

Destination NSW

# Regional Event Fund – Event Development stream

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## Grant Guidelines

1 July 2026 – 30 June 2027

Grant Program Details	
Closing date and time	31 December 2026 or until the available funds are exhausted (whichever comes first)
Project delivery timeframe (for successful applications)	1 July 2026 – 30 June 2027
Decision-maker	Minister for Jobs & Tourism and/or nominated delegate
NSW Government Agency	Destination NSW
Type of grant opportunity	Open, non-competitive
Grant value (total available funding for the grant and the available individual grant amounts, excluding GST)	<p>Total funding available for Event Development stream: \$170,000</p> <p>Applicants may apply for any amount up to and including \$50,000 (excl. GST)</p> <p>The final allocation of overall funding available to the Event Development stream of the program will be based on the number, eligibility and quality of the applications received.</p>
Enquiries	Grants Administration Team via email Grants.admin@dnsw.com.au

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# 1

Overview of grant program

# 1 Overview of grant program

The Regional Event Fund was established in 1996. The program is a mechanism to grow regional visitation by assisting events that contribute to the unique character of the tourism regions of NSW, to market themselves to visitors from outside their Local Government Area.

The Regional Event Fund comprises three individual funding streams providing a development pipeline for events from inception, through emergence, to their establishment as tourism events in Regional NSW.

The three individual streams of the Regional Event Fund are:

- Incubator Event stream – supports the establishment of new events in their first or second years of operation
- Flagship Event stream – supports the marketing of emerging events that have been held for more than two years to increase their profile and encourage visitation
- Event Development Fund stream – supports the strategic development of established events as drivers of tourism.

Each of the three streams within the Regional Event Fund have different eligibility, selection criteria and assessment processes. Applications for the three streams are managed separately.

Regional destinations play a critical role in the visitor economy, sustaining jobs and driving economic growth. By 2035, 48% of the \$91 billion visitor expenditure stretch goal will be in regional NSW. Regional events drive economic growth by attracting visitors to experience the unique culture and heritage of towns and communities.

The Regional Event Fund will help grow regional events and festivals by supporting and showcasing events that highlight priority experiences, to drive year-round visitation and economic benefits.

The Regional Event Fund provides grants for events in regional NSW which have the potential to become visitor economy drivers for their region, directly contributing to achieving specific NSW Visitor Economy Strategy 2035 targets, by aligning with the following Strategic Pillars:

- **Drive Growth through Events** – Supporting a robust calendar of cultural and sporting events that attract year-round visitation and drive regional dispersal of visitors.
- **Focus on Experiences** – Enhancing immersive and culturally rich offerings that showcase NSW's unique landscapes and produce.

The Regional Event Fund directly supports strategic opportunities identified in the NSW Visitor Economy Strategy 2035 for NSW to create a dynamic, year-round calendar of signature events that spans all seasons and to leverage leisure events to grow seasonal visitation and showcase NSW's strengths. Applicants to the Fund must consider how events align with visitor experience priorities, consumer demand and the NSW Government's ambitions for regional visitor economy growth.

Further, the Fund enables visitor economy stakeholders to strengthen storytelling around NSW's diverse experiences to resonate with travellers' motivations. Events supported through the Fund that have demonstrated they are, or have the potential to become, tourism drivers for their region. The program seeks to support unique events that showcase the region and/or location in which they are held. Depending on the stream, grants are focused on event delivery, event marketing or specific growth initiatives.

Secondary objectives include leveraging supported events through Destination NSW marketing and communications activities to build the profile of NSW and specific destinations, and, through the application and feedback process, to offer guidance to event organisers to improve event management capabilities.

The Regional Event Fund will deliver value for money by providing targeted funding to event organisers to undertake specific marketing activities directly tied to promoting the event to new markets and attracting increased visitation across regional New South Wales.

Ultimately, the funding program aims to increase visitation to regional events and increase economic benefit to destinations.

The Regional Event Fund (inclusive of all three funding streams) has delivered more than **\$15 million** to close to 600 **events** across regional NSW over the past 30 years.

This document provides information on the Event Development stream of the Regional Event Fund only. Guidelines for the Incubator Event stream and the Flagship Event stream are available separately via the [website](#).

