**Rural City of Wangaratta Tourism Event Grant Funding Program Application Form 2021 July 1 – December 31**

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| --- | --- |
| 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? |  |
| If applicable: which Local Tourism Association are you a member of: |  |

**Section 1: Event Information**

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| --- | --- |
| Event category- please indicate. | Minor Event [less than 500 attendees]  Major [500 to 2,999 attendees]  Marquee [3,000+ attendees] |
| Event Name |  |
| Event Description  *Provide a brief summary of the event (no more than a paragraph) describing the purpose and outcomes sought by the event.* |  |
| Number of years the event has been held previously *(not Inc. this year)* |  |
| Has council already committed other funds/support to this project? *Please provide details of previous funding or logistics support made by RCOW* |  |
| Location of Event |  |
| Date of the Event (July 1 – Dec 31, 2021) |  |
| Grant amount requested (excl. GST) | **$** |
| Intended use of funding  *Details regarding the specific activities to which the funding will be allocated.* |  |
| Total number of patrons that attended the event in previous years *(if applicable)* |  |
| Breakdown of patrons from previous event based on origin ie. regional Victoria, Melbourne, interstate etc |  |
| Total number of patrons expected to attend this year’s event |  |
| Estimated origin of visitors expected to attend event for which funding is being sought. (postcode or region) |  |
| Will your event be implementing environmentally sustainable practices, please provide details. |  |

**Section 2: Marketing and Promotion**

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| --- | --- |
| a) Provide a brief description of the marketing activities being undertaken to attract intrastate and interstate visitors to the event.  b) What is the event target market |  |
| 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? |  |
| Will you be developing packages with local accommodation, tour and transport operators for your event?  *e.g. event ticket, accommodation, transport.* |  |

**Section 3: Financials**

|  |  |  |
| --- | --- | --- |
| **Breakdown of Event income** *(income must be gst exclusive)* | | |
| **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** *(add more lines if required)* |  | |

|  |  |  |
| --- | --- | --- |
| **Breakdown of event costs** *(costings must be gst exclusive)* | |  |
| **Item** | **Estimated cost $** | **Anticipated completion date** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| **Total** |  |  |

|  |  |
| --- | --- |
| Total event cost (ex GST) |  |
| If this is an ongoing event provide details of how this event is or will be financially sustainable. |  |

**Section 4: Permits**

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| --- | --- |
| Has the event organiser enquired into and/or applied for all relevant permits from relevant government departments or agencies? (*evidence may be requested*) |  |

**Section: 5 Checklist of documents:**

* Completed Application Form (required)
* Marketing Plan & Event Plan (required)
* COVID Safe Plan (required)
* Letters of support (optional)
* Other supporting documentation (optional)

**Applications close: 5pm, Friday April 16, 2021. Applications submitted after the due date will not be assessed.**

**Section 6: Event Acquittal Requirements & Authorization**  
A post event report **must** be submitted within three months of the event taking place 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.

*I declare that the information supplied in this form is to the best of my knowledge accurate and complete and I have been delegated by the applying organisation to submit this application.*

|  |  |
| --- | --- |
|  |  |
| **Name:** |  |
| **Date:** |  |

**Applications can be submitted via:**

**Email:** [**economicdevelopment@wangaratta.vic.gov.au**](mailto:economicdevelopment@wangaratta.vic.gov.au)

**Mail:**

Economic Development

Rural City of Wangaratta

PO Box 238,

Wangaratta VIC 3677

P. 03 5722 0888

**In person:** Wangaratta Government Centre 62-68 Ovens Street Wangaratta

Please attention envelope to “Economic Development Officer”