



Northern Territory
**MAJOR
EVENTS**
Company

EVENT FUNDING GUIDELINES



Photo: Malandarri Festival

G'day

We are Northern Territory Major Events Company (NTMEC).

Since 1999 we've been delivering events across the Territory and, as the front door for the local events industry, we are proud to support world-class festivals and events from the Top End down to the Red Centre.

That support includes delivering an Event Funding Program (EFP) we administer on behalf of the Northern Territory Government. The program aims to strengthen the Territory's events sector by increasing the quality of festivals and events, which also upskills our industry and encourages more people to visit the Northern Territory and experience this incredible place we call home.

Read on for more information about what funding your event might be eligible for.



Types of Funding Categories

Applicants may apply for one of the following categories:

- Community Event
- Mass Participation Event
- Event Development
- Major Event
- Multi-year funding

Community Event

Up to \$30 000 per year

Funding Objectives

Funding of up to \$30,000 is available for Community events. This funding supports events that make the Northern Territory a more enjoyable place to live. Events are mainly targeted at a local audience and have strong community support.

Applications can be accepted for single or multi-year funding (up to three years).

Funding will be considered for events that:

- Make the Territory more liveable and reveal its rich history and culture
- Have strong community support and can demonstrate high demand from the community for the event
- Attract small levels of non-local attendees
- If the event has received Northern Territory Government support over consecutive years, the application should detail how this funding will be used to enhance the event and add additional social and economic value to the community.

Applicants must:

- Provide evidence of community support, a draft event program, an event plan with due consideration to risk and safety (including COVID-19 measures) and details of a proposed strategy to measure and evaluate attendee numbers
- Provide a marketing/promotions plan and event budget that demonstrates financial viability and outlines how funds will be used.

Mass Participation Event

Up to \$30,000 for events held April – September

Up to \$40,000 for events held October – March

Funding Objectives

Funding is available for events that attract 300 or more participants/competitors from outside the Territory and stay in paid accommodation for a minimum of three nights and incentivised for events that are held during the shoulder or wet season.

Applications can be accepted for single or multi-year funding (up to three years).

Funding will be considered for events that:

- Attract more than 300 participants/competitors from outside the Territory who stay in paid accommodation in the host region for a minimum of three nights
- Have a clear strategy to connect event attendees with the destination and tourism products.

Applicants must:

- Provide the total number of projected event participants/competitors (minimum of 300) from interstate and the total number of overnight stays the event will generate. Please include the methodology that has been used and provide evidence of prior engagement with local accommodation providers
- Detail the strategies that will be taken to engage interstate attendees in tourism activities to extend their length of stay
- Provide a draft event program, an event plan with due consideration to risk and safety (including COVID-19 measures) and detail a proposed strategy to measure and evaluate attendee numbers and the event experience, a marketing and promotion plan and an event budget that demonstrates financial viability and outlines how funds will be used.

Event Development

Up to \$100 000 per year

Funding Objectives

This funding helps events engage new audiences and attract visitors to the Northern Territory. These events also help build local skills and have a positive social impact.

Applications can be accepted for single or multi-year funding (up to three years).

Funding will be considered for events that:

- Attract overnight visitors from outside the Territory
- Have a marketing plan which clearly outlines the target audience and details how marketing activities will achieve the event's attendance objectives and promote the Northern Territory as an event destination
- Have a clear strategy to connect interstate event attendees with the destination and tourism products
- Build local skills and capacity in the Territory and demonstrate a positive social impact on the community
- If the event has received Northern Territory Government support over consecutive years, the application should detail how this funding will be used to enhance the event and demonstrate increased interstate attendance and economic benefit to the Territory.

Applicants must:

- Detail the total number of projected event attendees (including participants and spectators), including the number from outside the Territory and include the number of overnight stays the event will generate. Please include the methodology used
- Provide a draft event program, an event plan with due consideration to risk and safety (including COVID-19 measures) and details of a proposed strategy to measure and evaluate attendee numbers and the event experience
- Provide a marketing and promotion plan and an event budget that demonstrates financial viability and outlines how funds will be used
- Demonstrate that the event can attract people from outside the Territory and raise the profile of the Territory, and detail the strategies that will be used to engage attendees in tourism activities to extend length of stay.

Major Event

Applicants will be invited to apply via an Expression of Interest Process (EOI)

Funding Objectives

This funding supports events that attract visitors to the Northern Territory; drive economic results; position the Territory as a leading event and tourism destination delivering unique experiences; and generate community, social and cultural outcomes for Territorians. Up to 20% of funding will be paid on receipt of the event acquittal that outlines the funding objectives have been met.

Applications can be accepted for single or multi-year funding (up to three years).

