

Media Release

The Hon Martin Pakula MP

Minister for Industry Support and Recovery

Minister for Trade

Minister for Business Precincts

Minister for Tourism, Sport and Major Events

Minister for Racing



Friday 27 November 2020

STAWELL GIFT POWERED UP BY POWERCOR

Australia's most prestigious professional foot race, the Stawell Gift, has a new naming rights partner with Powercor signing on to a five-year deal from 2021.

Minister for Tourism, Sport and Major Events Martin Pakula today confirmed the long-term agreement as preparations continue for the return of iconic drawcard to Central Park, Stawell on 3-5 April 2021.

The Powercor Stawell Gift will be run and won for the 139th time in 2021 after the event was cancelled this year due to the coronavirus pandemic.

An iconic Easter tradition, the three days of competition have across the years welcomed some of the most recognised names in international athletics including Sydney 2000 gold medallist Catherine Freeman, renowned sprinters Asafa Powell and Maurice Greene and middle-distance charge Craig Mottram.

The Andrews Labor Government has provided \$1.22million across four years to the Stawell Gift, ensuring the growth of the iconic central Victorian athletics carnival.

Equal prize money for men and women has been maintained and a broadcast agreement with the Seven Network confirmed, enticing commercial interest in the foot race from Powercor.

In August 2020, a new board of management that included commercial and marketing expertise was formed, setting the Stawell Gift on track for a vibrant event and welcoming thousands of people to the Grampians region each year.

Powercor is Australia's leading rural electricity distribution network supplying power to almost 1 million households and businesses in western Victoria including Melbourne's western suburbs.

Quote attributable to Minister for Tourism, Sport and Major Events Martin Pakula

"The Stawell Gift is an iconic event in Australian sport that holds a special meaning for so many people – this partnership ensures that the Gift will remain a fixture of Victoria's Easter long weekend for many years to come."

Quote attributable to Stawell Gift Event Management Ltd Chair Stephanie Spence

"We are excited to welcome Powercor as naming rights partner for the Stawell Gift, which will celebrate the 139th running in 2021 – Powercor has a major presence in regional Victoria making them an ideal partner to power us into the future."

Quote attributable to Stawell Athletic Club President Neil Blizzard

"The Stawell Athletics Club are the proud custodians of the Stawell Gift and we thank Powercor for their contribution, ensuring the tradition continues at Central Park."

Quote attributable to Powercor Chief Executive Officer Tim Rourke

"We know how important iconic events like the Stawell Gift Meeting are to the local communities we supply. Next year's event will be a great signal that 2021 is the start of a whole new normal that includes our greatest traditions."

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