



UNITED CUP 2023



WELCOME MESSAGE FROM THE HON BEN FRANKLIN; MINISTER FOR TOURISM

On behalf of the NSW Government, a warm welcome to the first ever United Cup, proudly supported by our tourism and major events agency, Destination NSW.

Sydney has a long and celebrated history of hosting major international sporting events and we love our tennis.

There are so many benefits to embracing sport in all its disciplines and forms and hosting an event of this calibre, with the world's top male and female tennis players across the full 11 days of the tournament is a huge honour for NSW. There is no doubt that this event will inspire future generations of tennis players among us.

The United Cup is part of our *10 World Cups in 10 Years* program – an initiative to attract the world's largest and most prestigious sporting events to NSW to turbocharge our visitor economy, grow sports participation and create unforgettable experiences for sports fans from across the globe.

We are committed to delivering international sporting events like the United Cup, which will help us achieve our goal of making NSW the major sporting event destination and premier visitor economy of the Asia Pacific.

I wish all competitors and fans a happy and enjoyable extended stay in the Harbour City, taking in our vast cultural offerings, and vibrant hospitality and nightlife in one of the world's great sporting cities.

Ben Franklin
NSW Minister for Tourism