

GUIDELINES & APPLICATION PROCESS

Tourism Victoria is the State Government authority responsible for developing and marketing Victoria as a premium tourist destination for Australian and international travellers.

Events are a key component of the Government's tourism strategy. Hosting events in Victoria provides an important means of injecting new money into the State that would not necessarily otherwise occur. Simultaneously, they increase Victoria's national and international profile.

Tourism Victoria recognises that there are many events being held in regional areas that can develop into key regional events. As part of Tourism Victoria's Events Program, the Country Victoria Events Program assists with this development.

Tourism Victoria provides resources and advice to assist in the facilitation and enhancement of regional events. The program focuses on events that are able to attract, or are likely to attract in the future, a number of intrastate and interstate visitors. For each single allocation, up to \$10,000 (excluding GST) may be provided.

There are two rounds of funding per year - **1 April and 1 October**.

Key objectives:

- To assist ongoing tourism specific events to become self-sustaining.
- To maximise the economic and community benefits generated by the events.
- To substantially build the profile of regional events to attract visitors from outside the local area.
- To encourage a diverse range of events to celebrate the tourism product strengths of regional Victoria.

The Country Victoria Events Program will provide funding to support:

- **Event Delivery:** to assist with the costs associated with staging the event.
- **Event Development:** to assist with the development of an existing event program in order to improve the long term growth of the event.
- **Event Marketing:** to assist with marketing activities designed to attract visitors to the event from outside the local area.

The criteria used to assess applications include:

- Level of economic impact associated with 'new' money introduced to the local economy.
- Level to which the event will attract 'outside visitors' i.e. intrastate and interstate visitors and encourage increased length of stay.
- Potential to develop into a key tourism event in the foreseeable future.
- Financial viability, including the level of confirmed cash and in-kind support from local government, relevant tourism associations and local community organisations.
- Marketing strategy, including tourism marketing activities.
- Demonstrated consultation with the local regional tourism body.
- Timeliness of event.
- Type of event and relevance to regional tourism strengths.

In order to be eligible for funding from the Country Victoria Events Program, the following conditions must be met by the event organiser:

- The level of funding requested must not exceed the confirmed combined cash allocation provided to the event by local government, relevant tourism bodies per event.
- The applicant must be a registered business, incorporated body or local Government organisation. Individuals, non incorporated bodies, non registered businesses and significantly resourced commercial organisations are not normally funded.
- To ensure allocated funds are maximised, it is requested that event organisers apply at least six months prior to their event being held.

It should also be noted that as the aim of the program is to assist events in becoming self-sustaining, continuous funding from this program is unlikely.

Applicants that are successful in obtaining Country Victoria Events Program funding must agree to:

- Enter into an agreement with Tourism Victoria agreeing to the conditions of funding.
- List the event on Tourism Victoria's website.
- Use specified logos or branding in marketing and promotional activities to identify Tourism Victoria's support of the event.
- Submit a post-event report to Tourism Victoria within one month of the completion of the event. This report should include the final budget, an indication of visitor numbers and length of stay and other relevant information. Those that fail to do this will not be eligible for funding in the following year.

APPLICATION PROCESS

In order to apply for funding, applicants are required to submit an application that covers each of the following in the order outlined below. Marketing plans and event budgets must be attached to your application.

Applications need to be submitted prior to 5pm on 1 April or 1 October. It is preferable that the document is typed and returned by e-mail to brendan.downey@tourism.vic.gov.au or alternatively mail to GPO Box 2219T, Melbourne, Victoria, 3001.

Event Details:

1. Event Name.
2. Event Date.
3. Event Location.
4. Event Description.
5. Number of years held for.
6. Details of previous funding from Tourism Victoria.

Event Applicant Details:

7. Name (Ms/Mrs/Mr).
8. Title / Position.
9. Organisation.
10. ABN Number.
11. Address.
12. Phone / Fax.
13. Email.
14. Legal status of organisation (Incorporated, company etc).
15. Organisation responsible for the financial risk associated with the event.

Funding Request:

16. Amount of funding, excluding GST, being requested from Tourism Victoria.
17. Amount of confirmed cash support being allocated to the event by Local Government or other appropriate organisation(s). Please indicate if the funding is confirmed and provide a copy of relevant correspondence confirming this allocation.
18. Purpose of funding (ie. event delivery and / or event development and / or event marketing).
19. Details regarding the specific activities to which the funding will be allocated.

Tourism Impact (if available):

20. Total number of patrons that attended the previous event.
21. Breakdown of patrons from previous event based on origin ie. local community, other regional Victoria, Melbourne, interstate and international.
22. Total number of patrons expected to attend event for which funding is being sought.

23. Other relevant information if available regarding the impact of the event including hotel occupancy rates, media coverage etc.

Marketing Strategy:

24. Provide a brief description of the marketing activities being undertaken to attract the local community, intrastate and interstate (if relevant) visitors to the event and the markets being targeted. Please note that a full marketing plan must be attached.

Event Budget:

25. Please attach a full budget (revenue and expenditure).

POST EVENT EVALUATION

A post event report should be submitted within one month of the event finishing date and should contain the following information:

Event Details:

1. Event name and date.
2. Total number of patrons who attended the event.
3. Breakdown of visitor origin ie. local community, other regional Victoria, Melbourne, interstate and international.
4. If any research was conducted please provide a brief summary of how this was undertaken ie. number of surveys collected.
5. Final Budget. Please note that a full budget must be attached.
6. Details regarding the specific activities to which the funding was allocated.

Please return this by e-mail to Brendan Downey - brendan.downey@tourism.vic.gov.au or alternatively return to GPO Box 2219T.

FURTHER INFORMATION

For information on the program or general enquiries about your application, please contact Tourism Victoria's Events Unit on 9653 9747 or email brendan.downey@tourism.vic.gov.au.