
Tourism Events Funding Policy

Council Policy



August, 2018



Northern Grampians Shire Council
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CONTACT US

-  ngshire@ngshire.vic.gov.au
-  www.ngshire.vic.gov.au
-  (03) 5358 8700
-  PO Box 580 Stawell VIC 3380

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Tourism Events Funding Policy



Council Policy

Responsible director

Responsible officer

Functional area

Date adopted by Council

Review date

Manager Economic Growth

Coordinator Economic Development

Economic Development

3 September, 2018

August 2020

Purpose

The objective of the Tourism Events Funding Program (TEFP) is to provide funding and support to event organisers to stage tourism events which boost economic growth in the Northern Grampians Shire.

The purpose of the program is to support events that:

- attract significant visitor numbers to positively impact the Northern Grampians Shire visitor and tourism economy;
- enhance the vibrancy and diversity of visitor experience;
- celebrate existing tourism assets or aim to establish new tourism experiences;
- actively promote the region in to intrastate, interstate or international markets;
- are financially sustainable long-term;
- contribute to Northern Grampians livability and well-being; and
- strive for continuous improvement and innovation.

Background

Council recognises the importance of tourism events which seek to boost economic growth by way of increasing visitor numbers and enhancing visitor experience in the Northern Grampians Shire.

Council has resolved that there is a need for a policy to:

- maintain transparency and equity in the provision of funding to tourism events; and
- maximise deliverables aiming to boost economic growth through attracting significant visitor numbers to the Northern Grampians Shire.

The TEFP has two programs: Established Tourism Events Funding (ETEF) and New Tourism Events Funding (NTEF). Both programs aim to provide event organisers with an opportunity to build their capacity to stage long-term sustainable events and work with Council collaboratively to attract visitors to the region and encourage positive economic impact to the Northern Grampians Shire.

Policy

This policy details the purpose of the Tourism Events Funding Policy, application to the program, assessment of applications and conditions of funding.

There are two streams under the TEFP:

1. Established Tourism Events Funding (ETEF): Between \$5,000 and \$20,000
2. New Tourism Events Funding (NTEF): Up to \$5,000

Timing:

The TEFP will be open all year round.

Eligibility criteria:

To be eligible for the Tourism Events Funding Program applicants must:

- demonstrate that the event aligns with the purpose of the program;
- demonstrate that the funding will support either:
 - a) An Established Tourism Event to develop continuous improvement, innovation and growth; or
 - b) A New Tourism Event to establish for long-term sustainability and growth.
- be deemed a Tourism Event (see 'References') or at the discretion of the Economic Development Reference Group EDRG (see 'References');
- be held in the Northern Grampians Shire;
- If the event is being staged by a business, the business must be registered on the Australian Business Register;
- If the event is being staged by an event committee, the committee must be a registered incorporated association;
- Have Public Liability Insurance (of at least \$10 million) for the duration of the event;
- Demonstrate effective governance and management structures and a track record of successfully running events or demonstrate that the organisation has the capability to run a successful event;
- Demonstrate the event's potential for long-term sustainability following Council's support;
- Be a public event, inclusive and accessible to everyone; and
- Provide documentation and evidence to meet the funding category criteria.

Application Assessment

Applications to the TEFP will be assessed against the eligibility criteria by the Economic Development Officer. Applications will be determined by the Economic Development Reference Group (EDRG). The group consists of the Economic Development Officer, their direct line manager, and two representatives of the Senior Leadership Team (SLT).

The Chief Executive Officer and Manager Economic Growth may exercise discretion and access the TEFP to provide contributions in addition to this policy within Council's annual budget.

Conditions of funding

Successful applicants will:

- Register their event with Council
- Meet all statutory requirements determined by Council and other relevant authorities
- Provide a tourism event funding acquittal report with three months from completion of the event
- Submit an application form to the fund via Council's website
- Create an Australian Tourism Data Warehouse (ATDW) listing for their event
- Provide a marketing plan and budget with their application form which demonstrates that they aim to market their event to prospective patrons from outside of the Northern Grampians Shire (intrastate, interstate, international)

Council Plan Objective/Strategy

Boost Economic Growth, Council Plan 2017-2021

Legislation & Standards

Local Government Act 1989

Information Privacy & Data Protection Act 2014

Responsibilities

- The Manager Economic Growth is responsible for overseeing the policy.
- The Coordinator Economic Development is responsible for the operational management, review, communication and implementation of this policy.
- The Economic Development Reference Group is responsible for determining all Tourism Events Funding Applications

Stakeholders

This policy applies to all officers who are responsible for the facilitation, delivery and support of Tourism Events funding in the Northern Grampians Shire.

Review

This policy will be reviewed every two years.

Communication and implementation

This Policy will be communicated to all staff via EmployeeMatters and to the Councillors via the Councillor Bulletin. The policy, guidelines and supporting documentation will be uploaded to the Council website and communicated to the community via media release, social media, website, Business eNews and business, progress and tourism associations. The policy will be available in the Electronic Document Records Management System (EDRMS) and procedures logged on ProMapp.

References

Tourism Events Funding Guidelines

Charter of Human Rights compliance

It is considered that this policy does not impact on any human rights identified in the Charter of Human Rights & Responsibilities Act 2006.

Definitions

TEFP - Tourism Event Funding Program

ETEF - Established Tourism Event Funding

NTEF - New Tourism Event Funding

Tourism Event - An event which demonstrates the ability to attract 75% patronage to the event from outside of the Northern Grampians Shire **OR** which demonstrates that they will commit 75% of their marketing budget to promote their event to patrons outside of the Northern Grampians Shire (intrastate, interstate or international).

Established Tourism Event - A tourism event which has been operating for >1 year in the Northern Grampians Shire.

New Tourism Event - A tourism event which has never operated before in the Northern Grampians Shire.

Economic Development Officer - The Council Officer who is working directly with the event organiser

SLT - Senior Leadership Team

EDRG - Economic Development Reference Group

Review history

Date	Review details	Action
1 August 2018	Developed	
