

Media Release

Ms Mary-Anne Thomas MP
Minister for Regional Development
Minister for Agriculture



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SUPPORTING MORE REGIONAL VICTORIAN EVENTS AND FESTIVALS

The Andrews Labor Government is supporting regional Victoria's vibrant and diverse calendar of events and festivals through a new \$1 million fund.

Minister for Regional Development Mary-Anne Thomas today announced the *Regional Community Events Fund* to support regional events that attract up to 1,000 people.

Eligible applicants for the new fund will include all local regional and rural councils, public event organisers, and direct venue operators. Eligible events could include community festivals, rodeos, art shows and other smaller scale events that strengthen the community and showcase our vibrant regions.

To be eligible, applicants must host smaller scale events while larger festivals that include a series of smaller events over the course of multiple days may also be eligible.

The new fund is part of the Labor Government's targeted support for local councils and event businesses to help regional and rural Victoria to recover from the impacts of the coronavirus pandemic.

Through the fund, the Victorian Government will work with regional councils, event organisers and industry bodies to ensure they have more certainty and confidence to plan and stage events that are important to local communities.

The Regional Community Events Fund complements the \$20 million *Regional Events Fund*, a commitment to bring blockbuster events to Victoria's regions as part of the \$633 million *Visitor Economy Recovery and Reform Plan*.

Applications will be open later this month and stay open until the funding is fully allocated. For more information visit rdv.vic.gov.au.

Quotes attributable to Minister for Regional Development Mary-Anne Thomas

"We know the past year has been challenging for regional and rural communities, including those who host some of our state's most vibrant events and cultural shows – that's why we are investing in this new fund when organisers need the support most."

"Small scale events are a key part of our regional cities - we are pleased to announce \$1 million which will help event businesses bounce back from the pandemic."

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

"This fund will back some of regional Victoria's most popular events, which in turn will increase tourism in our small regional towns– I strongly encourage those eligible to apply."