



Greg Aplin MP
Member for Albury

MEDIA RELEASE

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\$300,000 BOOST TO BUSINESS EVENTS HOSTED IN REGIONAL AREAS

Following the success of the NSW Regional Conferencing Development Grants Pilot Program, the NSW Government has committed a further \$300,000 to attract and create more business events across the State.

Member for Albury, Greg Aplin said staging business events is a great way to showcase the region's conferencing facilities and array of tourism offerings while encouraging repeat visitation.

"The business events sector presents a significant growth opportunity for our area, with conferences and meetings bringing additional business to our local restaurants, cafés, venues, attractions, and accommodation providers," Mr Aplin said.

"The additional \$300,000 is fantastic news for those conference planners wanting support with venue hire, event marketing or developing pre and post event touring opportunities to encourage longer stays.

"The more overnight visitors we can drive to our region means more jobs and boosted local economies, so I encourage business events to apply soon for this great NSW Government opportunity."

Minister for Tourism and Major Events Adam Marshall said since the launch of the Pilot Program in August 2017 there has been an overwhelming response from the industry, and 12 successful business events have already received grants of up to \$65,000.

"Since launching, we have provided more than \$350,000 to business events in regions such as Mudgee, Port Macquarie, Wagga Wagga, Tamworth, Armidale, Queanbeyan and Cowra," Mr Marshall said.

"It's anticipated that the 4,600 delegates who are expected to attend the 12 events already funded by the Program, will inject around \$2 million into rural and regional communities across NSW.

"We know local businesses are great champions for our regional areas and we want to make sure that we continue to support them in every way that we can. We are committed to putting money where it is most needed, and the extra \$300,000 will have significant flow-on effects to our local accommodation providers, restaurants and cafes, shops and attractions."

The Regional Conferencing Development Grants Program is managed and administered by the State's tourism and major events agency, Destination NSW and provides funding on a matched dollar-for-dollar basis. Applicants are encouraged to apply for grants before 30 June 2018.

For more information on the NSW Regional Conferencing Strategy and Action Plan, including the Grants Program, go to, www.meetinnsw.com.au.

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