



**Greg Aplin MP**  
Member for Albury

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## **MEDIA RELEASE**

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9 May 2018

### **NSW GOVERNMENT FUNDING BOOST FOR ALBURY FESTIVAL**

Member for Albury, Greg Aplin today announced that one of the region's latest events, the Great Australian Beer Festival Albury has secured \$20,000 from the NSW Government's 2018 Incubator Event Fund.

Mr Aplin said the NSW Government Fund assists rural and regional events in their first or second year to grow attendance and boost the local visitor economy.

"Whether it's food and wine events or music and sporting festivals, events play an important role in driving additional overnight visitation to our area," he said.

"The Great Australian Beer Festival Albury is a fantastic way to fuel our local economy by putting more heads on hotel beds, diners in our restaurants and shoppers in our boutiques, and I am delighted this event will benefit from the NSW Government's funding support."

NSW Minister for Tourism and Major Events Adam Marshall said the NSW Government is doing everything it can to supercharge regional communities, with an extra \$500,000 committed to boost the Regional Flagship Events Program.

"We are supporting a phenomenal 33 Incubator Events in Round Two, this is the highest number of events we have announced in a single round since the Fund opened in 2016," Mr Marshall said.

"The extra \$500,000 has allowed us provide additional marketing support for rural and regional events held this year, which is a major coup for our regional tourism industry.

"We are growing the regional tourism pie across NSW, making sure everybody gets a slice. This funding boost will have a positive impact on local hotels, restaurants, shops and attractions – helping to stimulate local economies and create more jobs."

The Great Australian Beer Festival Albury is one of 33 successful events in rural and regional NSW which will be held between July and December this year.

The Incubator Event Fund offers one-off grants of up to \$20,000 to those staging an event for the first or second time to fund elements such as staging, venue hire, research, marketing and publicity activities.

For more information on the Program, go to [www.destinationnsw.com.au/rfep](http://www.destinationnsw.com.au/rfep).

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