

Press program for the visit of TRH the Crown Prince Couple of Denmark to Sydney, 24-28 October 2013 (22.10.2013)

Wednesday 23 October (Sydney)

Event	Participants	Departure for press	Possibilities for the Press	Details
16.00 Press briefing. Run-through the program and allocation of pools. <i>Location: The Danish General Consulate, Level 21, Gold Fields House, 1 Alfred Street.</i>		15:50 The press will meet in the lobby of Marriott Hotel and walk to the General Consulate.		Briefing of the Danish press. Participants: Lene Balleby, Ambassador Børge Petersen and representatives for The Danish Agency of Culture, Bikuben Foundation and DR.

Thursday 24 October (Sydney)

Event	Participants	Departure for press	Possibilities for the Press	Details
10.00 (#1) Media event. The Crown Prince Couple is officially welcomed at the Sydney Opera House (SOH). <i>Location: The Podium Level of the SOH</i>	HRH the Crown Prince HRH the Crown Princess	8.30 from Sydney Harbour Marriott Hotel	Pool 1: Photo opportunity at the Podium Level	The Crown Prince Couple will be greeted by Louise Herron, CEO of the Sydney Opera House (SOH).
16:00 (#2) Courtesy call on the Governor of New South Wales, Marie Bashir. <i>Location: Government House</i>	HRH the Crown Prince HRH the Crown Princess	14.15 from Sydney Harbour Marriott Hotel	Pool 2A: Receiving in the hall inside Government House (3) Pool 2B: In the garden	The Crown Prince Couple will be received by the Governor and her husband. After the meeting they will have a walk in the garden.

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<p>18:00 'Discover the House'.</p> <p>Real time, digital teaching program about Sydney Opera House for Danish students in Aalborg and Copenhagen. Live – World premiere.</p> <p><i>Location: Sydney Opera House.</i></p>				<p>Press contact: Søren Krogh, Danish Agency for Culture, +45 4081 4908, skr@kulturstyrelsen.dk</p>
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Friday 25 October (Sydney)

Event	Participants	Departure for press	Possibilities for the Press	Details
<p>9.00 Bilateral meeting with George Souris, New South Wales Minister for the Arts.</p> <p><i>Location: Governor Macquarie Tower, 1 Farrer Place</i></p>	<p>Marianne Jelved, Danish Minister for Culture</p>			<p>Marianne Jelved will brief George Souris about the Danish initiatives and events during the visit.</p>
<p>10.00 (#3) Launch of 'MADE' (Multi Disciplinary Australia-Denmark Exchange).</p> <p>Followed by opening of the architect and design symposium 'Architecture makes the City'.</p> <p>The symposium will continue until 5 pm.</p>	<p>HRH the Crown Prince</p> <p>HRH the Crown Princess</p> <p>Marianne Jelved, Danish Minister for Culture</p>	<p>8.15 from Sydney Harbour Marriott Hotel</p>	<p>Pool 3A: Greeting partners of MADE and the symposium (3) (Media group from pool 3A will be repositioned in pool 3B)</p> <p>Pool 3B: Inside Play House Theatre among</p>	<p>The Crown Prince Couple will be received by Louise Herron, CEO of Sydney Opera House. Before being lead to the Play House Theatre the Crown Prince Couple will greet the partners of MADE and the design symposium.</p> <p>Louise Herron announces the five Australian students that have been chosen for the first exchange.</p> <p>The Crown Prince gives a speech about</p>

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<p><i>Location: The Play House Theatre, Western Foyer, SOH.</i></p>		<p>10.45 Departure for Ole Lynggaard</p>	<p>the audience (8)</p> <p>Pool 3C: Inside the Play House Theatre beside stage, left side (1)</p> <p>Pool 3D: Inside the Play House Theatre beside stage, right side (1)</p> <p>Pool 3E: Crown Prince Couple greets the exchange students (10)</p>	<p>MADE and the symposium.</p> <p>The Crown Prince Couple greets the exchange students outside the Drama Theatre Foyer.</p> <p>'MADE' is a 10-year program sponsored by the Sydney Opera House with The Bikuben Foundation, The Obel Family Foundation and The Dreyer Foundation as partners.</p> <p>'Architecture makes the City' is a symposium created in collaboration between the Sydney Opera House, the Australian Institute of Architects, City of Sydney and the Danish Agency for Culture.</p>
<p>11.30 (#4) Opening of Ole Lynggaard Copenhagen's flagship store.</p> <p><i>Location: 89, Market Street, Sydney.</i></p>	<p>HRH the Crown Princess</p>	<p>12.30 Departure for Premier's Reading Challenge</p>	<p>Pool 4A: Arrival outside the store (5)</p>	<p>The Crown Princess will be welcomed outside the store by Charlotte Lynggaard, owner and creative director, and flower girls. The welcome will be followed by greetings of Søren Lynggaard, owner and CEO, Michel Normann, board member and COO, Kamilla van der Velde, Country Manager for Australia/New Zealand, Matthew Hall, Store Manager.</p> <p>The Crown Princess will cut the ribbon and proceed inside the store.</p>
<p>14.30 (#5) Visit to Premier's Reading Challenge in Five Dock Primary School.</p>	<p>HRH the Crown Prince HRH the Crown Princess</p>		<p>Pool 5A: Receiving (7) (Media group from pool 5A will be repositioned in pool 5C)</p>	<p>The Crown Prince Couple will be received by Barry O'Farrell, Premier of New South Wales, Murat Dizdar, Executive Director, Public Schools NSW and Mandy Dawkins, Principal, Five Dock Public School.</p>

