

For immediate release 19/4/06

Mid North Coast Event Network Project launch

A project aimed to aid the development of festivals and events across the Mid North Coast will be launched on the 11th May at Timbertown, Wauchope in the Port Macquarie Hastings Shire. Anyone associated with the planning, development and implementation of events across the region is invited to attend.

North Coast NSW Tourism is pleased to announce the launch of the events project which aims to research the needs of events throughout the Mid North Coast, and assist in developing the capacity for those events to deliver sustainable benefits for their organisers, communities and visitors.

The project aims to gain an understanding of ways to improve the viability of events and their contribution toward tourism growth by enhancing the skills of event managers, with a focus on the areas of marketing, resourcing, co-operation and collaboration.

The project is co-funded by North Coast NSW Tourism, Tourism NSW, the Department of State and Regional Development, and partnered by Arts Mid North Coast.

Event managers throughout the region are also invited to participate in a survey which will assist the development of the project. For further information, to RSVP for the launch and to obtain survey forms please contact Kerry Grace of Evolve Network Australia on 02-65648843 or 0404887473 or by e-mail kgrace@evolvenetwork.com.au or logon to www.mnceventnetwork.blogspot.com