



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
- Enhances 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.

Application Process

Applications for Round 1 of the 2023/24 NTMEC Event Funding Program:

- Open at 8am on Friday, 13 October 2023
- Close at 5pm on Friday, 10 November 2023.

Applications must be made online. Visit ntmec.smartygrants.com.au

Contact Us

If you have any questions about the EFP, please get in touch:

Email ntmec.grants@nt.gov.au or call [\(08\) 8999 5256](tel:(08)89995256) during business hours



Photo: fabALICE Festival, Tourism NT

Eligibility

As much as we'd love to fund all Territory events, that's just 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 are the best use of public funds.

Who can apply

Organisations registered as a:

- Company or
- Trust entity or
- Incorporated association or
- Local government or
- Are under auspices of an organisation that meets the eligibility criteria.

Organisations must:

- Have an Australian Business Number (ABN) or be under auspices of an organisation that meets the eligibility criteria
- Be financially solvent
- Have no debt owing to the Northern Territory Government
- Be a Territory-based organisation or provide evidence for 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
- Apply event risk and safety planning in line with legislative requirements
- Have appropriately acquitted previous grants from NTMEC or Northern Territory Government.

What you can apply for

- Direct event costs, including short-term staff or specialised personnel to deliver the event
- Event programming costs
- Marketing and promotion costs
- Hire of temporary infrastructure costs
- Venue costs
- Costs for initiatives or strategies to enhance the event or make it safer.

What you cannot apply for

- Events held outside of the Northern Territory
- 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
- 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.



Photo: Henley on Todd 2022

Conditions of Funding

Application process

- Application process includes assessment by an independent panel
- 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 deemed incomplete or ineligible and/or received after the application deadline
- The EFP is very competitive and not all applications will be successful
- Level of Funding assigned considers overall pool of funding available, number of applications received and applicant ability to demonstrate evidence against criteria
- All applicants are encouraged to plan for contingencies and consider other funding sources and options for their events
- Applicants need to be realistic when supplying estimated numbers of attendees or participants. Provide statistical evidence from past events (or events similar in nature for new events). If your application is successful, the estimates provided in your application will be used as a basis to set agreed performance outcomes in your funding agreement, which the event will be expected to achieve
- The purpose of the EFP is not to underwrite an event but to help events grow and develop. Any event applied for must be able to take place with or without EFP funding
- If successful, you 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 at least 30 days before the event proceeds. NTMEC can withdraw funding and if necessary, recover funding and terminate the agreement if risk and safety planning is not complied with.

Data collection and privacy

- The economic impact of an event is important for future funding considerations. It is therefore important you try to capture as much data as possible. Survey techniques to consider include:
- For free events, information captured at point of registration or at event entry
- For ticketed events, via online ticket sales and gate sales
- For non-ticketed events, information is best sourced during the event (via a survey)
- It is important to consider this process early during your planning process, to ensure relevant information is included in the ticketing Terms and Conditions should a third-party organisation be engaged to conduct event surveys.

Funding milestones

- Depending on the provided level of funding, you will need to achieve set milestones. As part of the milestones you may be required to do the following:
- List your event on the Australian Tourism Data Warehouse (ATDW)
- Provide event logos
- Give an updated budget outlining what NTMEC funding will be spent on
- Provide marketing and promotion plans
- Offer speaking opportunities/invitations for the Minister for Major Events or a Northern Territory Government representative
- Supply evidence of insurance
- Share your Event Management Plan
- Provide written confirmation of the preparation of an Event Risk and Safety Management Plan
- Carry out event surveys
- Complete acquittal reports.



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

- Proportion of local businesses engaged
- Audience as a percentage of the local population
- Partnerships with other tourism products in the area

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