

## Rural City of Wangaratta

### Event Funding Program 2017/2018

The Event Funding Program supports local events ability to grow and attract intrastate, interstate and international visitors. Events supported under this program will be those with a strong tourism focus that demonstrates the potential to promote the destination as well as the strategies of the Rural City of Wangaratta.

#### Definition of tourism events

Events and festivals that attract intrastate, and/or interstate and/or international visitation to the region, with the expectation for increasing the length of stay in region.

#### Grants

##### Major events up to \$5,000

[minimum: visitation 1,000 or more; attracts intrastate, interstate and/or international visitors]

##### Minor events up to \$2,000

[minimum: visitation less than 1,000; attracts intrastate and interstate visitors]

**Dates: Applications Open: 19 June 2017**

**Applications Close: 28 July 2017**

**Notification to applicants September**

#### Objectives

The objectives of the program are to:

- Maximise the economic benefits generated by driving visitation from outside the region and the state, and extending length of stay and yield
- Build the profile and diversity of events in the region
- Promote the tourism product strengths and align with the strategies of the Rural City of Wangaratta
- Grow events so that they become financially viable and sustainable

## Eligibility

### Who can apply

- Sporting, cultural, creative, community organisations
- Industry bodies/organisations/cooperatives
- Private enterprises
- Local Tourist Associations

### What will be likely funded

- Marketing and promotion – materials, advertising
- Costs associated with securing and hosting events
- Strategic or business plans for event development
- New innovations or additional activities to expand an event program
- Events held between 1 July 2017—30 June 2018

## Ineligible

### Funding will not be available for:

- Local events with a community focus or appeal
- Events without the capacity to attract visitation from outside of the Rural City of Wangaratta
- Events that have failed to acquit previous funding programs from the Rural City of Wangaratta
- Events that have already secured financial support through another Rural City of Wangaratta program or source
- Purchase of land
- Events that have already commenced at the time of application, or events that have been completed prior to the application
- Staff wages, contractors
- Events staged outside of the Rural City of Wangaratta
- General administration costs and maintenance costs
- Administrative equipment and supplies
- Private enterprises not members of their local tourist associations

## Criteria

Strong consideration for support through the Event Funding Program will be given to:

- Economic and social impact to the community and businesses within the municipality
- Alignment with the tourism strategies of the Rural City of Wangaratta, regional and state tourism
- Events that can demonstrate the capacity to increase visitation from outside the Rural City of Wangaratta and immediate surrounding region
- Events that promote the Rural City of Wangaratta as a tourism destination
- Festivals and events coordinated by local organisations or private enterprises
- Events with detailed business plan and marketing strategy
- New and innovative events
- Financially viable and sustainable events
- Implement waste reduction and environmentally sustainable practices

## Application Process

Applicants are encouraged to contact the Rural City of Wangaratta Tourism Department prior to submitting a formal proposal. All application forms must be submitted completed with all or any attachments. Applicants are encouraged to submit copies of event management plans or marketing strategies, financial or other relevant information.

Applications are assessed on their merit. Successful applications will be submitted in a report to council for endorsement prior to notification of funding.

Successful Applicants will be required to:

- enter into a funding agreement with the Rural City of Wangaratta
- Identify the Rural City of Wangaratta as a sponsor on all promotional and marketing material
- provide an event acquittal report 3 months post event

For more information contact Janine Rolles on 03 5722 0773 or email [j.rolles@wangaratta.vic.gov.au](mailto:j.rolles@wangaratta.vic.gov.au)