

2026/2027 Tourism Event Funding Program

Form Preview

Eligibility

* indicates a required field

Program

This field is read only.

Applicants: please note

Before completing this application form, you should have read the [Tourism Events Grants guidelines](#).

Applications must only be for events that will be held between September 1, 2026 and June 30, 2027 within the Rural City of Wangaratta.

Incomplete applications and/or applications received after the closing date will not be considered.

This section of the application form is designed to help you, and us, understand if you are eligible for this grant. It is crucial that you complete these questions before any others to ensure you do not waste your time applying for an unsuitable grant.

If you have any questions in regards to these eligibility criteria, please contact **03 5722 0888**.

If you do contact us throughout the application process, please quote the application number below:

Application Number

This field is read only.

Objectives

This grant supports the growth and development of events in the region that attract outside visitation resulting in economic benefits for the town. Events supported under this program must have a strong tourism focus that demonstrate the potential to promote the Rural City of Wangaratta as a destination and aligns with the strategies of the Rural City of Wangaratta. This program has a strong focus on supporting events in their early years, enabling the event to become financially sustainable and viable in the future.

Applicants are required to outline how the funding will assist the event to contribute to one or more of the following key objectives:

- Increase visitation to the region
- Enhance the Rural City of Wangaratta as a holiday destination
- Attract key target markets

2026/2027 Tourism Event Funding Program

Form Preview

- Provides an economic benefit
- Enhances the culture of the community
- Supports and enhances the local tourism strengths
- Grow the event to become financially viable and sustainable

Confirmation of Eligibility

I confirm that I

- have read and understand the program guidelines
- am a community group or an incorporated not-for-profit organisation, (sporting, cultural, industry bodies) or private enterprise;
- have a current Australian bank account in the name of the community group or not-for-profit organisation, or business;
- have an event that meets one or more of the Tourism Events Grants objectives;
- am organising an event located in the Rural City of Wangaratta between 1 September 2026 and 30 June 2027;
- am able to demonstrate financial viability
- do not owe any reports or money to **the Rural City of Wangaratta** as a result of previous funding or grants
- am able to meet the conditions associated with receiving the grant; and
- will submit a completed application form before the program closing date.

Please select below: *

Yes No

You must confirm that all statements above are true and correct.

Contact Details

* indicates a required field

Privacy Notice

We pledge to respect and uphold your rights to privacy protection under the [Australian Privacy Principles](#) (APPs) as established under the *Privacy Act 1988* and amended by the *Privacy Amendment (Enhancing Privacy Protection) Act 2012*. To view our privacy statement, go to [Rural City of Wangaratta Privacy Statement](#)

Applicant Details

Applicant *

Individual Organisation

Organisation Name

Title First Name Last Name

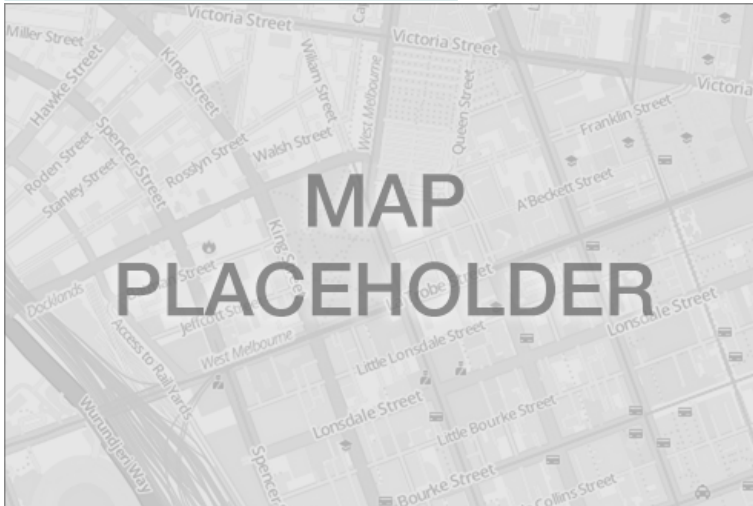
<input type="text"/>	<input type="text"/>	<input type="text"/>
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2026/2027 Tourism Event Funding Program Form Preview

For organisations: please use the organisation's full name. Make sure you provide the same name that is listed in official documentation such as that with the ABR, ACNC or ATO.

