



ACT Government

BUDGET 2007-2008

Taking the Territory forward

MEDIA RELEASE

No. 91

FUNDING BOOST TO MAKE FLORIADE BETTER THAN EVER

Minister for Tourism, Sport and Recreation, Andrew Barr, today announced the 2007-08 Budget provided a further \$1.568 million investment over four years in Floriade – Canberra’s iconic springtime event.

Mr Barr said this investment came on top of the over \$2 million invested by the ACT Government each year in Floriade.

“Floriade is Australia’s premier spring time event, a major tourism draw card for Canberra and a great community event,” Mr Barr said.

“Floriade provides a significant contribution to the ACT economy. Total attendance for the 2006 event was 375,151 visits, the largest attendance on record, and the festival generated \$22.5 million in direct expenditure – up 9.8% on 2005.

“This extra funding from the Stanhope Government will meet the cost of servicing the growing number of international, national and local visitors to Floriade each year.

“Funding will also be directed to entertainment and marketing activities to further enhance the appeal of this world-class event to repeat visitors and those who have yet to explore the nation’s capital.”

Mr Barr said the past two years had seen some changes at Floriade, with moves made to extend its appeal beyond the gates of Commonwealth Park, encouraging visitors to explore more of Canberra and stay longer.

“Floriade continues to be a key activity in Canberra’s event calendar and this investment by the Government will further enhance our reputation as a destination with a variety of vibrant and engaging activities for visitors,” he said.

5 June 2007

Enquiries: Liz Lopa

6205 0292

0411 658 957

liz.lopa@act.gov.au