

# REGIONAL EVENTS FUND GUIDELINES

**VICTORIA**

# REGIONAL EVENTS FUND GUIDELINES

The Regional Events Fund will secure and develop a strong calendar of regional events for Victoria that align with the State and regional tourism brands and have the ability to drive economic impact through the attraction of intrastate, interstate and international visitation.

Visit Victoria and the Department of Economic Development, Jobs, Transport and Resources (DEDJTR) will administer the Regional Events Fund, which will include the contestable Regional Events and Marketing Partnership Program.

## 1. OBJECTIVES

The \$20 million Regional Events Fund 2016-17 to 2019-20 is designed to support the attraction, development, marketing and growth of events in regional Victoria in order to:

- increase economic benefits by driving visitation from outside of the region and the State and extending length of stay and yield;
- showcase Victoria's key regional tourism strengths and build Victoria's reputation as an events destination; and
- develop a sustainable calendar of regional events.

## 2. REGIONAL EVENTS FUND CRITERIA

Strong consideration for support through the Regional Events Fund will be given to:

- Estimated economic impact to the State and region;
- Brand alignment with the State and regional tourism brands;
- Strategic alignment with the relevant Regional Tourism Board's Event Plan, Strategic Plan and Destination Management Plan and Regional Partnership Priorities;
- Alignment with broader government priorities;
- Financial support beyond the State Government including, but not limited to, local government, regional and local tourism organisations and sporting, cultural, industry and community organisations;
- Financial sustainability and management capacity; and
- Location and timing.

Events should commence at least six (6) months after a full application is received.

**The Regional Events Fund will include the following components:**

### 2.1 Significant Regional Events

Visit Victoria and DEDJTR will seek to secure larger events for regional Victoria that will generate significant benefits for the State and region but may not be suitable for consideration through the Major Events Fund. This could include the attraction or development of new events or support for the implementation of innovative growth strategies for existing events.

Events will likely be of international and national significance and will have a focus on securing content for State government-funded infrastructure, including sport stadiums and cultural institutions.

## 2.2 Regional Events and Marketing Partnership Program (REMPP)

The REMPP is a contestable program designed to support events that are identified as having the potential to drive economic and branding benefits to the host destination, region and the State.

Multi-year funding agreements will be available however these will be determined on a case by case basis and significant consideration will be given to the presentation of long term plans for financial sustainability.

The REMPP is segmented into three tiers in order to differentiate by size of event and support available:

	Event type	Purpose of funding	Funding amounts
<b>Tier 1</b>	<p>Preferably new (one-off or ongoing) events of significant scale that:</p> <ul style="list-style-type: none"> <li>- are preferably exclusive to Victoria</li> <li>- have the capacity to attract strong local attendance, intrastate and interstate visitation</li> <li>- have the potential to attract international visitation</li> <li>- are of international or national significance</li> <li>- have the potential to develop into major events for the State</li> </ul>	<p>Funding will support:</p> <ul style="list-style-type: none"> <li>- the attraction of new events to regional Victoria and assist with the costs associated with securing, hosting and marketing the event</li> <li>- implementation of innovative strategies to increase visitation to existing events, including event development and tourism marketing</li> </ul>	\$100,000 to \$500,000
<b>Tier 2</b>	<p>New or established, preferably ongoing, medium to large scale events that:</p> <ul style="list-style-type: none"> <li>- have the capacity to attract intrastate and interstate visitation</li> <li>- are of state or regional significance</li> </ul> <p>Established events, particularly those that have been previously funded by Tourism Victoria, will be required to detail new initiatives and demonstrate how funding will significantly increase intrastate and interstate visitation</p>	<p>Funding will support:</p> <ul style="list-style-type: none"> <li>- the attraction of new events to regional Victoria and assist with the costs associated with securing, hosting and marketing the event</li> <li>- implementation of innovative strategies to increase visitation to existing events, including event development and tourism marketing</li> </ul>	\$20,000 to \$100,000
<b>Tier 3</b>	<p>New or established, preferably ongoing, medium to large scale events that:</p> <ul style="list-style-type: none"> <li>- have the capacity to attract intrastate visitation</li> <li>- and interstate visitation</li> <li>- are of regional or local significance</li> </ul> <p>Established events, particularly those that have been previously funded by Tourism Victoria, will be required to detail new initiatives and demonstrate how funding will significantly increase intrastate and interstate visitation</p>	<p>Funding will support tourism marketing strategies to increase visitation from intrastate and interstate markets</p>	Up to \$20,000

Event funding programs previously available for medium to small scale events through Tourism Victoria will continue to be administered by Visit Victoria as Tier 3 of the REMPP.

## 3. ELIGIBILITY

### 3.1 Definition of Regional Events

Events and festivals that attract intrastate, and/or interstate and/or international visitation, held within the 11 regions currently defined by Visit Victoria, are eligible for funding.

