



Stuart Ayres

Minister for Trade, Tourism and Major Events

Minister for Sport

MEDIA RELEASE

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2017 FLAGSHIP EVENT FUND NOW OPEN FOR REGIONAL NSW EVENTS

Regional NSW event organisers are encouraged to apply for grants under the NSW Government's 2017 Flagship Event Fund, with expressions of interest open from today.

Minister for Trade, Tourism and Major Events Stuart Ayres said the Fund offers more money than ever before to regional events for marketing activities aimed at driving overnight visitation and boosting local economies.

"Visitors to NSW enjoy a jam packed regional event schedule from food and wine festivals to unique music, sporting and arts events and applications for next year's Flagship Event Fund are now invited," Mr Ayres said.

"The Fund will offer a one-off annual grant of \$20,000 or a triennial grant of \$27,500 each year for three years to events which have been running for more than two years.

"Regional events are critical to attracting more visitors to experiences and destinations in rural and regional areas across NSW and we encourage event operators to take advantage of this vital funding opportunity."

Destination NSW Chief Executive Officer Sandra Chipchase said, "Regional events have a positive impact on communities driving additional overnight visitation plus they build a sense of local pride. I encourage events that are eligible to lodge an expression of interest soon so they don't miss out on this fantastic opportunity."

Expressions of Interest for the 2017 Flagship Event Fund are open until Sunday 9 October 2016 and applicants whose expressions of interest sufficiently meet the criteria will be invited to submit a full application in November.

Two additional funds in the Regional Flagship Events Program, including the Incubator Event Fund and Event Development Fund will be available later this year.

The 2017 Flagship Event Fund is managed by the State's tourism and major events agency, Destination NSW. To lodge an expression of interest visit <http://www.destinationnsw.com.au/rfep>