



## NORTHERN TERRITORY BUSINESS EVENTS SUPPORT FUND GUIDELINES

### Introduction

The Northern Territory Government, through the Department of Tourism and Culture, acknowledges the importance of business events to the Territory economy and the role they play in enhancing the local knowledge base and being a catalyst for innovation, investment and trade.

The Northern Territory Business Events Support Fund (NTBESF) aims to assist the Territory business events sector to more aggressively compete with rival destinations by providing support funding assistance to organisers of qualified corporate meetings, conferences, conventions, exhibitions and incentives.

### Who Can Apply?

Business events planners or organisations considering the Northern Territory as the destination in which to stage their business event may apply for financial assistance of up to AUD\$100 per delegate.

### How can the financial assistance be used?

In line with NT Government's Buy Local policy, financial assistance may be used for any of the following:

- Engagement of a local Professional Conference Organiser or Destination Management Company;
- Gala dinner;
- Welcome function;
- Technical touring element;
- Corporate Social Responsibility (CSR) element;
- Local key note speaker (e.g. a local expert or affiliation with local experts);
- Freight which incorporates the use of a local supplier (can be an international or national operator with a Northern Territory affiliation);
- On-the-ground transportation; and
- Other activities that demonstrate support of local NT businesses e.g. printing, filming and photography, delegate lanyard and satchel production.

### Eligibility and Criteria

Priority for support will be given to staging a business event that aligns with the Territory's economic and social strengths in the following industries:

- Health – tropical health, rural and remote health delivery, Indigenous health (including bush medicine), critical care, emergency management and trauma response and research;
- Agribusiness – agriculture, aquaculture, pastoral, horticulture and related bio-security research and development;
- Land Management – desert knowledge, weed management, water and waste management;
- Mining, minerals, oil and gas;
- Renewable energies – solar;
- Education – Indigenous, distance education and international;
- Defence and defence related industries;
- Tourism and related industries;
- Creative industries eg Arts, Culture, Media, Entertainment, Architecture and Information Technology including creative software.

Support for business events that do not align with the above will be considered on a case-by-case basis providing significant economic returns and flow-on benefits to the Territory can be demonstrated.

To be eligible, events must demonstrate historical data and a shortlist of destinations the Territory is competing against. Seed funding to run an event is outside the scope of the NTBESF.

Events already confirmed for the Northern Territory are not eligible to apply for this funding and this includes where a verbal decision has been made and/ or formal marketing is already in existence to promote the event.

From time to time, NT Convention Bureau conducts delegate surveying to assist with measuring the economic outcomes of conferences staged in the Northern Territory. Organisations who successfully apply to receive funding may be required to participate in delegate surveying if requested by NT Convention Bureau.

### Application

A planner or organisation considering the Northern Territory as the destination in which to stage a business event should apply for financial assistance by completing the Northern Territory Business Events Support Fund application form.

# NORTHERN TERRITORY BUSINESS EVENTS SUPPORT FUND APPLICATION FORM

Please familiarise yourself with the Northern Territory Business Events Support Fund Guidelines before filling out this form. The Guidelines outline the eligibility, criteria, assessment and administrative processes as well as the Terms and Conditions that will apply to all submissions.

## Contact Details:

These are the details of the Planner or Organisation applying for the Business Events Support Fund and the relevant representative or, in the case of a Territory venue, the name of the Planner or Organisation and relevant representative to whom the venue wishes to offer financial support within bid or proposal documents.

Organisation /Planner	Australian National Square Dance Convention (ANSDC)
Name of Contact	Marilyn Van Sambeeck
Position	Convener, 2021 Darwin National Square Dance Convention
Phone	Home: (08) 9307 7728 Mobile: 0431 971 811
Email	Marilyn110453@gmail.com

## Event Details:

Please provide details about the event for which you are requesting support.

Event Name	Australian National Square Dance Convention (ANSDC)
Destination/Venue where event will be held	Darwin Convention Centre 10 Stokes Hill Road Darwin City NT 0800
Dates of the event	Wednesday, 23 June 2021 – Welcome Gala Dinner Convention – Thursday, 24 – Monday 28 June 2021
Name of host organisation and contact details – name, email, phone number	Australian National Square Dance Convention (ANSDC) Marilyn Van Sambeeck Home: (08) 9307 7728 Mobile: 0431 971 811 Marilyn110453@gmail.com
Is this a national or international organisation	International
Industry of relevance i.e. health, agribusiness, land management, mining, minerals, oil & gas, renewable energies, education, defence	<ul style="list-style-type: none"> <li>Health <i>Health activities, nutrition and positive life style choices pertinent to all demographics of the Northern Territory population.</i></li> </ul> <p><i>Contributing to the health and wellbeing of the aged.</i></p>

