

APPLICATIONS SHOULD  
BE SUBMITTED A  
MINIMUM SIX MONTHS  
PRIOR TO THE EVENT'S  
COMMENCEMENT

# MAJOR EVENT FUND

FUNDING  
GUIDE FOR  
APPLICANTS



**ACT**  
Government



CANBERRA



**VISIT**  
CANBERRA

# Sources of Event Funding ENTERPRISE CANBERRA

**STREAM A**  
**Major Event Fund**  
Major funding

**Funding objective:**

Drive substantial economic impact for the ACT through attendance, as well as enhance the Canberra brand and generate city vibrancy

**Target:**

Major events

**1-3 years**  
**from \$100,000**

**STREAM B**  
**ACT Event Fund**  
Significant Event funding

**Funding objective:**

Facilitating sustainable event growth with an enhanced focus on facilitating tourism growth and positive impacts on the ACT economy

**Target:**

Events with potential to grow

**1-3 years**  
**from \$20,000-\$40,000**

**STREAM C**  
**ACT Event Fund**  
Core Event funding

**Funding objective:**

Support a vibrant annual events calendar, supporting a range of economic, social and community outcomes

**Target:**

Events that add vibrancy to our calendar

**1 year only**  
**up to \$20,000**

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## 1. Introduction and strategy alignment

The national Tourism 2020 framework (T2020), launched in December 2013, aims to double overnight expenditure to \$140 billion by December 2020.

The ACT Government, through VisitCanberra and in partnership with the ACT tourism industry developed the [ACT 2020 Tourism Strategy](#) to provide a framework for informing programs and activities that can help realise our tourism potential. The ACT tourism strategy aims to grow the value of overnight visitor expenditure to **\$2.5 billion by December 2020**.

The *2025 Major Events Strategy for the ACT* aims to support the ACT Government's Strategic Priorities by growing the visitor economy, creating social and community benefits, seeking positive legacy outcomes for the city and continuing to support a healthy and active community.

The ACT Major Event Fund (MEF) delivers a mechanism for investing in, supporting and leveraging major events in line with these strategies.

## 2. Aims and objectives of the Major Event Fund

The introduction of the MEF demonstrates the ACT Government's commitment to building and nurturing Canberra's diverse events calendar through event attraction, acquisition and development.

The MEF will support new major event opportunities that:

- Drive **substantial economic impact** for the ACT and Canberra region through event-based visitation, associated visitor spend and by filling identified gaps in the annual event calendar;
- Provide opportunities for **marketing and promotion** of the ACT and Canberra region to key domestic and international audiences;
- Provide high quality, enticing event experiences which **support and enhance the Canberra brand**, generate city vibrancy and profile the destination as a world-class events and tourism destination; and
- **Reflect, engage and involve** Canberra's diverse communities.

## 3. Classification of a 'Major Event'

The term 'Major Event' is a classification given to events that generate significant economic, social and community benefits to the ACT and Canberra region. They fall into one of the following categories:

- **Regular anchor events**

Recurring events that generate significant return on investment and visitation outcomes. Such events are automatically associated with the destination, in the same way Floriade is with Canberra.

- **One-off major events**

One-off feature events that generate a significant economic impact and enhance the Canberra brand and reputation. These events still drive significant visitation though may not be immediately linked or directly associated with the destination.

The MEF will target a portfolio of events that include a combination of categories, measuring the investment required against economic, social and community outcomes delivered.

#### **4. Funding available**

The ACT Government has committed funding over the next three years to support investment in major events through the MEF.

Funding submissions will be accepted from 1 July 2017 to 30 December 2019, and **should be submitted a minimum of six months prior** to the event's commencement. Multi-year funding proposals will be considered, up to 3 years.

The minimum amount of funding per application that may be applied for is \$100,000 p.a. and a maximum amount of \$500,000 p.a.

The cooperative nature of the MEF requires supplementary financial investment from event partners to fund the necessary acquisition, creation, development and operational delivery of proposed events.

Funding will not be available to underwrite events.

#### **5. Evaluation criteria**

VisitCanberra will consider and assess applications in line with the following criteria:

- i. **Economic benefit**

Capacity of the event to deliver significant economic contributions to the visitor economy, with consideration to:

- the anticipated number of visitors who will travel specifically to attend the event
- the average visitor length of stay (visitor nights)
- the estimated daily visitor expenditure
- the cost of the event relative to expected returns (i.e. return on investment)
- the ability to substantiate visitation and economic impact claims

- the opportunities for business/industry to leverage off the event

Demonstrated relevance and alignment with the *ACT's 2020 Tourism Strategy* and the *2025 Major Event Strategy* will also be considered.

**ii. Marketing impact and brand enhancement**

Effectiveness in driving marketing outcomes for the destination. In addition, consideration will be given to evidence of suitable marketing/promotional strategies, and how an event will profile the destination, generate awareness and provide a positive media impact.

Alignment with VisitCanberra's destination marketing objectives and the opportunity the event provides to further enhance and showcase the ACT and Canberra region's credentials as a global events destination.

