

# Major Tourism Events Partnership

*Program Guidelines*

July 2024



## Introduction

The Major Tourism Events Partnership Program implements a multiyear agreement with existing Northern Grampians Shire Council (NGSC) major events to drive outcomes aligned with the Economic Development Strategy (EDS). This initiative has been established by way of implementing the Northern Grampians Events Strategy 2023-33 and supporting existing events through its 'leverage and nurture' approach.

## Program Objectives

The Major Tourism Events Partnership Program provides direct financial or in-kind assistance in exchange for partnership benefits to the shire, aiming to:

- Support existing major events that will help them to remain financially and operationally sustainable.
- Increase visitation and overnight spend in the Northern Grampians economy.
- Attract unique attendance (breakdown by postcode and age).
- Raise awareness of NGSC towns as attractive places to live, work, and invest.
- Enhance the Discover Northern Grampians brand and marketing opportunities.
- Foster community involvement and cohesion.
- Activate NGS public spaces through events.

## Eligibility Criteria

Participation to this program is by invitation only to events that meet the following criteria:

- Existing NGSC event that help council deliver on KPI 1, 2 and 5 of the EDS. *Reference 1*
- Event that are held within NGSC are in person.
- Event that showcases NGSC point of difference/unique selling points.
- Demonstrate positive relationships with the community.
- Attracts or has the potential to attract more than 1,000 patrons.
- Have Public Liability Insurance (of at least \$20 million) for the duration of the event.
- Be a legal incorporated entity with an ABN.
- Demonstrate effective governance and management structures.
- Have a track record of successfully running events or demonstrate that the organisation has the capability to run a successful event.
- Be a public event inclusive and accessible to everyone.

## Partnership Features

Council has a competitive fund of \$80,000 (total) allocated for this program per year.

A maximum of a three-year partnership will be negotiated subject to funding availability.

Applicants can request cash and / or in-kind support.

The total value of funding is calculated by combining the value of both cash and in-kind support.

Cash Partnership	In-kind Partnership
<ul style="list-style-type: none"> <li>The minimum cash request is \$5,000 and maximum \$50,000.</li> <li>The allocation of cash will be negotiated between both parties specified in the partnership agreement.</li> </ul>	<ul style="list-style-type: none"> <li>In kind partnerships comes in the form of waived fee(s) to use Council owned and managed event sites, assets, or services.</li> </ul>

## Assessment Criteria

Applications and partnership proposals will be assessed competitively using the following set of weighted assessment criteria.

Criteria	Consideration	Weighting
Economic Impact and Profile	<p>Extent to which the events can deliver a KPI 1, 2 &amp; 5 detailed in EDS. <i>Reference 1</i></p> <p>Tourism expenditure generated by an event will be a key metric in measuring the value added to NGSC economy.</p> <p>The extent to which the event increases the profile of NGSC of the as a tourist destination and increased repeat visitation.</p>	30%
Governance and Financial Sustainability	<p>Demonstrate effective governance and management with a clear strategic plan or the ability to develop one.</p> <p>The degree to which the event is financially viable and sustainable with or without NGSC support.</p>	25%
Engagement and Collaboration	<p>The degree to which the event actively and meaningfully engages with Northern Grampians Shire Community. This may include supporting the local business community and encouraging its involvement in purchasing/exhibition processes or at a subsidised rate.</p>	20%
Point of Difference	<p>Extent of which the event can showcase NGSC point of difference.</p>	15%
Application Standard and Quality	<p>The level of detail and completeness of the information provided, as well as the demonstrated capacity of the organisation to deliver the event.</p>	10%

## Partnership Process

Steps	Process	Actions
1	Invitation to Apply	Existing NGSC events classified as 'mature' / 'major' in the Event Strategy will be invited to apply for the Major Tourism Event Partnership.
2	Assessment	Applications will be assessed competitively using the assessment criteria above.
4	Decision & Outcome	Recommended applications will be presented to the Executive Leadership Team and Council for approval. All applicants will be notified of the outcome of their application within four weeks of applications closing.
5	Agreement	Successful applicants will enter into a formal partnership agreement with NGSC which includes terms and conditions, benefits expectations. The agreement will take effect for all successful applicants in the 2024/25 financial year.
6	Payment	A payment schedule will be established in the formal agreement. Set milestone, 75% upfront and 25% on acquittal for each year of funding.
7	Benefits	Partnership benefits to be delivered as per the Agreement. Council to support with event governance as required.
8	Reporting & Acquittal	Successful applicants are required to submit a post-event report which includes financial statements and / or invoices and economic data the conclusion of the event.

## Key Dates

### **29 July 2024 - Program Launch & Invitation to Apply**

- Program guidelines launched on NGSC website.
- Invitation sent to existing NGS major event organisers.
- One on one engagement with event organisers that have received the invitation. Through this process program eligibility, alignment and fit will be established.

### **29 July - 9 August 2024 - Applications**

- Application period (2 weeks).

### **9 August 2024 (Midday) - Applications Close**

- The application's ability to meet the assessment criteria will be crucial to success.

## Reference

[Funding Policy 2024](#)

[Events Policy 2024](#)

[Economic Development Strategy and Action Plan 2021-31](#)

[Event Strategy 2023-33](#)

[Council Plan 2021-25](#)

## Contact

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[www.ngshire.vic.gov.au/Events/Event-Funding-Grants](http://www.ngshire.vic.gov.au/Events/Event-Funding-Grants)

## Reference 1

KPI In EDS	How NGSC's investment in an event can feed in to KPI
KPI # 1 Population growth	<b>Communicating with a large existing audience</b> For events with a significant existing audience, use our relationship with event owner to communicate directly with that audience about the benefits of living in the relevant township
KPI # 2 Reduce median age	<b>Communicating with a younger audience</b> For events with a large younger audience (or specific ambition to appeal to a younger audience), use our relationship with the event owner to help them grow that audience and/or communicate directly with that audience about the benefits of living in the relevant township
KPI # 5 Grow GRP year on year	<b>Increasing visitation to an event</b> Investing in an event to help them grow the size of their audience. That would likely include highly targeted above the line marketing, or enhancement of the event experience