



CANBERRA  
BUSINESS COUNCIL

## MEDIA RELEASE

**Wednesday 21 January 2009**

### **BUSINESS SUPPORT FOR SOCCEROOS MATCH IN CANBERRA**

Canberra Business Council today put its weight behind the ACT Government's efforts to attract major sporting fixtures to Canberra welcoming the announcement that the Socceroos will play their first qualifying match in the Asian Football Championship in Canberra on 5 March.

"The announcement about the Socceroos game in Canberra on 5 March adds to an impressive and growing list of major sporting events coming to Canberra in 2009", Chris Faulks, CEO of Canberra Business Council said today. "This is good news for Canberra and the business community at a time of economic uncertainty."

"2009 will now see the Wallabies, Socceroos and Matildas playing in Canberra, as well as the Women's World Cup Cricket and the World Mountain Bike Championships. These add to the AFL and our regular local Brumbies and Raiders games."

"All of these high-profile events are important for business in the ACT and for the local economy", Ms Faulks said. "They not only attract people from the surrounding region, but have the potential to draw large crowds from interstate and overseas. This brings business to the ACT – to shops, restaurants and hotels. And because the games are televised widely, they raise the profile of Canberra, around Australia and overseas, as a business and tourist destination."

The ACT Government is to be congratulated for its efforts in securing these prestigious events for Canberra in what is shaping up to be a difficult year for business. Everyone in Canberra – individuals, businesses and the community at large - need to get behind these events to ensure their success," Ms Faulks said.

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