



# Tourism Event Grant Guidelines

February 2023

Northern Grampians Shire Council's Grants Programs provide funding and support to event organisers to stage tourism events which boost economic growth in the Northern Grampians Shire.

## Aims of Northern Grampians Shire Council's Tourism Event Grants Programs

In providing funding, council aims to:

- 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 into 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.

## General information

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

Tourism events are defined under the Northern Grampians Shire Council *Events Policy 2021* as an event held within the Northern Grampians Shire that attracts over 500 patrons from outside Northern Grampians. These have a minimum of 500 forecast participants per day and maybe multi-day events involving several locations.

The funding has two programs Established Tourism Events (ETE) and New Tourism Events (NTE).

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.

Applications for the Tourism Events Grants Program funding can be:

- Established Tourism Events – between \$5,000 and \$15,000
- New Tourism Events – up to \$10,000

The Tourism Events Grants Program is open throughout the year until all funds have been expended.

Information about the program will be communicated and promoted to the public via the council's website, social media and corporate communication channels.

## Tourism Events Program priorities

The Tourism Events Grants Program will support and encourage tourism events which will:

- align with the objectives of the NGSC *Events Policy 2021*
- 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 into 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

## What the funds can be used for

Items suitable to be funded with the grant include:

- marketing and promotion
- advertising
- promotional materials/equipment
- venue hire
- materials and equipment to be used during the event
- professional services (as stated above)
- catering/refreshments for non-paying events (to be only a proportion of the requested amount)

## Who can apply for funding?

### Eligibility criteria

All applicants are required to:

- 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 long-term sustainability and growth.
- be deemed a Tourism Event (refer to referenced Event Policy) or at the discretion of the Economic Development Team
- 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 \$20 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.

### Ineligible applicants

Applications will be ineligible if:

- Applicants have received substantial support from council during the same financial year.
- An individual is applying for funds.
- The funding is clearly the responsibility of spheres of government departments i.e., Regional Arts Victoria.
- The event duplicates other local events that already exist.
- The event commenced before the date on which the funds are released.
- The funds are to be used for ongoing or recurrent operations including wages (Professional services that support project capacity building i.e., consultant fees, professional services, service, or product contractors that directly benefit the project will be considered)
- Previous funding received from council has not been satisfactorily acquitted.

### Assessment criteria and decision-making process

**Successful applications will need to:**

- Align with at least one of council's Tourism Event priorities and objectives.
- Have a clear event plan and can provide the required documentation outlined under a successful application.
- Demonstrate what the expected outcomes of holding the event will be.
- Have been accurately costed.
- Be run by a group or organisation that has the capacity to implement and report on the event.
- Be run by an organisation that has a Responsible Drug & Alcohol Policy (if applicable).

**Assessment process:**

- All Tourism Events Grants Program applications are reviewed and assessed by the Economic Development Team who provides recommendations to the Event Specialist.
- The outcome will take into consideration the total funding pool for the financial year.
- Projects may not receive the full amount requested based on the request and available funds.
- Applications will be assessed within two weeks of the application being submitted.
- Applicants will be notified of the assessment outcome in writing within four weeks of the application being submitted.

### Funding conditions if an application is successful

If the organisation/group is successful in obtaining a Tourism Events Program Grant it will be required to enter into a written agreement with council, stating that the group/organisation will adhere to the following conditions while undertaking the funded project:

- Grants are allocated specifically for the project and cannot be used for any other purpose without prior formal written agreement from council.
- Funds are required to be expended within 12 months of the letter of offer. Funds not expended by this date are to be returned to the Northern Grampians Shire Council unless a written extension is obtained from council.
- Any change to the original submission must be approved by Northern Grampians Shire Council in writing.
- Register the event with Council.
- Meet all statutory requirements determined by council and other relevant authorities.
- 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).
- To hold an event relevant permits and approvals are required prior to commencement.

- Groups/organisations are required to participate in media and communications opportunities that promote the council's Tourism Events Grants Program, as requested.
- Any programs or activities undertaken with funding under this program must acknowledge the support and sponsorship of the Northern Grampians Shire Council.
- Successful applicants will be provided with the Northern Grampians Shire Council corporate logo. Use of the logo must be approved by the Northern Grampians Shire Council Media and Communications Officer.
- Groups/organisations are required to meet relevant government legislation requirements (eg Occupational Health & Safety Issues, Risk Management, Equal Opportunity, Workcover, and Privacy).
- Groups/organisations are required to ensure volunteers are registered with the group/organisation and adequately covered by insurance.
- A grant acquittal must be submitted to council two months after the completion of the event. The acquittal is to include details of the success of the project, photos of the completed project and an income and expenditure statement detailing the grant from council and how this was expended.
- Grant acquittals are submitted via the Northern Grampians Shire Council website and council officers are available to assist applicants with the final acquittal. Applicants will be ineligible for further grants if the evaluation process is incomplete.

### Referenced Council Plans/Strategy

*Grants Funding Policy 2021*

*Events Policy 2021*

*Economic Development Strategy and Action Plan 2021-31*

*Municipal Public Health and Wellbeing Plan 2021-25*