

# Media Release

**Steve Dimopoulos MP**  
Minister for Environment  
Minister for Tourism, Sport and Major Events  
Minister for Outdoor Recreation



Monday, 13 May 2024

## BRINGING MORE EVENTS AND JOBS TO REGIONAL VICTORIA

The Allan Labor Government is making sure more regional communities across Victoria can attract, stage and deliver sporting, cultural and entertainment events on their doorstep, with new grants set to attract thousands of visitors, create more jobs and back local businesses across the state.

Minister for Tourism, Sport and Major Events Steve Dimopoulos today visited Ballarat to announce the new Food, Fire and Light Festival which will light up Sovereign Hill this October and announce the latest round of the Labor Government's \$38 million Regional Events Fund.

We know the value of regional events just like the Food, Fire and Light Festival to local communities and the people who work across our tourism, events, and hospitality businesses in the regions.

Grants of up to \$500,000 will be open to organisers of festivals, sports events, exhibitions and more to attract and grow events of international or national significance while grants of up to \$50,000 will be available for marketing and support of events that attract intrastate and interstate visitors.

Since 2016, the Government's Regional Events Fund has supported more than 350 events across regional Victoria.

From the Riverboats Music Festival on the Murray, Lost Trades Fair in Bendigo, Great Ocean Road Running Festival, Grampians Grape Escape, the East Gippsland Winter Festival, ChillOut Festival in Daylesford, and Ballarat Marathon, we're making sure Victoria's jam-packed calendar of events is enjoyed by every community throughout the state.

The Government's support for regional events across the state is a key pillar of Victoria's \$37.8 billion visitor economy.

The Regional Events Fund provides strong economic benefit by attracting more people to visit the regions, expanding the length of time visitors stay in the area, and increasing the amount of money spent in local communities.

Applications for the Regional Events Fund, delivered by Visit Victoria, will open next week at [corporate.visitvictoria.com/events/regional-events](https://corporate.visitvictoria.com/events/regional-events).

### Quote attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos

*"Regional events bring visitors, boost jobs, and support local businesses while fostering civic pride throughout Victoria and further cement our state as Australia's events capital."*

### Quote attributable to Member for Wendouree Juliana Addison

*"We're excited to welcome this vibrant event to Ballarat which will light up this historic precinct with mesmerising flame and light shows, pop-up foodie feasts, music, stargazing and more."*

### Quote attributable to Member for Eureka Michaela Settle

*"Centred around fire, this brilliant festival will celebrate stories from the region and bring these to life through a program of activities set to ignite the senses."*

### Quote attributable to Member for Ripon Martha Haylett

*"This is one of many festivals across Victoria supported through the program that will boost local jobs and businesses, and back our regional economy."*

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**Quote attributable to Visit Victoria CEO Brendan McClements**

*“The Regional Events Fund will support events across Victoria that will give people even more reason to explore and discover what our State has to offer.”*