

Jodi McKay

Minister for Commerce
Minister for Tourism
Minister for the Hunter
Minister for Science and Medical Research



EMBARGOED until Tuesday 1 December 2009

\$412,000 for Regional Flagship Events

The NSW Government today announced \$412,000 in support for 20 regional events to be held across the State next year.

Minister for Tourism Jodi McKay said the events will receive the funding under the 2010 Regional Flagship Events Program.

Ms McKay said the program offers one-year grants of \$10,000 or grants of \$20,000 each year for three years.

“The Regional Flagship Event Program is a great initiative that raises the profile of regional destinations and gives visitors even more reasons to spend time in regional NSW,” Ms McKay said.

“The NSW Government is committed to supporting events that create local jobs and provide a boost to regional economies.

“The events supported under the program are run by the local community and involve local producers, artists, craftspeople, sportspeople and musicians.”

Ms McKay said that in addition to the \$250,000 in direct grant funding, the NSW Government will also contribute \$162,000 towards print and online promotion of the events.

In the year ending 30 June 2009, Regional NSW received almost 46 million international and domestic visitors who stayed 66.5 million nights and injected \$11.2 billion into regional economies.

“There’s always something to see in Regional NSW with a diversity of events ranging from food and wine festivals and country shows, to street parades and music concerts,” Ms McKay said.

“The Regional Flagship Event Program gives communities across NSW the resources to market and promote their event to a wider audience than would otherwise be possible.

“These events attract thousands of visitors each year and reflect the identity and unique character of each region.”

For more information on the 2010 Regional Flagship Events Program visit www.tourism.nsw.gov.au.

***For a full list of projects funded under the 2010 Regional Flagship Events Program see attached.**

Regional Flagship Events 2010

Event Name: Rally of Lithgow, Lithgow (Blue Mountains)

Dates in 2010: 16/04/10 – 17/04/10

Visitors in 2009: 3,500

Expected 2010: 4,310

Funding Grant: \$10,000

Event Description

The Rally of Lithgow is dedicated to bringing an explosive rally car competition to a regional centre. The 2010 Rally of Lithgow will be part of the NSW Championship Round for Rally Driving. Competitors will race around a timed circuit competing for points, as part of the NSW State Round which attracts elite racers. The Rally features a ceremonial start in the heart of Lithgow's Main Street, where all competitors are lined up. The rally will also feature entertainment with music acts, vintage car and motorbike displays and autograph signings.

Event Name: National Cherry Festival, Young (Capital Country)

Dates in 2010: 03/12/10 – 05/12/10

Visitors in 2009: 22,000

Expected 2010: 25,300

Funding Grant: \$10,000

Event Description

The National Cherry Festival is an established event that will celebrate its 61st Anniversary in 2010. The festival celebrates the harvest of Young's most valuable crop and highlights the importance of the agriculture to their rural community. It underlines the important link between the country and city by showcasing fresh produce.

Event Name: The Tullamore Irish Festival, Tullamore (Central NSW)

Dates in 2010: 01/04/10 – 04/04/10

Visitors in 2009: 918

Expected 2010: 1,287

Funding Grant: \$10,000

Event Description

Held over four days the Irish Festival features the best of Irish themed event's including films, dancing, music, singing, food and other entertainment.

Event Name: Mudfest – Mudgee International Short Film Festival, Mudgee (Central NSW)

Dates in 2010: 20/03/10

Visitors in 2009: 847

Expected 2010: 1,300

Funding Grant: \$10,000

Event Description

Mudfest is an international short film festival that takes place under the stars amongst the vineyards at the Elliot Rocke Estate, Mudgee. The festival commences with live music and complimentary canapés and a glass of wine on arrival. After sunset the audience settle down to view short films whilst enjoying regional wine and local foods.

Event Name: Hunter Valley Wine and Food Month, Various Towns (Hunter Valley)

Dates in 2010: 27/05/10 – 30/06/10

Visitors in 2009: 2,000

Expected 2010: 2,400

Funding Grant: \$10,000

Event Description

A month long program of premium, intimate Hunter Valley food and wine events held throughout the region through Pokolbin, Lovedale, Broke Fordwich, Singleton and the Upper Hunter wine region. In 2009 the event had the support of 70 local businesses and had a calendar of over 48 intimate food and wine experiences.

