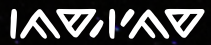


Territory Events Program 2026-2027





Events are how the Territory
show the world who we are.

This program ensures we
maximise every opportunity -
for visitors, for communities,
and for the people who call
the Territory home.





The Hon. Marie-Claire Boothby MLA
Minister for Major Events

A message from the Minister for Major Events

Events are where the Territory shows Australia, and the world, that we are absolutely one-of-a-kind.

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We know that local, sport, and major events put the Territory on the map. But they're about so much more than elevating our profile.

Events help to grow our visitor economy. They attract visitors to our regions and beyond the peak season – visitors who stay longer, spend more at local businesses, and leave already planning their return.

And Territory events capture – and enrich – the unique lifestyle we all know and love, bringing Territorians together in our streets, parks, and precincts to celebrate our warm hospitality and Territory spirit.

That's why, this year, we're strengthening the way we fund events with a renewed Territory Events Program. With a clearer purpose and strategic focus, we're building on our jam-packed pipeline of events to drive better outcomes for our lifestyle and our economy.

I want to acknowledge the many event organisers, volunteers, sponsors, councils, and community groups who deliver outstanding events year after year, often with limited resources and enormous passion. This refreshed program is designed for you.

I encourage you to read the Guidelines, speak with the Tourism and Events NT team, and bring forward your best ideas, as we continue to make the Territory the best place to live, work, visit, and invest.



Explaining our why?

A vibrant calendar of events plays a vital role in attracting visitors to the Northern Territory year-round, fostering community pride and enhancing our Territory lifestyle. Event funding is competitive and this specific funding program is designed to maximise outcomes for the Territory by investing in events that demonstrate strong alignment with the Northern Territory Government's strategic priorities.

The program delivers on three key government priorities through investment in events across the Territory. Funding applications regularly exceed the funding available, meaning not all eligible applications can be supported. Funding is therefore prioritised towards events that demonstrate the strongest contribution to program objectives and Territory outcomes.

Rebuilding the Territory Economy

Events are a key driver of economic growth, generating visitor expenditure across accommodation, hospitality, retail, transport and local businesses, while supporting jobs and attracting sponsorships and investments. The Territory Events Program prioritises events with a demonstrable, measurable contribution to the local economy and local business turnover, and those that build the commercial capability of the Territory's event sector.

Restoring the Territory Lifestyle

Events are one of the most visible ways Government invests in the things that make the Territory a great place to live by bringing communities together, creating shared experiences, strengthening connection, civic pride and a strong sense of place. The Territory Events Program supports events that bring Territorians together, including regional and remote communities, families and young people.

Delivering the Visitor Economy Strategy

Events drive tourism demand and are a key lever in driving travel decisions. The Territory Events Program is a core delivery mechanism for the Territory's Visitor Economy Strategy, using events to attract visitors and strengthen the Territory's tourism offering. Funded events should contribute to one or more of the following strategic visitor outcomes:

- Increase visitation and visitor expenditure;
- Extend length of stay and encourage regional dispersal
- Build shoulder-season and off-peak demand;
- Strengthening the Territory's destination brand and national profile
- Convert event visitors into future leisure, business events and conference visitors.

To read more about these priorities head to the below links.

Restoring the Territory Lifestyle: https://nt.gov.au/__data/assets/pdf_file/0009/1552455/restoring-territory-lifestyle-strategy.pdf

Rebuilding the Territory Economy: https://territorycoordinator.nt.gov.au/_resources/documents/rebuild-economy-nt-economic-strategy-2025.pdf

Visitor Economy Strategy: Visitor Economy Strategy 2032 | Tourism and Events Northern Territory corporate website



Key Dates for 2026-2027

From 2026–27, the Territory Events Program will move from two funding rounds a year to one. This is a deliberate change, and Tourism and Events NT want to be clear about why and what it means for organisers.

