

**Media Release**

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For immediate release



**NEW EVENTS ADVISORY GROUP TO ADMINISTER FUND FOR WAITAKI**

A new advisory panel for the Waitaki Regional Events Fund has been selected to oversee the development of the Waitaki events strategy, events criteria assessment and allocation of the fund. The panel consists of Jan Kennedy (Chair), Elly Toft, Malcolm McLauchlan, Tammy Jackman and Tourism Waitaki's General Manager, Margaret Munro will sit on the panel.

Late last year, Government signed off a total of \$50m for a new Regional Events Fund to be administered by nine International Marketing Alliances (IMA's) which represent clusters of Regional Tourism Organisations.

Tourism Waitaki is placed within the Pure Southern Land IMA, this includes Tourism Waitaki, Enterprise Dunedin, Clutha Development, and Southland Regional Development Agency.

The pot of funds allocated to the Pure Southern Lands IMA, totals \$1.5million. Tourism Waitaki have secured \$183,000 of these funds. The fund will be spread over the next two years, supporting people resource to administer the applications, any professional events assistance the Board feel may be required, and support for new or existing events who meet the funding criteria.

The primary purpose of the fund is to attract out-of-region visitation through events to encourage expenditure missed by international visitors to the district.

Tourism Waitaki's General Manager, Margaret Munro explained, "this fund will allow us to produce a Waitaki District Events Strategy which has been sorely missed for some years and develop a set of criteria for applicants in line with MBIE's guidelines for the fund".

The Advisory Board met for the first-time last week and progressed through a busy agenda. Chairwomen, Jan Kennedy is looking forward to bringing assistance to events through the fund and has a timeline set to have the first funding round open by October 2021.

The Board intend to start work on the events strategy and application criteria immediately. Jan added, "It's important we can have a clear strategy to work from to achieve the best outcomes from the funds and support events that deliver on this and the criteria MBIE have tasked us to achieve".

END.

Photo's attached.

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