Event Name: Bitter and Twisted International Boutique Beer Festival, Maitland (Hunter Valley)

Dates in 2010: 6/11/10 – 07/11/10

Visitors in 2009: 3,668

Expected 2010: 5,280

Funding Grant: \$20,000 (Yr 1)

Event Description

Features Beer tasting stalls from the best Australian micro breweries as well as speciality beers from around the globe. There are over 50 beers available for tasting with catering stalls selling international food to complement the ranges of beer. It also features an entertainment program which contains one nationally recognised headline act and support acts on the main stage.

Event Name: Coffs Harbour International Buskers & Comedy Event, Coffs Harbour and Surrounds (Mid North Coast)

Dates in 2010: 24/09/10 03/10/10

Visitors in 2009: 22,000

Expected 2010: 25,000

Funding Grant: \$10,000

Event Description

More than 120 shows at 15 different venues over 9 days. Shows include family entertainment in the streets of Coffs Harbour and the surrounding villages of Sawtell and Woolgoolga, evening shows in the North Coast Botanic Gardens and adult shows at local pubs and clubs. Entertainment includes artists from across the globe, including a strong Australian and local contingent in Australia's largest gathering of professional buskers.

Event Name: Mulwala Water Ski Club Freestyle Expo, Mulwala (Murray)

Dates in 2010: 15/01/10 – 16/01/10

Visitors in 2009: 6,500

Expected 2010: 8,130

Funding Grant: \$10,000

Event Description

The largest combined freestyle event in the region attracting a demographic range from children under 15 up to 40-50 yr olds, families and sport enthusiasts to regional NSW. The event is an amalgamation of the world's best in water skiing events, freestyle Moto X, Freestyle BMX, Sampson the Monster Truck, ball of death and Human Cannonball.

Event Name: Opera in the Paddock, Delungra (New England North West)

Dates in 2010: 19/03/10 – 20/03/10

Visitors in 2009: 1,609

Expected 2010: 1,740

Funding Grant: \$10,000

Event Description

Opera in the Paddock is an open air classical music concert which is held annually on the property "Mimosa" 25km west of Inverell. The concert commences at dusk and features excerpts from opera, operetta and musicals and is presented by some of Australia's finest professional signers, a chamber orchestra of fourteen, pianist and conductor.

Event Name: Moree on a Plate, Moree (New England North West)

Dates in 2010: 07/05/10 – 08/05/10

Visitors in 2009: 6,900

Expected 2010: 7,635

Funding Grant: \$10,000

Event Description

A contemporary and inspirational "festival of flavour" showcasing the vast array of food and wine produced in Moree and the surrounding region. Moree on a Plate caters for the whole family with a well supported kid's corner providing numerous free activities.

Event Name: The Big Joke Comedy Festival, Bangalow (Northern Rivers)

Dates in 2010: 18/03/10 – 21/03/10

Visitors in 2009: 2,723

Expected 2010: 4,300

Funding Grant: \$10,000

Event Description

The Big Joke is a comedy festival that features international acts. Patrons get to experience stand up comedy in a village setting with shows targeted to a diverse audience. Local and national performers are also featured with audience members able to attend ticketed and free events over the weekend.

Event Name: Byron Bay International Film Festival, Byron Bay (Northern Rivers)

Dates in 2010: 05/03/10 – 13/03/10

Visitors in 2009: 3,467

Expected 2010: 4,600

Funding Grant: \$10,000

Event Description

Held over 9 days, the Byron Bay Film Festival celebrates the spirit of Byron Bay and the North Coast through the universal medium of independent film. BBFF has built upon Byron's international reputation as a centre for creativity and eco-living enhanced by a vibrant and informed multicultural community.

Event Name: Music under the Stars at Perry Hills, Wentworth (Outback)

Dates in 2010: 01/03/10 – 06/03/10

Visitors in 2009: 3,880

Expected 2010: 3,880

Funding Grant: \$10,000

Event Description

Held in an atmospheric and culturally significant located 40 mins drive from Mildura near Wentworth NSW. The event has grown from a choir on the back of a truck with a few hundred people into a major concert featuring some of the stars of Australian music. 2010 will see the introduction of a more engaging and interactive arts element to the age groups who attend.

