



NORFOLK ISLAND GOVERNMENT TOURIST BUREAU

EVENT FUNDING POLICY

Table of Contents

Contents

| | |
|---------------------------------------|---|
| ACRONYMS | 1 |
| Introduction | 2 |
| Scope and Purpose..... | 2 |
| Responsibilities | 2 |
| Definitions..... | 3 |
| Available funding | 3 |
| Non-Seasonal funding..... | 3 |
| Season specific funding..... | 4 |
| Funding assistance information..... | 4 |
| What the Funding covers..... | 4 |
| Eligibility..... | 5 |
| Events That May Not Be Funded | 5 |
| Conditions of support | 5 |
| How are applications considered?..... | 5 |
| Appeals..... | 6 |

ACRONYMS

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|-------|--|
| GM | General Manager |
| LES | Local Event Scheme |
| NICMA | Norfolk Island Country Music Association |
| NIJIU | Norfolk Island Jazzes it up |
| NIT | Norfolk Island Tourism |

VIC Visitor Information Centre
NIGTB Norfolk Island Government Tourist Bureau

Introduction

Events on Norfolk Island have played a major role in the tourism Industry for many years.

The Norfolk Island Country Music Festival held annually in May since 1993, has attracted major sponsorship, community investment and widespread distribution support. It was established specifically to attract visitors during the low travel season. There have been a number of other events created, particularly in the early 2000's, which were promoted and modelled along similar plans. These include the Rock 'n' Roll, Jazz, Opera and Line dancing Festivals.

There have also been a number of sporting events on the Island for many years. These include clay target, bowls and golfing events which have attracted good numbers of participants, and at times more than 100; whilst these events are primarily about competition there are obvious benefits for tourism.

Over the years, the NIGTB has supported events in a number of ways including financial and marketing support, sponsorship, organisational support and on occasions, total organisational control.

To date there has never been a policy which guides the breadth or extent of NIT support; however NIT recognises that events present a multitude of opportunities and benefits to the community and that planning and hosting events can be complex, demanding and expensive. At the same time, the economic situation on Norfolk Island has diminished the availability of volunteers and as a consequence all events are at risk of not being able to continue.

The NIGTB 'Events Policy' has been developed so that NIGTB can equitably, efficiently and objectively manage requests for financial assistance from event organisers to a point whereby the event is not heavily reliant on these funds and is self-supporting in its operation. Support after this would primarily be made in the form of marketing assistance.

Scope and Purpose

The objective of this policy is for NIGTB to consistently apply an agreed level of support to an event organiser; this policy applies to all event organisers regardless of whether they have hosted successful annual events for a number of years or whether they are an already established organisation looking for support for one-off special events. NIGTB may support events which promote Norfolk Island as a sporting or cultural destination, or marks an important occasion, or simply entertains. NIGTB would support events which foster the retention and development of major events for the Island. The primary role of the funding is to grow visitor numbers to the events.

Responsibilities

NIGTB is responsible to its stakeholders, the NIGTB Advisory Board and the Minister for Tourism.

A key factor in the success of events is effective communication and teamwork between all stakeholders, from the approval and planning stage through to implementation and event management.

- It is the responsibility of NIGTB to ensure that all requests for support are managed in a consistent and prompt manner.

- NIGTB needs to ensure that all activities do not jeopardise the safety of its members and are run to the maximum benefit of the community.
- It is the responsibility of event organisers to ensure that all government and authority permits are approved and paid for.
- All event plans should reflect the tourism strategy and ideally aim to be unique, and create a local flavour. All plans should be managed in accordance with budgets, expenditure and audit requirements.
- It is the responsibility of event organisers to ensure that their event is planned and executed in accordance with all plans presented to NIGTB.

Definitions

In this policy, the words below are defined as follows:

'Advertising' – means a general description or presentation of Norfolk Island in order to induce visitors to travel to the Island.

'Tactical Advertising' – means advertising which is specific to a particular event or activity on the Island.

'Destination marketing' – means a proactive, strategic visitor-centred approach to selling Norfolk Island.

'Social Media' – means various user-driven channels (e.g., Face book, Twitter, blogs, YouTube).

'Public Relations' – means using the trade or consumer press to carry positive stories about Norfolk Island and cultivating a good relationship with press representatives

'Event Organiser' - means a person, organisation or association that is planning an event, occasion, festivity or party that will attract visitors to the Island.

'Event visitor'– means a person who has travelled to the Island specifically to either witness or participate in the event, occasion, festivity or party.

'Major event' – means an event which generally attracts 100 or more participants.

Available funding

The duration of the funding will be based on availability of budgets and will be made available to support event organisers annually with a reduction in the availability of support to any single event over an extended period.

The overall budget for available funding will be set for each budgeted period, allocations will be assessed on a first in basis. Applications received after the budget has been allocated will not be accepted.

