

Tourism Event Support Program

Guidelines

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1 Grant Overview

Shoalhaven Tourism have funds available to provide grants to events and conferences that drive visitation to the Shoalhaven. These grants are provided to events that occur outside of recognised peak periods (summer, public holidays and school holidays), encourage out of area intra and interstate visitation, return visitation and overnight stays.

To be eligible for funding through the Event Support Program the event is subject to an application process and must meet the below criteria:

- the ability to increase tourist visitation to the Shoalhaven including intra and interstate visitors in the off-peak season
- the Event must occur outside of recognised peak periods
- demonstrate the ability to deliver significant and measurable economic benefit to the Shoalhaven
- the ability to facilitate business and community involvement in the event
- ability for the event to add to the diversity of the regions event calendar
- incorporate strategic and targeted marketing practices in its planning and implementation
- the capacity to be an ongoing event
- involvement of and consultation with local business, community and tourism groups; and
- the Organisation must acknowledge the Shoalhaven Tourism sponsorship via all advertising and marketing undertaken

Given the growing number and size of events in the region, these grants are highly sought after, it is recommended applicants submit as much detail and supporting information as possible. Please use clear, simple language to outline your activity.

Your objectives must meet the identified criteria within the application and should support the Key Themes in Council's Destination Management Plan 2018-2023,

<https://doc.shoalhaven.nsw.gov.au/DisplayDoc.aspx?record=D18/440130>

1.1 Use of Grants

Tourism Event Grants should be used to increase tourism and overnight visitation in the Shoalhaven region. The grants are not to be utilised for the day-to- day operations of an event, but may be directed to areas such as:

- Out-of-area media campaigns
- Online marketing campaigns
- Increasing the saleability of the event (drawcards, artists, keynote speakers, improving quality/quantity of product/entertainment, etc.)
- Campaigns with other tourism operators and/or events to increase overnight and repeat visitation

2 Funding Assessment Process

On receipt of a funding application, the application and any supporting documents will be assessed by a member of the Council's tourism/events team and any further information or clarification will be requested and collated. Events that are not eligible for funding will be notified at this time.

In the case when two events, planned by the same event organiser, in conjunction with each other and with similar or the same group of attendees, it is appropriate for these events to be assessed as one event.

2.1 Visitation Data

Council's REMPLAN software will be used to calculate the economic impact of each event using the following data:

- Anticipated number of domestic day visitors
- Anticipated number of domestic overnight visitors and number of nights
- Anticipated number of international visitors' and number of nights

2.2 Key Measurables

For eligible events, the collated information and summary will be reviewed by a panel from the Shoalhaven Tourism Advisory Group (STAG) who will assess the event and tourism benefits against key measurables under the following headings:

- Regional Capability and Brand Fit
- Return on Investment and Economic Development
- Long-term Sustainability
- Marketing Leverage

Using an algorithm, events will then be issued a score that will rank it under one of three possible funding tiers (where funds are available).

2.3 Shoalhaven Peak Visitation Period

The peak periods for visitation to the Shoalhaven region are December to February and all public holidays and school holidays throughout the year. Events applying for sponsorship must occur outside these recognised peak periods.

Shoalhaven Tourism strongly encourage events to be held mid-week between May and August. Events proposed to occur in the off-peak season will score significantly higher in the assessment process.

2.4 Supporting Documents

As part of your application, you will be required to submit the following documentation:

- A copy of the organisation's Certificate of Currency and/or schedule for Public Liability Insurance to the value of \$20 million
- A brief description of the event, including marketing activity that demonstrates the benefits to Shoalhaven City Council
- Estimated visitation data and explanation of metrics used to calculate the data
- Event Budget

2.5 Business Events

Business Events have the potential to bring significant economic and employment benefits to the region, these benefits may include local spend and the use of our local facilities, amongst other advantages such as, influential advertising for our local area. Our sponsorship strongly encourages events to be held midweek during the winter months.

3 Application Process

There will be two assessment periods per year, one in summer and another in winter. The dates for each assessment period will be advertised via the Shoalhaven City Council website. Please submit applications via the [Tourism Event Support Grants Page on Council's website](#). The final funding decision will be communicated in writing 4-6 weeks after applications close.

It is recommended applications are submitted early to allow for requests for clarification or supporting information. Please refer any questions to events@shoalhaven.nsw.gov.au.

3.1 Funding Tiers

Based on the assessment outcome events will be categorised into one of the three funding tiers below. Events in each tier will be assessed with (and where necessary, against) other events of similar impact. Please note, not all events will be eligible to receive funding support. Events in each tier will be assessed based on merit, demand, and funding availability.

Funding Limits:

Funding Program	Maximum funding amount
Support Sponsorship	\$500 to \$5,000
General Sponsorship	\$5,000 to \$10,000
Flagship Event Sponsorship	\$10,000 to \$20,000

3.2 Successful Applicants

The successful applicants will be notified in writing the monetary and non-monetary amounts being offered. Successful applicants will be required to sign a funding agreement that covers the following:

- **Acceptance:** The Sponsorship offer is valid for 14 days and a confirmation of acceptance must be presented in writing to Council. When the offer has been accepted the applicant must return a signed contract and completed invoice.
- **Payments:** Council's normal process is to pay invoices within 60 days.
- **Publicity:** The Shoalhaven City Council must be acknowledged in any marketing/publicity collateral.
- **Post-event report:** This report is to provide an overview of the event, provide statistics such as ticket sales, out of area visitation and survey results.
- **Overdue acquittals:** If you have received a grant or administered a grant from Shoalhaven City Council in the past and that grant has not been satisfactorily acquitted, payment of new funding may be delayed until acquittal has been submitted and approved.

