



Stuart Ayres
Minister for Jobs, Investment, Tourism
and Western Sydney

MEDIA RELEASE

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\$1 MILLION FUND FOR REGIONAL EVENTS NOW OPEN

Regional communities – in particular those affected by bushfires and drought – can now apply for \$1 million worth of grants to deliver events that attract visitors and provide an economic boost to local businesses.

The NSW Government, through its tourism and major events agency Destination NSW, today opened the Regional Event Fund as part of the NSW Government's \$10 million Tourism Recovery package through two streams: the Flagship Event Fund and a new Micro Event Fund.

Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres said regional event organisers, associations, Local Government authorities and community groups would benefit from the targeted events program throughout 2020.

"Events are really important for regional communities because they give people from outside the town or area extra motivation to visit, stay 'locally' and spend 'locally'," Minister Ayres said.

"On top of this, events stimulate regional economies through engaging local businesses such as food and beverage and infrastructure suppliers, tradespeople and staff, who all contribute to the delivery of a successful event.

"The Destination NSW regional event funding programs will give organisers a chance to put forward sporting, arts, cultural and lifestyle events that bring an economic and social boost to their town."

The two funding streams now open will offer:

- **Flagship Event Fund** – grants of \$20,000 to support event marketing activities to attract visitors from outside their immediate regions and drive tourism.
- **Micro Event Fund** – one-off grants of \$10,000 to community-based events in bushfire or drought-affected areas with total operating budgets of \$75,000 or less that have the capacity to bring together local communities, attract visitation and stimulate local economies.

To be eligible events must be delivered between 1 May and 31 December 2020. Events in bushfire-affected areas that will be held in March and April across Easter and the school holiday period may be eligible for Federal Government grants via Austrade. Event owners can seek guidance from Austrade, Destination NSW, Destination Networks and local councils about relevant grant applications.

"This State funding complements the Commonwealth's recovery grants and will provide short-to-medium term tactical support to regional communities that we know are hurting as a result of devastating bushfires and drought," Minister Ayres said.

The NSW Government's \$10 million Tourism Recovery package announced earlier this month

encourages visitation across NSW through a social media-led marketing campaign – *Now's The Time To Love NSW* - partnership campaigns and direct assistance to business to develop, promote and sell their tourism products.

Applications are now open and close on Wednesday 25 March. Register at <https://www.destinationnsw.com.au/tourism/business-development-resources/funding-and-grants/regional-event>

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