



## **MEDIA RELEASE**

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### **NSW Master Events Calendar to deliver for Regional NSW**

A regional events strategy will drive tourism and generate significant economic benefits for regions across NSW, Events NSW CEO Geoff Parmenter said today.

Speaking at the official launch of the Tamworth Country Music Festival and Awards Mr Parmenter said the NSW Master Events Calendar recently launched by the Premier has a strong regional event development focus kicking off with the Tamworth event in January next year.

“In terms of delivering economic, marketing and community benefits and being truly unique to NSW, the Tamworth Country Music Festival and Awards delivers in spades, generating approximately \$50 million annually for the local economy.

“We believe that with the Events NSW investment in developing and consolidating the efforts of Tamworth Regional Council, the Country Music Association of Australia and Tourism Tamworth around both the Festival and the Awards, we have the right foundation to build the next generation of growth.

“Regional NSW stands to gain enormously from events. There is already a world class program across sports, arts and lifestyle and by working with Events NSW to secure and develop these events, they can work even harder to attract interstate and international visitors. Regional NSW attracted 47.4 million visitors in the past year and generated \$11.4 billion from domestic and international tourists.”

Mr Parmenter said that in addition to the iconic Tamworth Country Music Festival and Awards Events NSW will invest and partner with a number of regional events to help build their capability and expertise. Already the list for 2009 includes:

February	WPS Bathurst 12 Hour Corowa Autofest
March	Surfest – Newcastle
April	Byron Bay Bluesfest Panthers Ironman Australian Triathlon Port Macquarie
May	Dungog Film Festival
August	Country Energy Australian Surf Festival Port Macquarie
September	Recco Rally Australia – Northern NSW
October	Supercheap Auto Bathurst 1000
November	NSW Open Golf – Hunter Valley NSW PGA Championship
December	Jack Newton Celebrity Classic – Hunter Valley

“This is a solid start to a new regional events plan for NSW,” Mr Parmenter said. “A comprehensive Regional Events strategy will be complete before year’s end.”

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