

2 February 2022

Santos Festival of Rugby to benefit local community

The community of Roma is set to benefit in more ways than one as the Santos Festival of Rugby comes to town in less than a fortnight.

Santos Managing Director and Chief Executive Officer, Kevin Gallagher, said the event will not only bring the region together but deliver an injection of nearly \$1 million through direct and indirect spend in the community.

“Santos is delighted to partner with the Queensland Reds to bring the Festival of Rugby to Roma for the very first time,” Mr Gallagher said.

“Santos has been operating in Queensland for more than 50 years and we want to make a positive social contribution to the communities where we operate.

“As part of the Festival of Rugby, Santos has worked with Queensland Rugby, the Queensland Government and Maranoa Regional Council as well as local businesses to improve local infrastructure and deliver significant upgrades to the Roma Echidna’s home ground.

“Our first ever Festival of Rugby held last year in Narrabri in New South Wales brought a range of upgrades to the sporting facilities and economic benefits to the town, including record trade and sales for local hospitality venues.

“We look forward to similar results in Roma this year.”

Economic modelling shows the event in Narrabri contributed more than \$375,000 in indirect spend to the town, with another \$375,000 spent on local suppliers for field works and festival-related products and services and an additional \$200,000 on infrastructure upgrades.

More than 3,600 people attended the event in Narrabri in 2021, with local accommodation at capacity and local suppliers involved in signage, catering, merchandise, team jersey dry cleaning and more.

Mr Gallagher said tickets are still available for the upcoming Santos Festival of Rugby.

“The Santos Festival of Rugby is a fantastic opportunity to support grassroots sports, bring local communities together and inject tourism dollars into Roma businesses,” Mr Gallagher said.

“Last year alone within Maranoa Regional Council, Santos spent almost AU\$100 million partnering with local businesses, buying local products and using local services.

“By supporting communities like Roma, looking after the environment and reducing our emissions, Santos is building a better future for Australia.”

The Santos Festival of Rugby is on 11-12 February, at the Roma Rugby Union Club. For more information and to purchase tickets, go to www.santos.com/festival-of-rugby/.

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