



Name of organisation / company	
Postal address	
Applicant contact name and position	
Applicant phone contact	
Applicant email address	
Are you applying on behalf of a partner organisation and if so, who is partnering with you on this event?	
Which Local Tourism Association are you a member of:	
Organising Committee: e.g. secretary, treasurer, president	

Section 1: Event Information

Event category <i>As per application guidelines – Major / Minor event</i>	
Event Name	
Event Description <i>Provide a brief summary of the event (no more than a paragraph) describing the <u>purpose and outcomes</u> sought by the event.</i>	
Number of years the event has been held previously (not inc. this year)	
Has council already committed other funds/support to this project? <i>Please provide details of previous funding made by the RCOW</i>	
Location of Event	
Date of Event	
Total event cost (ex gst)	
Grant amount requested (ex gst)	
Intended use of funding <i>Details regarding the specific activities to which the funding will be allocated.</i>	
Total number of patrons expected to attend the event	
Total number of patrons that attended the event in previous years	
Estimated origin of visitors expected to attend event for which funding is being sought.	
Breakdown of patrons from previous event based on origin ie. regional Victoria, Melbourne etc	

Section 2: Marketing and Promotion

<p>a) Provide a brief description of the marketing activities being undertaken to attract intrastate and interstate visitors to the event.</p> <p>b) What is the event target market <i>Please note that a full marketing plan must be attached.</i></p>	
<p>If this is an ongoing event (not a new start up event), what are you planning to do differently this year to drive further visitation and increased overnight stays?</p>	
<p>Will you be developing packages with local accommodation, tour and transport operators for your event? <i>e.g. event ticket, accommodation, transport.</i></p>	

Section 3: Permits

<p>Has the event organiser enquired into and/or applied for all relevant permits from relevant government departments or agencies? (<i>evidence may be requested</i>)</p>	
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Section 4: Financials

Breakdown of Event income		
Source	\$ Amount	Status (anticipated or confirmed)
Local Government – Rural City of Wangaratta		
Applicant Contribution (cash)		
Applicant In Kind Contribution		
State Government eg. Tourism Victoria (please specify):		
Other (please specify)		
Total event income		

Breakdown of event costs (<i>costings must be gst inclusive</i>)		
Item	Estimated cost \$	Anticipated completion date
Total		

Section: 5 Checklist of documents to be submitted:

- Original completed Application Form (required)
- Marketing Plan
- Letters of support (optional)
- Other supporting documentation (optional)
- Audited annual statement of accounts from the previous financial year

Applications close 28 July 2017, 5pm.

Section 6: Event Acquittal Requirements

A post event report **must** be submitted within three month of the event finishing date and should contain the following information:

Event Details:

1. Event name and date.
2. Total number of patrons who attended the event and a brief summary of how these figures were obtained.
3. Breakdown of visitor origin ie. local community, other regional Victoria, Melbourne, interstate and international.
4. Final Budget. Please note that a full budget must be attached.
5. Details regarding the specific activities to which the funding was allocated.
6. Written event organiser's report – providing a summary of event activities, outcomes and if goals were achieved, copies of promotional brochures/posters/programs and publicity generated.

Please return this to:

Janine Rolles,
Tourism Development,
Rural City of Wangaratta
PO Box 238,
Wangaratta VIC 3677
P. 03 5722 0888

or alternatively return to
j.rolles@wangeratta.vic.gov.au