

Tuesday, 12 March 2024

NSW Government announces \$1.5m boost for regional events

Events and experiences across the state will be supercharged this year with the NSW Government today announcing an injection of \$1.5 million through the Regional Event Fund for regional events held in the 2024/25 financial year.

Destination NSW, the NSW Government's tourism and events agency, will manage the fund and provide support to regional events through three streams:

- Incubator Event stream: New events in their first or second years can receive up to \$20,000 of seed funding to support activities that are likely to establish an event as a driver of visitation.
- Flagship Event stream: Emerging events running for over two years can receive grants of \$20,000 to increase their profile and encourage visitation. Events that have already received the maximum of three annual grants will be eligible for grants of \$30,000 over three years.
- Event Development stream: Established and proven events that have previously received and completed triennial funding through the Flagship Event stream can receive grants of up to \$50,000 to support growth initiatives in the event's strategic plan.

The grants offered through the Regional Event Fund identify investment in regional events as key to growing the NSW regional visitor economy. Since establishment, the Regional Event Fund has distributed more than \$14 million to over 450 events, supporting the development of iconic events such as the Deni Ute Muster, the Parkes Elvis Festival and the Tamworth Country Music Festival, which have grown to become bucket list experiences and key drivers of visitation to regional NSW.

Applications open today, Tuesday 12 March, and will close on Tuesday 9 April 2024.

For more information and to apply visit www.destinationnsw.com.au.

CEO of Destination NSW Steve Cox said:

“Destination NSW has ambitious goals for the state’s regional visitor economy, and supporting established and new events is key to this. We are creating unforgettable experiences for visitors right across our state and we already have a proven track record of delivering iconic events that offer unique visitor experiences, while also providing community and economic benefits for our regions.

“Through programs like the Regional Event Fund we are giving businesses the confidence to invest, innovate, and grow their visitor offering to showcase the incredible variety of event experiences that sets NSW apart from other states.”

Media: pressoffice@dnsw.com.au

About Destination NSW

Destination NSW is the lead agency, champion and voice for the visitor economy within the NSW Government. Destination NSW influences and shapes the visitor economy through strategic research, policy and thought leadership, stakeholder engagement and consultation, commercial partnerships and investment in visitor experiences, business support, marketing and events. Destination NSW is also the major investor in Business Events Sydney (BESydney) for the purpose of securing more international and domestic conventions, incentive travel reward programs, corporate events and exhibitions for Sydney and regional NSW.

Note to editors

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