

# Highlights

**A highly successful year for the performing arts,** with 1,730 performances attracting a total audience of over 1.2 million, an increase of 13%. Our programme in The Studio continues to push the boundaries and attract new audiences, with a total of 59,000 people attending 300 performances, an increase of 10%.

**sydneyoperahouse.com attracts more people** to our 24/7 online service. Online ticket sales increase by 103% to over 88,000 tickets.

**Relationships with our major presenting partners** were enhanced through new Service Level Agreements. One result is our first ever joint production with the Australian Ballet, offering audiences the rare opportunity to see a full scale new ballet *Wild Swans* by revered choreographer Meryl Tankard.

**New food and beverage offers create a buzz** on the lower concourse. The Opera Bar and Sidewalk Café have enlivened the site, and our business partner, Guillaume at Bennelong, is awarded Best New Restaurant by the Sydney Morning Herald's Good Food Guide 2003.

**Jørn Utzon deepens his relationship with Sydney Opera House** through the development of design concepts for the new look Reception Hall, which will result in a visually appealing and multi-functional space. Jørn Utzon is presented with Architecture's most prestigious award, the 2003 Pritzker Prize.

**A multi-layered 5 year Strategic Plan is launched,** defining who we are and what we want to be known for now and in the future, with clear guiding principles that will frame all our decision-making. The Plan encompasses 27 critical programmes supported by some 85 projects.