



The Hon Ray Williams MP

Member for Castle Hill

Parliamentary Secretary to the Premier and Western Sydney

MEDIA RELEASE

28 April 2021

\$5 MILLION NOW AVAILABLE FOR GREATER SYDNEY BUSINESS EVENTS & TOURISM MARKETING

Greater Sydney's visitor economy will get a huge boost through two new industry support programs that launch this week.

Applications are now open for the \$4 million Sydney component of the Business Events Industry Support package and \$1 million Tourism Industry Marketing Support package through the NSW Government's tourism and major events agency Destination NSW.

Member for Member for Castle Hill Ray Williams MP said these two programs would provide opportunities to bolster Castle Hill's visitor economy for the benefit of local businesses.

"The NSW Government is right behind Sydney businesses and getting the city back on its feet, which is why we're investing in securing business events and promoting visitor experiences and attractions to potential travellers.

"Visitors that stay and spend locally are crucial to the economic and social wellbeing of our community, so we need to put our best foot forward to showcase everything Sydney has to offer," Mr Williams said.

Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres said these targeted programs would support the businesses and communities hardest hit by the COVID-19 pandemic.

"We're helping the event owners, businesses, local tourism organisations, councils and industry groups that need it most by stimulating activity now and creating a pipeline of events and visitors into the future.

"The business events industry is a powerhouse of the Sydney visitor economy because it attracts high yield visitors who stay multiple nights, and these events engage many industry partners from accommodation and catering to staging, AV and other event delivery services.



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“The Tourism Industry Marketing Support package offers dollar-for-dollar support to communities that are ready to drive demand that translates to bookings and confidence, for businesses,” Mr Ayres said.

The programs are part of the NSW Government’s Tourism Support Package and include:

- **\$4 million *Kickstart 2021 Sydney Business Events Fund***: Up to \$45,000 for one-day events and up to \$90,000 for two-day events in Greater Sydney, Newcastle and Wollongong, matched dollar-for-dollar by event organisers
- **\$1 million *Tourism Industry Marketing Support package – grants program***: Destination NSW will match dollar-for-dollar between \$10,000 and \$50,000 for operators to deliver marketing activities to promote visitor experiences, attractions, tours and accommodation

For information about the Kickstart 2021 Sydney Business Events Fund and to apply, go to: www.meetinsydney.com.au.

For information about the Tourism Industry Marketing Support package – grants program and to apply, go to: www.destinationnsw.com.au/news-and-media/tourism-recovery.

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