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MEDIA RELEASE

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Dining and Entertainment Program a Boon for Regions

Yesterday's Victorian Government announcement of a Dining and Entertainment Program of \$25 million has been welcomed by Be.Bendigo (Bendigo's Chamber of Commerce) as an important boost for Regional businesses.

The Program allows individuals to claim 25% of their expenditure back when they spend \$40 or more on eligible purchases, up to a maximum reimbursement of \$125 from multiple claims.

Rob Herbert, CEO of Be.Bendigo, welcomed the initiative. "With school holidays currently underway, this provides an encouragement for people to get out and about and visit our regional areas to experience some of the early spring weather in the great outdoors, attend some of the great events and activities that are happening, and enjoy the fabulous hospitality and local produce on offer", he said.

"The program, designed to support eligible Victorian hospitality and entertainment businesses, will encourage people to spend money in areas that have been among the hardest hit by rolling Covid-related issues", Mr Herbert continued.

"With Bendigo's stunning tulip displays, glorious canola crops in buttery splendour across the region, and grape vines bursting into bud, now is a fabulous time to be out and about, and this program provides an incentive to spend a little more to really make the most of the experience", he concluded.

The Victorian Dining and Entertainment Program will run until the \$25 million fund is exhausted or 11:59pm Friday 16 December 2022.

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Victorian Government Website with details and eligibility criteria:

<https://www.vic.gov.au/victorian-dining-and-entertainment-program>