

# Tourism Event Support

## Eligibility criteria and terms & conditions

### Eligibility Criteria

- Ability to increase tourist visitation to the Shoalhaven including intra and interstate visitors.
- Demonstrate the ability to deliver significant and measurable economic benefit to the Shoalhaven.
- 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.
- Capacity to be an ongoing event.
- Involvement of and consultation with local business, community and tourism groups.
- Acknowledgement of Shoalhaven City Council sponsorship via all advertising and marketing undertaken.
- 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.
- Successful applicants must submit a post-event report 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.

### Ineligible Applications

- Your proposed event falls within school holidays, long weekends or public holidays.
- 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.

### 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 Council departments.

### Exclusions and Conflicts of Interest

- Council will not provide support to 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 dangerous to an individual's health.
  4. Those involved in the political arena.