

Major Events Grants Guidelines 2025-26



File No: REC/40

Applications due by 5pm on Wednesday 30 April 2025

Applications are to be submitted using the grant application form. Major Events Grants Funding applications can be accepted for events being held between 1 July 2025 - 30 June 2026. Electronic copies are preferred, although hard copy applications will be accepted.

Application Assistance

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

Tanya Perdue
A/Manager Arts and Economic Development
Phone: (08) 9780 5231
Email: tperdue@amrshire.wa.gov.au

For permits to comply with relevant legislation and Shire policies contact:

Catherine Gardiner
Events and Permit Officer
Phone: (08) 9780 5266
Email: cgardiner@amrshire.wa.gov.au

Submitting Your Application

Applications must be submitted by completing an application form.

Completed applications must be submitted to the Shire by email or post

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

Purpose

The Shire of Augusta Margaret River is committed to supporting major events of State or National significance that attract visitors, generate economic activity, engage the community and promote the region.

Objectives in providing grants to major events:

1. **Enhance Regional Promotion & Tourism** – Support events that attract visitors, increasing tourism spending while respecting local environmental and cultural values. (PL.4.3)
2. **Encourage Diverse Events Authentic to the Region** – Support a variety of events across arts, culture, sports, food & wine that have an authentic fit for the region, are respectful of the local community and natural environment, and enhance the experiences of both residents and visitors throughout the year. (PE.1.3)
3. **Drive Economic Benefits for Local Businesses** – Fund events that generate positive economic impact, support local businesses, and contribute to a vibrant, sustainable economy. (PL.4.3)
4. **Activate Public Spaces & Townsites** – Encourage major events to utilise and enhance public spaces, townsites and community hubs to create vibrant, engaging experiences that benefit visitors, residents and local businesses across the Shire. (PE.1.3 & PL.4.3)

Eligibility

Grants will be considered for:

- businesses;
- incorporated not-for-profit organisations;
- events that predominantly take place within the boundaries of the Shire of Augusta Margaret River; and
- events that are open to the general public, including both free and ticketed events.

Grants will not be considered for:

- events that have already received Shire funding for the particular year or are applying for funding through another Shire funding stream; and
- events that are organised and run by applicants who have not acquitted previous grant funding in accordance with these guidelines.

Funding amounts

Applications for up to \$20,000 ex GST will be considered per year. The funding amount being requested should *exclude* GST. Applicants may also apply for in-kind support for the event.

Funding rounds

An initial funding round will open in March 2025, for events taking place between 1 July 2025 and 30 June 2026. If the funding pool has not been exhausted, a second round may open in September 2025 for events taking place in the remaining Financial Year (until 30 June 2026).

Multi-year funding

Applications for multi-year funding up to three years will be considered. This is subject to a satisfactory acquittal of each year's event. Funding periods will not be extended by rolling over funds to the next financial year in cases where events have been cancelled or event dates have moved into the next financial year.

Assessment criteria

The Shire is committed to an assessment process that is fair, equitable and transparent. The criteria for grant funding that is considered during the assessment of an application includes:

Economic Impact & Visitation

The estimated economic impact for an event incorporates the anticipated number of interstate and international participants, spectators, support teams and others, the length of their stay and their estimated daily expenditure. Where possible, previous events are analysed to obtain verification of potential numbers. Where an event is being held for the first time, a credible estimate of its potential economic impact is gauged through discussions with the applicant and independent sources. Events able to demonstrate significant visitation, local spend and direct local employment will receive favourable consideration under this criterion.

Media Impact & Promotional Value

The media plays a significant role in creating awareness of the Margaret River Region as a tourism destination. The estimated reach of media coverage includes TV, digital and social media, radio and traditional print media. Events able to provide significant coverage and promote the Shire of Augusta Margaret River to an international or national market in line with our cultural and environmental values will receive favourable consideration under this criterion.

Fit to Region and Event Variety

The Shire is seeking to support major events that connect to the distinctive character and uniqueness of our natural landscape, sporting culture, reputation as an arts & cultural hub and as a premium food and wine destination. Events that showcase these unique aspects of our region while respecting our unique natural environment will score favourably, as will those who meet a gap to offer a diversified event offering across the Shire.

Event Timing

The tourism calendar consists of high, shoulder and low periods. During the high period, accommodation businesses are full, tourist attractions are frequently visited, and tourist operators are generally busy. The opposite occurs during the low period. Under this criterion, an event staged in a low season (June - August) or shoulder seasons (September - November or March - May), is often more attractive than an event staged in a high season (December - February).

Activation of Public Spaces

Major events that utilise and enhance public spaces, townsites, and community hubs not only create vibrant, engaging experiences for visitors but also foster a sense of connection within the local community. These events contribute to the vibrancy of the area, benefiting local businesses through increased foot traffic and visitor spending. Activation of public spaces can align also with environmental and cultural values. Events that provide townsite activation/s or enhance public spaces will receive favourable consideration.

Community Involvement

Events that are accessible and inclusive, foster healthy lifestyles and provide opportunities for community involvement, including collaboration with the community in the planning and development stage, or increase local skills will receive favourable consideration under this criterion. Opportunities for the Shire to offer benefits to the community such as paid time for

volunteer hours, ticket competitions/giveaways, scholarship/participation/workshop opportunities or hosting networking events in line with the event will be assessed favourably.

Capacity to Deliver

Event organiser's capacity to deliver includes ability to demonstrate a comprehensive event management plan, event budget, ability to comply with relevant legislation, insurance requirements and Shire policies. Events who have a proven track record of delivering events that include sustainability initiatives to minimise their event footprint will receive favourable consideration under this criterion.

Conditions of Funding

Successful applicants will be required to:

- only use the funds for the purpose/s indicated in the application;
- ensure all activities comply with any Health Directions released by the WA Government.
- spend all funds and return any unspent funds to the Shire by 30 June in that financial year;
- return unspent funds to the Shire as per the acquittal process;
- adhere to all Shire compliance requirements (as directed);
- provide invoice to the Shire in the financial year in which the event is held;
- acknowledge the Shire in all advertising, promotion and media publicity related to the funded project;
- contact tperdue@amrshire.gov.au for a copy of the Shire's logo;
- within one month of the project completion date submit acquittal information to the Shire;
- provide 10 hi-res images for the Shire's unlimited use within one month of event completion. Copyright must permit for the Shire to use these images for any use; and
- meet any other conditions outlined in your Letter of Agreement.

Application and Acquittal Process

Grant Assessment and Award

- Applications will be reviewed in line with these guidelines and the assessment criteria contained in the application form by a Shire Grant Assessment Team.
- All applicants will receive an email notifying them of the outcome of their application.
- Successful initial round applicants will receive grant money from July 2025 upon receipt of their invoice.

Grant Acquittal Process

- Submit an Acquittal Form within six weeks of the funded event;
- Demonstrate/provide evidence of the outcomes of the funded event;
- Submit all invoices and receipts showing how the funds were spent; and
- Submit evidence of how you have acknowledged the Shire.