The Event Development stream supports events that have previously received the maximum funding permitted through the Flagship Event stream and can present a strategy for future growth that includes the continued development of its tourism potential to drive overnight visitation to the event.

To be considered for funding, events must be delivered between 1 July 2026 and 30 June 2027.

This program is funded and administered by Destination NSW.

Destination NSW is the lead agency, champion and voice for the visitor economy within the NSW Government.

The Regional Event Fund also aligns with other NSW Government priorities and strategies including (but not limited to):

- 24-Hour Economy Strategy
- Creative Communities policy
- Contemporary Music Strategy
- NSW Office of Sport Strategic Plan 2024-2028
- Hospitality and Racing Strategy 2025
- Multicultural NSW Strategic Plan 2025
- The NSW Industry Development Framework.

The Regional Event Fund supports the NSW Creative Communities integrated policy for arts, culture and the creative industries by:

- Promoting NSW arts and cultural venues and activities, including local festivals and events, alongside major international and national experiences.
- Broadening the range of festivals and creative hospitality on the state's calendar to engage local audiences and attract visitors, which play an important part in fostering social cohesion, tourism, and local innovation and celebration.
- Strengthening the co-ordination of festival support in NSW to properly position and grow the festivals sector, leveraging the wide range of industries involved.

For more information on the Creative Communities policy, visit: <https://www.nsw.gov.au/arts-and-culture/engage-nsw-arts-and-culture/resource-hub/creative-communities>

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## 1.1 Purpose and objectives

The purpose of the Event Development stream is to support events that have previously received the maximum funding permitted through the Flagship Event stream and can present a strategy for future growth that includes the continued development of its tourism potential to drive overnight visitation to the event.

The Event Development stream offers one-off annual grants of up to \$50,000 (excl. GST) to support key strategic growth initiatives.

An event may apply for any amount up to and including \$50,000 but must be able to provide justification for the amount requested within the context of its growth strategy, overall budget and event plan.

Applications will be accepted on an annual basis only and with reference to specific initiatives. Multi-year agreements will not be considered. An event may apply for funding in more than one year, but the decision on funding will be based on the merit of the initiative being supported in each year of application.

The payment of any funds granted through the Event Development stream will be tied to the delivery of key milestones and Key Performance Indicators related to the initiative being supported.

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## 1.2 Grant value

A total budget of up to \$1,500,000 (ex GST) has been allocated to the Regional Event Fund in FY2026/27.

Of this total budget \$170,000 will be allocated to the Event Development stream.

The budget allocation above is indicative only. Final allocations will be based on the number, eligibility, and quality of the applications received for 2026/27 and may deviate from the indicative allocations within the context of the total Program budget.

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## 1.3 Compliance and delegations under the *NSW Grants Administration Guide*

### 1.3.1 Decision-Maker responsibilities under the Guide

The Regional Event Fund is required to comply with the NSW Grants Administration Guide. The Guide specifies that a 'Decision-Maker' be appointed for a Grants Program, which defaults to the responsible Minister.

A Minister or designated decision-maker who approves or declines a grant must record the decision in writing whilst having regard to the grant guidelines, the selection criteria and the key principle of achieving value for money.

### 1.3.2 Delegation of Decision-Maker responsibilities

Per Section 6.1.6 of the NSW Grants Administration Guide, the Minister can authorise delegating responsibilities to an appropriate officer, in this instance it is the Chief Executive Officer, Destination NSW.

Responsibilities for critical decisions for this program include:

- Approval of successful applications – Minister
- Successful applicants will be informed by letter from the Minister
- Contracts for successful applicants will be executed by Destination NSW and signed by the CEO, Destination NSW
- Approval of unsuccessful applications – CEO, Destination NSW
- Approval of ineligible applications – CEO, Destination NSW.
- Unsuccessful and ineligible applicants will be informed by letter from the CEO, Destination NSW

# 2

## Selection criteria

## 2 Selection criteria

Applicants are encouraged to thoroughly read the Event Development stream Guidelines before beginning their application.

To be considered for funding through the Event Development stream, an event **must** have previously received and completed triennial funding through the Flagship Event stream and be taking place between 1 July 2026 and 30 June 2027.

