



Northern Territory
**MAJOR
EVENTS**
Company

EVENT FUNDING GUIDELINES 2024-25





G'day

We are Northern Territory Major Events Company (NTMEC).

We are guided by a commitment to grow industry capability, strengthen the Territory's identity as an exciting place to live and work, and fuel economic growth.

We take great pride in supporting a diverse portfolio of events through our Event Funding Program (EFP) on behalf of the Northern Territory Government.

The EFP has four key focuses:

- Increase economic returns and visitation to the Territory, and showcase the uniqueness of the Territory
- Deliver a year-round event portfolio that supports shoulder and off-peak seasons
- Enhance the liveability of the Territory, with events that are strongly supported by, and demonstrate positive social impact on the community
- Provide opportunities for local businesses to leverage, participate in, and benefit from events



Changes to the funding categories

The funding categories have been updated to a tiered structure that better reflects the impact, capacity, and alignment of events with the four EFP key focus points. This approach recognises the diverse contributions events make across the NT.

1

Flagship - Delivering Impact

- There is no limit to the amount of funding events in this category can apply for.
- Organisers are invited to pitch directly to the event funding team and then apply via the grants portal.
- Organisers are encouraged to apply for multi-year funding capped at 3 years.

2

Signature - Developing Capability

- Applicants are able to apply for a maximum of \$300,000.
- Organisers are encouraged to apply for multi-year funding capped at 3 years.

3

Community - Celebrating the Uniqueness of the Territory

- Applicants are able to apply for a maximum of \$100,000.

Events within the community tier are further considered under the following categories:

- Aboriginal Culture
- Community Sport
- Arts & Culture

1

Flagship - Delivering Impact

No funding limit

Flagship events are strong economic drivers for the Territory. They demonstrate ongoing sustainability and success and have a strong plan for growth and the future. These events consistently align with the key focuses of the EFP.

A flagship event:

- Generates a minimum of \$10 million economic impact
- Attracts attendances over 10,000 including intra- and interstate visitation
- Generates national and international media attention, enhancing visibility and perceptions of the NT
- Has a strong customer base and sees repeat visitation
- Contributes to extended stays in the region
- Establishes mutually beneficial partnerships with locally owned and operated business and tourism products
- Has strong governance and administrative processes

2

Signature - Developing Capability

Maximum funding of \$300,000

Signature events have a reasonable economic impact and see reasonably strong visitation. These events are likely to resonate as iconic with Territory locals and are recognised for their economic contribution, but also the broader impacts they make.

A signature event:

- Generates an economic impact over \$1 million
- Attracts attendances over 5,000
- Engages a large number of local businesses
- Demonstrates diverse revenue streams
- Generates positive sentiment in local media
- Reasonable administrative processes and largely volunteer-run
- Has a sustainable plan and strong ideas for the future but might not yet have capacity to deliver

3

Community - Celebrating Uniqueness of the Territory

Maximum funding of \$100,000

Community events actively engage, unite, and inspire the local community, enhancing the Territory's liveability through shared experiences and meaningful connections. These events spark community pride, strengthen social bonds, and create lasting legacies through infrastructure development and job creation.

These events may:

- Foster a sense of community pride and cohesion
- Create opportunities for community legacy through infrastructure and job creation
- Often occur in remote and regional locations
- Engage the local community

Community events are broken down into the following categories:

- Aboriginal Culture
- Sport
- Arts & Culture

Community Event Categories



Aboriginal Culture Events

Recognises events that celebrate, connect, and inspire community engagement with Aboriginal culture. These events drive economic participation and social prosperity by empowering Aboriginal businesses and fostering meaningful cultural exchange.

To qualify, events must:

- Feature a program where over 50% of activities or experiences are Aboriginal-led
- Actively engage Aboriginal people in leadership, coordination, and event delivery roles, such as performers, food vendors, and advisory groups.



Sport Events

Events in this category champion sports and active recreation, drive interstate participation, and boost the Territory's liveability through active lifestyle offerings with quality competitive and recreational experiences.

To be eligible, events must:

- Be affiliated with a recognised peak sporting body in the Territory; or
- Partner with a registered not-for-profit organisation dedicated to active recreation.



Arts & Culture

This category includes events that celebrate arts, music, culture, multiculturalism, food and beverage, innovation, diversity, niche interests, and seasonality.

These events bring communities together through shared experiences, fostering cultural appreciation and community spirit.

