

Media Release

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For immediate release



REGIONAL EVENTS FUND OPEN TO APPLICATIONS

The Waitaki Events Advisory Board has opened the first funding window to the Regional Events Fund (REF).

From the 4th of October to the 12th of November, event organisers can submit applications to receive grants from the \$101,000 earmarked for distribution across 2022, from the total fund pool of \$183,000 Tourism Waitaki received as a part of the government regional events fund. The fund also covers capability for administering the fund.

Last week, the Waitaki Events Advisory Board conducted a Zoom presentation that led local event organisers through the funding criteria. Criteria includes (but is not limited to):

- Driving increased visitation
- Bringing measurable economic benefit to the region
- Complimenting a regional calendar of events that's well-balanced to create year round stimulation

Following the Zoom presentation on September 30th, Director of the Oamaru Opera House, Frances McElhinney acknowledged the importance of the REF and the approach taken to encourage new or one off events in the Waitaki, "The (Waitaki Events) strategy and funding information is excellent and it's a very accessible and clear process."

Chloe Searle, Curator at Waitaki Museum & Archive, thought the funding opportunities were exciting, "I can't wait to see what new events will be developed."

Positive feedback from the presentation has the Board anticipating a good number of applications for the first funding round. Successful applicants will be notified by the 3rd of December 2021 to allow enough time for the marketing of events planned in the first quarter of 2022.

Information about the REF including the application form can be found on the Tourism Waitaki website: waitakinz.com

ENDS

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