Tourism Development Program

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

ELIGIBILITY
- Applications are 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.
- 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 is $10,000. Applications are capped at the following amounts:
- $1,000 individual applications.
- $2,000 joint applications (two or more applicants) or incorporated associations which represent a town/village or industry.
- Applications above these amounts may be considered at the discretion of Council.

FUNDING CATEGORIES (see criteria below)
A. Event
B. Marketing
C. Tourism Product

FUNDING DEADLINES
Funding must be spent within 12 months of approval or as agreed to by Council.

2025/26 APPLICATIONS
Applications will be presented to Council in two funding rounds in 2025/26
- Round 1: Closes: 3 September 2025, outcome expected: late September 2025
- Round 2: Closes: 11 February 2026, outcome expected: late February 2026

A) EVENT FUNDING APPLICATIONS

Event funding 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.
- Event held on Council land must be conducted in accordance with Council's Events Management Policy.
- Event must be in Blayney Shire Council Local Government Area.
- Event planning must recognise peak tourism periods for the Orange Region and how the event fits into the annual event calendar.
- Deliver quality event marketing.
- Appeal to target markets as outlined in the Orange Region Destination Management Plan.

- Likely to promote visitation and expenditure in the region and increase overnight visitation.
- Have the capacity to be an ongoing event or is a significant one-off event resulting in increased brand awareness for the region.
- 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, event marketing, entertainment, bus transport, equipment hire, venue hire, staffing costs to host event etc.

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

B) MARKETING AND PROMOTIONAL SUPPORT FUNDING

Marketing funding 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 that encourage people to visit, extend their length of stay and/or increase visitor expenditure in the Blayney Shire.
- Target at the key target markets as outlined in the Orange Region Destination Management.
- Websites are only for destination marketing (e.g. village website) and not commercial business websites.
- 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 (destination websites only), 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), associated expenses for promotion of a commercial entity.

Note: Marketing for an event fall under Category A: Event Funding Applications

C) TOURISM PRODUCT FUNDING

Tourism product applications will need to meet the following criteria;

- 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, associated expenses for product development of a commercial entity.

GENERAL CRITERIA

1. All requests must illustrate how outcomes align to target markets as outlined in the Orange Region Destination Management
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. An applicant that has outstanding debts to Council;
    b. An applicant that has not acquitted any past grant or sponsorship funding to the satisfaction of Council;
    c. An applicant that 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 Council's 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. Funding will be provided after the completion of the event or project unless

otherwise agreed.

12. Evidence of expenditure must be provided to Council with an acquittal form providing a summary within 30 days of the event or project completion.
13. Applicants must provide a final report outlining how the objectives were achieved.
14. The applicant must recognise support from Blayney Shire Council on appropriate promotional material and communications in relation to the project.