



EVENT SUPPORT PROGRAM

GUIDELINES

Tourism Tamworth supports tourism and event activities within the region and its main focus is to work with the community and other organisations to foster events, drive visitation to the region and businesses associated with tourism.

The Event Support Program is a flexible program initiated a number of years ago to support community and event organisers to market and promote new events. The Event Support Program supports selected events that have significant tourism potential and will support the strategic direction of the Tamworth region.

The intent of the program is to continue to support new or not well established events held within the Tamworth Region and consequently, the Event Support Program will provide any one event support for a maximum of three (3) years.

At its discretion, Tourism Tamworth may make the decision to continue the support of an event if deemed appropriate. This document will provide the Guidelines for support, including how an application is assessed and what applications will be considered more appropriate than others.

TOURISM TAMWORTH

Tourism Tamworth has been delegated the authority (by the Tamworth Regional Council) to develop events and tourism opportunities including the provision of visitor information services, marketing and promotions as well as conferences and events.

TAMWORTH REGIONAL COUNCIL

The Tamworth Regional Council delegated the responsibility for the marketing of events throughout the Tamworth Regional Council Local Government Area to Tourism Tamworth. In conjunction, the two organisations can play an important role in the coordination of event activities and strong support for your application from Tamworth Regional Council is encouraged.

On occasion Tamworth Regional Council may need to provide formal statutory approval for planning or regulatory requirements for your event.

WHAT WILL THE EVENT SUPPORT PROGRAM DO?

The main objectives of the Tourism Tamworth Ltd Event Support Program are to:

- Maximise the economic, tourism, social and cultural benefits of events held in the Tamworth region;
- Identify and assist with bidding for and developing those events which have a close fit with image and position of the Tamworth region; and
- Integrate promotion of major events in the Tourism Tamworth marketing campaign to maximise yield and develop packaged tourism events.



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WHO CAN APPLY FOR FUNDING UNDER THE EVENT SUPPORT PROGRAM?

Organisations and events eligible to apply for assistance under the event support program must fall into one (or more) of the following categories:

- Non-profit organisation
- Incorporated community based organisation
- Co-operative
- Association
- Registered charities

If your organisation is not registered under a NSW Government or Commonwealth Government legislation you may need to ask a registered organisation to support your application. Only one (1) application can be submitted for an Event.

An Event will be deemed ineligible for support if the application is submitted, managed or coordinated by;

- Individuals
- Private enterprise or for-profit entities
- Third parties seeking funds on behalf of others and without the permission of the event organiser
- Organisations currently receiving support from Tourism Tamworth and/or Tamworth Regional Council and/or other Local Government Areas

SUBMITTING AN APPLICATION

There are two rounds for Event coordinators to apply for assistance. As a guide applications will be called for in February and August annually. Each period of application will be open for approximately 4-6 weeks. The following table is a guide for application timeframes for the Event Support Program.

APPLICATIONS OPEN:	1 February 1 August	APPLICATIONS CLOSE:	15 March 15 September	ANNOUNCEMENT EXPECTED:	End of March End September
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For example if your Event is to be held in the second half of the calendar year you should be submitting your application in the first half of the year, and vice versa.



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ASSESSMENT CRITERIA

The Event Support Program provides different levels of assistance for events that benefit the Tamworth Regional Council area. Tourism Tamworth aims to support marketing and promotional activities for events through this Program. Tourism Tamworth will consider events that meet the following criteria:

- Have clearly defined objectives and measurable outcomes articulated in an Event Plan or Business Plan for their Event;
- The Event Plan or Business Plan identifies an appropriate target market or markets
- The Event Plan or Business Plan includes a section of Marketing, Advertising, Public Relations and suggested activities to be undertaken against the target market or markets to attract visitors to the event
- Event sustainability and or the potential of the event to grow and become self-funding
- Evidence of business and community support
- Well-organised, experienced and structured management committee
- Preference will be given to events that occur during the off peak/shoulder season
- The Event will contribute to the unique identity/attributes of the Tamworth region
- Involve collaboration or cross promotion within the community and groups

The value of support given to the approved applicant will be at the discretion of Tourism Tamworth and is limited by annual budget allocations to the program. The decision to support an application under the Event Support Program is undertaken by the Tourism Tamworth and their final decision negates any discussions or commitments previously communicated about the application for support.

Event support assistance **CAN** be provided for:

- Marketing
- Advertising on radio, television, in print or online
- Printing of event specific material
- Media releases and media liaison
- Event Launches
- Promotion
- Subsidies on ticket sales commissions
- Volunteer assistance
- Promotion throughout the Visitor Information Centre networks

Event support assistance will **NOT** be provided for:

- Events or activities that start or are completed before assistance is approved
- Educational costs
- Infrastructure costs
- Asset purchases
- Performer/artist fees
- General administration costs and/or employment costs, or
- Prize money



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CONDITIONS OF GRANT

If your application is successful you will be required to sign a written agreement with Tourism Tamworth that outlines the Terms and Conditions of the event support granted. If you would like a full copy of the contract please contact Tourism Tamworth.

Signed and completed applications and any supporting material must be received by Tourism Tamworth by 5pm on the nominated closing day. In the case of posted applications, the proposal must be postmarked on or before the closing date for the grant.

Any late applications may be deferred to the following round of applications. There is no guarantee this will occur as a late application may be deemed ineligible.

Applicants will be advised 30 days after the closing date if the application has been successful.

FOR MORE INFORMATION

Tourism Tamworth Ltd

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TAMWORTH NSW 2340

Applications for the Event Support Program are available online at www.visittamworth.com