

Jodi McKay

Minister for Tourism
Minister for the Hunter
Minister for Small Business
Minister for Science and Medical Research
Minister Assisting the Minister for Health (Cancer)



November 26 2008

Regional tourism boost with funding for Flagship Events

Minister for Tourism Jodi McKay today announced the Rees government will help grow tourism in regional and rural areas across the state with \$412,000 in direct grants and marketing support as part of the 2009 Regional Flagship Event Program.

Ms McKay said 21 regional events across the State would receive either a one-year \$10,000 grant or \$20,000 each year for three years.

“The NSW Government is delighted to be supporting events that create jobs and encourage investment in local communities,” Ms McKay said.

“The Regional Flagship Event Program is a fantastic initiative that raises the profile of a destination and gives visitors yet another reason to visit regional NSW.

“Regional NSW offers a great showcase of events from food and wine festivals to country shows, street parades and musical concerts.

“These events and bring in thousands of visitors each year and also reflect and contribute to the unique identity and character of the region.

“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.

“I am pleased to say that this year ten new events will receive funds in the 2009 program,” she said.

Events being funded for the first time are: the 2009 Big Joke Comedy Festival, Brunswick Heads Bikes and Kites Festival, Opera in the Paddock, Boggabri Drivers Campfire Weekend, Fireside Festival, Corowa Festival of Dance, Lightning Ridge Easter Festival, Red Desert Live, Old Bar Beach Festival and the Temora Flying Weekends.

“In 2009, events from every region in NSW have received funding, including events from last year’s program which will receive the next instalment of funds.

Of the 21 events that received funding, 16 events were awarded a one-off grant of \$10,000.

Three events; the 2009 Old Bar Beach Festival on the Mid North Coast, the Kurri Kurri Festival and Cruise in the Hunter Valley and the Lake Light Sculpture at Jindabyne were awarded funding of \$20,000 per year for three years.

The Lovedale Long Lunch in the Hunter and Ironfest at Lithgow will receive another \$20,000 as part of their ongoing funding over three years.

Since 1996, the NSW Government has invested nearly \$4.2 million to support 187 regional events across NSW in the Regional Flagship Event Program.

Full list of Regional Flagship Events below.

Media contact: Dale Paget 0409 090 911

Regional Flagship Events 2009

Illawarra Folk Festival

Date: 15 - 20 January 2009

Grant: \$10,000

Illawarra, South Coast

The Illawarra Folk Festival is a diverse celebration of music, singing, poetry, yarn spinning, dancing, film, children and youth events. It celebrates the Illawarra's rich cultural heritage with over 500 international, national and local performers with 125 individual acts it provides performance space for groups that make up the diversity of Illawarra and Australia.

The Big Joke Comedy Festival

Dates in 2009: 12 - 15 February 2009

Grant: \$10,000

Bangalow, Northern Rivers

A stand up comedy festival which presents three nightly headline shows with national and international acts, alongside daily programs that include emerging talent, both local and interstate, spotlighting women in the comedy industry and the "The Little Joke", a stand up comedy festival aimed at kids

Tumbafest

Date: 21 - 22 February 2009

Grant: \$10,000

Tumbarumba, Snowy Mountains

On the last weekend of February each year, Tumbarumba throws open its doors and welcomes visitors to Tumbafest, Tumbarumba's weekend of music, wine and great entertainment. Tumbafest treats visitors to a feast of great music and the finest entertainers. They enjoy the ambience and atmosphere of a regional summer festival second to none.

Opera in the Paddock

Date: 13 – 14 March 2009

Grant: \$10,000

Delungra, New England North West

An open air classical music concert which is held annually on the "Mimosa" Property, 25km west of Inverell. This concert features excerpts from opera, operetta and musicals presented by some of Australia's finest singers with an ensemble of 12 professional players. The combinations of the environment and the beauty of the music help to create a unique and magical experience.

Kiama Jazz and Blues Festival

Date: 13 – 15 March 2009

Grant: \$10,000

Kiama, South Coast

A premier weekend of Jazz and Blues live music covering a wide variety of styles and venues. The festival includes major concerts, free music in cafes and restaurants, dances, a gospel service, young musicians and a gala free day in Kiama's Hindmarsh Park.

Brunswick Head Kites and Bikes Festival

Date: 21– 22 March 2009

Grant: \$10,000

Brunswick Heads, Northern Rivers

A community event in the Northern Rivers Region of NSW that provides eco-friendly and affordable entertainment for families. Held on the beach, riverside parks and in the town esplanade, the 2009 event will include setting a NSW kite flying record for the number of simultaneous kites in flight.

Kurri Kurri Nostalgia Festival and Cruise

Date: 27– 29 March 2009

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

Kurri Kurri, Hunter

Kurri Kurri Nostalgia Festival and Cruise is an annual event which is centred on classic cars, hot rods and rock and roll. The event includes tours, dances, live bands, car displays, and dance workshops. 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.

