

Thursday 21 March, 2019

## **LAST CHANCE TO APPLY: NSW GOVERNMENT CALLING ON ASPIRING RURAL AND REGIONAL EVENT MANAGERS WITH SCHOLARSHIP PROGRAM**

Aspiring event managers living in rural and regional NSW are being offered the chance to get a head start in their career, with the NSW Government's tourism and major events agency now in the final days of taking applications to win one of six scholarships worth \$6,500 each!

The opportunity is part of Destination NSW's ongoing focus on the State Government's \$6 million Regional Conferencing Strategy & Action Plan, in partnership with Meetings and Events Australia (MEA). The partnership is helping the future leaders in regional tourism, with a scholarship program providing a Diploma of Event Management.

Destination NSW Chief Executive Officer Sandra Chipchase encouraged anyone working within the events industry to get their applications in ahead of the closing date.

"We're proud to be supporting emerging talent for the tourism and events industry from rural and regional NSW by offering these scholarships again in 2019, following a similar successful partnership with MEA in 2018," Ms Chipchase said.

"The MEA Diploma of Event Management program has been specifically designed to accommodate study by distance learning for people already working in the events industry in regional NSW. The initiative aims to upskill NSW rural and regional workforce in the hope that they will continue contributing to the industry and help drive the State's economy.

"We know how important the business events sector is to turbocharging the regional economy, with conferences and meetings bringing additional business to local restaurants, cafés, venues, attractions, and accommodation providers.

"In fact, overnight business visitors spend, on average, \$237 per night in NSW – nearly double those of overnight leisure visitors. They are also more likely to return for a future holiday with family or friends.

"I encourage anyone working in tourism and events who wants to further their career and contribute to the industry to apply for this fantastic opportunity," Ms Chipchase said.

**Applications for the scholarships program are now in their final days, closing on 24 March 2019.**

To find out more information about the SIT50316 Diploma of Event Management and how to apply for a scholarship visit the Meet in Regional NSW's website via [www.meetinnsw.com.au](http://www.meetinnsw.com.au).

# Media Release



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## **About Destination NSW**

Destination NSW is the lead NSW Government agency for the State's tourism and major events industry and is responsible for devising and implementing strategies to grow the State's visitor economy. Our particular focus is driving tourism and acquiring and developing major sporting and cultural events for Sydney and regional NSW. In addition, Destination NSW is the major investor in Business Events Sydney with the aim of securing more international conventions, incentive travel reward programs, corporate events and exhibitions.

## **Note to editors**

Images can be found in the Destination NSW [content library](#).