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MEDIA RELEASE

Funding now available through the Regional Flagship Events program

Local councils and organisers of major events across the Riverina Murray area are set to receive a helping hand with applications now open for the next round of the Destination New South Wales Regional Flagship Events program. The Flagship Event Program identifies and supports events in regional New South Wales that have the potential to drive tourism in their area.

Richie Robinson, General Manager of Destination Riverina Murray says, “this is about bringing much-needed tourism dollars to regional New South Wales. It’s about supporting events that attract strong overnight visitation and delivering long-term benefits to the region.”

Event organisers can apply for grants of up to \$20,000 through the Flagship Event funding stream to support marketing and increase attendance by visitors from outside of the region.

Destination Riverina Murray encourages the region’s event organisers to get their applications in. “Any council or person who’s in charge of running an event should consider applying for funding. But be quick, because applications are only open for a short period.”

Destination Riverina Murray is available to help with reviewing and developing applications.

Since the program was established in 1997, it has supported 291 individual events across Regional New South Wales, including Gears and Beer in Wagga Wagga, Tumbafest in Tumbarumba, the Batlow Ciderfest, and Albury’s Great Australian Beer Festival.

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