



Kate Carnell MLA

Chief Minister

Australian Capital  
Territory

## **BUDGET SUPPORTS TOURISM MARKETING, FESTIVALS, EVENTS**

Record ACT Government funding of more than \$21 million for marketing, major festivals and events will continue to stimulate tourism activity in 2000-01.

Chief Minister, Kate Carnell, said that specific funding allocated to Canberra Tourism and Events Corporation (CTEC) would support marketing of Canberra as a destination and the delivery of quality events.

The 2000-2001 budget provides additional funding for the third year of an expanded marketing campaign, *Another face of our national capital*. This campaign promotes Canberra as a host city for Olympic football (soccer); the best place to celebrate the Centenary of Federation; and, as a desirable short-break destination.

Another \$4.75 million will drive four major events managed by Canberra Tourism & Events Corporation:

- **The GMC 400** - round six of the Prestigious Shell Championship Series for V8 Supercars, is expected to inject \$52 million dollars into the ACT economy over five years and create 150 new jobs. In 2000-2001, the Government will contribute \$2.5 million to this event.
- **Floriade, Australia's celebration of Spring**, will receive funding of \$1.347 million which includes an extra injection of \$200,000 enabling reduction of the adult ticket price to only \$5. Floriade attracts solid interstate visitation and generates economic returns of approximately \$20 million for tourism businesses in September and October each year. Looking ahead, the Government has allocated \$85,000 for a feasibility study of locations for a permanent Floriade site.
- **The Canberra National Multicultural Festival** will receive an increase of \$250,000 providing a total of \$600,000 to develop the 2001 festival in partnership with sponsors and the local community. The festival attracts an audience of some 350,000 people and contributes an estimated \$4 million to the local economy. The 2001 event coincides with the opening of the National Museum of Australia where Canberra will be the focus of the nation as part of the Centenary of Federation.
- **The 2000 FAI Rally of Canberra**, part of the Asia Pacific Rally Championship, contributes an estimated \$1.5 million to the Canberra economy and generates significant media exposure nationally and internationally. In 2001, the Government will allocate \$300,000 for the event.

"Events attract visitors, bring valuable tourist dollars and generate extra business for local suppliers. They add a lively dimension to the city for the enjoyment of our local community," Mrs Carnell said.

"Over 14 per cent of visitors to the ACT state the main purpose of their visit is to attend an event and this trend will grow as the city's events calendar develops."



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The Australian Science Festival will receive a specific budget allocation of \$96,000 for 2001. The ten-day festival attracts 150,000 participants and generates around \$6.5 million for the local economy.

To attract other events that deliver tourism benefits, Canberra Tourism & Events Corporation will provide \$500,000 through its Events Development Fund.

Each year, this fund triggers the location of sporting, cultural and recreational events in the national capital and delivers an estimated economic impact of \$30 million.

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