Applicant primary address

Address



Applicant postal address

Address

Applicant primary phone number *

Must be an Australian phone number.

Applicant email address *

Must be an email address.

Applicant website

Must be a URL.

Primary Contact Details

Primary contact *

Title First Name Last Name

This is the person we will correspond with about this grant.

2026/2027 Tourism Event Funding Program Form Preview

Position held in organisation *

e.g., Manager, Board Member or Fundraising Coordinator.

Primary contact primary phone number *

Must be an Australian phone number.

Primary contact email address *

This is the address we will use to correspond with you about this grant.

Event Details

Event

Event Name

Event Category

Event description

Word count:

Must be no more than 300 words.

Be descriptive, but succinct. Include a brief summary of the event, including what you will do (i.e. the activities you will perform), and what effects you expect to result from your activities (outcomes).

Number of patrons expected to attend this years event

Must be a number.

Estimated origin of visitors expected

Region of visitors home location. eg, North East Victoria, Melbourne, Sydney. Please include estimated % if possible.

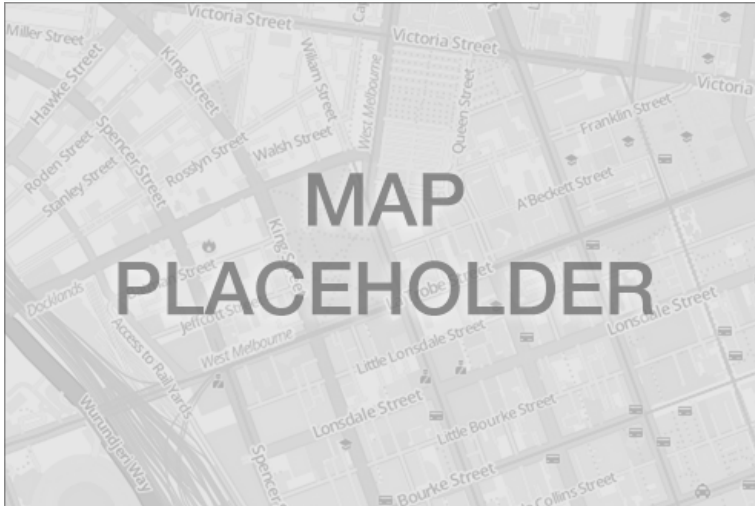
Has council already committed other funds/support to this years event

Please provide details of previous funding or logistics support made by RCOW for this years event. Do not include details of previous years funding/support.

Location of Event

2026/2027 Tourism Event Funding Program Form Preview

Address



Anticipated start date

Must be a date and between 1/9/2026 and 30/6/2027.

Anticipated end date

Must be a date and between 1/9/2026 and 30/6/2027.

Assessment Criteria

Event History

Weighting for this category is 20%. Events that are new or in their initial years will be given greater weighting.

Has this event been held previously? If so, how many years has this event being held in the past?

Number of patrons that attended in previous year

Must be a number.
If applicable

Breakdown of origin previous event attendees

ie- Rural City of Wangaratta, Regional Victoria, Melbourne, Interstate

How likely is it that the event will go ahead as planned?

2026/2027 Tourism Event Funding Program Form Preview

Without a doubt

Probable

Economic and social impact

Weighting for this category is 25%

What is the economic or social impact to the community and businesses within the municipality?

How does this event align with the tourism strategies of the Rural City of Wangaratta, regional and state tourism?

See the following links for relevant strategies [Rural City of Wangaratta Economic Development and Tourism Strategy](#) & [Victoria's High Country Destination Management Plan](#).

Demonstrate the capacity to increase visitation from outside the Rural City of Wangaratta and immediate surrounding region.

If previous events have occurred provide stats on origin of past event visitors.

Detail the events potential to develop into a key tourism or visitor attraction event.

Marketing and Promotion

Please keep this area brief. A full marketing plan is required to be attached at the end of this application.

Weighting for this category is 20%.

What is the target market of the event

Provide a brief description of the marketing activities being undertaken to attract intrastate and interstate visitors to the event.

Word count:

Must be no more than 150 words.

