

Be.Bendigo
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MEDIA RELEASE

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Business Welcomes Cultural Policy launch

This week's Federal Government launch of a National Cultural Policy has been welcomed by Be.Bendigo (Bendigo's Chamber of Commerce).

"In particular, the announcement of increasing support for regional arts and culture through an increase to the Regional Arts Fund of \$8.5 million, provides the Bendigo region with even more opportunity to build on its already strong and growing cultural sector", according to CEO of Be.Bendigo, Mr Rob Herbert.

'Revive: a place for every story, a story for every place' was launched by Minister for the Arts, Tony Burke, stressing the importance of renewing and reviving Australia's arts, entertainment and cultural sector.

Mr Herbert stressed the importance of recognition of "place" as a central plank of the policy. "We know that there are many unique aspects to the life and culture of our city and region", he said, "and this policy and associated funding will provide more opportunities to highlight aspects of our history and heritage, to celebrate our creative community through development of new work, festivals and activities, and recognise the very important contribution that the Arts can make to health and wellbeing in a community."

With Tourism currently accounting for some \$296 million* of Greater Bendigo's annual economic output, any boost to the creative sector will help to attract more visitors to the area, resulting in a much broader boost for local businesses able to capitalise on the potential that this market offers.

"Additionally, all of these activities help to make Bendigo a great place to live and work, and in an era where we are competing with other regional cities for talent and skills, it makes even more economic sense to provide people with more reason to love where they live", Mr Herbert said.

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*<https://app.remplan.com.au/bendigo/economy/tourism/output?state=3NRmFX!2NwzFIDjwSJxAjqCMQDrZuBFAHp0LfbBkB2HpQdQRSaHNZCoHqU1NoJUR4L>

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