

MEDIA RELEASE

Monday, 18 May 2009

SYDNEY SYMPHONY ANNOUNCES NEW MANAGING DIRECTOR

Chairman of the Sydney Symphony, John Conde AO, today announced the appointment of Rory Jeffes as Managing Director.

“Rory has held the position of Director of External Relations with the Sydney Symphony since 2005 and we are delighted to appoint him to the position of Managing Director. This has been a unanimous decision of the Board. His background in business and not-for-profit sectors is complemented by his academic background in music and a deep interest in the arts and culture.”

Mr Jeffes has held senior positions in various organisations including CEO of the CREATE Foundation, the leading advocacy group for the out of home care sector in Australia, as well as senior Development roles at Outward Bound Trust UK & Australia and the Prince’s Youth Business Trust. He was also a Director of Shandwick Communications in London from 1982-87.

“Rory has a strong track record in leadership and senior management. He has worked in roles where the expectations of many groups of stakeholders need to be taken into account,” Mr Conde said.

“The Board is confident that his achievements in these roles, together with his other outstanding skills, make him the right person to lead the Sydney Symphony and its broad communities of interest over the coming years.

“Rory has the energy and commitment to take Australia’s leading orchestra into an exciting new era under the direction of our Principal Conductor and Artistic Advisor, Mr Vladimir Ashkenazy.”

Mr Ashkenazy said: “I congratulate Rory on his appointment as Sydney Symphony Managing Director. I wholeheartedly support the appointment and look forward to working with him in bringing the best out of the Sydney Symphony and introducing this outstanding Orchestra to new audiences around the world.”

Of his appointment, Mr Jeffes said: “There is extraordinary talent running throughout the Sydney Symphony and it is a great honour to have the opportunity to help guide the Orchestra’s future over the coming years as Managing Director.

“There is great opportunity as well as many challenges and I look forward to working with all those who care passionately about this wonderful Orchestra to build on its tradition and many achievements.”

Jeffes officially takes up his appointment today. He succeeds Libby Christie who left the Sydney Symphony in early April after six years as Managing Director.

Further information

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Notes to editors:

Rory Jeffes biography

Rory Jeffes was born in Ontario, Canada, and has enjoyed an extensive career in the profit and not-for-profit sectors in England and Australia.

Mr Jeffes holds a Master of Arts degree from Oxford University where he read Music and was awarded an Academical Clerkship (Choral Scholarship). His early career was in public relations where he progressed to become a Director of Shandwick Communications in London, at the time part of the largest worldwide communications group in the world.

Most recently, he has been Director of External Relations with the Sydney Symphony. In this role, he has been responsible for external stakeholder relations - sponsorship, fundraising, events, public relations, public affairs and publications.

Before joining the Sydney Symphony, Mr Jeffes was CEO of the CREATE Foundation, the leading advocacy group for the out of home care sector in Australia and was the Founding CEO of the world's first "virtual" charity, YouthNet, an innovative web based information resource for young people in the UK.

Mr Jeffes has also held senior management roles in the Development area at leading not-for-profit organisations including Outward Bound Trust UK & Australia - the world leader in providing experiential education for young people, as well as the Prince's Youth Business Trust - a charity presided over by HRH The Prince of Wales providing loans and business advice to young entrepreneurs. He has also sat on several advisory groups to Government in the UK, including the New Labour Social Exclusion Unit.

As well as a passion for the Arts Mr Jeffes is a keen pilot, holding a Commercial Helicopter Pilot's Licence. In 1998 he undertook an expedition piloting a microlight from India to the UK as a fundraising initiative for CRY India, raising in excess of \$500,000.

Mr Jeffes' love of music of all types and classical music in particular began early in life. He was awarded a music scholarship to Hurstpierpoint College in West Sussex where he completed his secondary schooling, before winning a place at Christ Church, Oxford.

Mr Jeffes is the brother of Simon Jeffes, founder of The Penguin Café Orchestra, who died in 1997 and whose music still introduces Radio National's *The Music Show* every Saturday.

Mr Jeffes is married to Documentary Filmmaker Jane and together they have two children – Emily (12) and India (10).