

Major Events Grants Application Form 2026-27



File No: REC/40

1. Closing Date

Applications due by 5pm on Wednesday 22 April 2026

2. Organisation Details

Applicant's contact details		Please complete
Contact person		
Name of organisation		
Contact number/s		
Contact email		
Address		
Postal address <i>If different to above address.</i>		

Applicant's organisation details	Please complete	
Organisation's ABN <i>Please enter the Organisation's ABN here</i>		
Is the applicant organisation a business or incorporated not-for-profit organisation?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Are you registered for GST?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Do you have Public Liability Insurance	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	<i>If yes, please attach a copy of the Certificate of Currency</i>	

2026-27 MAJOR EVENTS GRANTS APPLICATION

3. Event Overview

Event	Please complete
Event name	
Event date/s	
Location/Venue	
Event description Provide a brief description of your event its purpose and desired outcomes.	
Future Event Plans Are there plans to maintain or grow current attendance numbers or any significant changes to future objectives or programming.	

4. Cash Funding Request

Funding request details	Please complete if applying for cash funding
Proposed use of Major Events Grant Funding <i>Please provide a summary of how the funding would help support the success of the event (e.g., presenters / competitors /administration costs. satellite events. townsite activation)</i>	
Total Event Budget (ex GST)	
Major Events Grant Funding Request (ex GST)	
Requested Funding Period	<input type="checkbox"/> 1 year <input type="checkbox"/> 2 years <input type="checkbox"/> 3 years
Have you applied for funding from the Shire previously?	<input type="checkbox"/> Yes <input type="checkbox"/> No <i>If yes, please attach information.</i>
Is the Shire already providing the applicant organisation with financial assistance in this financial year?	<input type="checkbox"/> Yes <input type="checkbox"/> No <i>If yes, please attach information.</i>
Have you applied for, or are you intending to apply for, other funding sources for this project?	<input type="checkbox"/> Yes <input type="checkbox"/> No <i>If yes, please provide information in Budget template</i>

5. In Kind Support Request

In kind support request details	Please complete if applying for fee waivers
<p>Margaret River Main Street Flags Installation Fee Waiver</p> <p>8 x flag banners (on 4 poles) on Bussell Hwy from Tunbridge St to Willmott Ave, available to Major Events for the duration of the event and two weeks prior. \$1,600 value.</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p><i>Flag banners must be produced by a licensed FlagTrax supplier in line with guidelines and at the event organisers cost.</i></p>
<p>Vinyl Banner Fee Waiver at Margaret River Entry to Town</p> <p>1 x double sized vinyl banner on Bussell Hwy at the entry to Margaret River. Available to Major Events for the duration of the event and two weeks prior pending community bookings. \$350 (approx. value)</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p><i>Vinyl banner must be produced and installed by the event organiser in line with banner guidelines and permit.</i></p>
<p>Event Permit Fee Waivers</p> <p>This varies for each event and does not include non-waivable regulatory fees and charges.</p> <p><i>Please contact our team to confirm your fee waiver request amount and include this in your budget.</i> events@amrshire.wa.gov.au</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Amount \$</p> <p>_____</p> <p>_____</p>

6. Criteria

Assessment Criteria																													
<i>Attach information to this application describing how the event will address the following criteria</i>																													
<p>Economic Impact and Visitation</p> <p><i>Please use the latest economic impact data from Tourism WA, obtained from Tourism WA Latest Tourism Statistics as your baseline.</i></p>	<p>1. Attendance & Visitation: Estimate expected attendance and where visitors will come from (local, intrastate, interstate, international).</p> <table border="1"> <thead> <tr> <th>Category</th> <th>Projected attendance</th> <th>Average length of stay (nights)</th> <th>Estimated daily spend \$</th> </tr> </thead> <tbody> <tr> <td>Local (AMR Shire)</td> <td></td> <td>N/A</td> <td></td> </tr> <tr> <td>South West</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Intrastate (other parts of WA)</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Interstate (other States/Territories)</td> <td></td> <td></td> <td></td> </tr> <tr> <td>International</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>* including accommodation, meals, entertainment, local services etc.</p>	Category	Projected attendance	Average length of stay (nights)	Estimated daily spend \$	Local (AMR Shire)		N/A		South West				Intrastate (other parts of WA)				Interstate (other States/Territories)				International				Total			
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2. Participation: Estimate the number of people taking part.

