

Media Release – Wednesday 8th December 2010

Events Good for Economy and Community

Increasing economic returns and making the district a more interesting place to live are the main aims of an event strategy being developed by Ashburton District Tourism in partnership with Ashburton District Council.

Ashburton District Tourism's Event Development Executive Verity Lydford says having a strategy for events will enable the community to focus on hosting events that can provide the most benefit to the district.

"We already have a fantastic range of events we can use as a base. This strategy will help us identify which events we should be looking to grow and what new events we could introduce," Ms Lydford said.

Events are a great way for us to show off what we have to offer in Ashburton District. Ms Lydford says with half a million people living within a one hour drive of the district we have an advantage few other parts of the South Island have. "We need be looking to have people from all over Canterbury and the South Island coming here to enjoy what we have to offer."

The strategy process began with community workshops being held in Methven and Ashburton in September. The views captured at the workshops form the basis of the draft event strategy. Ms Lydford says there was a good turnout to the workshops, including tourism operators, sports sector representatives, local councillors and district event managers.

The draft strategy will be available for public consultation from Friday 17 December 2010 to Monday 14 February 2011. The draft strategy will be available to download from the Ashburton District Tourism website and at both i-SITE visitor centres, Methven and Ashburton.

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Ashburton
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