Funding will be considered for events that:

- Are exclusive to the Northern Territory or positions the Territory as a destination for unique experiences
- Contribute significantly to the visitor economy
- Provide opportunities for local businesses to leverage, participate and benefit from
- Generate positive exposure for the Territory via marketing, publicity and/or broadcast outcomes
- Deliver measurable community, cultural or social outcomes
- Can provide research, verified data or economic impact studies to support the application.

Applicants must:

- Demonstrate the event is exclusive to the Northern Territory and supports the Territory position as a destination for unique experiences
- Detail the number of projected event attendees (including participants and spectators) and event officials including the number from outside the Territory and include the number of overnight stays the event will generate. Please include the methodology used
- Demonstrate how the event will deliver community, cultural or social outcomes including legacy outcomes for the Territory
- Detail ways local businesses can participate and benefit from the event activities including strategies that will be used to engage attendees in tourism activities to extend length of stay. Include key metrics
- Provide a detailed event budget inclusive of non-government revenue sources
- Demonstrate a successful track record in delivering major events including previous reports and/testimonials
- Provide verified data, research or economic impact studies to support the application.

Multi Year

Funding Objectives

Multi-year funding applications may be considered across all four categories, and is intended to provide events with funding certainty to develop sustainable practises for the future of the event. Events must be held across consecutive years.

Multi-year Funding Amounts:

Community Event	Up to \$90,000 over 3 years
Mass Participation	Up to \$90,000 over 3 years for events held April – September Up to \$120,000 over 3 years for events held October - March
Event Development	Up to \$300,000 over 3 years
Major Event	Applicants will be invited to apply via an Expression of Interest Process (EOI) for funding over 3 years

Multi-year Funding will be considered for events that meet the following (in addition to the considerations outlined within the relevant category guidelines):

- Provide significant social and/or economic value to the community
- Have strong community engagement and support
- Provide detailed plans for multi-year funding that demonstrate growth and innovation ideas, long term marketing plans and financial strategies that show reduced reliance on government funding.
- Have engaged regularly with NTMEC through prior funding agreements and have proven compliance with all terms and conditions of these agreements
- Provide annual event reports in accordance to the timeframes outlined in the Funding Agreement. If the organisation fails to deliver on the requirements contained within the Funding Agreement, the subsequent year funding may cease or be reduced
- Demonstrate a reduced reliance on Government Funds over the funding period.

If multi-year funding is unsuccessful your application will be assessed for single year funding under the relevant category.



Photo: Dark Skies

Eligibility

As much as we'd love to fund all Territory events, unfortunately that's not possible. We have developed the below list to help you work out whether your event is likely to be eligible or not.

The guidelines help ensure funding is allocated to projects that deliver the best results for the Territory, and the best use of public funds.

To be eligible for funding you must:

- Hold the event between 1 March 2023 to 30 September 2024
- Not have any current funding agreements in place with NTMEC for the event you are seeking funding for
- Be registered as a sole trader, company, trust entity, incorporated association, local government or be auspiced by another organisation
- Have an Australian Business Number (ABN) or be auspiced by another organisation
- Be financially solvent
- Have no debts owing to the Northern Territory Government
- Be a Territory-based organisation or provide evidence of a formal partnership with a Territory-based organisation to deliver the event
- Own or have a licence for the rights to stage the event
- Enter into a contract with NTMEC using NTMEC'S standard funding agreement
- Agree to take out relevant insurances for the event, including public liability insurance of at least \$20 million
- Agree to provide an event Risk and Safety plan and have that plan independently validated if required
- Demonstrate that any funding provided will have a material effect on the outcome of the event.

Ineligible events include:

- Events that have failed to appropriately acquit a previous grant from NTMEC or NT Government
- Events held outside the NT
- Trade and industry events such as symposiums/expos/seminars, award nights, conferences, training events and product launches
- Charity events or fundraising activities
- Territory or local championships
- Reunions/anniversaries/centenaries/commemorative events
- Open gardens and open days
- Dedicated markets
- National tours
- Events designed to promote religious or political causes
- Events run solely for individual gain
- Domestic or in-bound organised tour groups
- School and education events, excursions, camps
- Activities that form part of the regular activities of the applicant (for example, concerts in entertainment centres, regular horse race meetings, exhibitions in a gallery and standard theatre productions)
- Activities for/by Government departments or agencies
- Other events assessed as not meeting the objective of the event funding program
- Events that are already funded by NT Government agencies or the Community Benefit Fund (whether that be a Minor Community Grant or Major Community Events Grant) for the same project element.



Photo: Henley on Todd

Use of Funds

Eligible use of Funds:

- Direct event costs including short-term staff or specialised personnel to deliver the event
- Event programming including artists, acts or entertainers
- Marketing and promotions including advertising, social media, broadcast expenses content creation etc.
- Hire of temporary infrastructure
- Venue costs
- Initiatives or strategies to enhance the event or make it safer such as shade, WiFi, accessible flooring, way-finding signage etc.

