



Stuart Ayres

Minister for Trade, Tourism and Major Events
Minister for Sport

MEDIA RELEASE

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REGIONAL FLAGSHIP EVENT FUNDING NOW OPEN

Event organisers across Regional NSW are being encouraged to apply for grants under the NSW Government's 2016 Regional Flagship Events Program, with expressions of interest open from today.

Minister for Trade, Tourism and Major Events Stuart Ayres said the program provides grants to events in Regional NSW to support marketing activities aimed at driving overnight visitation and boosting local economies.

"The 2016 Regional Flagship Events Program provides successful events with annual funding of either \$10,000 or triennial funding of \$20,000 per year for three years," Mr Ayres said.

"With a total funding pool of \$500,000 available, the support for Regional Flagship Events will ensure they continue to play an important role in growing the visitor economy in Regional NSW.

"Regional events are not only a proven way to deliver economic benefit to our towns and regions across the State, but they play an important role in telling the NSW story and showing our diversity – from Boggabri Drivers Campfire Weekend to events such as the Woolgoolga Curryfest and Eurobodalla River of Art."

Destination NSW Chief Executive Officer Sandra Chipchase said the program has the capacity to increase awareness of NSW regional destinations and provide event organisers the opportunity to grow audiences beyond their current levels.

"Regional Flagship Events are a wonderful way to plan a trip to an undiscovered region or to find a new reason to rediscover parts of our State," Ms Chipchase said.

Expressions of interest for the 2016 Regional Flagship Events Program are open until Sunday, 6 September 2015 and successful applicants will be invited to make full submissions later this year.

For further information on the program and to lodge an expression of interest visit – www.destinationnsw.com.au/rfep