Lightning Ridge Festival

Date: 10 – 12 April 2009

Grant: \$10,000

Lightning Ridge, Outback NSW

Some of the unique events in this festival include the Black Opal Rodeo, Great Goat Races and Wheelie Bin races. The main streets of the town are closed off and filled with stalls, markets and buskers providing entertainment with the annual busking competition. Local art exhibitions are also held over the weekend with carnival rides and sideshows also open for the festival period.

Lake Light Sculpture

Date: 10 – 13 April 2009

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

Jindabyne, Snowy Mountains

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.

Food of Orange District (F.O.O.D) Week

Date: 17– 26 April 2009

Grant: \$10,000

Orange, Central NSW

A 10-day program of over 90 individual events predominantly food and wine related in the Orange area and surrounding local government areas.

FOOD Week hosts its own official events in the program, but also serves as a marketing umbrella for a range of individual events run by tourism operators and community groups.

Boggabri Drovers Campfire Weekend

Date: 24 – 26 April 2009

Funding Grant: \$10,000

Boggabri, New England North West

Participants are treated to a weekend of true country hospitality and hands on fun, with campfires, delicious camp oven meals, whip cracking, shearing demonstrations, tours to local attractions, antique machinery display, craft stalls and bush bands.

Ironfest

Date: 25 – 27 April 2009

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

Lithgow, Blue Mountains

A historic jousting tournament and colonial battle re-enactments are some of the events in this event that relives the history of Lithgow. Live music will feature on three stages with regional and national music acts, roving performers, art exhibitions, stalls selling Australian made arts and crafts, blacksmith demonstrations and art making demonstrations.

Lovedale Long Lunch

Date: 16 – 17 May 2009

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

Lovedale, Hunter

The Lovedale Long Lunch is an annual food and wine event. It is a progressive style lunch where visitors wine & dine their way around the seven participating wineries over the weekend enjoying a glass of wine, gourmet food, fabulous music and art.

Coonamble Rodeo and Campdraft

Date: 6– 8 June 2009

Funding Grant: \$10,000

Coonamble, Central NSW

Held each June long weekend it is known as the biggest combined rodeo and campdraft in the Southern Hemisphere. Each year cowboys and cowgirls, along with spectators, head across the central western plains of NSW to the edge of the outback, transforming the Coonamble Showground into a full on explosion of wild riding action. A bush poet's breakfast, patchwork and quilting exhibitions, live bands and other social events add to the festival atmosphere.

Fireside Festival

Date: 1 – 31 August 2009

Funding Grant: \$10,000

Canberra and surrounds, Capital Country

The Fireside Festival is an event which takes place throughout August and stretches across seven regional NSW towns and villages, with 19 tourism venues offering a diverse range of events and experiences. These include; fireside degustation dinners, wine tasting, music recitals, local art exhibitions, horse riding and more. The festival revolves around the themes of Firesides, Flavours and Friends and “making your winter escape and escape to winter”

Australian Springtime Flora Festival

Dates: 10 – 13 September 2009

Funding Grant: \$10,000

Gosford, Central Coast

One of the largest and most popular flora events in Australia with more than 300 flora displays. Interspersed among the flora displays and landscaped garden settings will be displays by suppliers who help to provide the visitor with a total picture of outdoor, garden, lifestyle and home living.

Sakura Matsuri (Cherry Blossom Festival)

Dates: 23– 28 September 2009

Funding Grant: \$10,000

Cowra, Central NSW

A Japanese festival celebrating the birth of spring is a significant event on Cowra's cultural calendar. Visitors and locals alike sample elements of Japanese culture during the peak flowering time at the Japanese Gardens. It features Japanese cultural performances by national and international artists, art exhibits, interactive craft and education sessions and Japanese food and wine tasting.

Corowa Festival of Dance

Date: 2 - 4 October 2009

Funding Grant: \$10,000

Corowa, Murray

This three day event that is held in several towns celebrates and showcases the spirit of music and dance. An integral part of the festival are dancing demonstrations that are performed in the main street of Corowa which incorporate varying dance styles, dance schools from the region and performers of all ages. Visitors can develop their dancing skills at dance workshops.

Red Desert Live

Date: 3– 5 October 2009

Funding Grant: \$10,000

Broken Hill, Outback NSW

Annual desert festival featuring contemporary Australian music, film and local arts aimed at celebrating Broken Hill's unique red desert country.

Old Bar Beach Festival

Dates: 4 – 5 October 2009

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

Old Bar, Mid North Coast

Australian beach traditions have formed the basis for this annual two day celebration. Festival includes the Kombi Feat, sand modelling and regional gourmet food and fine.

Temora Flying Weekends

Dates in 2009: Various (8 Dates) 28 – 29 November 2009 (Main date)

Funding Grant: \$10,000

Temora, Riverina

World class aerobatic air shows of ex-military aircraft that have historical significance to the defence of Australia. The collection of aircraft belongs to the Temora Aviation Museum which is the only Museum in the world to focus solely on flying collections. Flying weekends are dedicated not only to the aircraft but the pilots who have defended Australia.