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Tourism New South Wales

MEDIA RELEASE

OVER \$400,000 IN EVENT FUNDING TO BENEFIT REGIONAL TOURISM

State Plan Priority P1: Increase Tourism Visitation to NSW

State Plan Priority P6: Stronger Regional and Rural Economies

Minister for Tourism Matt Brown and Member for Cessnock Kerry Hickey today announced \$412,000 in funding for the State Government's 2008 Regional Flagship Events Program.

Twenty-two events have been given the financial assistance they need to become established tourism attractions, and money had also been allocated for event development workshops, marketing and advertising.

The Regional Flagship Events Program supports events that play an important role in bringing visitors to regional NSW with the increased visitation delivering much-needed tourist dollars to local communities and strengthening the regional economy.

Of the 22 events that received funding, 16 events were awarded a one-off grant of \$10,000, one event was awarded triennial funding of \$20,000 per year and five events received ongoing triennial funding.

The announcement was made at Gartelmann Hunter Estate (one of the wineries hosting the Lovedale Long Lunch) in the Hunter Valley where funding was presented for two Hunter events.

Local industry representatives attended the announcement which featured rock n' roll dancers and two classic cars from the Kurri Kurri Nostalgia Festival.

The Kurri Kurri Nostalgia Festival and Cruise received \$10,000 in funding and the Lovedale Long Lunch received its second installment of \$20,000.

The Kurri Kurri Nostalgia Festival and Cruise is expected to attract more than 8,000 people in March.

More than 13,000 people are expected to attend next year's Lovedale Long Lunch - a 'progressive lunch' event where visitors wine and dine their way around seven participating wineries over the weekend.

These two signature events reflect the sophistication and cultural heritage of the Hunter.

2008 Regional Flagship Events

One off grants of \$10,000

1. Illawarra Folk Festival, Bulli, www.illawarrafolkclub.org.au, 17 – 18 January
2. Tumbafest, Tumbarumba, www.tumbafest.com.au, 23 – 24 February
3. Kurri Kurri Nostalgia Festival and Cruise, Kurri Kurri and surrounds, www.kurrikurrinostalgiafestival.com.au, 29 – 30 March
4. Camden Haven Music Festival, Port Macquarie and surrounds, www.camdenhavenmusicfestival.org.au, 25 April – 4 May
5. New England Wool Expo, Armidale, www.woolexpo.com.au, 9 – 11 May
6. Blue Water Country Music Festival, Port Stephens, www.nelsonbaybusiness.com, 5 – 9 June
7. See Change Winter Arts Festival, Jervis Bay, www.jervisbayarts.asn.au, 31 May – 14 June
8. Winter Magic Festival, Katoomba and surrounds, www.wintermagic.com.au, 14 – 28 June
9. Timbertown Steam Festival – Wauchope, Mid North Coast , www.timbertown.com.au, 12 – 13 July
10. Mudgee Wine Celebration, Mudgee, www.mudgeewine.com.au, 1 – 30 September
11. Sakura Matsuri (Cherry Blossom Festival), Cowra, www.cowrajapanesegarden.com.au, 24 – 28 September
12. Griffith Festival of the Gardens, Griffith, www.griffith.com.au, 17 – 20 October
13. Applause Street Theatre and Buskers Festival, Albury, www.alburycentral.com/applause, 18 October
14. Wine, Roses and all that Jazz, Yass and surrounds, www.canberrawines.com.au, 1 – 2 November
15. Snowy River Festival, Dalgety, www.snowyriverfestival.com, 14 – 16 November
16. Festival of the Sun, Port Macquarie, www.fotsun.com, 14 – 15 December

Triennial Funding

New event

1. Ironfest – Lithgow, Blue Mountains www.ironfest.com.au, 24 – 27 April

Triennial funded events rolled over from 2006/07 to the total of \$100,000 (\$20,000) each are:

1. Parkes Elvis Festival – Parkes, Central NSW
www.parkeselvisfestival.com.au 9-13 January
2. Central Coast Country Music Festival – The Entrance, Central Coast
www.theentrance.org, 7-9 March
3. Blue Mountains Music Festival – Katoomba, Blue Mountains
www.bmff.org.au, 13 – 16 March
4. Lovedale Long Lunch – Lovedale, Hunter
www.lovedalelonglunch.com.au, 19 – 20 May
5. The Fatherhood Festival – Bangalow, Northern Rivers
www.fatherhoodfestival.com, 5 – 7 September TBC