

# Media Release



## Perth Arena announces founding partnership with iiNet

**16 October 2012:** Perth Arena today proudly announced one of the Venue's Founding Partners, Australia's leading challenger in the telecommunications market, iiNet.

Perth Arena Interim General Manager Steve Hevern commented that the partnership highlights the level of cutting-edge technology present throughout the new Venue. "We are really excited about this partnership with iiNet and how the customer experience at Perth Arena will be significantly enhanced as a result of this relationship."

In addition to the unprecedented level of informative and engaging digital signage in the Venue, iiNet will present the soon-to-be-released Perth Arena mobile 'app'. The app is designed to assist patrons in navigating throughout the Venue with ease as well as providing a range of information for pre-planning their visit to assist in providing a fantastic overall venue experience. iiNet will also provide the wireless internet access free for all patrons and guests throughout Perth Arena.

iiNet's Chief Executive Officer, Michael Malone, said the partnership celebrates iiNet's West Australian heritage. "iiNet was proudly founded in Western Australia and has become an iconic brand that continues to invest in and support the local community. Aligning ourselves with Perth's newest and most premium venue demonstrates our commitment to the city and people of Perth," Mr Malone said.

"It's exciting to see Perth Arena embrace technology as much as we do. The iiNet Wifi access along with the iiNet sponsored Perth Arena app will upgrade the experience of every person who visits the Venue."

Mr Hevern also commented on the wonderful synergy that this partnership offers. "The diverse demographics that will visit the Perth Arena as a result of the range of events already announced, presents a fantastic opportunity for iiNet to truly connect with the Western Australian public," he said. This includes utilising the Arena's high impact digital signage infrastructure to implement targeted consumer messaging.

Opening Perth Arena on November 10 is the legendary Sir Elton John. Currently celebrating the 40<sup>th</sup> anniversary of Rocket Man, Sir Elton will perform 'under the stars' with the Arena's roof open for the spectacular opening night.

Backing up this inaugural event the following night are Matchbox 20 (with INXS), with Sir Elton and his band performing a second sold out show on November 12. 'Rock Gods' Nickelback will then bring their powerful and spectacular performance to the stage on November 17, with Weezer returning to WA's shores on January 23, 2013, after a 16 year absence. Global phenomenon and international sensation One Direction, whose shows sold out in a staggering 6 minutes, will visit WA for the first time on Saturday 28 and Sunday 29 2013 as part of next year's world tour. P!nk, Jennifer Lopez, Nicki Minaj, The Wiggles 'Celebration Tour', Russell Brand's 'I Am A Walrus' comedy show,

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Day of Champions, The Script and Celtic Thunder round out the impressive schedule of announced acts for Perth Arena's opening period.

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**For further information, please contact:**

Jane Humphries/Suzi Jose  
Communications – iiNet Group  
Ph: +61 8 9214 2210  
media@staff.iinet.net.au

**About iiNet**

iiNet is Australia's second largest DSL Internet Service Provider (ISP) and the leading challenger in the telecommunications market. We employ more than 2,000 inquisitive staff across four countries and support over 1.7 million broadband, telephony and Internet Protocol TV (IPTV) services nationwide.

We're a publicly listed company and we maintain our own super-fast broadband network. Our vision is to lead the market with products that harness the potential of the Internet and then differentiate with award-winning customer service.

To achieve this, we employ creative thinkers and true advocates of technology. Our people are a huge part of the iiNet success story, so we've developed a unique and stimulating work culture to ensure they remain engaged and inspired.

A lot has changed since our CEO founded iiNet in a suburban garage back in 1993 and the broadband landscape continues to evolve. What hasn't changed is our passion for the transformative benefits of the Internet and our commitment to helping Australians connect better.