Why this change benefits you

Preparing a detailed application well in advance is a genuine ask, and Tourism and Events NT recognise the effort involved. The benefits are intended to outweigh that upfront demand:

- Increased lead time. Funding confirmed months ahead of the event allows venues, suppliers and sponsors to be secured with confidence, rather than under time pressure.
- Greater certainty. A single funding decision provides organisers with clarity for the full year, enabling earlier planning and greater confidence in delivery.
- Reduced administrative burden. One annual funding round allows Tourism and Events NT and event organisers to focus more on planning and delivering, and less on administrative processes.

This approach requires more planning upfront. In return, it is designed to give back the resource every event relies on most: time.

This is a significant shift in the funding cycle, and Tourism and Events NT recognise that some organisers have previously planned around a second round. The transition will not be without challenges and organisers are reminded that we are here to help support you through the process.

Events affected by this change will be contacted directly. Tourism and Events NT have identified the small number of events likely to be affected by the move to a single round and will work with each on a dedicated transition plan.

Tourism and Events NT will remain flexible through the first year of transition. As organisers and the agency adapt to the new cycle, no event will be unfairly disadvantaged by this timing change.

Early engagement with the Territory Events Program team is encouraged. Organisers are invited to raise how the new cycle affects their event as early as possible, so Tourism and Events NT can assist with planning around it.

Milestone	Dates (2026-2027 round)
Program Launch & Information Sessions This year, we're holding more information sessions in more locations than ever before — giving you more opportunities to meet with our team and ask the questions you have. We're also introducing a second virtual session, giving organisers the chance to reconnect with us after they've had time to review the guidelines and start their application.	1 September – Virtual Session 1 3 September – Katherine 8 September – Darwin 9 September – Alice Springs 22 September – Virtual Session 2
Applications open At any time during the application period, we encourage you to book an appointment with one of our team members to ask specific questions or get direct feedback on your application. If you've applied unsuccessfully in a prior round, our team can also revisit that feedback with you. Book a time with the team at grants.tourismeventsnt@nt.gov.au	9 September 2026
Applications close	9 October 2026
Assessment period	12 – 30 October 2026
Outcomes advised	Prior to 16 November 2026



Funding Streams

The Territory Events Program is structured across four funding streams. Applicants apply to the stream that best matches their event's scale, maturity and strategic contribution; Tourism and Events NT may recommend a different stream during assessment where a better fit is identified.

Stream	Focus	Indicative Investment	Key Stream Considerations
Major Events	Marquee, nationally/internationally significant events that drive visitation, media exposure and destination positioning for the NT.	Investment under the Major Events stream is not fixed or indicative — it's determined on merit, based on strategic alignment, demonstrated performance, and the scale of the opportunity presented.	Applicants must clearly demonstrate how the event will contribute to 3 or more of the NT Government's strategic visitor economy outcomes. Applicants must also demonstrate the capacity to deliver the event successfully, supported by strong marketing and media activity and a willingness to collaborate with the Destination Marketing team. Funding may be offered for up to three years, subject to demonstrated performance and annual funding availability.
Tourism Enablers	Events with proven or emerging capacity to extend visitor length of stay, drive shoulder/off-peak travel, or open new visitor markets.	\$0 to \$500,000 There is no predetermined number of successful applicants. Funding decisions will be competitive and based on the merit of each application, alignment with program priorities, value for money and the total funding available.	Applicants must have clear economic impact data to demonstrate it's ability to contribute to influence tourism objectives and outcomes. Applicants will be expected to demonstrate strong working relationships with relevant industry groups and businesses, such as the Chamber of Commerce, Hospitality NT, and Tourism Top End/Central Australia, to ensure events maximise the full range of opportunities they can deliver. Applicants must clearly demonstrate how the event will contribute to 1 or more of the NT Government's strategic visitor economy outcomes. Opportunity for up to 3-year multiyear partnership.