Ability to provide a clear rationale for event timing, including the ability to fill identified gaps in the event calendar, complement existing events and enable local business to benefit and leverage the event.

**iii. Social and community benefit**

Opportunities for local community and business engagement and participation, and enhancement of city vibrancy, community pride and social cohesion.

**iv. Event management capacity and capability**

All events supported by the MEF must be financially sustainable and not reliant solely on ACT Government funding. Applicants should address how the event is financially sustainable and provide any risk mitigating strategies.

**v. Event legacy and leverage**

Applicants should consider the use of existing infrastructure and assets, including cultural and recreational facilities where relevant and appropriate.

Ability to leverage international connectivity as well as generate event longevity and tangible legacy impacts.

## **6. Additional application requirements**

The applicant must:

- Demonstrate capacity and capability in delivering major events, including past experience
- Have a current Australian Business Number (ABN)



- Hold Public Liability Insurance (PLI) with a reputable insurer for the sum of no less than \$20 million per incident and present a current certificate of currency with the application
- Agree to indemnify the Territory, its employees and agents from and against all actions, suits, claims, costs and demands directly or indirectly arising from the operation of the business.

## **7. Funding allocation**

VisitCanberra **will not** provide funding for the following:

- Conferences
- Events and activities that have demonstrated limited capacity to meet relevant criteria
- Applications from individual persons
- Capital projects, equipment, staffing and capital costs associated with the conduct of the event
- Events that are proposed to be predominantly staged outside of Canberra
- Events that have previously failed to attract investment by the ACT Government
- Retrospective activity

## **8. Application assessment**

Applications will be assessed against the evaluation criteria on their own merit via a process conducted by VisitCanberra, with a recommendation then made to the Minister for Tourism and Major Events. The final decision around funding will be made at a ministerial level.

Successful applicants will be notified in writing by VisitCanberra, followed by the issue of a Funding Agreement that will outline the benefits, deliverables, milestones, KPIs and payment schedule associated with the allocation of funding.

Unsuccessful applicants will be notified by VisitCanberra in writing and will be provided with the opportunity for a formal debrief on their application.

## **9. Funding agreement**

Successful applicants will be required to enter into a legally binding Funding Agreement with the ACT Government. This agreement will set out:

- i. The rights and obligations, conditions and warranties of the ACT Government and the applicant;
- ii. The agreed work plan, timetable for completion, and the project budget;
- iii. The benefits, deliverables and KPIs to be met by event partners;

- iv. The marketing activities that the successful applicant and ACT Government agree on relating to all media and creative approval;
- v. The payment schedule that will be made following the successful completion of agreed milestones and achievement of prescribed KPIs; and
- vi. Reporting and accountability obligations including an event evaluation template which will capture data including attendance, length of stay and visitor spend.

#### **10. Process and contacting VisitCanberra**

Applicants to the MEF will be required to submit an application addressing the Evaluation Criteria. Applicants are strongly encouraged to meet and discuss their proposal with VisitCanberra staff, prior to submitting an application.

Applications should be received **no later than six months** ahead of an event being staged.

The primary contact is:

Justin Lalor

Event Development Manager

[justin.lalor@act.gov.au](mailto:justin.lalor@act.gov.au)

02 6207 2884

#### **11. Important notice**

VisitCanberra reserves the right to not assess applications that do not provide all requested information, or do not otherwise comply with the requirements of the MEF.

The MEF will be a highly contested and competitive fund; therefore applicants must not assume funding will be granted. Applicants are encouraged to consider contingencies and other funding sources should the application be unsuccessful.

Applicants acknowledge that an event that already receives funding via another program administered by the ACT Government may not be eligible for the MEF.

Major Events supported by the MEF enter into a Funding Agreement which sets out a number of contractual obligations and measurable objectives. As standard, **a final payment of 15% is withheld** until objectives are satisfactorily met, including visitation targets.



## 12. Reference page – ACT Event Fund

Following the review of the MEF Guidelines and discussing the proposal with VisitCanberra staff, event proponents may deem their event unable to meet the criteria and requirements of the fund. Event proponents may consider an application to the *ACT Event Fund*, details following.

The ongoing delivery of the *ACT Event Fund* recognises the significant economic, social and community benefits provided through the events sector.

Events bring life, colour and vitality to the Canberra region. They build a strong sense of community pride and help to shape Canberra's identity. Importantly, they also generate tourist visitation which impacts positively on the ACT economy.

Key objectives of the ACT Event Fund:

- Facilitate a vibrant and innovative events culture within the ACT
- Encourage the development of tourism in the ACT and increase economic development opportunities
- Encourage the involvement of local residents in events and festivals that facilitate positive interaction, cultural activity and a strong community identity
- Provide support to events and festivals that are of high quality, well planned, well managed, viable and sustainable.

While each of these objectives is important, it is recognised that each event or festival has unique characteristics and therefore the relative importance of these objectives will vary between each event or festival.

However, successful applications still need to demonstrate plans for future growth and event sustainability.

Further details regarding the *ACT Event Fund* and the application process visit [www.events.act.gov.au/funding](http://www.events.act.gov.au/funding)