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### 2.1 Eligibility criteria

#### Eligible applicants

To be eligible to apply for any of the three streams of the Regional Event Fund, applicants must agree or warrant that:

- They are the event owner (i.e. own the rights to the event and hold the relevant approvals for the event) at the time of application and contract
- be financially solvent or be financially viable and able to demonstrate that they are likely to remain so over the duration of the funding period
- must have an Australian Business Number (ABN)
- be a sole trader, company, partnership, unincorporated and incorporated associations, or company trust entity
- have at least \$20 million public liability insurance, or be able to secure before entering into a Funding Agreement
- the recipient must be a legal entity and not a business name.

#### Ineligible applicants

Ineligible applicants include:

- Australian, State or Territory Government agencies or entities, including New South Wales Destination Networks
- Political parties
- Organisations that have not met project requirements (including acquittal and reporting) for previous funding received from Destination NSW
- Events receiving any other financial support from Destination NSW (Event Investment and/or any other grant programs including other streams of the Regional Event Fund) per Financial Year, across all programs.

#### Eligible events

To be eligible for the **Event Development** stream, your event must:

- take place between 1 July 2026 and 30 June 2027
- have previously received and completed triennial funding through the Flagship Event stream
- be held in one of the following seven Destination Network regions listed below:
  - Destination Central West
  - Destination Country & Outback NSW
  - Destination North Coast incl. Lord Howe Island
  - Destination Riverina Murray
  - Destination Southern NSW

- Destination Sydney Surrounds North
- Destination Sydney Surrounds South.

(Please note: the Local Government Areas of Penrith, Hawkesbury, Blue Mountains and Wollondilly are not included in the above Destination Networks. For further information on Destination Networks, including a boundary map, please visit <https://www.destinationnsw.com.au/about-us/destination-networks>)

The following event types are not eligible for funding from the three streams of the Regional Event Fund, including the Event Development stream:

- Regular and/or recurring (weekly/monthly) community events, including:
  - Local markets and bazaars, club gatherings (RSL, Rotary, Chambers of Commerce),
  - Local sporting matches (home & away season games), regional tournaments and regional race meets
  - One-off events that are not planned to continue after a single year (e.g.: anniversary celebrations, concerts, exhibitions, theatre seasons, footloose or rotational sporting championships etc.)
  - Education classes/workshops
- Any event which forms part of an annual 'event series' (or season of events) that is held in multiple locations across NSW and/or Australia and is not considered an exclusive/standalone event. This includes sporting season matches, music festivals, exhibition showcases, concert tours, circuses and fun-fairs
- NSW public holidays where the holiday is the primary focus of the celebration – including Christmas Day, Anzac Day, Australia Day, King's Birthday - <https://www.nsw.gov.au/about-nsw/public-holidays>. Note: Events held over public holidays will be considered if the holiday is not the primary focus of the event (e.g. a food or music festival)
- Promotional activations, charitable, political and/or activism events
- Religious and/or cultural important/sensitive gatherings
- Industry or Business events including trade shows, exhibitions, conferences, and industry meetings
- Events owned and/or operated by an agency or entity of the Federal Government, or a State or Territory Government including New South Wales.

#### Eligible costs

The Event Development stream provides funding to support initiatives that will have a direct impact on increasing overnight visitation to the event. A clear strategic rationale will be required for all initiatives, however activities that may be eligible for funding include:

- promotional activities with a measurable overnight visitation outcome (e.g. promotions with a unique call to action)
- cooperative marketing activities with the tourism industry (e.g. the development and promotion of packages to the event that include accommodation or access to other tourist attractions)
- costs associated with implementing robust event and visitor research methodologies
- temporary infrastructure costs associated with encouraging extended stays (e.g. additional hire costs to extend the event an extra day)

- costs associated with the delivery of an improved visitor experience (e.g. grandstands, information services, facilities)
- costs associated with developing broader accommodation options or the delivery of temporary accommodation (e.g. shuttle buses to neighbouring towns, implementation of home hosting programs, creation of temporary camping grounds)
- consultancy fees for marketing, PR, digital or event management specialists provided there are clear and measurable outcomes that demonstrate an improvement on existing activities.

Event Development funding is not intended to replace previous or other event funding. Event Development stream grants must be expended on the initiatives described in the application.