- **Developing Cultural Connections**  
*In partnership with local indigenous Territorians including the Larrakia Nation to promote Darwin's authentic Indigenous culture at our convention.*

<p>Has a PCO been appointed? Is the PCO based in Australia or overseas?</p>	<p>Yes, an Australian Professional Conference Organizer has been appointed.</p> <p>PCO based in Australia.</p>												
<p>Are other destinations being considered for this event? If so, please provide details</p>	<p>A previous application from Victoria was considered by the Australian National Square Dance Conventions Board Inc.</p>												
<p>When will registrations for the event open (if applicable)?</p>	<p>April 2020</p>												
<p>Please provide the event's website address (if applicable). If the site is not live, please advise when it will go live</p>	<p>The Convention's website should be online by the end of November 2018.</p>												
<p>Please advise relevant history of the event if possible e.g. previous locations and delegate numbers</p>	<p>Square Dance Conventions have been held annually since the first in Canberra in 1960.</p> <p>Conventions are held in every state and Territory on a rotational basis.</p> <p>This year, 2018, the Convention was held in Perth, WA.</p> <p>The first National Square Convention in Darwin was held in 2011.</p> <p>Delegates' data from the past four National Conventions is listed below. Click on the locations to access additional information and some visual representations.</p> <table data-bbox="675 1406 1471 1659"> <tbody> <tr> <td>2018</td> <td><a href="#">Perth</a>, WA</td> <td>620 delegates</td> </tr> <tr> <td>2017</td> <td><a href="#">Bendigo</a>, Vic</td> <td>800 delegates</td> </tr> <tr> <td>2016</td> <td><a href="#">Buderim</a>, Qld</td> <td>650 delegates</td> </tr> <tr> <td>2015</td> <td><a href="#">Adelaide</a>, SA</td> <td>600 delegates</td> </tr> </tbody> </table>	2018	<a href="#">Perth</a> , WA	620 delegates	2017	<a href="#">Bendigo</a> , Vic	800 delegates	2016	<a href="#">Buderim</a> , Qld	650 delegates	2015	<a href="#">Adelaide</a> , SA	600 delegates
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<p>What is the minimum number of international and national delegates/attendees expected at the event?</p>	<p>300</p>												
<p>What is the minimum number of exhibitors (if applicable) expected at the event?</p>	<p>15</p>												

<p>What additional benefits, other than economic, will the event provide to the NT?</p>	<p>The Convention, we believe, will provide some significant health, social and educational benefits to the Northern Territory. These benefits will be tailored to meet the needs of all demographic groups including the youth, seniors and indigenous people.</p> <p>Many studies as far back as the 1994 Mayo Clinic research have concluded that the health benefits of square and round dancing have a significant impact on a person's health. From helping control weight gain to decreasing blood pressure to enhancing agility and muscle tone and improved cholesterol profile, the list of health benefits that one can gain from square and round dancing is lengthy.</p> <p>Other studies including the 2003 June 19 edition of the New England Journal of Medicine concluded that dancing also increased the cognitive acuity at all ages.</p> <p>Dr. Arron Blackburn of the Mayo Clinic stated that "Square Dancing will add ten years to your life", arguing that "it combines all the positive aspects of intense physical exercise with none of the negative elements."</p> <p>Our 2021 Darwin committee intends to schedule a series of workshops to invite students and adults to participate in the benefits of physical activity through the enjoyment of square dancing. The vehicle of square dancing will be used to reinforce the health benefits gained through regular exercise. These activities will be fun oriented designed for school children, families and local residents. In partnership with recognized local health providers, social and sporting organizations, the Committee will make available material, advertising the many physical activities that families and individuals can join in Darwin and the Northern Territory.</p> <p>Research has shown that depression has become widespread in our population affecting all demographics - young and old. Studies, including those published in the 10 July 2015 Frontier in Psychology magazine concluded that dance movement helps people suffering from depression.</p> <p>The Committee believes that anxiety and depression, especially youth depression, is a major concern in our Australian society and as part of its health initiative during the Convention it would like to partner with <i>headspace Darwin</i> and the <i>Northern Territory Mental Health Services</i> to provide material and opportunities to deliver health care messages and displays of</p>