Stream	Focus	Indicative Investment	Key Stream Considerations
Community and Lifestyle	Events that strengthen Territory lifestyle, community participation, identity and liveability — supporting Territorians as the foundation of a sustainable visitor economy.	\$0 to \$150,000	Applicants must demonstrate how the event will be accessible to the broader community, including free or low-cost opportunities to participate and engage. Events that increase activity and community participation during the shoulder or wet season are encouraged. Applicants are encouraged to demonstrate diversified revenue and income streams that reduce reliance on government funding and support the event's longer-term financial sustainability. Funding agreements will generally be offered for one year. Renewal may be considered based on demonstrated performance, successful delivery, collaboration with Tourism and Events NT and continued alignment with program priorities.
Activation Fund	Activation of key precincts — including but not limited to live sites, fan zones and public viewing areas connected to major events (e.g. a FIFA World Cup live site), and arrival experience activations for major cruise lines and other visiting delegations. Future opportunity example — leveraging the Brisbane 2032 Olympic Games as an extension of the Games experience.	\$0 to \$25,000	This stream is designed to activate public spaces rather than specific venues. This stream remains open year-round, in recognition that these opportunities are often ad hoc and time-critical in nature, requiring a fast and flexible response rather than fitting within a fixed application round. This stream supports activations that use events as a lever to bring people together, support local business, and add vibrancy to our cities — applicants will need to demonstrate how their activation achieves this. The primary purpose of this stream is not to be coupled events already funded through the program unless a strong case can be provided for additional funds. Contact: Grants.TourismEventsNT@nt.gov.au



The Program Partnership

Partnering with Tourism and Events NT through the Territory Events Program is about more than funding. Successful applicants gain access to a broader package of support designed to strengthen their event's reach, profile and long-term sustainability — while also taking on clear expectations around delivery, collaboration and how they represent the Territory.

The following outlines what organisers can expect from Tourism and Events NT, and what Tourism and Events NT expect in return as a partner in the program.

Benefits of the Territory Events Program

Funding certainty. A single annual round and, for higher tiers, multi-year agreements give organisers the lead time to plan with confidence.

Capability uplift. Access to training, mentoring, industry networking and planning toolkits matched to the organisation's stage of growth.

Strategic promotion. Inclusion in Tourism and Events NT's marketing campaigns, event calendars and, where relevant, ministerial and media support in consultation with your account manager.

Sector connection. Access to a community of NT event organisers and shared learnings across the sector.

What we expect of funded partners

Engage in joint planning activity with Tourism and Events NT, including check-ins proportionate to the scale of investment.

Deliver the event substantially as described in the funding agreement, notifying Tourism and Events NT promptly of any material change.

Acquit funding accurately and on time, including financial reporting and evidence of expenditure.

Acknowledge NT Government and Tourism and Events NT support in line with the agreed Partnership Benefits Schedule (branding, signage, speaking opportunities).

Act as a responsible custodian of public funds and the Territory's reputation, including in dealings with sponsors, suppliers and the community.

Demonstrate active planning and efforts to improve the event's long-term sustainability through diversified revenue streams, partnerships and non-government funding opportunities.



Eligibility

The Territory Events Program funds a broad range of organisations and event activity, but it is not unlimited. The tables below set out general eligibility; specific requirements are confirmed at application and assessment.

Who can and cannot apply

Generally Eligible	Generally, not eligible
• Incorporated not for profit associations and community organisations • Local government councils and shires • Registered businesses and event companies delivering eligible public events • Sporting, cultural and arts organisations with appropriate governance • Industry bodies and consortia auspice by an eligible entity.	• Unincorporated individuals or informal groups (unless auspice by an eligible entity) • Entities with overdue acquittals or unresolved compliance issues with TENT or DTH • NT Government agencies seeking to fund core/ business-as-usual functions • Entities under insolvency administration or with a history of event non-delivery • Political parties, or events whose primary purpose is fundraising for a political party or candidate • Events that do not demonstrate public benefit • Events that present unacceptable reputational, safety or cultural risk

Rationale: Funding is directed to entities with the governance and accountability structures to manage public money responsibly. Auspicing arrangements exist precisely so that informal or grassroots groups are not excluded — they simply need an eligible organisation to hold the funding agreement on their behalf. Entities with unresolved compliance issues are excluded so that public funds are not put at further risk before prior obligations are met.



