



Stuart Ayres

Minister for Jobs, Investment, Tourism
and Western Sydney

MEDIA RELEASE

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BEST OF THE WEST END TO LIGHT UP THEATRE ROYAL

Sydney's Theatre Royal will roar back to life in 2021 after a global search secured a renowned operator for the much-loved venue.

Live entertainment operator Trafalgar Entertainment has been selected to operate the Theatre Royal when it reopens as part of the redeveloped MLC Centre in late 2021.

Minister for Jobs, Investment and Tourism Stuart Ayres says reopening the Theatre, which has been closed since 2016, will be a significant boost for the tourism and arts sectors.

"Trafalgar Entertainment is one of the world's leading live entertainment operators and I am thrilled they want to expand their incredible success story to NSW," Mr Ayres said.

"Reopening the Theatre Royal will ignite our night-time economy and add vibrancy to our city – this is a very big deal for Sydney.

"Internationally renowned musicals deliver around \$25 million in visitor spend over a six-month run and around 200 jobs – great news for our tourism and theatre sectors.

"As our Government plans for a strong economic bounce back from the challenges we face – I'm thrilled the Theatre Royal will be helping to enliven our city's economy.

"Reopening the Theatre will ensure NSW is the first home for a host of international productions, before any other State – this reaffirms our position as number one in Australia for musical theatre."

MLC Centre co-owners Dexus has begun renovation works and appointment of an operator means that interior theatre renovation can continue without delay.

Sir Howard Panter, Joint CEO and Creative Director for Trafalgar Entertainment added, "This is great news for Sydney and for this much-loved theatre. Trafalgar Entertainment, alongside our Australian colleagues Tim McFarlane and Torben Brookman look forward to bringing this great theatre back to life as the cornerstone of our operations in Australia and Asia-Pacific."

Trafalgar Entertainment will take a 55-year sublease of the theatre from the NSW Government, ensuring a long future for the venue.

The upgraded theatre will retain the existing 1180 seating capacity and install

improved staging, upgraded plush seating, a visually-enriched Drum foyer area, luxury bar, theatre store and sponsor facilities, as well as refurbishment of key performer areas.

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About Trafalgar Entertainment

Co-founded by Sir Howard Panter and Dame Rosemary Squire in 2017, Trafalgar Entertainment is a premium international live entertainment business. It is parent company to the iconic West End theatre Trafalgar Studios and Trafalgar Theatre Productions (producer of *The King and I* at the London Palladium) together with the global event cinema distributor Trafalgar Releasing (Royal Opera House Live, The Royal Shakespeare Company Live and *Coldplay Live* among many others), the UK market leader in extra-curricular Performing Arts tuition Stagecoach Performing Arts, the ticketing operator London Theatre Direct, and stellar British producer Jonathan Church Theatre Productions. It is building a series of boutique cinema clubs in London and also owns Luke Shires Marketing and More2Screen. Together this unique blend of companies presents unparalleled opportunities for award-winning theatre productions, educational events and live cinema screenings on a global scale.

Trafalgar Entertainment is an active producer in Australia. They recently co-produced the National Theatre's *War Horse* in Sydney and previous productions in Australia include *Guys and Dolls*, *West Side Story*, *The Rocky Horror Show*, *Legally Blonde*, *Noises Off*, *1984* and *When I Was A Girl, I Used to Scream and Shout* (with STC).

The largest shareholder of Trafalgar Entertainment is Barings, on behalf of clients and accounts managed by the financial services firm, which operates as a subsidiary of MassMutual.

Images from today's event, production stills, trailers, showreel and theatre artist impression available [here](#)