

Media Release

Steve Dimopoulos MP

Minister for Tourism, Sport and Major Events
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BIG BOOST BRINGING MORE EVENTS TO LIFE ACROSS MELBOURNE

A bumper line-up of events across Greater Melbourne is set to attract more visitors, boost employment, and support local businesses.

The Andrews Labor Government today announced the Small and Medium Events Program at the Melbourne Reclink Community Cup event held at Victoria Park, providing support for events across Melbourne.

122 event organisers will share in an investment of almost \$3 million to support the delivery of events between 1 June and 31 December – with the funding making it easier for organisers to bring their events to life with help to cover event costs, including venue hire, performer fees, staffing and marketing.

Building on the significant success of Victoria’s blockbuster major events calendar, the program is supporting the delivery of a vast array of smaller creative, cultural and community sporting events across Greater Melbourne.

Reclink Australia received a \$50,000 boost to support today’s iconic Reclink Community Cup, which celebrates a 30-year strong heritage in Melbourne.

The Reclink Community Cup is a much-adored annual charity football match that will see the Rockdogs (Melbourne musicians) and the Megahertz (Triple R 102.7FM & PBS 106.7FM) battle for football supremacy, and all for a good cause.

The family friendly and dog friendly showdown is jam-packed with plenty of live entertainment from iconic homegrown bands.

The event raises vital funds to support Reclink’s programs and services helping the homeless, those experiencing significant mental health and financial challenges, and providing important community pathways for people with a disability.

The Labor Government’s Small and Medium Events Program is strengthening local communities by attracting more visitors to experience the best Melbourne’s suburbs have to offer. It is also helping create ongoing jobs across the industry and connecting organisers with local businesses and suppliers.

For a full list of events visit: djsir.vic.gov.au/small-and-medium-events-program

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

“Victoria is undoubtedly the events capital and this massive line-up has something that will appeal to everyone. We’re proud to support an initiative that is keeping our events industry workers busy, while supporting local communities across the suburbs of Melbourne to come together to have fun.”

Quote attributable to Reclink Australia CEO Dave Wells

“Thanks to the support from the Victorian Government, the Reclink Community Cup can celebrate once again the best of Victoria’s community spirit, with the who’s who of the local radio and music scene coming together to raise awareness and funds for Australia’s most disadvantaged.”

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