Non-Seasonal funding

Grants of up to \$6000 are available to event organisers on their first year application, up to \$4000 for the second year application, up to \$2000 for the third year application and up to \$1500 for applications further to this. There is no restriction on event timing.

Season specific funding

Grants of up to \$30000 are available to event organisers to specifically promote events during the month of July. There is no restriction on the amount of times any single event can apply.

Funding assistance information

- Local advertising will announce opening and closing periods for applications annually.
- Applications must be submitted to the NIGTB GM by email or post each year.
- Applicants will be advised of submission outcomes within 7 days of applications closing.
- Funds available are inclusive of all GST payments.
- Applications for funding must be accompanied by a plan outline which includes major event outcomes, celebrity and media details and the planned distribution channel for sales.
- Applications must also include estimated budget for the hosting and advertising of the event with income and expenditure projections also.
- Risk assessments, impact studies and sustainability policies should also be included where required.
- Funds will be paid directly to the event organisers upon receipt of invoice.

What the Funding covers

As a guide, when an event organiser is applying for funds, NIGTB will take the following into consideration:

- the event's ability to increase visitor numbers and expenditure;
- the extent that the event contributes to seasonality;
- the media coverage the event can attract for the Island;
- The level of local and overseas support for the event;
- The costs involved in operating the event; and
- The available point of sale distribution channels

In addition to this funding, the NIGTB can offer additional assistance to event organisers in other ways including:

- Offering technical advice to event organisers and facilitating advice and support from other agencies;
- Joint tactical marketing campaigns at point of sale;
- Using the services of the Visitor Information Centre (VIC) to sell tickets, advertise event to visitors;
- Providing promotional material including photographs, displays, brochures, videos and other appropriate tourism and general information that may be available etc;
- Using NIGTB social media channels as a means of advertising the event;
- Using NIGTB public relations company to promote the event to consumer press;

Examples of activities which are not eligible for funding include:

- Web design or website building;
- Staff or contractor wages;
- Licenses and permits;
- Event infrastructure or advertising for event suppliers;
- Market research;
- Photography that will not be used for marketing;

- Media or marketing agency retention fees;
- Street signage, flagpoles or other permanent infrastructure;
- Overhead costs e.g. rent, utilities etc.

Eligibility

- To be eligible for funding, event organisers need to belong to a registered incorporated association or company;
- Events must be operated on island;
- Success would be measured by visitor numbers attracted, financial recording and reporting, and visitor satisfaction.
- Event must be able to be sold by all available distribution channels; and
- The event must attract/ or plan to attract 100+ visitors;

Events That May Not Be Funded

NIGTB may decide not to provide funding support for various reasons. For example, an event run by a group that is not an incorporated body or registered business may provide too much risk with regards to legal liability.

Possible other reasons are listed below:

- Events where there is no positive impact on the community;
- Events held outside of Norfolk Island;
- Events where no visitation is generated;
- Events held within two months of the funding application being made; or
- Events that are held for profit (for commercial businesses or individuals)

Conditions of support

It is suggested that events receiving support should comply with the following conditions:

- Event organisers must commit to the signed agreement, detailing the full terms and conditions of the funding support;
- NIGTB should be acknowledged as a sponsor of the event (NIGTB will provide logos etc for use) and receive the same benefits offered to other sponsors (relative to the level of sponsorship);
- Use of the logos provided
- An event evaluation including NIGTB Budget acquittal, attendance numbers (local /visitor) and debrief notes should be provided within six weeks of the event's conclusion
- NIGTB will not be responsible for any expenses or losses incurred as a result of conducting the event;
- If an event is cancelled for any reason, any fees already paid by NIGTB should be reimbursed within 3 months of the cancellation;

How are applications considered?

Applications are considered by the NIGTB management. The quality of the application and supporting documentation will be taken into consideration during assessment.

When considering the application, the board will consider the event organisers:

- Marketing and promotional strategy to attract event visitors to the Island;
- Previous experience and expertise on organising and managing major events;
- Capacity (physical, technical, and human) to manage the event;

- Financial viability and past record of ability to attract sponsorship (cash and in-kind) from private and public sector bodies;
- Plans to maximise earnings from items such as merchandising and ticket sales;
- Full plan and program of event;
Regularity of event (annual events may be considered more favourably than one-off events, however one-off events may however be supported if there is a significant economic impact to the community);
- Likelihood of community participation;
- Visibility of the event and its ability to attract media attention; and
- Timing of event in terms of peak seasons, availability of accommodation and complimentary or opposing events.

NIGTB reserves the right to be the final authority in terms of estimates of potential numbers of event visitors. Late applications will not be considered. Feedback will be given to unsuccessful candidates.

Appeals

Written appeals to a decision made by NIGTB to deny approval of funding applications may be presented to the NIGTB within 14 days of notification of the decision. Applicants may only appeal a denial of funding support. Appeal of decisions pertaining to fees, costs, or conditions are not permitted.