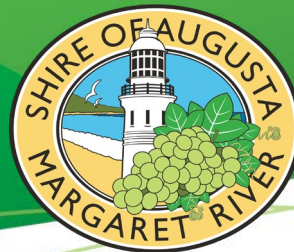


Major Events Grants Application Form 2025-26



File No: REC/40

1. Closing Date

Applications due by 5pm on Wednesday 30 April 2025

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 <i>If yes, please attach evidence.</i>
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>

2025-26 MAJOR EVENTS GRANTS APPLICATION

3. Event Overview

Event	Please complete													
Event name														
Event date/s														
Location/Venue														
Event description Provide a brief summary of your event program / purpose, target audience, venue, timing & duration and scale.														
Event attendance Please provide a breakdown of estimated attendance numbers.	<table border="1"> <thead> <tr> <th>Description</th> <th>Projected attendance</th> </tr> </thead> <tbody> <tr> <td>Participants / ticket holders</td> <td></td> </tr> <tr> <td>Spectators</td> <td></td> </tr> <tr> <td>Event staff and contractors</td> <td></td> </tr> <tr> <td>Volunteers</td> <td></td> </tr> <tr> <td>Total attendance</td> <td></td> </tr> </tbody> </table>	Description	Projected attendance	Participants / ticket holders		Spectators		Event staff and contractors		Volunteers		Total attendance		
Description	Projected attendance													
Participants / ticket holders														
Spectators														
Event staff and contractors														
Volunteers														
Total attendance														
Event Objectives, Purpose and Outcomes These should be clearly defined, achievable and measurable.														
Future Event Plans Explain whether there are plans to maintain or grow current attendance numbers or any significant changes to future objectives or programming.														

4. Funding Request

Funding request details	Please complete
Proposed use of Major Events Grant Funding <i>Please provide a summary of how the funding would help support the success of the event (eg staffing, event infrastructure, presenters/competitors/administration costs, satellite events)</i>	
Total Event Budget (ex GST)	
Major Events Grant Funding Request (ex GST)	
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 (see section 6. Budget Details)</i>

5. In Kind Support Request

In kind support request details	Apply for fee waiver
Margaret River Main Street Flag Banner Installation Fee Waiver: \$1,600 value 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.	<input type="checkbox"/> Yes <input type="checkbox"/> No <i>Flag banners must be produced by a licensed FlagTrax supplier in line with guidelines and at the event organisers cost.</i>

Margaret River Entry to Town Vinyl Banner Fee Waiver: \$350 (approx. value)

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.

☐ Yes ☐ No

Vinyl banner must be produced and installed by the event organiser in line with banner guidelines and permit.

Event Permit Fee Waiver: \$500 (approx. value)

This varies for each event and does not include non-waivable regulatory fees and charges.

☐ Yes ☐ No

Please detail specific requests:

6. Criteria

Assessment Criteria

Attach information to this application describing how the event will address the following criteria

Economic Impact & Visitation

- 1) Please estimate the economic impact of the event, including:
 - a) Total anticipated number of attendees (participants, spectators, support teams, officials, volunteers and others travelling specifically for the event), by origin (Local to AMR Shire, Intrastate, Interstate or International)
 - b) Estimated length of stay (number of nights)
 - c) Estimated average daily expenditure in \$ including accommodation, meals, entertainment, local services etc.

Please use the latest economic impact data from Tourism WA, obtained from [Tourism WA Latest Tourism Statistics](#) as your baseline.

- 2) How will the event engage and contract suppliers, venues and other businesses within the Shire of Augusta Margaret River to maximise local spend and employment?

Media Impact & Promotional Value

- 3) What is the projected media value of the event?
- 4) Does the event feature any renowned national or international artists / performers / competitors / special guests?
- 5) Please provide a marketing budget for the event including a breakdown of spend across local, State and International media. *This can be shown within the overall event budget if preferred.*
- 6) Who is the primary target audience (local, state, interstate or international)?
- 7) Please provide an overview of your marketing activities including key milestones (e.g. program launch, ticket release).
- 8) How does the event showcase the as a tourism destination?
- 9) How will the Shire be acknowledged for the grant in advertising and promotion? Detail the available opportunities.

	<i>Please attach your Marketing Plan for the event.</i>
Fit to Region and Event Variety	10) How does the event showcase the region's uniqueness and enhance its reputation in arts & culture, sports, food and wine or other or another new/unique aspect? 11) Does the event fill a gap in the current events calendar, offering a diversified experience for residents and visitors? 12) How does the event enhance, promote, conserve or educate the community about our unique natural environment? 13) Outline the sustainability initiatives included in the event to reduce the impact on the environment?
Event Timing	14) Is your event being staged in the: a) Low season (June-August) b) Shoulder seasons (September - November or March - May) c) High season (December- February)?
Activation of Public Spaces	15) Does the event / or do parts of the event, activate and enhance public spaces or townsites? 16) How will the event support local businesses through activations in public spaces or townsites? 17) How does the event contribute to the region's overall vibrancy?
Community Involvement	18) How does the event involve and benefit the local community? E.g. volunteer opportunities, involvement of clubs (paid or unpaid), ticket giveaways, workshops, upskilling or networking opportunities. 19) How does the event ensure accessibility and inclusivity? 20) How does the event promote healthy lifestyles and community well-being?
Capacity to Deliver	21) Outline your organisation's track record in running events? 22) Do you have required insurances? 23) Describe how you manage risk and operational challenges? 24) How will you measure the success of the event as part of event reporting? <i>Please attach your Event Management Plan & Budget.</i>

7. Budget Details

Please attach budget information 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

Funding contribution from your organisation	%
% of funding being contributed by your organisation (this includes other funding sources but not your in-kind contribution).	

8. Authorisation

Authorisation Details	Please complete
Name of authorising applicant	
Position of authorising applicant	
<p>I authorise this application for a Major Events Grant to be considered for approval. If approved, I acknowledge:</p> <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	



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.

9. 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 assistance with permit 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