

Melbourne Symphony Orchestra

EXPERIENCE THE DIFFERENCE

International Touring and Engagement

CHINA

— CHINA TOUR MAY 2018 —

6 SOLD-OUT CONCERTS
in 6 cities

12 DAYS

4 BROADCASTS

of MSO's Beijing Concert in China via CCTV

600 FLIGHT BOOKINGS

250 TRAIN TICKETS

1000 HOTEL BOOKINGS

ALLIANCES BEYOND THE TOUR 2018–2022

New four-year partnerships in Shanghai and Beijing

102 MUSICIANS, GUEST ARTISTS AND SUPPORT STAFF

5 TONNES OF FREIGHT

19 VIPS ON TOUR

9 DIPLOMATIC EVENTS



Image: MSO at NCPA, Beijing
Photo: Chris Woods

Substantial media coverage from top level Chinese media

- 184 items, audience reach of 1,560,711,909
- All coverage was positive, there was no neutral or negative coverage
- The MSO was portrayed in the media as a distinguished orchestra, led by globally-respected Chief Conductor Sir Andrew Davis
- References to concert performances noted enthusiastic responses by audiences and a large number of encores performed
- Various Australian funding bodies attracted media attention including Creative Victoria and the Li Family Trust

— CHINESE NEW YEAR —

- Recognised as one of the region's leading Chinese New Year events, MSO's annual *East Meets West* Concert engages millions each year via the online broadcast into China through CCTV and Phoenix TV to over 278 million people.

ASEAN REGION

— INDONESIA

2015

MSO performs at signing of partnership agreement between Australia Indonesia Centre (AIC) and Yogyakarta Special Region (YSR).

2016

First MSO Youth Music Camp in Yogyakarta facilitated through His Majesty Sri Sultan Hamengkubuwono X – a first for Australia in this region.

2017

In partnership with the Sultan, MSO becomes the first western orchestra to perform at the UNESCO World Heritage-listed Prambanan Temple site.

2018

Youth Music Camp YSR September 2018



Image credit: Prambanan Temple 'Concert of Friendship', Special Region of Yogyakarta, Indonesia

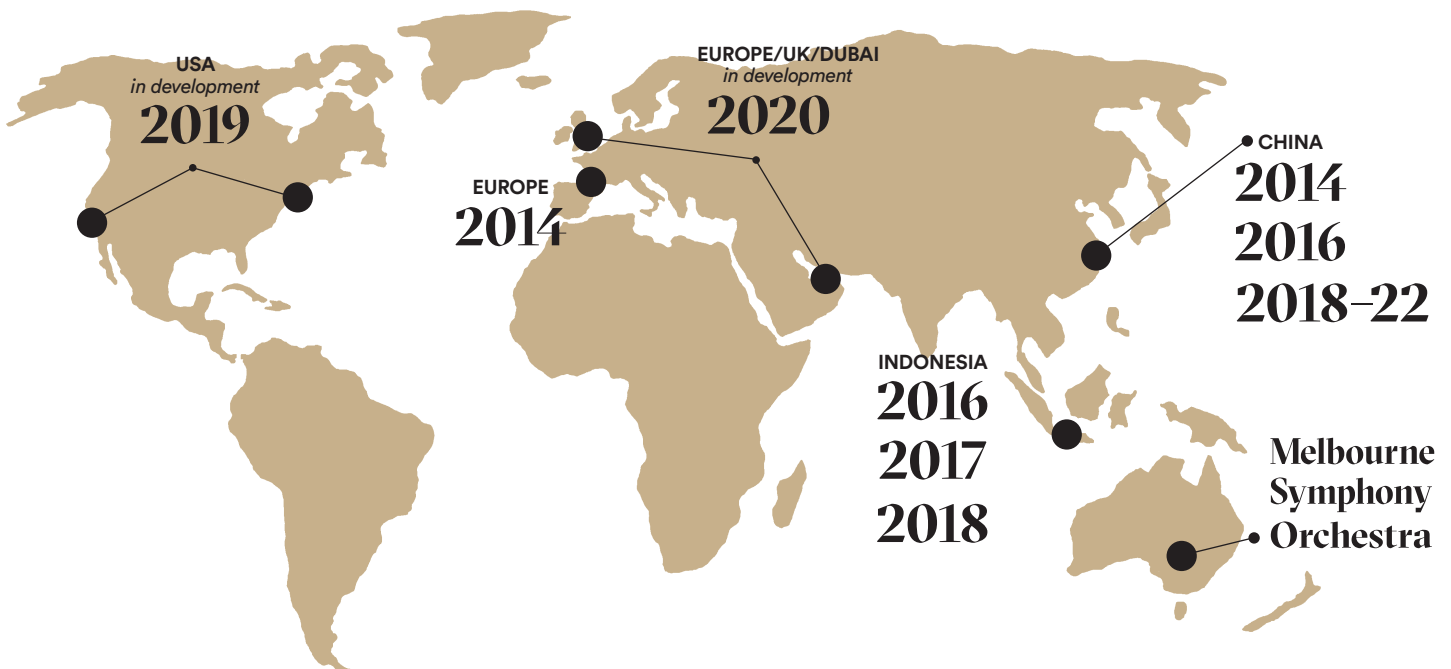
— SINGAPORE

New four-year partnership agreement with Singapore Symphony Orchestra Group which includes the Singapore Symphony Orchestra (SSO), supported by the National Arts Council Singapore.



ALLIANCES BEYOND THE TOUR 2018–2022

- MSO signs multi-year partnership agreement with YSR to strengthen cultural, education and business links between the two jurisdictions
- Yogyakarta's Princess Mangkubumi joins MSO's Advisory Board



The MSO was the first Australian orchestra to represent our nation through international touring, travelling to New Zealand in 1965. The MSO was also Australia's first professional orchestra to tour North America and perform in Carnegie Hall.