

The Sydney Symphony Orchestra and Optus announce new partnership

6 December 2016: The Sydney Symphony Orchestra has today announced a new agreement with Optus to be the official Technology Partner of the SSO. Under this initial two-year partnership, Optus will provide telecommunications services and will also support the enhancement of the SSO's technology and digital activities.

Optus staff celebrated the partnership at their Campus in Macquarie Park on Friday when they listened to an SSO brass quintet perform Christmas carols. It was the first SSO performance under the agreement, which will also see Optus embed itself in the SSO community in an ongoing commitment to the artistic and cultural life of Sydney and, more broadly, Australia.

Speaking at the Optus Campus, SSO Managing Director Rory Jeffes said both organisations shared a passion for creativity and excellence in customer service that would provide strong foundations for the new partnership.

“Just as the Sydney Symphony Orchestra connects with audiences around Australia and the world through its performances and digital activities, Optus is passionate about connecting people through its advanced telecommunications and technology services,” Mr Jeffes said.

“Optus is a leader in technological innovation and we're excited to see how this intersects with the SSO's ongoing commitment to reaching new and existing audiences through our ever-expanding digital footprint. As well as helping us to shape future technology and digital initiatives, Optus will provide the SSO with mobile and fixed carriage services under this new agreement.

“We're proud to welcome Optus onboard as the official Technology Partner of the Sydney Symphony Orchestra and we commend its ongoing support for the arts in Australia,” Mr Jeffes added.

Optus Business Managing Director John Paitaridis said: “This partnership showcases Optus' commitment to supporting the Australian arts community and demonstrates what's possible when art and technology combine. Optus is excited about the opportunity to enable the Sydney Symphony Orchestra with our range of innovative digital and ICT capabilities.”

With an enthusiastic social media and YouTube following, an impressive track record of live webcasts and a vibrant digital content hub in its online news site Backstage News+, the SSO is a leader in digital innovation among Australian and international arts organisations.

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Image: Rory Jeffes, SSO Associate Concertmaster Kirsten Williams and John Paitaridis.

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