3.3 Stage Payments

Grants will be paid in two instalments. The assessment panel will decide what proportion of the grant will be paid pre-event and post-event. This will be based on the details of each individual application.

- First payment – made pre-event after approval of grant.
- Second payment – made on receipt of post-event report and provision of any other required information.

3.4 Reoccurring/Annual Events

Reoccurring/annual events will be required to submit an application each year and will be re-assessed based on merit, demand and funding availability.

Ongoing data should be provided to support applications, including post-event report, ticket sales, survey results, social media statistics, etc.

Events receiving grants for longer than three (3) years will need to demonstrate strategic plans for ongoing development of marketing to different out of area markets and ways they are increasing the profile and attractiveness of the event to visitors and event patrons.

3.5 New and One-Off Events

As new and one-off events will not be able to provide evidence of such data as expected visitation and statistics of out-of-area visitors, these applicants will be required to provide their method for calculating their estimations. These methods could include:

- Data from similar events
- Data from events in similar areas
- Database/targeted marketing
- Social media statistics
- Surveys
- Preliminary ticket sales, etc.

3.6 Reporting

All successful applicants will be required to provide a post-event acquittal report within two months of completion of the sponsored event. The report must include outcomes of the event funded by Shoalhaven City Council, examples of promotional material and photos of the event, overview debrief of the event, provide statistics such as ticket sales, out of area visitation and survey results. Applicants will not be considered for future funding if the report is not completed and returned.

4 Other

4.1 Other Support Available

There are other in-kind and supplementary support opportunities available to event organisers including:

- ATDW listing: The Australian Tourism Data Warehouse is the national platform for digital tourism information, and it's also the pathway to list your business or flagship event on www.shoalhaven.com and www.visitnsw.com
- Images of the region
- Interactive PDF welcome message from the Mayor
- Use of Shoalhaven City Council logo
- Use of Shoalhaven promotional material (banner mesh, flags and pull-up banners)
- Tourism marketing promotion: Events can be published on Shoalhaven.com/events which has approximately 100k pageviews annually. The Events can also be selected for our monthly e-newsletter to a visitor database of 8k. Posts are shared and promoted on social media and regular radio segments with local stations
- Community groups may be eligible to utilise a small supply of "Stores" with basic event supplies including traffic control signage and pop-up marquees
- Council's Event Policy: <https://doc.shoalhaven.nsw.gov.au/Displaydoc.aspx?Record=POL16/266>

5. Eligibility Criteria and Terms & Conditions

5.1 Eligibility Criteria

- The ability to increase tourist visitation to the Shoalhaven including intra and interstate visitors.
- To demonstrate the ability to deliver significant and measurable economic benefit to the Shoalhaven.
- The ability to facilitate business and community involvement in the event.
- The ability for the event to add to the diversity of the regions event calendar.
- To incorporate strategic and targeted marketing practices in its planning and implementation.
- The capacity to be an ongoing event.
- Involvement of and consultation with local business, community, and tourism groups.
- The acknowledgement of Shoalhaven City Council sponsorship via all advertising and marketing undertaken.

5.2 Ineligible Applications

- Your proposed event falls within school holidays, public holidays or during the summer months.
- Your proposal is for retrospective funding or funding budget deficits.
- Your proposed event is to take place outside the Shoalhaven.
- Your organisation has not fulfilled previous sponsorship obligations, including provision of post event evaluation report and budget requirements.
- Your proposed event will give a significant amount of event profits to charity.

5.3 Terms and Conditions

- Submission of an application does not guarantee sponsorship.
- Fully completed application form and any additional requested documentation must be provided (including an Australian Business Number (ABN) or Taxation Office “Statement by Supplier” form).
- Successful applicants must not receive funding from other Shoalhaven City Council departments.
- The proposed event must be covered by a current Public Liability Insurance Policy to the value of \$20 million and include Shoalhaven City Council as an interested party.
- Events on Council owned, or managed lands must have relevant permits and meet all event related conditions.
- Events on private land must have all relevant approvals.
- Successful applicants must submit a post-event report in order to receive their second payment.
- If requested by Council, the applicant must be able to provide substantial planning documents. Multi-year agreements are possible at the discretion of the panel.

5.4 Exclusions and Conflicts of Interest

- Council will not provide support to events, individuals or organisations and their subsidiaries, that are in conflict with the objectives and mission of Council.
- Activities are not to compromise Council’s ability to exercise its role impartially toward the community. Any persons found to have a conflict of interest should not be involved.
- Council does not consider the following suitable to receive assistance either financial or in-kind:
 1. Those involved in the manufacture, distribution and wholesaling of tobacco related products, pornography and addictive drugs
 2. Those found guilty of illegal or improper conduct by ICAC or any other legal authority
 3. Those whose services or products are considered to be dangerous to health
 4. Those involved in the political arena



Bridge Road, Nowra (02) 4429 3111

All communication should be addressed to

The Chief Executive Officer:

PO Box 42, Nowra NSW 2541

DX 5323 Nowra NSW

shoalhaven.nsw.gov.au