

Gippsland Events Acquisition Fund Expression of Interest Open

Expressions of Interest (EOI) for the Gippsland Events Acquisition Fund are currently being accepted.

The Acquisition Fund aims to strengthen and sustain events across Gippsland by providing funding support for events that will attract visitors and provide economic benefits for the Gippsland region. This round is open to event organisers in the South Gippsland Shire that will be holding an event before 30 June 2024.

The Acquisition Fund is a key initiative of the peak event body 'Events Gippsland' which is supported by Destination Gippsland, Regional Development Victoria, Latrobe Valley Authority and local councils, including South Gippsland Shire Council. All successful Expressions of Interest will be invited to submit an application, which will then be assessed by Events Gippsland.

No financial contribution is required from event organisers, however there are application guidelines that have to be met. These state that prospective events should:

- Showcase South Gippsland, and more broadly Gippsland, as a tourism destination.
- Encourage extended stays and return visits.
- Demonstrate how the event engages with the local community and businesses as well as the benefits to both.
- Support regional priorities and Gippsland's reputation as a place for major events.

To find out more, please contact Danielle Todaro on 5662 9200. To submit an Expression of Interest, please visit: www.southgippsland.vic.gov.au/GEAF. Expressions of Interest close 5.00pm Friday 28 July 2023.

Quote attributable to Cr Nathan Hersey, Mayor South Gippsland Shire Council:

"The Gippsland Events Acquisition Fund has had a successful first year in South Gippsland, with a total of seven events receiving funding. These include the Mirboo North Italian Festa, Meeniyah Garlic Festival, Prom Coast Festival, Loch Food and Wine, Southern Lights Festival and the Mirboo North Winterfest. These events have been extremely successful, which showcases the benefit of the Fund to our region."

"I strongly encourage any event organisers to please submit an Expression of Interest to help create an even more successful event."

For media enquiries, please contact the Communications team on 5662 9200
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