

## **Backing Wanaka's great race**

On: 22 January 2013

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Held every year in January, the seven day annual festival has seen sustained growth in entry numbers since it began in 2007.

Harriet Miller, an advisor with the Major Events team at the Ministry of Business, Innovation & Employment, says the Government's investment aims to boost an event that delivers significant economic gain to the country.

"Thousands of participants, from children to internationally-renowned athletes, and their supporters flood the region," Ms Miller says.

"Besides the immediate economic gain these visitors bring to the country, Wanaka and New Zealand enjoy a huge amount of publicity from the festival—furthering our reputation for world-class events set in spectacular locations."

Ms Miller says the total \$339,500 investment is staggered over the three years using a financial sustainability model where the largest amount of supports the first year. A financial sustainability model means that lesser amounts of investment are required in subsequent years because the event has raised its profile, sponsorship and audience base.

The purpose of the [Major Events Development Fund](#) is to attract, retain and grow major events.