#### Ineligible costs

Event Development stream monies must not be used for:

- existing marketing and promotional activities
- existing infrastructure and operational costs
- purchase of capital equipment and/or permanent infrastructure that could be on-sold
- existing staff costs or expenses, including travel costs
- event launches
- live broadcast or webcast production costs
- prize money, gifts or contributions to charitable groups. (Where some event proceeds go to charity, evidence will be required to show adequate funds are retained for the ongoing operation of the event), or
- performer / artist fees and travel expenses
- costs incurred in the preparation of a grant application or related documentation.

#### Additional eligibility and considerations

- An event awarded a grant through previous Regional Event Fund rounds that has been deferred to FY2026/27 as a result of exceptional circumstances such as extreme weather is not eligible to apply for additional funding for the same event from the Regional Event Fund in 2026/27.
- A single event may not receive grant funding from more than one stream of the Regional Event Fund program (Incubator, Flagship or Event Development) in the same year.

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## 2.2 Assessment criteria

Destination NSW is seeking applications from mature events that have previously received the maximum funding permitted through the Flagship Event stream; and can now present a strategy for future growth that includes the continued development of its tourism potential to drive overnight visitation to the event and surrounding region.

To be considered for funding from the Event Development stream, an event must demonstrate that they sufficiently meet, and score highly against the following assessment criteria:

Criteria	Specific information and evidence required	Weighting
1. Economic Impact	<p>Destination NSW invests in events that will deliver new expenditure into a region through visitation.</p> <p>Your event proposal should clearly show how it will attract new visitors and benefit the local region.</p> <p>What we're looking for:</p> <p><b>a.) Event Concept and Appeal to Visitors (15%)</b></p> <p>A unique and compelling event concept – that has broad appeal and will attract attendees from outside your Local Government Area.</p> <p><b>b.) Showcase Local Identity, Experiences and Culture (15%)</b></p> <p>Events that reflect and showcase a town or region's unique character, culture, or heritage.</p> <p><b>c.) Alignment with the NSW Visitor Economy Strategy 2035 (15%)</b></p> <p>Show how your event supports the objectives of the <u>NSW Visitor Economy Strategy 2035   Destination NSW</u> – particularly around:</p> <ul style="list-style-type: none"> <li>• Growing regional visitation</li> <li>• Showcasing distinctive regional experiences</li> <li>• Supporting a balanced year-round NSW events calendar that supports local business and strengthens the resilience of the visitor economy</li> <li>• Promoting authentic and immersive experiences that are sustainable, inclusive and aligned with NSW Visitor Economy Strategy 2035 visitor experience priorities, such as: <ul style="list-style-type: none"> <li>○ Nature and adventure</li> <li>○ Culinary including local produce, food and wine</li> <li>○ Agritourism</li> <li>○ Arts, culture, and lifestyle including Aboriginal tourism</li> <li>○ Journeys and the promotion of road trips</li> <li>○ Wellness</li> </ul> </li> </ul>	45%