A full marketing plan is required at the end of this application process.

Is this an ongoing event? If so, what are you planning to do differently this year to drive further visitation and increased overnight stays?

2026/2027 Tourism Event Funding Program

Form Preview

Sustainability

Weighting for this category is 10%

How sustainable is the event? What are you implementing to ensure sustainability is a focus of the event?

How well you address sustainability needs and opportunities. E.g. minimising waste, organics, and recycling, encouraging public transport or ride and walk, sustainable packaging use for stalls, ban on plastic straws and balloons.

Diversity and Equity

Weighting for this category is 10%

How will you address the needs of people of different cultures and genders in the running and promotion of your event?

• The extent of positive impact the event has among the needs of different genders. • The capacity of and attraction of visitors from all backgrounds to attend this event or activity. e.g., its openness to the public, welcoming to people from a CALD background, free or low cost, ticket inclusions, attendance numbers

How will you address accessibility needs in the running of your event?

Consideration of accessibility including, date, time, location, wheelchair accessibility, family friendly, interpreters, etc.

Budget

Income (GST exclusive)

Please outline your project budget in the income and expenditure tables below, including details of other funding that you have applied for, whether it has been confirmed or not. All amounts should be GST exclusive.

Provide clear descriptions for each budget item in the 'Income' and 'Expenditure' columns, Examples of income could include 'council community grant', 'trivia fundraising night', 'company X sponsorship'. Examples of expenses could include 'onsite power & water for 6 months', 'office supplies', 'part-time staffer x 40 hours'.

Use the 'Notes' column for any additional information you think we should be aware of.

2026/2027 Tourism Event Funding Program

Form Preview

Please **do not add commas** to figures – e.g. type \$1000 not \$1,000 – this will ensure your figures for each table total correctly.

Weighting for this category is 15%

Income Description	Income Type	Confirmed Funding?	Income Amount (\$)	Notes
			\$	
			\$	
			\$	
			\$	
			\$	

Expenditure (GST exclusive)

Expenditure Description	Expenditure Type	Expenditure Amount (\$)	Notes
		\$	
		\$	
		\$	
		\$	
		\$	

Budget Totals

Total Income Amount
 \$
 This number/amount is calculated.

Total Expenditure Amount
 \$
 This number/amount is calculated.

Income - Expenditure

 This number/amount is calculated.

Funding Amount Requested

- Up to \$5,000 for Marquee and Major events (greater than 500 visitors)
- Up to \$2,000 for Minor events (less than 500 visitors)

Marquee events- attracts greater than 3,000 visitors & provides a significant economic benefit.

Major events- attracts between 500 to 2,999 visitors.

Minor events- attracts less than 500 visitors.

Total Amount Requested \$

What is the total financial support you are requesting in this application?

2026/2027 Tourism Event Funding Program

Form Preview

Intended use of funding

Details regarding the specific activities to which the funding will be allocated. Please refer to the [Guidelines](#) for activities and items that will and will not be funded under this grant program.

Supporting Documents

* indicates a required field

**Please attach a copy of the following documents.
Please upload in Word or PDF .**

Event Management Plan

*

Attach a file:

Marketing Plan *

Attach a file:

Other supporting documentation

Attach a file:

eg. Public liability, letters of support

Website

Must be a URL.
Links to supporting videos

Submit

* indicates a required field

Certification

This section must be completed by an appropriately authorised person on behalf of the applicant organisation (may be different to the contact person listed earlier in this application form).

I certify that to the best of my knowledge the statements made within this application are true and correct, and I understand that if the applicant organisation is approved for this grant, we will be required to accept the terms and conditions of the grant as outlined in the letter of approval.

I agree *

Yes

No

2026/2027 Tourism Event Funding Program

Form Preview

Name of authorised person *

Title First Name Last Name

<input type="text"/>	<input type="text"/>	<input type="text"/>
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Must be a senior staff member, board member or appropriately authorised volunteer

Position *

Position held in applicant organisation (e.g. CEO, Treasurer)

Contact phone number *

Must be an Australian phone number.

We may contact you to verify that this application is authorised by the applicant organisation

Contact Email *

Must be an email address.

Date *

Must be a date