

20 December 2019

VISIT VICTORIA EVENT FUNDING

Hepburn Shire Council was allocated \$100,000 from the Victorian Government's Visit Victoria Regional Events Fund to support events that showcase tourism attributes and drive economic impact through visitation and expenditure for our region.

All applications were assessed against the criteria by a panel comprising of Visit Victoria, Daylesford Macedon Tourism and Hepburn Shire Council.

The program was highly competitive and we are pleased to advise that the funding will help improve and expand existing festivals including:

- The Great Trentham Spudfest – Held in Trentham, Spudfest celebrates the local potato season and the commencement of harvest-time by encouraging people of all ages to get involved in a wide variety of activities. 2 May 2020.
- Swiss Italian Festa – A celebration of region's cultural heritage connected to Swiss and Italian settlers of the 1850's. Visitors can learn about Swiss Italian culture taste Swiss and Italian fine food, produce, wines, cheeses, and learn from artists and artisans. 22 – 25 October 2020.
- Clunes Booktown – The festival features author talks, panel discussions and the largest collection of rare, out-of-print and collectible books in Australia. The 2020 event will feature a launch event for the first time, with a high-profile speaker to headline the Thursday event in Creswick. 30 April to 3 May 2020.

The funding has also attracted a new event into the region:

- Winter Sounds – An event featuring world-class contemporary music performances at Daylesford Town Hall and in some of the region's most unique heritage spaces. 11, 18, and 25 July 2020.

We look forward to welcoming Winter Sounds to our Shire.

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