<p>2. Strategic marketing alignment and community impact</p>	<p>Your marketing approach should show how you will <b>reach visitors beyond your region</b> while <b>engaging your local community</b>.</p> <p>What we're looking for:</p> <p><b>a.) Strategic Marketing Plan (20%)</b> Provide a clear marketing plan that includes:</p> <ul style="list-style-type: none"> <li>• Situation analysis / SWOT</li> <li>• Key target audience and campaign objectives</li> <li>• Marketing activities and timeline for reaching your target audiences, with clear, realistic costings for each, including: <ul style="list-style-type: none"> <li>○ Advertising (e.g. TV, print, radio, outdoor, digital (display, search), social (Facebook, Twitter, YouTube, Instagram)</li> <li>○ Printing</li> <li>○ Signage</li> <li>○ Promotions/publicity</li> <li>○ Digital (website, SEO, owned EDM)</li> <li>○ Other marketing (e.g. content creation, photography, videography, design)</li> </ul> </li> </ul> <p><b>b.) Clear Marketing Objectives and Sustainable Audience Growth (10%)</b> Identify measurable objectives and activities you will implement through your event marketing in order to achieve sustainable growth.</p> <ul style="list-style-type: none"> <li>• What are the baseline numbers and target numbers for each objective?</li> <li>• List the targets for FY2026/27</li> <li>• What activities you will undertake to achieve the target numbers and if funded, how will these activities and strategies achieve value for money?</li> </ul> <p><b>c.) Industry Alignment and Community Partnerships (10%)</b> Describe how you've worked with others to strengthen your event, including:</p> <ul style="list-style-type: none"> <li>• Council and other relevant authorities</li> <li>• Your relevant NSW Destination Network including with your regional Destination Management Plan (DMP)</li> </ul>	<p>40%</p>
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Criteria	Specific information and evidence required	Weighting
	<ul style="list-style-type: none"> <li>Local tourism operators, businesses, and community groups</li> </ul>	
3. Event planning and due diligence	<p>Show that your event is <b>well-planned, safe, and financially sound</b>, with systems in place to measure success.</p> <p><b>What we're looking for:</b></p> <p><b>a.) Event Management Plan (5%)</b></p> <p>Applicants need to submit a clear event management plan detailing:</p> <ul style="list-style-type: none"> <li>event overview</li> <li>strategy for long term growth including ensuring your event is self-sustaining (e.g. attracting sponsors and a reduced reliance on grants)</li> <li>operational processes incl. accessibility and sustainability</li> <li>risk management</li> <li>team structure</li> <li>rationale for timing of the event</li> <li>relevant insurance cover</li> </ul> <p><b>b.) Financial Management &amp; Viability (5%)</b></p> <p>Include a clear, itemised budget that lists all income and expenses.</p> <ul style="list-style-type: none"> <li>Show that your event is financially viable and has realistic funding sources</li> </ul> <p><b>c.) Data Collection and Evaluation (5%)</b></p> <p>Applicants should have a clear plan for collecting data as an input to measure and evaluate their event and understand their audience to make data-driven decisions to improve their event:</p> <ul style="list-style-type: none"> <li>registration and attendance, including attendee demographic data for visitation</li> <li>attendee feedback and engagement data to improve the visitor experience</li> </ul>	15%

# 3

## Application process

## 3 Application process

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### 3.1 How to apply

Applicants are encouraged to:

- read the program Guidelines in full
- check their eligibility for the program
- contact Destination NSW to discuss submission timeframes and confirm their eligibility for the program
- speak to their Destination Network to advise of their intent to apply
- start their applications early during the application period to ensure they are completed in good time before the closing date. Destination NSW is not responsible for delays to the submission of applications.

Applications to the 2026/27 Event Development stream will open for events taking place between 1 July 2026 and 30 June 2027.

Applications must be received with sufficient time to deliver the initiative for which funding has been sought following assessment and no later than 31 December 2026. Event owners should contact Destination NSW prior to commencing their applications to discuss minimum timeframes for submission.

**Applications must be in the form of a proposal document that includes the following elements:**

#### 1. Event overview:

- a description of the event, its history and relevance to the local region
- a summary of the strategic vision for the event for the next three to five years outlining its growth potential, key opportunities and strategic initiatives for success including ensuring your event is self-sustaining (e.g. attracting sponsors and a reduced reliance on grants)
- a summary of event visitation trends over the last three years of the event including data, audience/visitor research methodology, relevant industry partnerships, results and key learnings
- a city/town profile that demonstrates its capacity to absorb increased visitation beyond current event capacity, including the availability of full-time and temporary accommodation, transport and other services relevant to the event, infrastructure and venues
- demonstrating how your event concept strategically aligns and contributes to local economic/tourism plans, your regional Destination Management Plan and the NSW Government Visitor Economy Strategy 2035.

#### 2. Growth initiative(s)

- a summary of the key growth initiative that funding is being applied for, including a detailed description, involvement of partners/contractors (including quotes), delivery timeline and clear success metrics on which the milestones will be based

- a full event budget with detailed cost breakdown for the initiative funding is being sought for supported by quotes or other relevant information

### **3. Strategic Marketing Plan - a marketing plan outlining:**

- Situation analysis / SWOT (strengths, opportunities, weaknesses, threats) analysis
- Key target audience and campaign objectives
- Marketing activities and timeline for reaching your target audiences with clear, realistic costings for each, including:
  - Advertising (e.g. TV, print, radio, outdoor, digital (display, search), social (Facebook, Twitter, YouTube, Instagram))
  - Printing
  - Signage
  - Promotions/publicity
  - Digital (website, SEO, owned EDM)
  - Other marketing (e.g. content creation, photography, videography, design)
- Measurable objectives for audience growth beyond current attendance and visitation
- Strategy to achieve objectives and identifies key target audiences
- Measurable objectives and activities you will implement through your event marketing in order to achieve sustainable growth.
- Baseline and target numbers for each objective for FY2026/27
- What activities you will undertake to achieve the target numbers and if funded, how will these activities and strategies achieve value for money?