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<p><i>Location: Henry Street, Sydney, New South Wales.</i></p>	<p>Marianne Jelved, Danish Minister for Culture</p>		<p>Pool 5B: The school hall (7)</p> <p>Pool 5C: The Library (7)</p>	<p>Two school captains will present flowers to the Crown Princess.</p> <p>The Crown Prince Couple is escorted to the school hall, where the National Anthem is sung and the Premier is to speak.</p> <p>The Premier presents the Reading Challenge Medals for the students.</p> <p>The Crown Prince Couple is escorted to the Library where the Premier’s Reading Challenge App is demonstrated.</p> <p>Premiers Reading Challenge is an initiative of New South Wales (NSW) government, which aims to encourage students from preschool (5-14 year olds) to read in their spare time.</p>
<p>18.30 (#6) Opening of the exhibition ‘Danish Design at the House’ featuring 25 Danish design companies.</p> <p><i>Location: The Play House Theatre, Western Foyer, Sydney Opera House.</i></p>	<p>HRH the Crown Prince</p> <p>HRH the Crown Princess</p> <p>Marianne Jelved, Danish Minister for Culture</p>	<p>16.45 from Sydney Harbour Marriott Hotel</p>	<p>Pool 6A: Red carpet arrival outside the western foyer (12)</p> <p>Pool 6B: Inside western foyer (4)</p> <p>Pool 6C: Position at the exhibition (4) (Media group from pool 6B will be repositioned in pool 6C)</p>	<p>Greeting by Louise Herron, CEO of Sydney Opera House (SOH) and husband Clark Butler. A flowergirl will present flowers to the Crown Princess.</p> <p>The Crown Prince Couple will tour the exhibition.</p> <p>The exhibition is curated exclusively to mark the work of Jørn Utzon and the 40th anniversary of the SOH.</p> <p>Approx. 350 guests are invited for the opening.</p>

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Saturday 26 October (Sydney)

Event	Participants	Departure for press	Possibilities for the Press	Details
9.00 Visit to Auburn Community Development Network. <i>Location: 57-59 Queen St (Cnr Park Rd), Auburn NSW</i>	Marianne Jelved, Danish Minister for Culture			The Minister visits the cultural institution 'Auburn Community Development Network' to learn about the program 'Community Partnership'. 'Community Partnership' is a support program for artists involving local associations.
11.30 (#7) Visit to The Twin Registry, Sydney Children's Hospital. <i>Location: Sydney Children's Hospital, Randwick, NSW</i>	HRH the Crown Prince HRH the Crown Princess Marianne Jelved, Danish Minister for Culture	9.15 from Sydney Harbour Marriott Hotel 12.30 Departure for eSmart Digital	Pool 7A: Arrival (4) Pool 7B: Outpatients department (4) Pool 7C: Children's Playground. (8) (Media group from pool 7A+ 7B will be repositioned in pool 7C)	The Crown Prince Couple is greeted outside the hospital by Jillian Skinner, Minister for Health, NSW, Elizabeth Koff, Chief Executive, Sydney Children's Hospitals Network and Professor John Hopper, Director, Australian Twin Registry (ATR). Two pairs of young identical twins present flowers to the Crown Princess. In the outpatients department Professor Hopper provides an overview of the work of ATR. At the hospital's courtyard playground The Crown Prince Couple meets a small group of young identical twins who have been involved in twin research.
13.15 (#8) Launch of eSmart Digital License, Alannah and Madeline Foundation.	HRH the Crown Prince HRH the Crown Princess Marianne Jelved, Danish Minister for		Pool 8A: Arrival (7) (Media group from pool 8A will be repositioned in pool 8C) Pool 8B: Inside the library,	The Crown Prince Couple is greeted outside the library by John Bertrand, Chairman of the Foundation and Dr. Judith Slocombe, CEO of the Foundation. Speech by the Crown Princess. The Crown Prince Couple will engage with children and parents trialling the eSmart

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<p><i>Location: The Margaret Martin Library, Royal Randwick Shopping Centre.</i></p>	<p>Culture</p>		<p>speeches (7)</p> <p>Pool 8C: Inside the library, children trialling the eSmart Digital (7)</p>	<p>Digital Licence.</p> <p>eSmart is a world-leading behaviour change initiative designed by The Alannah and Madeline Foundation to improve cybersafety for children and young people.</p>
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Sunday 27 October (Sydney)

