



# Media release

**The Hon Ted Baillieu MP**  
Premier  
Minister for the Arts

Thursday 16 February 2012

## **Coalition Government funding to warm up Woodend Winter Arts Festival**

Premier Ted Baillieu has announced funding of \$22,500 for the 2012 Woodend Winter Arts Festival to help promote the annual celebration of the arts.

“The Woodend Winter Arts Festival is nationally recognised as a high quality arts festival which attracts thousands of visitors over the Queen’s Birthday weekend,” Mr Baillieu said.

“Funding from the Victorian Coalition Government will be invested to boost the number of visitors to Woodend and surrounding areas.

First held in 2005, the festival showcases a wide range of classical music along with a selection of literary and visual arts. The event is featured on ABC Classic FM, which is also broadcast in China and Europe, and in 2012 the event will be aired throughout Europe via the European Broadcasting Union.

Mr Baillieu said the festival reinforced Woodend’s cultural profile and is a key event for the community. Last year, local businesses extended trading hours over the festival weekend to meet increased demand for hospitality.

“More than 5,500 people experienced the sights and sounds of Woodend last year. With increased promotional activity planned for this year’s festival it’s hoped the event can attract a greater number of interstate visitors,” Mr Baillieu said.

Member for Northern Victoria Donna Petrovich welcomed the announcement and said events such as the Woodend Winter Arts Festival were an essential ingredient to promoting the liveability of regional Victoria and a sense of community.

“Last year I was delighted to welcome Minister Asher to Woodend for a roundtable discussion with local tourism and small business operators. Securing funding for this event is very positive news for the local business community which benefits directly from the increased visitation,” Mrs Petrovich said.

The 2012 Woodend Winter Arts Festival will be held from 8 to 11 June 2012.

The funding has been provided through Tourism Victoria’s Events Program which provides support for tourism events to attract more visitors to regional Victoria.

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