

Northern Territory Major Events Company

# Event Funding Guidelines

Photo: Barunga 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

## Community Event

Up to \$30 000

### Funding Objectives

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 will only be considered for single year funding.

### 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 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 will only be considered for single year funding.

### 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
- 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

## 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 will only be considered for single year funding.

## 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 will only be considered for single year funding.

## 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



# 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:

- 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 partnership with a Territory-based organisation to deliver the event
- Own or have a licence for the rights to stage the event
- Hold the event between 1 November 2021 to 31 October 2022
- 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
- Not have any current funding agreements in place with NTMEC for the event you are seeking funding for

## Ineligible events include:

- Events held outside the NT
- Events scheduled within four months of notification of funding
- Trade and industry events such as symposiums/ expos/seminars, award nights, conferences, training events and product launches
- Charity events or fundraising activities
- Local championships
- Reunions/anniversaries/centenaries
- 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
- Events that have failed to appropriately acquit a previous grant from NTMEC
- Events already funded by NT Government agencies for the same project elements
- Other events assessed as not meeting the objective of the event funding program
- Events that have applied for funding for the same activity or program element from the Community Benefit Fund (whether that be a Minor Community Grant or Major Community Events Grant)



# Use of Funds

## Eligible use of Funds:

- Direct event costs including short-term staff or specialised personnel to deliver the event
- Event programming
- Marketing and promotions
- Hire of temporary infrastructure
- Venue costs
- Initiatives or strategies to enhance the event or make it safer

## 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: Tourism NT, Wide Open Space

# Application Process

Applications for Round 1 of the 2021-22 NTMEC Event Funding Program open on Monday 12 July.

The Major Events Expression of Interest will **close on Monday, 2 August 2021**

Applications for all other funding categories will **close on Monday, 9 August 2021**

## Applications

- Applications must be made online. Visit <https://ntmec.smartygrants.com.au>
- Applications will be assessed through a competitive application process by an 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>

## 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 (including COVID-19)
- 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 are in partnership with a Territory based company/group



Photo: West Macs Monster



# 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), do not include NTMEC funding request
- 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
- COVID-19 safety measures



Photo: Tourism NT, Wide Open Space



# 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 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

NTMEC reserves the right to amend or alter these guidelines from time to time in its absolute discretion.

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.

Events are to be planned and delivered subject to compliance with the Chief Health Officer of the Northern Territory's directions under section 48 of the Public and Environmental Health Act 2011 in relation to COVID-19.



Photo: Kacie Austin, Darwin Fringe Festival