### **4. Event planning**

- operational processes including a summary of the organisational and management structure of the event, accessibility and sustainability and the use of external agencies/consultants and volunteers
- risk management plan
- rationale for timing of the event
- itemised budget for the 2026/27 event including projected revenue and expenditure
- event evaluation, inclusive of a clear strategy and plan for collecting data and assessing ex-region visitation numbers and visitor experience
- certificate of currency for at least \$20 million public liability insurance, or evidence of ability to secure before entering into a Funding Agreement. This Certificate of Currency must cover your event.
- letters of support from local Council, key tourism or industry partners and other relevant stakeholders that reference the growth initiative being proposed
- any supporting information that the applicant considers relevant to their application.

All applications must be received by Destination NSW no later than the advertised closing date.

Applications received after the closing date and time will not be accepted. No extensions to the submission date and time will be provided.

Receipt of applications will be acknowledged by email following submission.

If an acknowledgment email is not received following submission, or if require support throughout the application process please contact the Grants Administration team via email [grants.admin@dnsw.com.au](mailto:grants.admin@dnsw.com.au)

Applicants may be contacted by Destination NSW for verification or for further information provided in their application.

# 4

## Assessment process

## 4 Assessment process

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### 4.1 Assessment of grant applications

The Event Development stream is an open, non-competitive grants program.

Applications will be assessed against the eligibility criteria and the assessment criteria outlined in these Guidelines. Eligible applications are assessed individually against the nominated criteria.

All eligible applications will be assessed by a panel convened by Destination NSW. The assessment panel consists of representatives with experience in events and regional tourism. Each application is assessed by a minimum of three different members of the assessment panel.

The Panel will make its recommendations for which events should receive Event Development stream grants according to the following principles of the fund:

- the Event Development stream is a co-operative arrangement between Destination NSW and the regional event
- the Event Development stream is a Destination NSW grant program that supports the strategic development of selected regional events to achieve tourism outcomes of benefit to Regional NSW
- the Event Development stream seeks to assist the development of those events that expressly contribute to the unique identity of the tourism regions of the State and demonstrate the potential to act as 'flagships' for those regions
- receipt of a previous grant from the three streams of the Regional Event Fund is no indication that a current application will be successful. The Panel will make its recommendations for funding based on the merits of the event's application for that year

Destination NSW reserves the right not to award funding if the applications are of insufficient merit in the opinion of the Panel. Similarly, Destination NSW reserves the right to award an amount less than applied for if the assessors deem the amount requested is not warranted.

Based on the assessments, a recommendation will then to be made in writing to the Decision-Maker.

The Decision-Maker will provide the final funding approval of the event and funding amount.

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### 4.2 Notification of application outcome

Applicants will be advised via email and/or letter of the outcome of their grant application once approval is determined by the Decision-Maker (the Minister).

Unsuccessful applicants will be notified in writing and offered the opportunity of a feedback session about their application (upon request made to Destination NSW).

Successful applicants will be advised of their application status and may be requested to keep the status and details confidential until an announcement is made by the Minister.

Successful applications may be announced publicly. Successful applicants will receive a letter of notification following this announcement.

