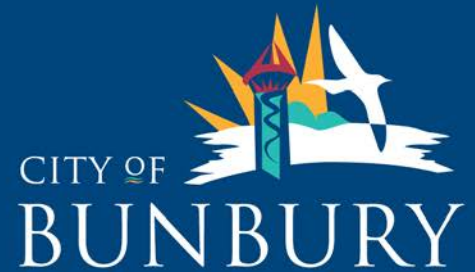


# MEDIA STATEMENT



Wednesday, 8 February 2017

## **Strategy to build on benefits of events**

Attracting, supporting and promoting events that deliver community and economic benefit to the Greater Bunbury region is the aim of a new strategy that has just been released by the City of Bunbury.

The new Events Strategy 2017-2020 will support the Bunbury Events Advisory Group (BEAG) and City officers as they strive to raise the profile and reputation of the region as a vibrant and diverse place to live and visit.

Former BEAG chair Cr Joel McGuinness said events played an important role in the cultural fabric of our community and this strategy would help stakeholders to strive to ensure events held in Bunbury have excellent outcomes.

“Bunbury has really become a place where we make things happen and this strategy will help to facilitate more great events that result in exciting outcomes,” Cr McGuinness said.

“Events provide significant cultural, economic and social benefit and are also an important catalyst for tourism and economic development.

“They encourage social wellbeing and also facilitate community participation and pride.”

The strategy includes key aspects such as fostering a diverse and vibrant calendar of events; identifying and attracting iconic events to Bunbury; and providing support to deliver high-quality events in the Bunbury Geopraphe region.

Cr McGuinness said the City was committed to ensuring the community and visitors had the opportunity to experience and participate in a range of quality and exciting events.

“The City has a generous funding pool available to individuals, community groups and organisations to help them stage events, and we see our role as facilitators to help grow and enhance these existing and new events,” Cr McGuinness said.

The City has provided around \$250,000 to 23 events in 2016/17 through the Event Funding Program.

“It is heartening to see a huge calendar of events annually in our City,” Cr McGuinness said. “It is also exciting that an environment has been created where new initiatives such as the Bunbury Markets, Bunbury Food Truck Fiesta, Re-Discover Bunbury, Bunbury Fringe Festival and Chinese New Year celebrations are thriving.”

A copy of the strategy is available from the City of Bunbury website.

**ENDS**

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