

STATE BUDGET

2018-19

MINISTER FOR TRADE, TOURISM AND INVESTMENT DAVID RIDGWAY MLC MEDIA RELEASE

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Showcasing SA to the world through increased funding to attract major events

The 2018-19 State Budget is delivering more funding for the tourism sector to grow South Australia's visitor economy and create more jobs, with the Marshall Liberal Government fulfilling its election commitments to boost the Event Bid Fund, and further strengthen SA's outstanding tourism offerings across the state.

The State Government is providing \$21.5 million over four years to increase event bid funding to enable South Australia to secure more lucrative major events and conventions to increase visitation, create employment and drive economic growth.

The development of the Great Southern Bike Trail will be kickstarted with \$100,000 from within existing departmental resources to commission a feasibility study of a cycling trail from Adelaide to Melbourne. The study will assess existing cycling infrastructure near the proposed route and the potential additional infrastructure required.

The 2018-19 State Budget also provides \$4.9 million to support the hosting of major events in South Australia, which is in addition to the increased funding provided for the major event fund in this year's budget.

The continuation of additional marketing funding is provided for in this budget, with an additional \$10 million in 2019-20 to invest in marketing SA as a tourism destination in key international and domestic markets.

"The Marshall Government wants to showcase South Australia to the world," said Minister for Trade, Tourism and Investment David Ridgway.

"The best way to illustrate our state's tremendous assets is through continued investment in top class events and conventions, which is exactly what we're doing in this State Budget, with \$40 million of funding allocated to the Major Leisure Event Bid Fund and the Convention Bid Fund over the next four years.

"This additional funding support from the State Government is about recognising the importance of attracting new leisure events and conventions to SA and their associated economic benefits.

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“This funding will attract more international and domestic conventions, and lucrative convention delegates who spend three times more than the average visitor.

“Attracting international and interstate visitors, support teams, spectators, audiences and convention delegates to SA keeps our restaurants and shops busy, fills our hotels and provides business for our tourism operators across the entire state.

“Strengthening our current major events, and developing new events results in more jobs and more investment in South Australia in a wide range of industries including retail, transport and hospitality.

“In terms of our tourism marketing efforts, the \$10 million of additional expenditure includes funding to grow tourism opportunities from emerging international markets like China, while maintaining our traditional strong markets of the UK, Europe, the US and New Zealand.

“We will also run marketing campaigns on the national stage promoting tourism experiences in Adelaide and SA’s wonderful regions.

“Importantly, the outcomes of the additional marketing spend will be analysed in detail over the next 12 months to ensure the appropriate level of future marketing spend to grow South Australia’s tourism economy.

“The Marshall Government is delivering our commitments to grow the South Australian tourism sector and building a strong foundation for South Australia’s future.”

In order to meet the \$715 million savings task by 2021-22 left by the former Labor government and to deliver the new State Government’s priorities, the 2018-19 State Budget includes operating efficiencies of \$660,000 per year indexed to be delivered from general efficiencies across the SATC.