#### 4.2.1 Feedback on applications

Unsuccessful applicants will have the opportunity to contact Destination NSW to receive feedback on their applications following assessment but should note that:

- information provided by Destination NSW is a guide only and is prepared in good faith. Destination NSW has sought to ensure that the information is true and correct at the time of presentation.
  - feedback supplied is based on the information provided to Destination NSW. Destination NSW does not make any representation or warranty about the accuracy, suitability, reliability, currency or completeness of any feedback provided.
  - Destination NSW cannot commit to any results or benefits in future applications from an applicant's participation in feedback. All applicants are responsible for determining any further investigations, information and consideration that might be required.
  - it is the applicant and event owner's responsibility to decide, based on their full knowledge and understanding of their business situation, how relevant the information is. Destination NSW recommends seeking independent professional advice (legal, financial or otherwise).
  - Destination NSW is not liable for any loss resulting from any action taken or reliance made by the applicant on any feedback and information provided. No guarantees are made of any particular outcome if an applicant chooses to rely on the feedback.
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## 4.3 Publication of grants information

The Grants Administration Guide requires that certain information is published in relation to grants awarded no later than 45 calendar days after the grant agreement takes effect (see section 6.5 of the Guide and Appendix A to the Guide). This information is also open access information under the *Government Information (Public Access) Act 2009* (NSW) (**GIPA Act**), which must be made publicly available unless there is an overriding public interest against disclosure of the information.

In accordance with these requirements, relevant information about the grants awarded will be made available on the NSW Government Grants and Funding Finder as soon as possible after the grant funding is approved or declined.

All records in relation to this decision will be managed in accordance with the requirements of the *State Records Act 1998* (NSW).

5

Successful grant applications

# 5 Successful grant applications

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## 5.1 Grant agreement

The provision of Event Development grants by Destination NSW to successful applicants is subject to the event owner entering into and abiding by the terms of a Funding Agreement signed by the event owner and Destination NSW.

Successful applicants are required to:

- enter into a Funding Agreement with Destination NSW within four weeks of the grant offer being made
- deliver on grant milestones prior to receiving grant payment
- acknowledge the support of the NSW Government in accordance with the Funding Acknowledgement Guidelines
- notify Destination NSW in writing of any proposed changes such as event date – requests for variations or changes to the event will be considered in limited circumstances
- pay back unspent funds, or any funds not spent in accordance with the Funding Agreement.

The Event Agreement details a range of marketing and other deliverables required by Destination NSW. These include, but are not limited to, a requirement to:

- provide progress reports (in person or by phone) on the delivery of the event to Destination NSW at regular intervals and in accordance with the Funding Agreement, including the delivery of the initiative for which funding has been awarded and its payment milestones
- include the NSW Government logo, as supplied by Destination NSW, on all marketing collateral and advertising associated with the event that is receiving the Event Development grant
- give Destination NSW the right to approve all marketing and advertising material that includes its logo at the artwork stage prior to printing or publication. Destination NSW requires a minimum of 4 working days to review the material for approval
- give Destination NSW the right to negotiate the placement, priority & prominence of its logo on event collateral
- offer Destination NSW signage opportunities at the event
- offer Destination NSW the opportunity to integrate messaging into the event's social media and digital channels
- include destination content on the event website.

If the Event Organiser does not enter into the Funding Agreement, breaches its obligations under the Funding Agreement including failure to deliver on a milestone, Destination NSW reserves the right to withhold funding or claim a refund of any funds already provided in respect of the event.

For more information on the Destination NSW Funding Agreement please contact [grants.admin@dnsw.com.au](mailto:grants.admin@dnsw.com.au).

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## 5.2 Grant payment

Funds will not be available until a Funding Agreement is signed by Destination NSW and the successful applicant, and all requirements of each milestone are met. All successful applicants registered for GST will be paid the approved grant amount plus 10 percent GST.

This Grant may include milestones payments both in advance of, during and post-event.

The applicant will be required to suggest initiatives as outlined in proposal document to which Destination NSW will assign milestone payments.

Milestones may include, but are not limited to:

- execution of a Funding Agreement
- receipt by Destination NSW of a valid certificate of currency for public liability insurance
- evidence of a current event listing of the Event on [www.visitnsw.com](http://www.visitnsw.com)
- initiatives as outlined in proposal document, and agreed to by Destination NSW
- final post event report
- receipt of requested images and footage.

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## 5.3 Indicative reporting and acquittal requirements

Successful applicants are required to submit a post event report and financial statement outlining the expenditure of the Event Development stream grant monies and an assessment of the success of the strategic growth initiative. The report must be submitted via email no later than 2 months after the last day of the event unless otherwise agreed with Destination NSW. Failure to submit this evaluation report and financial statement may jeopardise the applicant's future eligibility for Destination NSW funding.