Description	Projected attendance
Participants	
Spectators	
Event staff and contractors	
Businesses	
Volunteers	
Other (please specify) _____	

3. Local Spend: Describe how the event will use local suppliers, venues, creatives, and businesses to maximise local spend and employment in the Shire of Augusta Margaret River.

Media Impact & Promotional Value

Please attach your Marketing Plan for the event.

4. Marketing Approach: Outline key marketing activities, milestones, and target audiences, including talent or special guests.

5. Reach & Exposure: Summarise expected media coverage and/or promotional value.

6. Destination Promotion: Explain how the event will promote the region and acknowledge Shire support.

Enhancing Places, People and Environment

7. Meaningful Experiences & Townsite Activation:

Describe how the event:

- a) creates memorable experiences for residents and visitors and
- b) activates or enhances public spaces or townsites

8. Community Benefit: Outline opportunities for local involvement or community benefits delivered by the event (volunteer opportunities, free or low-cost workshops, involvement of clubs (paid or unpaid) etc)

9. Environmental Impact: How will the event celebrate, protect or promote our unique natural environment?

Event Timing and Capacity to Deliver

Please attach your Insurance Certificate of Currency, Event Management Plan & Budget.

10. Event Timing: When will the event take place? Low season (June to Aug), Shoulder season (Sep to Nov, or Mar to May), or High Season (Dec to Feb) and reason why.

11. Capability & Experience: Outline your organisation's experience delivering events and your capacity to successfully deliver this event.

12. Planning, Risk & Evaluation: Summarise your approach to event planning, risk management, and how you will measure success.

13. Budget Details

Please attach budget information for your event using our **Major Events Grant Budget Template**. This is available on the Major Events Grants section of our website www.amrshire.wa.gov.au/grants

14. Authorisation

Authorisation Details	Please complete
Name of authorising applicant	
Position of authorising applicant	
I authorise this application for a Major Events Grant to be considered for approval. If approved, I acknowledge: <ul style="list-style-type: none">• additional permit applications will be required to ensure compliance with relevant legislation and Shire policies;• the project must be acquitted within six weeks of completion;• I consent for the Shire to use event images and quotes provided by me for promotional purposes, including but not limited to news reports, articles, media releases, social media posts and the Shire of Augusta Margaret River's website.	
Date	

15. Application Assistance

Applicants are encouraged to contact the Shire to discuss their application before submitting.

For assistance contact: Tanya Perdue, Events Activation Officer
Phone: (08) 9780 5231
Email: tperdue@amrshire.wa.gov.au

For assistance with permit & fees information contact:
Catherine Gardiner, Event and Permits Officer
Phone: (08) 9780 5266
Email: cgardiner@amrshire.wa.gov.au

6. Application Submission Options

Completed applications must be submitted to the Shire by

Email	amrshire@amrshire.wa.gov.au
Post	Chief Executive Officer Shire of Augusta Margaret River PO Box 61 Margaret River WA 6285



Please ensure that you have completed/attached the following before submitting the application. *Please tick off each item when it has been completed or attached.*

<input type="checkbox"/>	Completed all questions in the Application Form.
<input type="checkbox"/>	Attached answers to the Assessment Criteria
<input type="checkbox"/>	Attached the event's Marketing Plan
<input type="checkbox"/>	Attached the Event Management Plan
<input type="checkbox"/>	Attached the completed Major Events Grants Budget Template (including anticipated Shire fees and charges)
<input type="checkbox"/>	Attached Public Liability Insurance (Certificate of Currency)
<input type="checkbox"/>	Any other required attachments requested in the Application Form questions.