

## Tourism Development Program

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### OBJECTIVES

The Tourism Development Program provides support to both not-for-profit entities and local businesses to host events, execute marketing projects or develop tourism products aimed to promote to grow the visitor economy in the Blayney Shire.

### LOCAL GOVERNMENT ACT

Blayney Shire Council is providing this program in accordance with section 356 of the Local Government Act (1993) whereby;

*(1) A Council may, in accordance with a resolution of the council, contribute money or otherwise grant financial assistance to persons for the purpose of exercising its functions.*

*(2) A proposed recipient who acts for private gain is not ineligible to be granted financial assistance but must not receive any benefit under this section until at least 28 days' public notice of the council's proposal to pass the necessary resolution has been given.*

### ELIGIBILITY

- Open to all local businesses (individuals, partnerships and sole traders) and Incorporated Associations who are residents or who conduct their activities in the Blayney Shire Local Government Area.
- All businesses will be required to be financial members of Orange360.
- Applicants are restricted to 2 submissions per financial year.
- All applications must be supported by matching funding/in-kind support by the applicant/s.

### FUNDING AVAILABLE

Total funding pool available per financial year: \$10,000

- \$1,000 individual applications
- \$2,000 joint/village committee applications

### FUNDING CATEGORIES (see criteria below)

- A. Event
- B. Marketing
- C. Tourism Product

### FUNDING DEADLINES

Funding must be spent within 6 months of approval.

### AVAILABILITY

Funding applications open in July each year and allocated progressively until all funds are spent by the end of June. Applications are presented in a report to Council Meeting. Applications are to be submitted a minimum 7 business days prior to the meeting to be submitted. Click here to see a list of [Council Meeting Dates](#).

## **A) EVENT APPLICATIONS**

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Event applications will need meet the following criteria;

- Demonstrate sound organisational planning, that has a clear event plan, event structure, operational processes, insurance and risk management;
- Events held on Council properties must be conducted in accordance with Council's Events Management Policy.
- Held in Blayney Shire Council area
- Recognise peak tourism periods for the Orange360 region and how the event fits into the annual event calendar.
- Deliver quality event marketing;
- Have a unique alignment with the character and culture of Blayney Shire Destination Management Plan and Orange360 regional tourism objectives;
- Demonstrate a broad appeal that is likely to promote tourism and increase overnight visitation.
- Ensure the event is listed on the Australian Tourism Data Warehouse (ATDW) and Blayney Shire Council websites.

**Examples of expenses which are eligible for funding include** music, entertainment, bus transport, equipment hire, venue hire, staffing cost to host event etc.

**Examples of ineligible expenses for funding include** operating or administrative overheads, alcohol, gifts, business events, insurances, prizes, raffles

## **B) MARKETING AND PROMOTIONAL SUPPORT**

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Marketing applications will need to meet the following criteria;

- Demonstrate sound marketing planning that has a clear goal, target market and call to action.
- Marketing and promotional activities encourage people to visit, extend their length of stay and/or increase visitor expenditure in the Blayney Shire.
- Marketing and promotional activities must be approved by the Manager Tourism and Communications prior to launching.

**Examples of expenses which are eligible for funding include** creation of promotional assets, website development/upgrades, digital marketing activities, professional photography and videography, design costs, print media

**Examples of expenses which are ineligible for funding include** operating or administrative overheads, membership costs e.g., Orange360, Millthorpe Business Committee

### **C) TOURISM PRODUCT**

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Tourism product applications will need to meet the following criteria;

- Development of a new attraction or experience in the Blayney Shire which aligns to the Blayney Shire Destination Management Plan Strategic Themes.
- Demonstrate a need or gap in the market for the tourism product in the region.
- Ensure high accessibility to consumers (e.g. regular opening hours, visible to the public).
- Complete relevant Council applications or Heritage Approval where required.
- Promote awareness of the product following competition e.g. ATDW listing, press release, website listings etc.

**Examples of expenses which are eligible for funding include** Contractor fees, suppliers for materials to complete the project, DA fees

**Examples of expenses which are ineligible for funding include** operating or administrative overheads, repairs or maintenance

### **GENERAL CRITERIA**

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1. All requests must illustrate how outcomes align to the Blayney Shire Destination Management Plan Strategic Themes.
2. Council has discretion to determine if the project is not eligible to receive funding above the eligible expenses already noted.
3. Funding may be applied for by:
  - a. Not-for-profit entities– companies, cooperatives, foundations, incorporated associations, indigenous corporations, partnerships, trusts.
  - b. Local Businesses, for profit structured as companies, sole traders, cooperatives, indigenous corporations, partnerships, trusts.
4. Projects that are also funded through Council's Financial Assistance Program will need to demonstrate how the Tourism Development Program will assist with growing the project to increase tourist numbers, length of stay and/or visitor expenditure.
5. The following projects or entities cannot apply for funding:
  - a. The applicant has outstanding debts to Council;
  - b. The applicant has not acquitted any past grant or sponsorship funding to the satisfaction of Council;
  - c. The applicant has not previously complied with permits or other conditions of Council, or has failed to apply for the required permits;

- d. The project has a primary purpose of fundraising where the majority of funds raised go outside the region;
  - e. The project is in conflict with or accepts sponsorship from organisations not aligned to Councils vision, mission and values;
  - f. The applicant wishes to fund operational costs or facility maintenance;
  - g. The entity is a political organisation or a project of political purpose;
  - h. The project excludes or may offend parts of the community;
  - i. The applicant is an unincorporated organisation, or an individual that has no registered business
6. Submissions for funding must be completed online. The application form and guidelines can be accessed from the Blayney Shire Council website. A completed application form is required for each request. Supporting evidence may be required.
  7. Financial support will not be retrospectively applied.
  8. Funding sought from Blayney Shire Council must be supported by matching funds by the applicant including in-kind support.
  9. GST is in addition to the funding amounts.

#### **FUNDING AGREEMENTS**

10. Successful applicants must either furnish an ABN or Statement by a Supplier form and a tax invoice to Council to facilitate payment of grant funds.
11. Evidence of expenditure must be provided to Council with an acquittal form providing a summary within 30 days of the event or project completion.
12. The applicant must recognise support from Blayney Shire Council on appropriate promotional material and communications in relation to the project.