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For immediate release

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Unearth Central NSW's rich culture and heritage Additional funding announced for successful regional tourism campaign

Central NSW will benefit again this year from \$178,000 of NSW Government funding to support the continuation of the successful "Unearth Central NSW" tourism campaign.

The funding, announced last week by Minister for Regional Tourism John Barilaro and Member for Bathurst, Paul Toole at the Local Government NSW Tourism Conference in Bathurst, represents the second stage of \$356,000 received by Central NSW Tourism from the Regional Visitor Economy Fund.

"Last year, the focus of the campaign was on our food, wine and event opportunities such as weddings," said Lucy White, Executive Officer of Central NSW Tourism. "This year, there will be a strong focus on 'unearthing' the unique cultural heritage of the region, including celebrating the 200 year anniversary of Bathurst, Australia's oldest inland settlement."

"This region is famous for the depth of its extraordinary historical and cultural experiences," said Ms White. "We have over 1,130 heritage listed sites across Central NSW."

Last year Regional NSW received 50.4 million international and domestic overnight and day trip visitors, who spent \$13.3 billion.

Central NSW Councils' Deputy Chair, Cr Gary Rush, welcomed the funding from the State Government.

"Tourism is a vital contributor to the regional economy," said Cr Rush. "This funding will support the continued success of the Unearth Central NSW campaign be of great benefit to local government areas across our region."

The Unearth NSW campaign is an unprecedented collaboration between the State Government, Central NSW Tourism and its partners - Bathurst Regional Council, Blayney Shire Council, Cowra Tourism, Mudgee Region Tourism, Orange City Council, Amazing Bathurst, Cabonne Shire Council, Parkes Shire Council and Forbes Shire Council.

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For media enquiry contact: Jenny Bennett 0428 690 935