

GUIDELINES & APPLICATION PROCESS

Tourism Victoria is the key State body actively marketing Victoria domestically and internationally with the purpose of raising awareness and visitation to Victoria through marketing strategies and campaigns.

Events are an integral part of Tourism Victoria's overall strategy and as such, the Events Program has been designed to ensure that events continue to profile and increase visitation to the State.

Tourism Victoria is committed to ensuring Victoria remains Australia's events State. Its Events Strategy assists with increasing visitation, length of stay and the level of visitor satisfaction associated with appropriate events throughout the State. These goals are achieved through Tourism Victoria's Events Program.

Tourism Victoria's Events Program assists those events which provide, or have the potential to provide, tourism-related benefits to the State.

Objectives of the Events Program

The objectives of Tourism Victoria's Events Program are outlined in the following key result areas:

- Increase the number of visitors to Melbourne and regional Victoria.
- Enhance the quality of experience of visitors.
- Enhance the branding and reputation of Victoria as an international and national tourism destination.

Tourism Victoria's event structure

Tourism Victoria categorises events in the following way:

- **Hallmark Events** - These events are internationally recognised, regular events held in Victoria. Most receive marketing assistance from Tourism Victoria via co-operative marketing activities. To qualify as a Hallmark Event, events must demonstrate that they are unique to Victoria and are of international standard and significance. These events play a pivotal role in generating economic impact and brand equity for the State. There are 15 Hallmark Events which contribute to the branding and economic impact to Victoria. Examples of these are the Australian Open and the Melbourne International Arts Festival. There are also a small number of Regional Victoria Hallmark Events which include the Warrnambool May Racing Carnival and the Queenscliff Music Festival.
- **Special Events** - These events are selected internationally recognised events (including one-off events) which contribute to the economic and marketing objectives of Tourism Victoria's Events Strategy. These Special Events are significant in terms of Victoria's branding and marketing opportunities.

- **Established Events** - These events are generally annual events held in Melbourne and throughout regional Victoria which provide significant economic impacts and tourism significance for their region, but may not be recognised internationally.
- **Developing Events** - These include events which have the potential to develop into events of significance for their region but need marketing and program development support in order to become major tourism events.
- **Country Victoria Events Program** - This program targets events with a local community significance but may not be well-known outside the local region. The program aims to support smaller community events so that local tourism and community groups may start to promote their region and develop an identity through events.

What assistance is available?

- Contribution to event development, cooperative tourism marketing activities and enhanced broadcast and media coverage.
- Promotional activities via Tourism Victoria's scheduled marketing campaigns.
- Links to Tourism Victoria's corporate website and travel industry partnerships.
- Development of business strategies.

Who can apply?

Applicants must be incorporated bodies or local government agencies. Applicants should have the support of the local tourism association.

What are the eligibility criteria for assistance?

In general, events must address the objectives of Tourism Victoria's Events Program in order to be considered for funding and other related assistance. In addition to the above, Tourism Victoria will refer to the following as part of the assessment process:

- Financial viability of the event.
- Management capacity of the organisers.
- Relevance to regional tourism strengths.
- Economic impact and return on investment.
- Level of media coverage.
- Type of event.
- Geographical location.
- Demonstrated local community support.
- Social and community values.
- Integration with the local tourism industry.
- Level of local Government support and corporate sponsorship.
- Timing.
- Application of an appropriate business model.

How to apply?

Applicants should initially contact Tourism Victoria prior to submitting a formal proposal unless they are applying to the Country Victoria Events Program.

In order for funding to be considered, a formal application to Tourism Victoria is required. Details to be provided include:

- General information regarding the event (including brief details on what the event is, where it is to be held and the specific dates involved).
- Management details (including a brief overview regarding the organisation of the event).
- Budget - revenue and expenditure (including a clear indication of what Local Government support is being provided for the event).
- Marketing strategy (including marketing activities and costs).
- Tourism impact information and reference to ongoing tourism potential of the event for the region (if any figures or economic impact study information is provided, brief details of how and by whom this information was collected should be stated).

Successful recipients will be required to enter into a formal contract with Tourism Victoria. The contract will include the submission of progress reports, a post-event analysis and State Government recognition.

Who to contact for further information?

For further information, please contact Tourism Victoria's Events Marketing Officer on 9653 9747 or visit Tourism Victoria's corporate website at tourismvictoria.com.au.