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Events and Conference attraction program boosts economy

Mackay is to chase major sporting events, concerts and conferences to stimulate the local economy.

Council will allocate \$1.8 million in the 2015-16 budget to establish the Invest Mackay Events Attraction Program (\$1 million) and Invest Mackay Conference Attraction Program (\$800,000)

Tourism & Economic Development portfolio councillor Greg Martin said the two programs would deliver much needed tourist dollars.

“This funding will be used to strategically target major leisure and business events and conferences that can generate economic benefits to our region,” he said.

“We’ve worked in collaboration with Mackay Tourism, Tourism Events Queensland and Isaac Regional Council to develop a Regional Events Strategy to help position our region as a key events and conference destination.”

Festival, Events and Arts portfolio councillor Chris Bonanno said national and international conferences would be identified to determine what is required to lure them to Mackay.

“Conferences boost tourist numbers and create fantastic opportunities for local operators such as hotels, restaurants and retailers,” he said.

The city has already secured the Australian Masters Indoor cricket competition next year with over 500 competitors and officials set to attend. It’s estimated it will generate about \$1.5 million to the local economy.

Finance and Technology portfolio councillor Ross Walker said the new initiatives are tangible examples of how this council budget aims to stimulate the regional economy.

“Major events such as the Nitro Circus and NRL matches help boost the economy and provide wellbeing, lifestyle and cultural benefits to our local residents,” he said.

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