What can or cannot be funded

Generally Eligible	Generally, not eligible.
• Public, ticketed or open-access events held in or substantially benefiting the NT • Event delivery costs: venue, production, safety, traffic management, marketing • Precinct or fan-zone activation tied to a major domestic/international event (Activation Fund) • Capability-building activity: planning, governance, risk and sustainability uplift • Multi-year event development where a credible growth pathway is demonstrated • Enhanced marketing and destination promotion activity that extends an event's reach into interstate or international visitor markets	• Private, closed or invitation-only functions with no public visitation or community benefit • Core organisational overheads unrelated to the specific funded event (e.g. general staff salaries) • Capital works, permanent infrastructure or assets retained beyond the event • Events whose primary purpose is commercial promotion of a single product or business • Trade, Awards, Business and Expo Style Events. These events primarily serve industry or professional audiences rather than the general public and typically have existing industry funding pathways • Agriculture and Market Style Events — these events serve a primarily local commercial or produce-trading function rather than a visitor attraction or community lifestyle purpose and are more appropriately supported through industry or local government channels • Activities that duplicate an existing, adequately funded NT Government program

Rationale: These eligibility settings reflect Tourism and Events NT's mandate to invest public funds in activity that delivers visitor economy outcomes and aligns with NT Government priorities. Funding is directed toward events and activations that generate public benefit, profile and visitation for the Territory — not toward private gain, ongoing operational costs, or infrastructure that sits outside the lifecycle of a single event.

It is the responsibility of the applicant to demonstrate how their event or activity meets these criteria. Where eligibility is unclear, the onus is on the applicant to make the case for alignment, public benefit and value for investment — not on Tourism and Events NT to determine it on their behalf. Applications that do not clearly address this will be assessed accordingly.

Co-investment expectation

Tourism and Events NT does not underwrite events, and as a rule will not fund more than 50% of total event expenditure. All streams require some level of co-investment from the applicant. The Territory Events Program is designed to fund a meaningful share of an event, not its entirety, with the proportion expected increasing across the funding streams to reflect both the commercial scale of larger events and the program's purpose of building, not replacing, organisational sustainability.



Understanding how your application is assessed

Eligible applications will be assessed through a competitive, merit-based process against the assessment criteria relevant to the funding stream. While a consistent assessment framework applies across the Program, the weighting of assessment criteria varies between funding streams to reflect their different objectives and intended outcomes.

Applications will be assessed on the information provided and the applicant's ability to demonstrate how the proposed event will deliver the outcomes sought under the relevant funding stream. Tourism and Events NT may seek clarification or additional information from applicants during the assessment process; however, applicants should ensure their application is complete at the time of submission.



Assessment Criteria

Weighting

Alignment with Stream Outcomes

Assesses the applicant's ability to demonstrate how the event will deliver the intended outcomes of the nominated funding stream. Applicants should provide evidence of the anticipated economic, tourism, community and social impact, destination/regional impactor activation outcomes relevant to their application.

35%

Delivery Capability

Assesses the applicant's organisational capability, governance, planning and experience to successfully deliver the proposed event. Consideration will be given to project planning, risk management, stakeholder engagement, marketing and operational readiness.

25%

Marketing, Audience and Reach

Assesses the applicant's ability to attract and grow audiences through a well-planned marketing and promotional strategy. Consideration will be given to the quality and reach of marketing activities, investment in promotion, audience development initiatives, media opportunities and digital presence. Applicants should also demonstrate how new or refreshed event elements will encourage repeat attendance and ongoing audience engagement, as well as a willingness to collaborate with Tourism and Events NT to maximise event visibility.

20%

Value for Investment

Assesses the financial viability of the event, the appropriateness of the funding request and the value the proposed investment represents for the Northern Territory. Consideration will be given to the overall event budget, funding sources, financial planning and the applicant's ability to deliver sustainable outcomes.

20%

Contact and Support

The Territory Events Program team at Tourism and Events NT is available to help prospective applicants understand the program, identify the right funding stream, and prepare a strong application.

E: grants.tourismeventsnt@nt.gov.au