	<p>the local services available.</p> <p>The 2021 Darwin Committee is also keen to provide an opportunity for local input and delivery of life skills for young adults as part of its health initiative during the Convention. The Committee is cognizant of the fact that the basis for a continuing healthy life style commences early in our development and the issues of bullying in children and early adolescents can be a major determining factor for future depression and anxiety. The Committee would like to include in its program a workshop on life skills for the young to include communication, social and affirmative skills designed to improve their capacity to become more independent and socially adapt individuals.</p> <p>The Committee, throughout its educational initiative would like partner with local educational providers like the City of Darwin to enhance residents’ knowledge of the locally educational activities available. The Committee envisages that this would be achieved through displays and links to our proposed online presence by the end of October 2018.</p> <p>The Committee would also like to partner with a local educational provider to deliver an information session on the benefits of physical activity, exercises and the importance of maintaining friendship groups and social interaction as we age. The Committee believes that this would complement one of the pillars of the Community Wellbeing Plan 2014 – 2020 for a Healthy Darwin. The Committee would also like to partner with COTA for Senior Territorians to deliver an informational session to assist with their mission of empowering older people achieving well-being.</p> <p>The 2021 Committee would like to develop a cultural partnership with local indigenous Territorians including the Larrakia Nation to promote Darwin’s authentic Indigenous culture at our convention. The Committee believes that indigenous involvement with our convention would enhance understanding of cultural diversity, provide a venue and opportunity to promote Aboriginal artists, performers and presenters.</p> <p>The Committee is especially interested in developing an indigenous connection at our 2021 Darwin Convention as it would complement our suggested theme - <i>Living our Dream</i>.</p>
<p>How will the event contribute to regional dispersal in the NT?</p>	<p>According to the 2017 Business Events Council of Australia, conferences and conventions contribute close to \$30 billion in direct expenditure.</p> <p>We believe that our Darwin 2021 Convention with its national</p>

and international delegates will directly value-add to regional Northern Territory who extend their stay and take advantage of the many tourist attractions across the region. Our Convention and its delegates, through our local expenditure and extended stays in regional areas would add to the 2017 NT's 2% direct expenditure in 2021.

Anecdotal data from the first Annual National Convention in 1960 to this year's event notes a large number of national and international delegates extend their stay and value add to the regional areas of each state. The extended stays, additional tourism and expenditure would, based on past conventions, be a feature of our Darwin 2021 Convention.

The majority of our delegates are retired or semi-retired and the opportunity to travel to regional tourist and cultural areas in the Northern Territory, based on past conventions, is something that delegates engage in before or after every Convention held since 1960.

The benefits for additional tours to the outback and points of interests, visits to indigenous cultural sites, dining in various regional outlets, engaging in recreational activities in regional NT, and increasing to the accommodation stays and local transport operators will, we believe, have a significant impact to regional Northern Territory.

Dancers will come from all over Australia including a contingent from overseas. The Committee believes that it will be able to attract overseas delegates and capitalize on Darwin's gateway to Asia location. In addition, many of our dancers will come with their caravans and will take the opportunity to experience the wonders of the region including Kakadu, Uluru and other spectacular sights whilst in the Northern Territory.

The Committee also believes that besides the economic benefits to regional areas in the Northern Territory by our dancers, there will be some significant social dispersals for both our delegates and regional Northern Territorians.

Through their extended stays and travels in the Top End our delegates, will have the opportunity to engage and further their knowledge about Australian Indigenous heritage and cultural stories pertinent to the region, especially through heritage tourism opportunities.

This increased social interaction will build greater awareness, respect and a greater understanding of ourselves and others. This ultimately leads to a more inclusive society building greater connections across groups.



	<p>Our Darwin 2021 National Square Dancing Committee would like to proactively partner with Tourism Top End, through our publicity and marketing campaigns, online presence commencing in October 2018 and emails to inform our delegates of the wonderful and exciting opportunities available for their extended stay in regional Northern Territory.</p> <p>We believe that the short-term economic impacts to regional Northern Territory will be seen immediately from our delegates' expenditure and participation. However, our Committee believes, based on past conventions, that there are more significant and enduring benefits from our Darwin 2021 Convention to the Northern Territory.</p> <p>The positive rippling effect of delegates' positive experiences in the Top End, through word of mouth is one of the best forms of direct publicity to others. Each time one of our Australian or international delegate comments about the positive experiences, the wonderful and unique attractions they saw or had in the Top End will lead to a multiplier effect with their friends and extended communities.</p> <p>This positive rippling effect will, we believe, increase the potential of future tourism for the Northern Territory.</p>
<p>Additional information to support your application</p>	<p>Square dancing is an activity enjoyed by thousands of people across Australia and many more worldwide.</p> <p>Square Dance is a form of folk dancing that consists of one or more "squares" each with four couples. Dancers' movements to the music are prompted on-the-fly by the "caller" who strings together a sequence of individual "calls" to create a pattern that is beautiful to spectators and fun for the dancers. The number of active dancers on the floor is always a multiple of eight and each square generally dances independently of each other.</p> <p>Members of a square dance together usually for three calls/songs. Each song can consist of dozens of individual calls which tend to mix up the couples and dancers inside the square, with the caller periodically resetting the square by bringing the couples back together at 'home' position.</p> <p>Square dancing has a dramatic positive impact on a person's physical wellbeing, social network and improved cognition.</p> <p>Physically, square dancing provides one of the best forms of low impact aerobic workouts available. Research shows that square dancing improves a person's cardio-vascular fitness, helps to control weight, and improves one's muscle tone. Growing older impacts on a person's posture and coordination, but regular participation in square dancing delivers improved</p>

coordination and posture enhancing an individual's flexibility, maintaining stronger bones and improved lung capacity.