Assessment Criteria

EFP Priority	Consideration	Examples of information and inclusions to demonstrate within your application
Increasing economic returns and visitation	The degree to which the event increases visitation to the region and provides a measurable economic benefit.	Provide specific facts and figures where possible, or description of initiatives demonstrating: <ul style="list-style-type: none"> • Attendee numbers and audience type, e.g. intra and interstate visitation • Length of stay of visitors, or details of initiatives that encourage length of stay (e.g. pre- or post-event activations) • Expected or historic media reach • Return on investment (in-scope spending by visitors that exceeds the funding provided) • Details of a marketing plan including but not limited to market research, target audience, size and reach of digital channels • Details of partner organisations/events and the extent of any collaboration
Delivering a year-round events portfolio	The degree to which the event fits within the NT's calendar, delivering a year-round of events. Including: uniqueness, date, time and location.	<ul style="list-style-type: none"> • Event description (i.e. duration, frequency, core activities, location, purpose, event date) • Research or background information on the proposed event timing that demonstrates the contribution to a year-round calendar
Enhancing the liveability of the Territory	The degree to which the event engages the local community, fosters a sense of community pride and cohesion and potential for community legacy (i.e. infrastructure, job creation and destination recognition).	Provide data or information demonstrating how the event: <ul style="list-style-type: none"> • Generates pride of place and/or community • Adds diversity or quality of offerings that is accessible for Territorians to enjoy • Includes initiatives that drive community legacy outcomes, e.g. infrastructure improvements
Providing opportunities for local businesses	The degree to which the event engages and provides opportunities for local businesses to partner with, participate and leverage from.	<ul style="list-style-type: none"> • Number of local businesses engaged • Partnerships with locally owned and operated business and tourism products • Number or type of job, experience or industry capacity development that the event offers
Application Standard	The degree to which the event is financially viable and sustainable with or without NTMEC/Northern Territory Government (NTG) funding. The level of detail and completeness of the information provided, as well as the demonstrated capacity of the organisation to deliver the event.	Demonstrate administrative competence by providing the following documentation: <ul style="list-style-type: none"> • Budget management plan and experience • Details of requested funding against total event costs, and previous applications with NTMEC • Details of funding applications with other funding bodies • Previous grant management • Event delivery (including success metrics) and development plan • Details of event management structure (including key roles, relevant skills and formal qualifications) and key advisers to the business • Insurance cover and/or relevant sanctioning • Quality of submission including thoroughness, consistency and attention to detail throughout the application are also considered

Funding Process



Photo: Darwin Festival

<p>Apply February 2025</p>	<ul style="list-style-type: none"> • Apply for Event Funding through the grants portal between 3 and 28 February 2025.
<p>Assessment March 2025</p>	<ul style="list-style-type: none"> • All applications are initially reviewed by NTMEC and then assessed by an independent panel of assessors. • The program receives more applications than it can support, so outcomes are determined through the application's ability to meet the assessment criteria.
<p>Decision April 2025</p>	<ul style="list-style-type: none"> • Final recommendations are provided to the Minister for Major Events for consideration and approval.
<p>Outcome Late April 2025</p>	<ul style="list-style-type: none"> • Applicants will be notified of the outcome of their applications.
<p>Agreement May 2025</p>	<ul style="list-style-type: none"> • Successful applicants will be required to enter into a written agreement with NTMEC which includes terms and conditions, benefits and KPIs.
<p>Post Event Reporting</p>	<ul style="list-style-type: none"> • All funded events are required to submit a post-event report which includes financial statements at the conclusion of the event.

Eligibility

To be eligible for the Event Funding Program, the event must:

- Be staged in the Northern Territory
- Be staged between 1 June 2025 and 31 December 2026

Applications will be ineligible if any of the following apply:

- The funded event occurs outside of the Northern Territory
- The applicant is not a legal entity with an ABN
- The applicant's ABN entity type is individual or sole trader
- The applicant is not a Territory-based organisation or does not provide evidence for a formal partnership with a Territory-based organisation
- The applicant is not financially solvent
- The application requires NTMEC to fund more than 50% of the budget's expenditure
- Organisations that have an outstanding debt to NTG or that have failed to comply with the terms and conditions of any previous funding agreement with NTMEC

What you cannot apply for

- Events that already have a funding agreement with NTMEC
- Events that will have taken place prior to the funding being granted
- Trade and industry events such as symposiums, expos, seminars, award nights, conferences, training events and product launches
- Charity or fundraising events/activities
- Reunions, anniversaries, centenaries, commemorative events
- Open gardens and open days
- Dedicated markets
- Online only events
- Events that have an adverse effect on public health, safety, the environment or heritage
- Events that denigrates or excludes any groups in the community
- Events designed to promote religious or political causes
- Events run solely for individual gain.
- School programs
- Activities for/by local Government councils, including agricultural shows
- Activities for/by Government departments or agencies
- Indirect costs including administration, office expenses, business overheads, insurance, legal costs, other staff salaries and superannuation
- Capital purchase costs
- Funds to be distributed as prize money
- Activities that are the exclusive responsibility of other funding bodies or Government agencies (costs covered by other funding agreements)
- Events as assessed as not meeting the objective of the EFP

Ineligible applications will not advance to the assessment stage.

If you are in doubt, NTMEC strongly encourages applicants to reach out to our team on ntmec.grants@nt.gov.au or [\(08\) 8999 5256](tel:089995256) to confirm your application meets the eligibility requirements.



Photo: Malandarri Festival

Top tips for applying

We're here to help you through the application process and have prepared these quick tips to help you get started.



1. Get in touch early

Start by scheduling a 15 minute consultation with us. We'll explain the eligibility criteria, outline available funding, and offer personalised advice to help you submit a compelling application. Remember, applications that don't meet the eligibility criteria won't proceed to the assessment stage.



2. Consider the timing of your event

Can your event be held during the shoulder or off-peak season? Expanding the NT events calendar beyond peak periods is a priority, so applications scheduled outside the busy season will be viewed more favourably.



3. Demonstrate sound financial management

We want to see events flourish and become less reliant on government funding over time. This means we can continue to support more events across the Territory and ensure a sustainable event ecosystem for the region. Show us how your event will manage its budget effectively. This could be through:

- Investigating new or improved commercial revenue streams
- Indicate how it can become less reliant on funding over time
- Demonstrate attendance or visitation growth over time.



4. Back up the numbers

Accurate and realistic figures for expected attendance and visitation are crucial. Use reliable data or logical projections to support your estimates. Avoid inflating numbers, as this can weaken your overall application.



5. Answer every question

We understand that completing the application takes time, but every question is designed to showcase why your event deserves funding. Incomplete or unclear responses can impact your application's success. Avoid vague answers like "As per previous response" or "See attached document." Provide specific, well-structured responses for each question.



Photo: Electric Storm Festival