

Media Release

15/09/2021

For immediate release



FUNDING AVAILABLE TO HELP INCREASE VISITATION TO EVENTS IN THE WAITAKI DISTRICT

The Waitaki Events Advisory Board will soon open the first round of funding to support events that deliver sustainable economic and social benefits to the district with the specific aim to increase out-of-town visitation.

From the 4th to the 29th of October, event organisers (both individuals and organisations) can submit applications to receive grants from the \$101,000 earmarked for distribution next year (2022), from the total fund pool of \$183,000 Tourism Waitaki received as a part of a government regional events fund. The remaining funding will be available to support events planned for 2023.

Focus will be given to regional events that meet the MBIE (Ministry of Business, Innovation and Employment) funding criteria and drive increased accommodation nights and visitor spend.

Chairwoman of the Board, Jan Kennedy, said she hoped the funding would attract new events that had the ability to be sustainable and grow into significant annual events, "We look forward to being able to financially support the continued growth and development of existing iconic regional events. We are also excited to see what new initiatives emerge from the funding availability. We are especially keen to support new sustainable events that showcase our region's unique features and take place during quieter visitation months so as to develop a full and interesting yearly events calendar."

"Planning for events is currently challenging for all event organisers within the current COVID-19 environment, however as part of an application and best practice, the board would want to see COVID-19 contingency planning built into an events planning framework."

Before the funding window opens, the Board will hold a Zoom workshop on the 30th of September at 4:30pm for event organisers that will enable a Q&A session and cover expectations required to successfully access the events fund.

To RSVP to the workshop please email Board secretary, Natalie Whelan, at Natalie@waitakinz.com

The Board is currently working on an Events Strategy and details for the funding guidelines.

ENDS

For more information please contact:

Natalie Whelan
Tourism Waitaki
Public Relations
Natalie@waitakinz.com
P: 021 607 572