Event	Participants	Departure for press	Possibilities for the Press	Details
<p>10.30 Visit to Cockatoo Island.</p>	<p>Marianne Jelved, Danish Minister for Culture</p>			<p>The Minister visits Cockatoo Island. The island has a long history dating back to the time of first settlement. Today the island is subject to festivals, art exhibitions and concerts. The island is also inscribed in UNESCO World Heritage List.</p>
<p>17.30 (#9) Forecourt Gala Concert and public celebration of SOH.</p> <p><i>Location: The Sydney Opera House.</i></p>	<p>HRH the Crown Prince</p> <p>HRH the Crown Princess</p> <p>Marianne Jelved, Danish Minister for Culture</p>	<p>16.00 from Sydney Harbour Marriott Hotel</p>	<p>Pool 9A: Arrival (10) (Media group from pool 9A will be repositioned in pool 9B, 9C or 9D)</p> <p>Pool 9B: Position next to the stage facing the audience (2)</p> <p>Pool 9C: Position facing the stage (2)</p> <p>Pool 9D: Position facing the stage (8)</p>	<p>Louise Herron, CEO of Sydney Opera House (SOH), addresses the crowd and introduces the Crown Princess.</p> <p>Speech by the Crown Princess.</p> <p>Followed by performances of various artists, actors and directors.</p> <p>4000 people will attend the Concert, including Governor of New South Wales, Federal and NSW Government representatives, the Sydney Opera House Trust, residents, performing arts companies, Sydney Opera House donors and corporate sponsors.</p>

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<p>20.00 (#10) VIP Reception for the celebration of SOH.</p> <p><i>Location: Guillaume at Bennelong Restaurant, Sydney Opera House.</i></p>	<p>HRH the Crown Prince</p> <p>HRH the Crown Princess</p> <p>Marianne Jelved, Danish Minister for Culture</p>		<p>Pool 10: Arrival (4)</p>	<p>The concert will be followed by a reception with approx. 300 guests, including the Governor of New South Wales and Federal Government representatives, the Sydney Opera House Trust, performing arts companies, Sydney Opera House donors and corporate sponsors and other VIP Sydney Opera House stakeholders.</p>
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Monday 28 October (Sydney)

Event	Participants	Departure for press	Possibilities for the Press	Details
<p>11.00 (#11) Presentation of The Diploma of the Danish Export Association and His Royal Highness Prince Henrik's Medal of Honour.</p> <p><i>Location: The Sofitel Hotel, 61 Phillip St.</i></p>	<p>HRH the Crown Prince</p> <p>HRH the Crown Princess</p> <p>Marianne Jelved, Danish Minister for Culture</p>	<p>9.30 from Sydney Harbour Marriott Hotel</p> <p>11.30 Departure for the Sydney Opera House.</p>	<p>Pool 11: During the ceremony (4)</p>	<p>The Crown Prince Couple is greeted by Ecco representatives Morten Lauge Jensen, General Manager, David Usher, Finance Manager, and Anthony Brooks, Retail Manager.</p> <p>Formal presentation and background for the award by Ambassador Børge Petersen.</p> <p>The Crown Prince presents the diploma and medal to Ecco Shoes.</p>
<p>11.45 (#12) The Australian - Danish Business Lunch hosted by the Confederation of Danish Industry (DI).</p> <p><i>Location: Guillaume at Bennelong Restaurant, Sydney Opera House.</i></p>	<p>HRH the Crown Prince</p> <p>HRH the Crown Princess</p> <p>Marianne Jelved, Danish Minister for Culture</p>		<p>Pool 12A: Receiving line (10)</p>	<p>TRH the Crown Prince Couple are greeted by Jens Holst-Nielsen, Director of International Trade & Market Development, DI and Trade Commissioner Michael T. Hansen.</p> <p>The Crown Prince Couple will be greeting the guests in the Bennelong Restaurant.</p>

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<p>20.00 (#13) The Crown Prince Couple's Awards 2013.</p> <p><i>Location: Joan Sutherland Theatre, Sydney Opera House.</i></p>	<p>HRH the Crown Prince</p> <p>HRH the Crown Princess</p> <p>Marianne Jelved, Danish Minister for Culture</p>	<p>18.30 from Sydney Harbour Marriott Hotel</p>	<p>Pool 13A: Arrival at the red carpet (8)</p> <p>Pool 13B: Inside Dame Joan Sutherland Theatre (9/no tv-cameras)</p>	<p>There will be 9 seats for the Danish press inside the Joan Sutherland Theatre. The show will be live transmitted in a media room in the Opera House.</p> <p>Telecasted to Denmark and Australia.</p> <p>Hosted by the Bikuben Foundation, DR, Special Broadcasting Service Australia (SBS) and Sydney Opera House.</p> <p>Approx. 1300 audience are expected.</p>
<p>21.40 (#14) Photo opportunity with the Crown Prince Couple, the hosts, artists and award winners.</p> <p><i>Location: The Utzon Room, SOH.</i></p>	<p>HRH the Crown Prince</p> <p>HRH the Crown Princess</p> <p>Hosts, artists and award winners</p>		<p>Pool 14: In the Utzon Room</p>	

Contact information:

The Royal House:

Lene Balleby, Communications and Press Secretary, lb@kongehuset.dk, tlf.: 33402529

The Ministry of Foreign Affairs:

Maria Westh, Press officer, mawest@um.dk, tlf.: 33921140 / 50778664