Event Name: Griffith La Fiesta – Faces of Australia, Griffith (Riverina)

Dates in 2010: 03/04/10

Visitors in 2009: 11,520

Expected 2010: 13,826

Funding Grant: \$10,000

Event Description

With a focus on international music, local food and wine, Griffith La Fiesta is a celebration of Griffith's unique cultural heritage, which includes over 80 cultural groups. It is an open air festival held in the CBD area with food and wine stalls lining the street, a main stage showcasing a variety of international talent as well as incorporating an array of community groups that showcase their traditional music.

Event Name: Tumbafest, Tumbarumba (Snowy Mountains)

Dates in 2010: 27/02/10 – 28/02/10

Visitors in 2009: 4,932

Expected 2010: 5,187

Funding Grant: \$10,000

Event Description

Tumbafest transforms a small country town into a hub of festivity, breathing life into the region and economy. In its 13th yr Tumbafest 2010 will delivery a dynamic program including, musical entertainment, arts and craft vendors, food stalls, wine tasting and farmers market.

Event Name: Wings over Illawarra 2010, Illawarra (South Coast)

Dates in 2010: 28/10/10

Visitors in 2009: 30,000

Expected 2010: 35,000

Funding Grant: \$10,000

Event Description

Annual showcase of the capabilities of the Illawarra Regional Airport and its major tenants, especially the Historical Aircraft Restoration Society. It provides an amazing display of flying historical aircraft, defence aircraft, major classic car and bike rally, steam trains and an opportunity for regional clubs to display and present.

Event Name: 2010 Kurri Kurri Nostalgia Festival and Cruise, Kurri Kurri (Hunter Valley)

Dates in 2010: 26/03 – 28/03

Funding Grant: \$20,000 Triennial Funding (Yr 2)

Kurri Kurri Nostalgia Festival and Cruise is an annual event that runs over 3 days in March which is centred on classic cars, hot rods and rock and roll. The event includes tours, dances, live bands, car displays, and dance workshops. Throughout the weekend visitors are given a range of events and activities throughout Kurri Kurri and the surrounding Villages of Abermain, Heddon Greta and Weston. Tours are available to Hunter Valley Gardens and the surrounding Vineyards offering visitors a wide range of experiences and showcasing the many different facets of the Hunter Valley.

Event Name: 2010 Old Bar Beach Festival, Old Bar (Mid North Coast)

Dates in 2010: 2/10 – 3/10

Funding Grant: \$20,000 Triennial Funding (Yr 2)

The Aussie beach is not just about a strip of sand. It says much about who we are and the way we live with so many traditions and value associated with the beach culture of Australia. These traditions have formed the basis for the annual two day celebration at the Old Bar Beach Festival. Events include:

- The Kombi Feat: It has been an iconic mode of transport for surfies, hippies and families on holiday. In 2007 198 Kombis came to the festival, setting an Australian record for the most assembled in one place.
- Combine sun, sand and art with sand modelling – join the experts and see how its done and have your kids try their hand
- Tuck in and enjoy gourmet food and fine featuring the best produce from this coastal wonderland.

Event Name: 2010 Lake Light Sculpture, Jindabyne (Snowy Mountains)

Dates in 2010: 2/04 – 5/04

Funding Grant: \$20,000 Triennial Funding (Yr 2)

Lake Light Sculpture is a free outdoor sculpture exhibition and competition held over the four days of Easter. The exhibit runs along the foreshore of Lake Jindabyne where viewers can experience artworks in the beautiful setting of mountains reflected in and as the backdrop to the lake. Illumination is a unique feature of the festival with the artworks dramatically lit at night both electronically and under the Easter moon. Visitors are encouraged to stay overnight to view both the day and night effects.

Event Name: 2010 Ironfest, Lithgow (Blue Mountains)

Dates in 2010: 24/04 – 26/04

Funding Grant: \$20,000 Triennial Funding (Yr 3)

Historic Jousting Tournament and Colonial battle re-enactment events. Three stages with continuous live music featuring local and regional music acts as well as from all around Australia, roving performers, art exhibitions, stalls selling Australian made arts and crafts, blacksmith demonstrations and art making demonstrations.