



Events

PORT STEPHENS

DEVELOPMENT FUNDING 2012/2013

GUIDELINES AND EXPRESSION OF INTEREST

**EVENTS PORT STEPHENS
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For more information, please contact:

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TOMAREE EVENTS STRATEGY 2007

The Tomaree Events Strategy was prepared by Janelle Gardner for Port Stephens Council in conjunction with the Tomaree Event Forum and in partnership with the NSW Department of State and Regional Development.

The vision encapsulated in the final Tomaree Events Strategy is:

To position Port Stephens as the leading regional event destination in NSW.

The four objectives identified in the Tomaree Events Strategy are:

1. Develop economic and community benefit through the development of existing and new events for Port Stephens.
2. Build industry and community partnerships.
3. Develop integrated and effective systems for event applications and approvals
4. Attract event infrastructure and investment to Port Stephens.

ROLE OF BUSINESS PORT STEPHENS

Events Port Stephens is an initiative of the Economic Development Unit of Port Stephens Council, with the responsibility of implementing the Council's Economic Development Strategy.

The role of Events Port Stephens includes:

- Developing marketing material on Port Stephens as a business location
- Promoting Port Stephens for business attraction and investment
- Working in partnership with the local community to strengthen existing businesses and grow the local economy
- Targeting growth industry sectors and attracting new activities
- Facilitating the delivery of programs tailored for small business
- Exploring opportunities for skills development
- Securing government funding for major projects and economic development initiatives
- Identifying the future infrastructure needs to support employment growth
- Providing input to planning policies to facilitate employment growth
- Advocating for the economic future of Port Stephens
- Engaging with business and the community on economic development issues
- Monitoring the local economy and compiling relevant economic data

The Events Strategy has been implemented as a project of the Economic Development Unit, with an allocation of funding annually from the Economic Development budget.

The implementation of the Events Strategy focuses on the activities required to achieve the status and recognition as a leading regional event destination with support provided to selected new and existing events that meet the criteria identified in the strategy.

As a partner in funded events, Events Port Stephens will provide additional (non-financial) support and assistance to the event organisers.

ELIGIBILITY

Projects will be considered eligible for Events Development Funding if they:

- Are to be undertaken within the Port Stephens Local Government Area.
- Will have a widespread benefit to the local business community, rather than to individual businesses.
- Have been identified in a community economic strategic plan (that has been developed and endorsed by the local business community), or involve the development of an event endorsed or initiated by the local business community.
- Are submitted by an incorporated association that can demonstrate that the organisation's objective is to increase local business and economic activity and that the organisation is representative of the local business community.
- Are submitted with a project plan that demonstrates that the event/funding will generate an economic activity.
- Are submitted with a project plan that demonstrates that the funding will be at least matched by sponsorship or grant funding.

Completion of the attached Expression of Interest will provide the information required to determine eligibility and will assist in the completion of grant funding applications.

Applicant organisations are encouraged to contact Events Port Stephens to discuss potential projects and completion of the Expression of Interest.

Expressions of Interest will be assessed by Events Port Stephens against the above eligibility criteria. Final determination of eligibility will be ratified by the Port Stephens Economic Development Unit.

ASSESSMENT CRITERIA

Funds are allocated each fiscal year to support new and existing events in the Port Stephens Local Government area.

The following factors may be taken into account in assessing projects for Events Development funding:

- Likely economic outcomes
- Likely community outcomes
- Local business/community support
- Financial sustainability of the event
- Geographic coverage of the event
- Level of funding already allocated

Applicant organisations are encouraged to discuss projects with Events Port Stephens prior to submitting the Expression of Interest. As a project partner, Events Port Stephens will assist the applicant organisation to identify potential funding sources and in the completion of the project plan.

CONDITIONS OF FUNDING

To ensure that projects funded under the Events Development Funding meet the aims and purpose outlined in this document, funding will be provided on the following conditions:

- Completion of the Expression of Interest form.
- Inclusion of a representative from Events Port Stephens on the Steering Committee for the project.
- Submission of a project plan that demonstrates that the event/funding will generate an economic activity.
- Demonstration that the event is identified in a community strategic plan or is supported by the local business community.
- Submission of an itemised Budget, detailing income and expenditure items.
- Written confirmation of additional funding sources.
- Acknowledgement of all funding sources and project partners in any publicity or promotional material.
- Submission of a final report that evaluates the outcomes and contribution of the event to the local economy.
- Inclusion in the final report of a full financial report.
- Other conditions as outlined in the funding letter of offer from Port Stephens Council, including timeframes and reporting requirements.
- Signed agreement from the applicant organisation to the conditions set out in the funding letter of offer.

Funding will be provided within set timeframes and the availability of further or future funding for an event or organisation should not be assumed. Funding will only be allocated to an event on an annual basis.

**EXPRESSION OF INTEREST
EVENT DEVELOPMENT FUNDING
2012/2013**

APPLICANT INFORMATION

Applicant Organisation:

ABN:

Incorporation No:

Contact Person:

Title/Position:

Postal Address:

Telephone No:

Mobile No:

Fax No:

Email address:

Website:

Objectives of the Applicant Organisation:

Size and composition of the membership of the Applicant Organisation:

EVENT INFORMATION

Event Title:

Event description:

Event objectives:

Event timeframe:

From: To:

Steering Committee:

Name: Organisation: Position:

Strategic Plan in which the Event is identified (attach a copy):

Progress on the event to date:

PROJECT PLAN

Objective	Actions	Timeframe	Key Performance Indicators
1.			
2.			
3.			
4.			
5.			
6.			

PROJECT BUDGET

Income:

Contributor	Confirmed / Pending	Amount
Events Port Stephens	Application submitted	\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
TOTAL INCOME		\$

(Note: Written confirmation of additional funding sources will be required.)

Expenditure:

Item	Description	Amount
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
TOTAL EXPENDITURE		\$

In-kind Assistance:

Contributor	Purpose	\$ Equivalent
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How will the success of the event be evaluated?

DECLARATION

The information provided in this Expression of Interest document will be used to assess the eligibility of the project for funding against the eligibility and assessment criteria set out in the Events Port Stephens Event Development Funding Guidelines and Expression of Interest document.

Events Port Stephens relies upon the information provided in this Expression of Interest document being true and correct, but reserves the right to seek additional, relevant information in assessing eligibility.

Limited funding has been allocated to Event Development projects for the 2012/2013 year. Therefore, not all eligible projects may be able to be funded in the current financial year.

Allocation of Event Development Funding will be determined by Events Port Stephens and ratified by the Port Stephens Economic Development unit.

If funding is provided by Events Port Stephens, a letter of funding offer will be provided to the applicant organisation setting out the funding conditions.

*** Please Note: Events Port Stephens is an initiative of the Economic Development Unit, Port Stephens Council.*

I have read, acknowledge and agree with the guidelines set out above for Event Development Funding. I confirm that the information submitted is true and correct and that I am authorised to sign this Expression of Interest document on behalf of the Applicant Organisation.

Signed for and on behalf of:
Applicant Organisation

By:
Print Name

Signature:

Date:

SUBMIT APPLICATIONS TO:
TOURISM INFORMATION & EVENT COORDINATOR
EVENTS PORT STEPHENS
PO BOX 435, NELSON BAY NSW 2315
(60 Victoria Parade, Nelson Bay)