

# MEDIA RELEASE

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## Field Days are back with half-price entry

Entry price for this month's East Gippsland Field Days will be just \$10 as an initiative to boost community spirits.

The East Gippsland Field Days is an iconic event on the East Gippsland rural event calendar proudly run by the Lindenow Lions Club since its inception in 1986.

East Gippsland Shire Council Mayor, Cr Mendy Urie announced that Council had partnered with local water authorities and the Field Days committee to reduce the usual adult entry price to \$10 as a stimulator for the rural sector and encouragement for the broader community to enjoy a day out after more than 12 months of limited opportunity for large social gatherings. Entry for children 16 and under will be free.

The ticket price reduction will be subsidised by Council (\$30,000, from Regional Development Victoria Drought Communities Priorities Funding), and \$10,000 from each of East Gippsland Catchment Management Authority (EGCMA), East Gippsland Water (EGW) and Southern Rural Water (SRW).

This follows an initiative for the 2019 event that set the ticket price at \$5 to support the drought-affected community. The Field Days were not held in 2020 due to COVID-19.

"It is a great example of local agencies working together to support one of the region's most iconic and important events, but to also make the Field Days an event to consider for everyone," Cr Urie said.

"The response to the event from site holders has already been magnificent and it will make for a great two days of social interaction, something we have all missed over the past 12 months.

"I congratulate the Lindenow Lions Club and Field Days Committee, and the EGCMA, EGW and SRW for the collaboration on this great initiative. There's a real community spirit at work here."

Chair of the East Gippsland Field Days, Ron Alexander said the Field Days are an important community milestone each year.

"The Field Days have good social value. They mark the end of a season and people come along and catch up with each other every year. It's good to have a major event in the area - to be able to offer half price tickets, and if weather is like today, it'll be great. After we had to cancel last year's event, the support from everyone has been absolutely fantastic," Mr Alexander said.

More follows/...

East Gippsland Water's Acting Managing Director Carol Ross welcomed the opportunity to provide a meaningful contribution in this way to support the Field Days. "We hope it will help our local community to get some welcome relief from the personal hardships many have endured for more than a year, with the impacts of the long running drought, the bushfires and the coronavirus (COVID-19) pandemic," Ms Ross said.

Likewise, Southern Rural Water Managing Director Cameron FitzGerald said his organisation was delighted to partner with Council, EGW and the CMA to support the farming families of East Gippsland in attending what will be the first community event many have been able to attend in over a year.

"It's a popular entry on the field days calendar and we look forward to attending again to meet with our customers and wider community face-to-face," Mr FitzGerald said.

The East Gippsland Field Days will be held on Friday and Saturday, April 23 and 24, at the Bairnsdale Aerodrome. Further event information is available from the Field Days website or follow on Facebook.



*Marking the collaboration to offer half price entry to this year's East Gippsland Field Days are, from left: East Gippsland Shire Council Mayor Cr Mendy Urie, East Gippsland Catchment Management Authority CEO Graeme Dear, Field Days Chair Ron Alexander, East Gippsland Water Acting Managing Director Carol Ross, and Southern Rural Water Managing Director Cameron FitzGerald.*