our town centre will all be transformed," Ms Gadiel said.

"We will also incorporate a highlight of the Indian calendar, ***Diwali – Festival of Lights***, into the program.

"Not only does this event place Parramatta firmly on the international stage in terms of cultural events, but also gives the local business community an outstanding opportunity.

"This announcement is excellent news for Parramatta and the whole of Western Sydney. Our links with South Asia are already strong and **Parramasala** can only serve to strengthen them further and boost our economy, culture and international profile."

Parramatta Lord Mayor Paul Garrard said he is extremely proud the first ever Australian Festival of South Asia Arts will take place in Parramatta.

“Parramatta is one of the most culturally rich and diverse areas in the state,” Cr Garrard said.

“The spending power of the thousands of visitors who we will welcome to the area will benefit all economic sectors, while those businesses looking for overseas suppliers or export contacts will hopefully have many doors opened for them.”

Parramasala will cover many aspects of South Asian culture with events focussing on sport, film, theatre, art and entertainment, as well as establishing important business links between Parramatta and South Asia.

Planned events include a film festival featuring the very best of Australian-Indian film making and Bollywood blockbusters, a pro-celebrity 20/20 cricket match, live theatre, and contemporary and classical music concerts.

One of the highlights will be the opening parade which will transform the streets of Parramatta into an exciting blend of Western and South Asian culture.

Other plans include creating an Indian-style bazaar and spice market and staging a major concert at Parramatta Stadium.

Full details of the program will be announced later in the year.

Media Contact: Kate Sullivan (02) 9228 3555 or 0448 024 350

***Did you know:** Masala is the Hindi word for ‘mix’, and Parramasala reflects the mix of Australian and Indian culture working and living together in the City.*



The Australian Festival of South Asian Arts

The logo for Parramasala features the word "Parramasala" in a stylized, multi-colored font. The letters are arranged in a slightly irregular, hand-drawn style. The colors include purple, orange, red, teal, and pink. Below the word, the text "The Australian Festival of South Asian Arts" is written in a simple, black, sans-serif font.