It is somewhat a truism to say that community groups, like square dancing, bring together people of diverse background, whom one would not otherwise meet. It is without doubt, the lifelong friendships and social interactions you enjoy through square dancing helps people engage in social interaction and in belonging.

The impact of square dancing has also a positive impact on one's cognition, especially memory and mental processing. As people grow older and the need for maintaining memory, reasoning and thinking capacities become essential requirements in living an active and rewarding lifestyle, participation with any form on mental activity, like square dancing is of great benefit.

A national square dance convention has been held annually since 1960 in a different state in Australia. Northern Territory has only held one convention because there are no square clubs in the NT to organise a convention. In 2011 a committee was formed, with representatives from each state in Australia to organise the national convention in Darwin. We had a total of 450 who participated in the very successful convention.

The 2011 Australian National Square Dance Convention, we believe, added value to the social and economic benefits in Darwin and the regions of the Northern Territory. At the same time, it had a significant memorable positive impact on the delegate dancers and the organisers of the 2011 Convention. Such was the positive impact that the organisers dreamt of returning again in 2021.

From the depths of one member's dream evolved a new committee which has being empowered to deliver the 2021 Darwin Australian National Square Dance Convention.

The Committee is enthusiastic and determined to deliver a convention which everyone can be proud of in 2021. The square dance convention is generally held over 5 days and we have earmarked Thursday, 24 to Monday, 28 June 2021. A Welcome Gala Dinner event has been proposed for Wednesday, 23 June 2021 prior to the Convention.

Besides square dancing the Committee will organise round dancing (similar to cued ballroom dancing) and clogging (similar to Tap dancing).

Our suggested theme for the 2021 Darwin National Square Dancing Convention is ***Living Our Dream***.

The 2021 Darwin National Square Dance Convention Committee anticipates that it will invite the appropriate local social and political members to its Welcome Gala Dinner event on Wednesday, 23 June 2021.

The Committee believes that its proposed convention complements the Community Wellbeing Plan 2014 – 2020 for a Healthy Darwin and will add value especially to two of its major pillars: -

1. A health and active community and
2. Our families, friends and community

The main foci of our Convention are to continue to develop and maintain a healthy lifestyle through dancing; to develop a sense of belonging and friendship through our social activities and to continue to develop an increasing community of likeminded people who share friendships and community

The Committee espouses similar sentiments as those noted in the Community Wellbeing Plan “... *There is a great deal of evidence from around the world that strong and supportive relationships can protect us against physical and mental illness.*”

The Committee also shares the same conclusions about the importance of relation and the importance of belonging as those noted in the Community Wellbeing Plan...

*“There is also strong research evidence that our relationships outside the family – with workmates, neighbours and others – are also important to help us to live fulfilling lives. Sport and recreation, arts and cultural events, and the availability of community spaces all provide opportunities for us to meet and make new friends – increasing our own sense of wellbeing and that of the community as a whole.”*

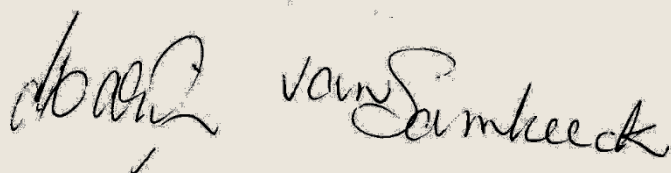
Square Dancing is described universally as ***Friendship set to music***. Friendship is the main pillar of our philosophy which guides us to become better and more inclusive individuals who share similar universal values and network collectively to value add to others and communities.

Declaration

I confirm that the information provided in this document is true and correct. I understand that the information provided may form part of the contracting term and conditions of support. I accept that by submitting this application the organisation I represent is agreeing to the terms and conditions of the Northern Territory Business Events Support Fund.

Should any of the submitted information change, I will inform the NTCB immediately in writing.

Signature: Marilyn110453@gmail.com

A handwritten signature in black ink that reads "Marilyn Van Sambeeck". The signature is written in a cursive style.

Name: Marilyn Van Sambeeck

Title: Convener, 2021 Darwin National Square Dance Convention

Organisation: National Square Dance Society of Australia Inc (NSDSA)

Date: 16/05/2021

Please send your application to email: [info@ntconventions.com.au](mailto:info@ntconventions.com.au). Should you have any queries, please call 1800 656 209.

