

Media Release

Steve Dimopoulos MP

Minister for Tourism, Sport and Major Events
Minister for Creative Industries



Tuesday, 31 January 2023

EVENT SUCCESS COMES TO MELBOURNE'S SUBURBS

The Andrews Labor Government is backing more events across Melbourne's suburbs, with a \$3 million grant program to attract more visitors to local events, support more jobs and boost local businesses.

Minister for Tourism, Sport and Major Events Steve Dimopoulos today announced that applications for the *Small and Medium Events Program* are now open, encouraging more spending across the city and surrounds to help drive the state's economic recovery.

Building on the significant success of Victoria's blockbuster major events calendar, the program provides grants to support suburban events and helps organisers to cover the costs associated with them – including venue hire, performer fees, staffing and marketing.

Grants are available from \$5,000 to \$25,000 for organisers of small events (1,000 – 4,999 attendees) and from \$25,000 to \$50,000 to support the staging of medium events (5,000 – 10,000 attendees).

Backing local communities by attracting more visitors to experience the best Melbourne's suburbs have to offer, the initiative will see more small and medium sized events taking place across the city.

In 2019, Victoria's calendar of major events delivered \$2.5 billion in economic value for the state. This program will support a diverse range of activities including cultural, sporting and creative events, helping create ongoing jobs across the industry and connecting organisers with local businesses and suppliers.

To be eligible, the event must be outside Melbourne City Council in a Local Government Area in Greater Melbourne and be held between 1 June 2023 and 31 December 2023.

To find out more about the Program and to apply, visit business.vic.gov.au/small-and-medium-events-program. Applications close on 28 February 2023.

Quotes attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos

"We're backing smaller events across the city and suburbs, because more options diversifies the offering for locals and visitors alike."

"We know events deliver massive benefits to the Victorian economy and with this new program, we're supporting more jobs and backing communities."