





# **Destination Events Fund**

Applications are open all year and subject to availability under the Performing Arts and Regional Events operational budget.

The economic benefit of events applying for incentive funding must be no less than \$400,000. Events applying for incentive funding must make a commitment to hold the event in the Dubbo Region for three years. Locally organised events are ineligible to apply.

Council reserves the right to determine funding outside these guidelines should the event be deemed to have economic and reputational benefits.

### WHY IS FUNDING AVAILABLE?

Council allocates funding on an annual basis to attract large-scale mass participation and mass gathering events. These events drive immediate economic benefits, heighten pride of place, generate reputational capital, create legacies and generate long-term economic growth.

#### WHO CAN APPLY?

Events organised by external organisations such as sporting organisations and festival promoters. Locally organised events are not eligible to apply.

## WHEN CAN I APPLY?

1 July and close 30 June.

Applications must be received by Council at least six (6) months prior to commencement of the event.

# HOW WILL MY APPLICATION BE ASSESSED?

All applications will be assessed inline with Council's Financial Assistance Policy whereby applications for \$20,000 or less are determined by Council's CEO and applications for \$20,001 are determined by Council.

Each application is objectively assessed against strategic outcomes identified in the Dubbo Region Events Strategy.

THIS DOCUMENT HAS BEEN ELABORATED BY THE COMMUNITY CULTURE AND PLACES DIVISION OF DUBBO REGIONAL COUNCIL



Scoring Methodology			
Assessment Criteria	Description	Scoring Range (up to)	
Strategic Alignment	The event aligns with key themes/outcomes of the Dubbo Region Events Strategy.	Mandatory	
Economic Impact	Must be \$400,000 or more  Calculation - No of visitors x No of nights x current average overnight spend (Tourism Research Australia).	35	
Timing	The event will attract visitation during low-visitation periods.  Is the event outside a school holiday or long weekend period.	20	
Risk Profile	Applicant has experience delivering events of similar scope and scale.	10	
Reputational benefits	The event will help promote the Dubbo Region as a destination for events.  The event is undertaking marketing and promotion at a state or national level.	10	
Tourism benefits	The event will attract young people aged 6-12 years.  The event will support our tourism industry.	10	
Multi-year agreement	This event has pledged to return to the Dubbo Region over multiple years.	10	
Activation of Public Spaces	The event occurs in one of Council's public spaces.  The event returns revenue to Council.	5	



### WHAT CAN THE FUNDS BE USED FOR?

Events can apply for to help meet the following costs:

- assist with hire charges of Council venues or any other Council fee or charge associated with the event;
- event marketing (activity to build awareness of the event with aim to drive attendance)
- engagement of artists, performers, musicians or other creative workers
- event production (e.g. audio hire) and event infrastructure (e.g. staging)

# WHAT DOCUMENTS DO I NEED TO PROVIDE AS PART OF MY APPLICATION?

Event organisers must provide the following documentation as part of the application process:

- Certificate of Currency \$20M Public Liability Insurance (or letter of intent from your insurer)
- Projected and detailed budget

#### WHO IS NOT PERMITTED TO APPLY?

- Events not held in the Dubbo Regional Council Local Government Area.
- Events that have received funding for the same event under another channel of funding provided by Dubbo Regional Council.
- You are a religious group or religious event.
- You are a political organisation or your event has a political purpose.
- You are a federal/state government department or agency.
- Events that do not align with the Council's or destination's values, brand or have the potential to negatively impact the Council's or Local Government Area's reputation.
- Events that are arranged as part of a local competition or schedule or program.
- The event has been held and you are applying for funding retrospectively.
- Your organisation/event has an outstanding debt to Council; or funding provided previously by Council has not been acquitted.



### TERMS AND CONDITIONS

Events that are successful under Council's Financial Assistance Program must adhere to the following terms and conditions:

- Funds must only be used as follows:
  - o Council fees and charges: funding can be used to meet hire charges of Council venues, fees or charges associated with the hire of the venue, as well as any other Council fee or charge relating to the event.
  - o Marketing: activity to promote or market the event with the aim of attracting or increasing an audience. (Funding cannot be used from promotional merchandise, prizes or incentives)
  - o Engagement of artists, performers, musicians or other creative workers
  - o Event production (E.g. audio hire) and event infrastructure (E.g. staging)
- If your event is being held on public land, funding granted does not constitute an event permit and you must comply to Council's event permitting requirements (refer Council's Event Permitting Policy). Failure to comply to the policy may result in funding being withheld.
- Council must be advised in writing if there are any significant changes to the event as described in the application, or to the contact details of the recipient.
- The applicant must notify Council at the earliest opportunity that the event has been cancelled or postponed. If the event does not occur as scheduled for whatever reason, 100% of awarded funding must be repaid to Council.
- Where possible, the organisation will source goods and services for the event from within the Dubbo Regional Council Local Government Area.
- All recipients of funding are required to return all sponsorship benefits as outlined in these guidelines.
- Council reserves the right, as part of the assessment process, to request further information or documentation.
- Failure to provide an acquittal report will preclude the applicant from future funding opportunities.
- Successful funding applications do not guarantee success of future applications.
- All applicants will be required to submit an application online via SmartyGrants. No paper applications or applications via email or fax will be accepted.
- Only one (1) application for funding can be made for the same event.
- Late or incomplete applications will not be considered.
- Council's event acquittal form will require you to evidence that you have returned all benefits as outlined in these guidelines.



# RETURN BENEFITS TO COUNCIL

All events receiving funding under Council's Destination Events Fund are required to return the following benefits.

- 1. All events receiving funding are required to complete an acquittal form. The acquittal form must be returned to Council no later than 60 days from the conclusion of the event.
- 2. Dubbo Regional Council brand placement/recognition, including the following:
  - a. Printed promotional material
  - b. Event website
  - c. Social media posts/activity promoting the event
  - d. Dedicated post/activity acknowledging Council as a sponsor
- 3. Willingness to participate in a joint media call or media release to help promote your event and Council's sponsorship.
- 4. Arrange with Council's Events Unit to collect a banner promoting Council's support for your event.
- 5. Provide a minimum of three (3) jpeg high resolution images of the event that can be used by Council to promote your event in the future and use to support destination marketing activities.
- 6. Opportunity to speak to participants/audience of the event
- 7. Opportunity to have an activation at the event
- 8. Complementary tickets for the Mayor/or representative to attend or participate in the event
- 9. Channel accommodation enquiries via Visit Dubbo Region and the Dubbo and Wellington Visitor Information Centres
- 10. Promote the Region's Great Big Adventure Pass to participants/supporters and target market/s.

Failure to deliver on the benefits above may impede your ability to seek funding from Council in the future.

# TO DISCUSS BRINGING YOUR EVENT TO THE DUBBO REGION PLEASE CONTACT:

**Events Unit** 

Performing Arts and Regional Events Branch

**Dubbo Regional Council** 

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#### **Document Control**

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#### **Previous Cover**



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