

PR - Waitaki Regional Events Fund outcome of second funding round 2022

The Waitaki Events Advisory Board is pleased to announce the outcome of the second round of its Regional Events Fund. The Fund will support the Waitaki's iconic events: Oamaru Heritage Celebrations, Waitaki Arts Festival, Jazz Festival & Steampunk NZ Festival, in addition to a nationwide event the Spring Challenge that will potentially bring 5000 participants and support crew to the district.

The Waitaki Regional Events Fund was established as part of the Government's \$50 million Regional Events Fund, to stimulate domestic tourism and travel between regions through holding events.

The distribution of funding is being administered by nine International Marketing Alliances (IMAs) which represent clusters of Regional Tourism Organisations. Tourism Waitaki is part of the Pure Southern Land IMA, which also includes Enterprise Dunedin, Clutha Development, and Southland Regional Development Agency. Of the \$1.5 million allocated to the Pure Southern Lands IMA, Tourism Waitaki secured \$183,000.

The South Island Dairy Event (SIDE) was the first successful funding recipient in Waitaki. SIDE, one of the biggest dairy events in New Zealand, was held in Oamaru in June and attracted more than 420 farmers, rural professionals and sponsors to the district over three days.

The second funding round closed on October 31, and the Waitaki Events Advisory Committee was pleased with the number and quality of submissions during the round.

The timing of the second round of funding was perfect to help revitalise and grow some of the district's regular events, ensuring their sustainability and use them to encourage increased visitation to the district in 2023.

One of the key aspects the Waitaki Events Advisory Board was looking for in applications, was that events had marketing plans that focused on attracting visitors from outside of the region, encouraging a longer stay in Waitaki and supported the Waitaki community.

Funding will be distributed for events spread across the 2023 calendar year.

Jan Kennedy

Waitaki Advisory Board Chair