Ineligible use of funds:

- To underwrite the event - the event must be able to be staged without NTMEC funding
- For indirect costs including administration, office expenses, business overheads, insurance, legal costs, other staff salaries and superannuation
- For capital purchases
- For sanctioning fees
- As prize money
- For activities that are the exclusive responsibility of other funding bodies or government agencies
- For work undertaken outside of the event.

Funding cannot be granted retrospectively or outside of the funding round.



Photo: Sunset over Wide Open Space

Application Process

Applications for Round 1 of the 2022-23 NTMEC Event Funding Program open on **Monday 29 August 2022**.

The Major Events Expression of Interest will **close on Monday 12 September 2022**.

Applications for all other funding categories will **close on Friday 23 September 2022**.

Applications

- Applications must be made online. Visit <https://ntmec.smartygrants.com.au>
- Applications will be assessed through a competitive application process by an independent Event Assessment Panel made up of internal and external stakeholders
- Major Event applicants should submit an EOI and if eligible will be invited to complete an application. Visit <https://ntmec.smartygrants.com.au>
- Applications will be accepted under one funding category only.

What to consider when applying

- Demonstrate how the event meets the objectives detailed under 'Funding will be considered for events that'.

Additional considerations:

- Include how the event will engage local suppliers and staff
- Detail the event's commitment to risk and safety planning
- Can the event be held during the shoulder or wet season
- How does the event fit into the Territory event calendar.

Applications will generally be considered from:

- Sporting, cultural and creative organisations
- Private sector organisations
- Local governments
- Associations and industry groups
- Not-for-profit organisations, including community groups
- Companies that reside outside the Territory who have entered in a formal partnership with a Territory based company/group.



Photo: Kindness Festival

What to Include

Applicants are encouraged to consider and prepare information related to the below. We have developed a series of guides and templates that may help, covering subjects such as event budgeting, writing a funding application and attracting sponsorship.

Visit <https://ntmajorevents.com.au/funding-resources/toolkits>

Event Description

- Describe the event (i.e. duration, scope, core activities, purpose)
- Detail the unique event experience offered
- Where will the event be held and why
- Cost to attend and how to register
- How success (community impact, tourism and economic benefits) will be measured.

Community Demand

Projected attendee numbers and evidence demonstrating demand for the event (research, prior attendance, post-event survey results)

- Evidence of community support for the event from relevant clubs, communities, council, schools etc.

Estimated Tourism Value

Major Event, Mass Participation and Event Development Only

- Projected attendance, including breakdown of local, intra-Territory, interstate and international visitors
- How the event will contribute to tourism outcomes for local operators
- Initiatives to extend length of stay for visitors.

Financial Management

- Income statement (profit and loss)
- Overall event budget (highlighting the difference between financial and in-kind support)
- Other income sources (potential and current)
- Other Government income sources
- How any surplus funds would be used in the future.

Marketing Plan

- Target audiences
- Measurable objectives and proposed strategies to achieve them
- Marketing budget
- Partnerships/in-kind support.

Organisational Structure

- Legal status
- Key individuals involved, plus their roles and responsibilities
- Relevant skills and formal qualifications of key individuals
- Key advisers to the business (i.e. board, committees, external government agencies etc)
- Identify areas for additional support, advice or
- Training (i.e. social media, sponsorship, marketing).

Key Working Relationships

- Sponsors
- Local/Territory/Federal Government
- Local community involvement
- Other stakeholders.

Risk and Safety Planning

- Event safety plan
- WHS policy
- Emergency management plan.



Photo: Desert Festival

Important Information

Before Submitting

Ensure all information is true and correct at the time of submission.

Risk Management

If successful, the event organiser will be required to undertake risk and safety planning, and may be required to have that plan validated by an independent risk management specialist for compliance with laws and standards before the event proceeds.

NTMEC can withdraw funding (and if necessary recover funding), and terminate the agreement if the event organiser does not comply with risk and safety planning.

Insurance

As a minimum, a successful applicant can expect a requirement for comprehensive public liability insurance for the project for not less than \$20 million in relation to any single event.

A copy of the certificate of currency will be required in respect to the funding agreement.

Important Notice

The Assessment Panel reserves the right to move the application to another category they deem to be more suitable based on the information provided in the funding application.

NTMEC is under no obligation to accept applications which are deemed incomplete or ineligible and/or received after the application deadline.

Be aware the funding program is very competitive and not all applications will be successful.

Events that are successful are not guaranteed to receive the full amount they applied for.

All applicants are encouraged to plan for contingencies and consider other funding sources and options, should their application be unsuccessful.

In 2019, the Northern Territory Government announced budget repair measures which included the application of an efficiency dividend on grant funding. Should you be successful in receiving funding, this efficiency dividend may be applied to any amount you receive.



Photo: All Out 80's