



27 December 2014

Will Hodgman, Premier

Marketing Tasmania Grants Announced

Marketing Tasmania grants have been announced for 2015, with 15 recipients receiving up to \$5,000 in matching funding.

Provided through Events Tasmania, each Marketing Tasmania grant will enable an event to initiate a new marketing project aimed at attracting more visitors to Tasmania.

As a Government we want to build on existing events and develop new ones to help grow the number of people visiting Tasmania to 1.5 million annually by 2020, which represents the creation of 8000 new jobs in tourism and hospitality.

Our calendar of major festivals and niche events are already drawing people from interstate and overseas, and we want to continue to build on this success.

The 15 grant recipients are:

- Latrobe Speedway: \$5 000 to secure and promote a high-profile competitor for Tasmania's Biggest Challenge, and market this as an attraction to a key target market;
- Glamorgan Spring Bay Council: \$3 600 to promote two Seafest events and the destination of Triabunna through direct-marketing and on-the-ground promotions;
- Women on Water Franklin: \$1 250 to market the inaugural International St Ayles Skiff Regatta 2015 and Huon Riverfest to patrons of the Australian Wooden Boat Festival;
- Evandale Village Fair: \$2 500 to direct market and promote the Evandale Village Fair to potential national and international participants and enthusiasts;
- Out on a Limb – Tasmanian Regional Arts: \$2 300 to secure high-profile agricultural and musical personalities to amplify the PR campaign for the Koonya Garlic Festival;
- Multisport Tasmania: \$2 823 to raise awareness of the Coles Bay Half Triathlon and secure greater levels of local and interstate participation through marketing;
- R M Clark and Sons: \$5 000 to promote the Rupertswood Farm Crop Maze event;

- King Island Imperial 20: \$3 000 to target market the King Island Imperial 20 to Victorian and Tasmanian mainland runners through direct marketing and event promotions;
- Deloraine Stringfest: \$5 000 to promote the Deloraine Stringfest to Tasmanian and national audiences;
- Trout Guides & Lodges Tasmania: \$5 000 to conduct a photographic competition during the Tasmanian 150th Trout Anniversary season, and promote the resulting imagery;
- Mountain Bike Australia: \$1 500 for a campaign to promote the XCM National Championships to large extreme sport Facebook membership and event database;
- Bay of Fires Arts Association: \$3 300 for a PR campaign to promote the Bay of Fires Winter Arts Festival's new Winter Song program to contemporary music audiences;
- East Coast Regional Tourism Organisation: \$5 000 to market the Festival of Voices UNPLUGGED event to Tasmanian and national audiences;
- Bicheno Festival Committee: \$2 000 to expand marketing for the Bicheno Food and Wine Festival into television to target specific new markets;
- Rotary Club of Central Launceston: \$5 000 to increase registrations for Sally's Ride 2015 through expo participation, face-to-face promotion and interest-group advertising.

Events Tasmania's Touring Grants and Championship Grants streams are open now, and the dates for the second round of the Marketing Tasmania grants will be announced shortly.

Further information is available from Events Tasmania's website www.eventstasmania.com

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