



## 2017/18 TOURISM EVENTS FUNDING ROUND

The Upper Lachlan Tourist Association invites applications for the 2017/18 Event Funding Program. The aim is to support events that make the greatest contribution towards achieving the objectives of the Upper Lachlan Tourism Strategic Plan. The program offers grants in two categories –

### (a) New Events

The Association may finance a new event to the value of \$1500 per year for a period of two years. The aim is to assist an event that will be sustainable without further financial support after that period.

### (b) Existing Events

The aim is to support existing events that already assist in raising the level of visitor expenditure or have the potential to do so. Small grants are available please contact the Tourism Manager for details.

The primary assessment criteria are –

- Is the event aligned with the Upper Lachlan Tourism Strategic Plan?
- Does the event primarily target tourists and how?
- What level of short and long-term visitation is the event likely to encourage?
- What is the likely economic impact of the event upon the Upper Lachlan?
- Is the event sustainable or does it have the potential to be self sustaining?
- Does the event have wider community support?
- Are there measures in place to gauge the success of the event?
- Does or will the event, comply with all relevant federal, state and local legislative requirements?
- Has the applicant conducted a thorough risk assessment and have risk management plans in place?

The Upper Lachlan Tourist Association (ULTA) Committee will only fund events that they consider viable and must meet the above criteria. All applicants will be advised in writing of the ULTA Committee decision.

The event must occur between 1<sup>st</sup> July 2017 and 30<sup>th</sup> June 2018.

- Applications may be submitted by incorporated not-for-profit organisations, school P&C committees, churches and other charitable organisations, commercial enterprises or groups and unincorporated associations with a nominated auspicing body. Individuals, groups located outside the Upper Lachlan Shire and State and Federal departments are not eligible to apply.





Applications open Monday, 12<sup>th</sup> June 2017. All applications must be postmarked on or before Friday 7<sup>th</sup> July 2017. Late applications will not be accepted. All applications must be received in writing using the application form and are to be forwarded to the attention of the Tourism Manager – Upper Lachlan Tourist Association – PO Box 303, Crookwell NSW 2583.

The Upper Lachlan Tourist Association Event Funding Program 2017/18 Application Form, including all terms and conditions, will be available on the ULTA website [www.visitupperlachlan.com.au](http://www.visitupperlachlan.com.au), by calling the Crookwell Visitor Information Centre on 4832 1988 or by emailing [info@visitupperlachlan.com.au](mailto:info@visitupperlachlan.com.au).

Any questions may be directed to the Upper Lachlan Shire Council Tourism Manager, Andrew Warren on 0418 438 636.

