



Northern Territory
**MAJOR
EVENTS**
Company

EVENT FUNDING GUIDELINES



Photo: Helen Orr, Darwin Festival

G'day

We are Northern Territory Major Events Company (NTMEC).

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

That support includes delivering the Event Funding Program (EFP) on behalf of the Northern Territory Government. The EFP strengthens the Territory's events sector by supporting the growth and development of events. This helps upskill the local workforce, provides opportunities for Territorians and encourage more people to visit the Territory to experience this incredible place we call home.

The focus of the EFP is to:

- 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



Types of Funding Categories

Applicants may apply for funding in one of the following categories:

- Aboriginal Cultural Events
- Sport Events
- Cultural Events



Aboriginal Cultural Events

This category is for events that celebrate and inspire the community to engage and build an understanding of Aboriginal culture. These events also increase economic participation and social prosperity for Aboriginal Territorians by encouraging, supporting, empowering and building the capacity of Aboriginal businesses.

Events in this category must include more than 50 per cent of Aboriginal activities or experiences in event programming and involve Aboriginal people in the leadership, coordination and delivery of the event program through active participation (eg performers, food and beverage offerings or reference groups).



Sport Events

This category is for events that celebrate sport, encourage interstate participation and visitation, and improve the liveability of the Territory for Territorians.

Events must be affiliated or partner with one of the Territory's recognised Peak Sporting Bodies or an existing not-for-profit organisation registered in the Territory whose purpose is active recreation.



Cultural Events

This is the category for events that celebrate the arts, music, culture, multi-culturalism, food and beverage, innovation, diversity, niche interests and seasonality. They bring the community together to celebrate.

Weighting

EFPP Priority	Consideration	Weighting
Increasing economic returns and visitation	The degree to which the event increases visitation to the region and provides a measurable economic benefit.	25%
Delivering a year-round events portfolio	Events occurring in shoulder or off season are rated higher than new events occurring in peak season.	25%
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.)	25%
Providing opportunities for local businesses	The degree to which the event engages and provides opportunities for local businesses to partner with, participate in and leverage from the event.	15%
Application Standard	<p>The degree to which the event is financially viable and sustainable with or without NTMEC/NTG funding.</p> <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%



Photo: Damini Arts and Culture Festival

Funding Process



Photo: fabALICE Festival, Tourism NT

<p>Apply July 2024</p>	<ul style="list-style-type: none"> Review the NTMEC Event Funding Guidelines Apply for Event Funding through SmartyGrants between 15 July and 9 August 2024
<p>Assessment August 2024</p>	<ul style="list-style-type: none"> Applications are reviewed by NTMEC and assessed in a competitive round, against all other applicants, by an independent panel of assessors. The program receives more applications than it can support, so outcomes are determined on the following basis: <ul style="list-style-type: none"> The application's ability to meet the assessment criteria The merit of the event concept and whether it adds value to the annual calendar of events based on uniqueness, timing, location and audience. For returning events, the demonstrated growth or new programming. The amount of funding requested, and the total request for funding by all events within the application round.
<p>Decision September 2024</p>	<ul style="list-style-type: none"> Final recommendations are provided to the Minister for Major Events for consideration and approval.
<p>Outcome Late September 2024</p>	<ul style="list-style-type: none"> Applicants will be notified of the outcome of their applications.
<p>Agreement October 2024</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 key performance indications (KPIs). The maximum term of each agreement is three years. If applying for a multi-year funding, the application should present a compelling rationale as to how this will support the event's strategic direction and reciprocated outcomes. You will be allocated an account manager and they will begin discussions with you on next steps.
<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 and/or invoices 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 December 2024 and June 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 your budgets expenditure.
- Organisations that have an outstanding debt to the Northern Territory Government 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 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 event funding program.

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: Henley on Todd 2022

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

Before you do anything, schedule a 15-minute session with us. We can provide guidance on the eligibility criteria and help you understand the level of funding on offer, to help you submit a strong application. Remember, events that do not meet the eligibility criteria will not progress to the assessment stage.



2. Consider the timing of your event

Could your event be staged in the shoulder/off-peak season? One of our objectives is to expand the Territory events calendar beyond the peak season, so applications outside that period will be considered more favourably.



3. Show sound financial management

We want to see events flourish, so they can reduce their reliance on government funding. Keep this front of mind when working on your event budget, and use your budget to show how you are:

- Investigating commercial revenue streams
- Proposing an event that is viable without government funding
- Able to reduce reliance on government funding over a period of time

This will help us support more events, and new events, across the Territory, just like yours.



4. Back up the numbers

You need to provide a range of predicted figures, such as anticipated attendance numbers and visitation. It's important those numbers can be backed up with evidence or sound logic. Exaggerated numbers may impact the validity of other answers in your application.



5. Take time to fully answer the questions

We appreciate applications like this can be time consuming, but the questions are there to help you show the panel why your event should receive funding. Failing to answer questions clearly, or at all, will impact your application. Each question needs a specific answer, so please don't just write "As per previous response" or "As per attached document".



What to include

You're encouraged to consider and prepare information related to the assessment criteria. We've developed a series of guides and templates that may help, covering subjects such as event budgeting, writing a funding application and attracting sponsorship.

Visit ntmajorevents.com.au/funding-resources/toolkits

Increasing economic returns and visitation

- Promoting the Territory as a destination
- Initiatives to extend the length of visitors' stays
- Number of overnight stays
- Audience type (regional, intrastate, interstate, international) and attendance
- Details of marketing plan (including market research, target audience and size, reach and channels)
- Expected or historic media reach of the event
- Return on investment (in-scope spending over funding provided)
- Details of partner organisations/events and the extent of any collaboration

Delivering a year-round events portfolio

- Event description (ie duration, frequency, core activities, location, purpose, event date)
- Number of pre- and post-activations

Enhancing the liveability of the Territory

- Local support for the event by attendees and volunteers
- Net Promotor Score (if known of past event)
- Event growth potential over future years
- Sense of community pride and cohesion that can be built

- Potential for community legacy (eg infrastructure, understanding of sport/culture, ongoing activities, job creation, destination recognition)

Providing opportunities for local businesses

- Number of local businesses engaged
- Audience as a percentage of the local population
- Partnerships with locally owned and operated business and tourism products.

Governance and funds management

- 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