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Mid North Coast Event Network Project launched

The Mid North Coast Event Network project was officially launched at the 'Maul and Wedge' function centre in Timbertown, Wauchope on 11 May 2006.

The project aims to improve the viability of events throughout the Mid North Coast region by enhancing the skills of event managers with focus on the areas of marketing, resourcing, co-operation and collaboration.

Event Managers throughout the region attended the launch which also included an information session and tutorial lead by John Allen of the University of Technology Sydney.

Mr. Allen, who is recognised as one of Australia's foremost event educators provided valuable details regarding NSW Tourism's Regional Flagship Events Program and followed with a tutorial which addressed collaborative marketing and dynamic event development.

The Mid North Coast Event Network 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.

Managers of all events from Coffs Harbour to Port Stephens are invited to join the project. The network aims to address events of all sizes and purposes from sporting to cultural to community activities.

For further information and to participate in a survey please visit

www.mnceventnetwork.blogspot.com or contact Kerry Grace of Evolve Network

Australia on 02-65648843 or 0404887473 or by e-mail kgrace@evolvenetwork.com.au