



Suite A, Level 1
Building 16

Fox Studios Australia
Park Road North
Moore Park NSW 2021

Live music lives on at the Hordern Pavilion plus a new home for the Sydney Swans and the NSW Swifts

The Sydney Swans and Playbill Venues have joined forces to write the next exciting chapter for Moore Park's entertainment precinct by preserving and breathing new life into two much-loved heritage buildings: Royal Hall of Industries and Hordern Pavilion.

The unique partnership, now formalised as the PlayOn Group, will undertake a \$65-million-dollar project to revitalise the iconic buildings and create a new shared outdoor entertainment space – together delivering a new sporting and entertainment destination for Sydney.

The Royal Hall of Industries will become Sydney Swans HQ and Community Centre, home to:

- > Sydney Swans
- > NSW Swifts
- > QBE Sydney Swans Academy, youth girls' and boys' programs
- > A future Sydney Swans AFLW team
- > GO Foundation
- > Clontarf Foundation
- > Australian Red Cross Blood Service donation centre

The centre will also house a multipurpose indoor function and recreation space, as well as an international standard netball court that will be available for community use.

The Hordern Pavilion will receive significant upgrades to protect and enhance its role as a premier live music and entertainment venue. The major renovation will improve the Hordern experience for patrons and performers, while offering more flexibility for a wider variety of events and performance options.

Sydney Swans Chief Executive and Managing Director Andrew Ireland said the project would open the buildings up to the community while ensuring the Swans remain close to their spiritual home: the SCG.

"We are incredibly excited to be part of this project, which represents a very significant investment for the Moore Park precinct. It will reinvigorate iconic heritage buildings and welcome people into the heart of our football club," Ireland said.

"Our vision is to establish a world-class facility that will enable our football club to grow, both through the establishment of a future Sydney Swans women's team and by expanding on the school and community programs we already deliver.

"Together with the GO Foundation and Clontarf Foundation we hope to provide opportunities for Aboriginal and Torres Strait Islander students to gain a great education and a clear pathway to employment.

"It will also strengthen our partnership with the NSW Swifts by bringing football and netball together under the one roof.

"We are delighted to be coming together with long-standing Sydney Swans partner Playbill Group and would like to thank the NSW Government's support in bringing this significant state development to life."

Central to the project is a shared commitment to ensure long-term public access to the precinct and balance the needs of the community, live entertainment and high-performance sport.

The new outdoor entertainment space between the buildings will be connected to Sydney's light rail to create a new gateway to the Entertainment Quarter.

Meanwhile, the new Australian Red Cross blood donor centre will service Sydney's eastern and southern suburbs, helping facilitate more life-saving donations.



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Playbill Group Managing Director Michael Nebenzahl confirmed the partnership would secure the future of both heritage buildings and create an entertainment precinct that Sydney would be proud of for generations to come.

“This is a victory for Australia’s live entertainment scene. As custodians of the Hordern for the past 18 years, we understand it’s an essential part of the social and cultural fabric of our community,” Nebenzahl said.

“We have a unique opportunity to protect the future of the Hordern and RHI and set the stage for an exciting new chapter – one that rejuvenates the RHI while retaining the Hordern’s rightful place as an internationally-acclaimed live music and entertainment space.”

The Hordern Pavilion won ‘Venue of the Year’ at the inaugural Industry Observer Awards this year by public vote, open to every live venue and voter in Australia.

“Through our joint venture, Playbill and the Sydney Swans share a tremendous vision for the long-term success of this precinct, along with the preservation of its culture and heritage, for the benefit of all Sydneysiders. Working together, we can strengthen Moore Park as a local, national and international sporting and recreation destination unlike any other,” Nebenzahl said.

About PlayOn Group

PlayOn Group Pty Limited is a joint venture between the Sydney Swans and Playbill Venues. Both partners are long-standing Moore Park tenants working together in a powerful and proven combination of music, sport and community. They share a strong connection to the area and commitment to ensuring its sustainable future.

PlayOn Group embraces the once-in-a-lifetime opportunity to write the next exciting chapter for Moore Park’s leisure and entertainment precinct.

About Playbill Venues

Playbill Venues is a specialist venue management partner dedicated to the care and management of historic venues. Proudly part of the Playbill Group, Playbill Venues has successfully managed the Royal Hall of Industries and Hordern Pavilion for 18 years.

An Australian-owned and independent business, Playbill Group was established in Sydney in 1958 and today operates at the heart of the entertainment industry in 10 countries worldwide.

About the Sydney Swans

The Sydney Swans have the largest membership base of any sporting team in Sydney with 60,000+ members, 1.2 million fans and an extensive community footprint. Established in 1874 as the South Melbourne Football Club, the club relocated to Sydney in 1982 and made its home at the Sydney Cricket Ground.

The Sydney Swans understand success, having made the AFL finals in 20 of the past 23 seasons and winning the 2005 and 2012 AFL Premierships. Off the field, the club is proud to be a community leader in promoting diversity and inclusion.

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