Destination NSW will, from time to time, request event information and high resolution imagery and video content to assist with the marketing of Event Development events. A photo brief can be requested from Destination NSW. Successful applicants may also be required to provide progress reports or status updates on the delivery of the event to Destination NSW, upon request, and at regular intervals in accordance with the Funding Agreement.

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## 5.4 Evaluation

Destination NSW will undertake an evaluation of the Program, including a process evaluation that considers how the program is delivered, whether it has been implemented as intended, and any issues arising in its implementation.

# 6

## Additional information and resources

## 6 Additional information and resources

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### 6.1 Complaint handling

Complaints about the program or individual applications should be made in writing to [grants.admin@dnsw.com.au](mailto:grants.admin@dnsw.com.au)

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### 6.2 Access to information

The GIPA Act provides for the proactive release of government information by agencies and gives members of the public an enforceable right to access government information held by an agency (which includes Ministerial offices). Access to government information is only to be restricted if there is an overriding public interest against disclosure.

The NSW Legislative Council has the power to order the production of State papers by the Executive Government. Standing Order 52 provides that the House may order documents to be tabled by the Government in the House. The Cabinet Office coordinates the preparation of the papers – that is, the return to order. The return to order may contain privileged and public documents. Privileged documents are available only to members of the Legislative Council.

Documents submitted as part of a grant application may be subject to an application under the GIPA Act or an order for papers under Standing Order 52.

For information relating to Destination NSW's Access to Information, please visit <https://www.destinationnsw.com.au/access-to-information>

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### 6.3 Ethical conduct

#### 6.3.1 Conflict of interest management

All parties involved in the assessment process must declare all conflicts of interest. Actual, perceived or potential conflicts of interest will be managed in accordance with the Code of Ethics and Conduct for NSW Government Sector Employees. A Conflict of Interest register will be maintained for the program.

#### 6.3.2 Confidentiality

By lodging an application, applicants give consent for the application, information in the application and the applicant's contact details to be shared with the staff members of Destination NSW, the relevant Destination Network and external advisors of Destination NSW for the purposes of assessment and communication and for information purposes to certain NSW Government Ministerial Representatives.

All assessors are bound by confidentiality agreements and codes of conduct. Your business information will be treated as Commercial-in-Confidence.

Detail relating to successful applicants will be published on the NSW Government Grants and Funding Finder as soon as possible after the grant funding is approved or declined. Detail published includes the recipient name, recipient location, event delivery location, and the individual funding amount.

For further information, please consult our Privacy Policy on the management of Privacy [www.destinationnsw.com.au/privacy-policy](http://www.destinationnsw.com.au/privacy-policy).

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## 6.4 Additional Conditions

The following other conditions apply:

- Destination NSW may provide additional in-kind marketing support to events funded by the Event Development stream as part of its ongoing marketing activities.
- Destination NSW reserves the right, as a condition of funding, to make use of event data for the purposes of market research and evaluation to enable the long-term development of events in New South Wales.
- Successful applicants should retain all records relating to the event, including expenditure, and make them available for audit purposes if required.
- Destination NSW is not liable for any costs incurred in the preparation of a grant application including the Regional Event Fund or related documentation.
- All events financially supported by Destination NSW through the Event Development stream are encouraged to consolidate their financial position through corporate and other support whilst they are part of the funding stream.

All events financially supported by Destination NSW through the Regional Event Fund (all streams) are encouraged to implement plastic-free and sustainability initiatives as part of event planning and delivery where appropriate.

All events financially supported by Destination NSW through the Regional Event Fund (all streams) must implement accessibility measures for the event where appropriate.

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## 6.5 Destination NSW Discretion

Potential applicants should note that:

- no funding application is guaranteed to result in funding from Destination NSW.
  - no applicant is guaranteed funding to the full amount requested in their application.
  - Destination NSW reserves the right to vary the amount of funding at any time.
  - Destination NSW reserves the right to vary the terms of Event Development stream funding at any time in particular the awarding of funding.
  - the number and location of events that will be funded by Destination NSW will be determined by the Decision-Maker, at their discretion.
  - funding through the 2026/27 Event Development stream is available to events taking place between 1 July 2026 to 30 June 2027, although Destination NSW reserves the right to vary this as it requires.
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