



NSW BIZ EVENTS TURBOCHARGED

NEW South Wales' tourism & events industry's recovery has been turbocharged, as the visitor economy bounces back with a more than \$350 million investment in reviving events across the state.

Part of the Government of NSW's COVID-19 Economic Recovery Plan, the tourism & events recovery package includes \$150 million to support the recovery of major event activity, \$50 million for a Regional Events Package to support major rural events, festivals, and agricultural shows, and \$60 million for an Aviation Attraction Fund to incentivise international airlines to recommence flights to Sydney.

There is also \$50 million for downtown Sydney's Revitalisation Program to support events and activations; \$25 million for the Festival Relaunch package to stabilise established commercial and not-for-profit festivals; \$6 million to bring business events back to Sydney, and much more.

NSW Premier Dominic Perrottet



(pictured) said the package would supercharge the businesses and attractions that contribute \$38 billion to New South Wales' economy.

"More than 300,000 people rely on our tourism industry and our aim is to reclaim our position as one of the world's favourite destinations," Perrottet said.

Minister for Tourism Stuart Ayres said the much-needed investment will help revive shuttered businesses and bring tourism providers back to their vibrant best.

"[The pandemic] was a one in one hundred year event which severely damaged our tourism industry; operators barely hung in there as they lost bookings, customers and staff," Ayres explained.

"Now as we rebuild we can do so with confidence.

"For our visitor economy to reach its full potential we need event owners to dream big, airlines to fly in and for locals and visitors to embrace our world class venues and hospitality with enthusiasm once again."

Treasurer Matt Kean added the Government wants to give the events sector the confidence to get back to business.

The investment was well-received by ICC Sydney Chief Executive Geoff Donaghy, who noted the advocacy of the members of the Sydney Business Events Coalition across various government bodies, ministerial offices, aligned association groups and all tiers of government had not gone unheard.

The Grounds unveils new space

SYDNEY'S The Grounds will open its doors at its newest location in South Eveleigh - a state-of-the-art event space, The Eveleigh (pictured).

The new venue is the result of a six-year collaboration between The Grounds and Mirvac, with the aim to create guest experiences that complement the rich heritage of Eveleigh Locomotive Workshops.

The Eveleigh can be transformed to accommodate a range of different events.



Confidence returns to Brisbane events

CONFIDENCE is returning to Brisbane's events industry, according to the city's Economic Development Agency.

The success of the recent annual Brisbane Pop-Up (pictured) indicated the return of confidence, with more than 170 event planners and buyers, and 55 exhibitors from the city's hotels, venues and service providers converging on Fortitude Music Hall for this year's event, which connected businesses and showcased the best of the city's events industry.

Brisbane Lord Mayor Adrian Schrinner said industry interest in this year's Brisbane Pop-Up indicated the city's multi-million-dollar event market



was poised to thrive after more than a year of uncertainty.

"There's a rising feeling of optimism in Brisbane, and we're on our way to being well and truly open for business in the events space," he said.

"Brisbane Pop-Up was the perfect opportunity to bring the industry back together and provide the local events industry with a much-needed boost."

Tassie support

THE new Southern Tasmania Lockdown Business Support Program will help those impacted by the state's recent quarantine efforts.

The package is available to eligible businesses in the 12 local government areas who were directly impacted by the stay-at-home orders.

Thailand gears up

THE Center of COVID-19 Situation Administration has approved Thailand Convention & Exhibition Bureau's proposal for MICE events, to be held under COVID Free Setting protocols.

The approval follows Thailand's announcement fully-vaccinated overseas visitors will be allowed to enter without quarantine from next month.

Carbon negative meetings

RADISSON Hotel Group has become the world's first to offer carbon negative meetings.

All meetings and events across Radisson's 400+ hotels in its EMEA portfolio will be carbon negative.

For every event taking place at its participating hotels, Radisson will offset double the carbon footprint, to ensure that every meeting has a positive impact on the environment.

For meetings booked before the end of Jan and taking place before the end of Mar, the 'Carbon Negative. Planet Positive' initiative will allow clients to host meetings in a sustainable way by offsetting double the carbon dioxide emissions.