A website promoting Central Australian Events was launched today by the Minister for Central Australia, Dr Peter Toyne. The website, an initiative of the Alice in Ten project, will provide comprehensive information on all known community and tourist events including the Camel Cup, Henley on Todd and the Outback Central 2002 Expo that will be held in Alice next September.

"Events provide an enormous economic boost to the Centre," Dr Toyne said.

"They can attract tourists in the shoulder seasons, thus spreading the benefits throughout the year. They also provide an important hook for other marketing activities."

Dr Toyne said that events listed on the website did not have to have a national or international focus.

"The Alice Springs community also benefits from local events. They provide a greater sense of community and a way for Centralians to celebrate their own culture and environment.

"I congratulate the Alice in Ten Events Destination Project Group for the work they have done in putting this website together.

"The aim of this project was to strengthen Alice Springs as an event destination, hosting high quality and interesting events throughout the calendar year. This website is a crucial step in achieving this aim.

"I encourage members of the community to take advantage of the initiative by submitting their event. There is a simple-to-follow page on the website that enables people to personally enter their events. This page is automatically forwarded to the committee for inclusion on the site."

The website can be found at centralaustralianevents.com.au