

Media Release

25 November 2021

The arts and cultural sector set to accelerate regional tourism

Regional artists, arts organisations and local governments will be supported to develop and promote arts and cultural events for tourists across Western Australia under the Australian Government's Regional Arts Fund (RAF) Cultural Tourism Accelerator program, opened this week.

The Cultural Tourism Accelerator Program will enable place-based arts programs to increase visitation, build tourist confidence and activate engagement, drive connections across communities and between regions, and support regional arts sector-led responses.

Regional Arts WA CEO Paul MacPhail says the Regional Arts Fund (RAF) Cultural Tourism Accelerator Program is a timely program to increase audiences and participation at regional arts events and activities as we move into the next stage of our COVID-19 recovery.

“Supporting regional artists, arts organisations, and local governments to further market and develop their work will have an immediate positive effect on local regional economies. The power of the regional arts sector to attract local and domestic tourism will increase job opportunities, leverage further partnership income, and provide significant flow on effects to allied sectors, such as hospitality and accommodation providers.

“We would encourage artists and arts workers based in the regions to consider applying for a grant from the Regional Arts Fund Cultural Tourism Accelerator Program. It can provide a significant boost to your marketing and promotions effects as well as pave a way to initiate strategic short- and long-term partnerships.”

There are **four grant categories** in the Cultural Tourism Accelerator Program:

Flash Marketing Campaign: \$2,500

A competitive quick response grant for upcoming projects to extend digital or grassroots marketing into a new visitor market.

Targeted Marketing Campaign: \$10,000

A strategic and targeted marketing campaign to achieve a particular visitation outcome. The campaign will accompany an existing project, event, festival, venue or annual program.

Experience Initiative: \$10,000

An initiative that adds an offer or experience to an existing program, to increase visitation or extend the visitor experience of 'place'.

Partnership Initiative: \$15,000

An initiative that develops a partnership with hospitality, accommodation, retail or events businesses to increase visitation and develop cross markets

For more information, please go to Regional Arts WA's website:

www.regionalartswa.org.au/funding/tourism/

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Australian Government
Regional Arts Fund

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About Regional Arts WA

Regional Arts WA is the State's only service organisation delivering a multi-arts program to strengthen and celebrate our powerful regional arts sector. We are a regionally governed, not-for-profit organisation looking after the regional arts sector, meaning every artist, arts worker, arts and cultural organisation, and group with regional programs.

www.regionalartswa.org.au

About Cultural Tourism Accelerator

The Cultural Tourism Accelerator Program is a \$5 million targeted measure announced by the Australian Government as part of the Regional Arts Tourism package. The program will enable arts organisations, local governments, and artists to promote and develop cultural events for tourists across regional Australia.

About Regional Arts Fund

The Australian Government's Regional Arts Fund supports sustainable cultural development in regional and remote communities. This program is managed by Regional Arts Australia and, in Western Australia, by Regional Arts WA. The program provides funding for grants, including quick response and community grants for arts projects, professional development for artists and arts workers, and community capacity building projects.

www.arts.gov.au/funding-and-support/regional-arts-fund