

Gippsland Events Acquisition Fund – Expression of Interest

Expressions of Interest (EOI) for the Gippsland Events Acquisition Fund are currently being accepted.

The Acquisition Fund aims to strengthen and sustain events across Gippsland by providing funding support for events that will attract visitors and provide economic benefits for the Gippsland region. This round is open to event organisers in the South Gippsland Shire that will be holding an event before 30 June 2023.

The Acquisition Fund is a key initiative of the new peak event body 'Events Gippsland' which is supported by Regional Development Victoria, Latrobe Valley Authority and local councils, including South Gippsland Shire Council. It is also a Council Plan initiative. All successful Expressions of Interest will be invited to submit an application, which will then be assessed by Events Gippsland.

No financial contribution is required from event organisers, however there are application guidelines that have to be met. These state that prospective events should:

- showcase South Gippsland, and more broadly Gippsland, as a tourism destination
- encourage extended stays and return visits
- demonstrate how the event engages with the local community and businesses
- support regional priorities and Gippsland's reputation as a place for major events.

To find out more, please contact Danielle Todaro on 5662 9200. To submit an Expression of Interest, please visit: www.southgippsland.vic.gov.au/GEAF. EOIs close 5.00pm Monday 10 October, 2022.

Quote attributable to South Gippsland Shire Council Mayor, Mohya Davies

"The Gippsland Events Acquisition Fund provides a fantastic opportunity for eligible event organisers to source additional financial support. As events grow and develop, organisers often find that there are additional costs that need to be covered to continue to make their events safe, successful and compliant. We hope that this new, collaborative, Acquisition Fund will aid event organisers right across Gippsland."

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