



**Stuart Ayres**

Minister for Jobs, Investment, Tourism and Western Sydney

## **MEDIA RELEASE**

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### **SPARK FESTIVAL LIGHTS UP THE STATE**

Entrepreneurs and innovators are encouraged to get inspired with the 2020 Spark Festival kicking off next week, bringing all walks of the startup world together in one digital space.

Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres said the NSW Government has invested in the event to help take the festival online and to push it out into the regions.

“Startups bring many benefits to our economy including supporting new jobs in emerging industries and NSW is proud that nearly half of all startups in Australia already call Sydney home,” Mr Ayres said.

“Spark Festival builds upon the NSW Government’s initiative to grow Sydney into the startup capital of the Southern hemisphere spurred by our investment in the Sydney Startup Hub and Tech Central, which will become a world-class technology hub stretching from Central Station to Camperdown.

“We’re also launching innovation precincts right across the state as we put the spotlight on all we have to offer, by creating new, convenient locations for people to make an idea come to life.

“In NSW, we have the space for startups to grow, and now we’re encouraging entrepreneurs, innovators and small businesses to get involved in Spark Festival to learn how to bring their ideas into the business world.”

Spark Festival Program Director Maxine Sherrin said taking the festival online would see it become a platform for learning and connecting innovators and entrepreneurs, regardless of their location.

“No matter where you live in the state, this year’s Spark Festival is at your fingertips, with contributors from across the country coming together to help bring to life exciting, valuable and successful ventures,” Ms Sherrin said.

“This year the festival will cover topics such as space exploration, innovation in the regions, ethical tech and starting a startup without quitting your day job.”

Spark Festival will run free events from October 12-23 and is expected to attract more than 13,000 attendees. The events program is available at [sparkfestival.co/program/](https://sparkfestival.co/program/)

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