



MEDIA RELEASE

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Funding open for Grassroots Regional Events in the Riverina Murray Region

Destination Riverina Murray is calling for organisers of all new events planned to be held in rural and regional NSW from January to June next year, to apply for grants of up to \$20,000 to help attract more visitors and boost local economies.

Richie Robinson, General Manager of Destination Riverina Murray says the 2019 Incubator Event Fund offers annual grants to events in rural and regional NSW to assist in areas such as marketing, public relations, venue hire and attendee research.

“Our rural and regional communities are full of brilliant ideas and the Incubator Event Fund provides a platform to get events off the ground and up and running – events that will help enliven and kick start local economies,” Mr Robinson said.

“We are committed to supporting more activity across our regions because when people visit, they stay in local accommodation, buy from local shops and eat at local restaurants and cafes, putting more tourist dollars in the pockets of local business people and creating more jobs.

“Since announcing the expanded Regional Flagship Events Program in 2016, the NSW Government has provided support to almost 60 events through the Incubator Event Fund.

Mr Phillip McIntosh (Chairperson) of The Gears and Beers Organising Committee expressed gratitude for the funding his organisation received from the NSW Government to assist the running of this year’s Gears and Beers event. Mr McIntosh said the funding was a huge boost to the Festival and assisted in marketing the event to Visitors from outside the region resulting in record numbers over the weekend.

“With assistance from the NSW Government and the 2018 Flagship Event Fund, we recently welcomed national and international visitors to Wagga Wagga to the best Gears and Beers festival to date. It’s a positive outcome for everyone involved.”

The 2019 Incubator Event Fund is available to organisers staging an event for the first or second time. Applications for Round One close on 4 November, 2018.

To lodge an application and view the terms and conditions , visit www.destinationnsw.com.au/rfep

Round Two applications for events held between July and December 2019 will open in March next year.

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