



MEDIA RELEASE

*For immediate release
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Events' contribution is recognised

Whitsundays events have been recognised for their contribution to both the economy and the community with the launch of a new program offering support and guidance.

The Event Support Program has been launched by Tourism Whitsundays (TW) and provides financial and in-kind support to regional events. The aim is to enhance and promote the events, leading to more visitors to the region, which generates local economic activity and strengthens the profile and appeal of the Whitsundays region.

TW's CEO Craig Turner said that, together with Tourism and Events Queensland, TW was working to further develop regional events and facilitate the introduction of new events in an effort to drive greater visitation to the Whitsundays region and, ultimately, generate increased economic activity.

"Tourism Whitsundays acknowledges that events can positively impact the regional economy and this leads to infrastructure development, which benefits the community," he said.

"Not only is there an economic benefit but local events also build a sense of local pride, which in turn fosters confidence and strengthens the community as a whole, delivering positive social outcomes for the region."

The Event Support Program is two-pronged, providing free resources and guidance, and also funding for events that meet the criteria. Requests for assistance for events held in the low season of March to June will be given preference over events scheduled for peak season, as these event partnerships present greater tourism value to the Whitsundays region.

Events must also demonstrate that they have the means for quantifying and measuring outcomes related to the objectives set, taking into account the unique characteristics of each event.

The full funding criteria can be found at www.tourismwhitsundays.com.au/resources, where there is also a downloadable Event Support Program booklet.

Funding applications for events held in the 2017-18 financial year should be submitted for consideration before April 10, 2017. For more information contact TW's Sales & Marketing Manager Tash Wheeler at marketing@tourismwhitsundays.com.au

As well, the Queensland Destination Events Program (QDEP) offers two funding options for regional events, with 'Destination Event' funding for developing events seeking growth, and 'Significant Event' funding for events that can demonstrate a strong track record of growth or growth potential.

Round 6 of QDEP will close on Wednesday, February 22, at 5pm, and the time period to complete assessments is March 1 – March 15. For more information visit <http://teq.queensland.com/events/events-support/queensland-destination-events-program> ends

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