### 3.2 Who can apply?

Applications will be considered from:

- private sector organisations;
- local governments;
- regional tourism organisations including, but not limited to, Regional Tourism Boards, Local Tourism Associations, Regional Tourism Associations and Industry Groups;
- not for profit organisations, including sporting, cultural and community groups that:
  - are an incorporated body, cooperative or association; and
  - have an Australian Business Number (ABN) or can provide written advice from the Australian Tax Office that no withholding tax is required from the grant payment.

### 3.3 What generally will be funded?

The Regional Events Fund will generally allocate funding to:

- assist with the costs associated with securing, hosting and marketing new events; and
- implementation of innovative strategies to increase visitation to existing events, including event development and tourism marketing.

Funding allocated to specific activities will be determined at the discretion of Visit Victoria.

### 3.4 What will generally not be funded?

The Regional Events Fund will generally not fund:

- events that have failed to acquit previous funding;
- applications that are incomplete or fail to meet the program requirements;
- events that will require ongoing funding from the State Government;
- events where the funding being requested is normally provided by other state, commonwealth and/or local government sources;
- events staged outside of Victoria;
- purchase of assets;
- purchase of land;
- rental or lease of office space (event venue costs may be considered at the discretion of Visit Victoria);
- events that have already commenced at the time of application, or events that will commence less than six (6) months after an application is received (subject to the discretion of Visit Victoria and DEDJTR);
- events that do not meet the criteria as detailed in Section 2; and
- events that are receiving funding from another state government funding source for the same outcomes.

## 4. APPLICATION AND ASSESSMENT PROCESS

### 4.1 Regional Tourism Boards

Regional Tourism Boards are key strategic partners for DEDJTR and Visit Victoria. Applicants are encouraged to engage with Regional Tourism Boards to determine how their event aligns with regional strategies relating to the Visitor Economy Sector.

Regional Tourism Boards will be invited at the beginning of each financial year to identify priority events for their region. This will assist Visit Victoria with planning and identifying priority events across the State for consideration through the Regional Events Fund.

## 4.2 Process & Timing

Organisations seeking funding as a Significant Regional Event are invited to contact Visit Victoria to discuss the event prior to submitting a proposal for consideration.

The process for applying for funding under the Regional Events and Marketing Partnership Program is as follows:

- Applicants contact their Regional Tourism Board to determine how their event aligns with regional strategies relating to the Visitor Economy Sector;
- Applicants submit an expression of interest using the template available at [www.corporate.visitvictoria.com](http://www.corporate.visitvictoria.com).
- An initial assessment will be undertaken against program eligibility and assessment criteria in consultation with other relevant parts of the Victorian Government, including Regional Development Victoria, Creative Victoria and Sport and Recreation in the Department of Health and Human Services.
- Visit Victoria will provide feedback to the applicant .
- After considering feedback the applicant may decide to apply for funding.
- Visit Victoria will assess the application against the assessment criteria.
- Visit Victoria will make a funding recommendation to the Minister for Tourism and Major Events.
- Applicants will receive a letter confirming the outcome of their application.

At the expression of interest stage Visit Victoria will formally refer any applicants that are determined to be more suitable for consideration for funding through another program.

From the date the formal application for funding is submitted to Visit Victoria the assessment process will take a minimum of six (6) weeks.

## 4.3 Application

Applications will be required to include the following. The level of detail required will vary depending on the level of funding requested:

- Details of the event, including description, date and location
- If an existing event - previous attendances, up to 5 years, including, local, intrastate, interstate and international attendances
- If a new event - projected attendances including, local, intrastate, interstate and international attendances
- Economic Impact details from independent studies (where available)
- Marketing Plans
  - including specific details relating to tourism marketing that will be undertaken
  - target audiences
  - new activity, must be addressed by all events that have previously received Tourism Victoria support.
- Details regarding how the event aligns with and supports:
  - State and regional tourism brands
  - Regional Tourism Board event plans, strategic plans, Destination Management Plans and Regional Partnership Priorities
  - broader government priorities.
- Detailed revenue and expenditure budget, including financial support beyond the State Government including, but not limited to local government, regional and local tourism organisations and sporting, cultural, industry and community groups
- Demonstrate management capacity and plans to achieve long-term financial sustainability.

## 5. CONDITIONS OF FUNDING

### 5.1 Funding Agreements

Successful applicants will be required to enter into a funding agreement with Visit Victoria detailing all funding obligations and conditions. The funding agreement will at a minimum detail the purpose for which the funding must be used and set out any requirements or conditions, including reporting requirements, that must be met by the funding recipient.

### 5.2 Evaluation and Reporting

Successful applicants will be required to undertake a post event evaluation. Visit Victoria will provide a post-event evaluation template to successful applicants. Post event evaluations will be required within three (3) months of the conclusion of the event.

Depending on the level of funding, events may be required to undertake an independent economic impact assessment and provide progress reports.

### 5.3 Acknowledgement

Successful applicants are required to acknowledge the Victorian Government's support through the provision of a grant through the Regional Events Fund. The funding agreement will include the requirement that the State Government is appropriately recognised through the inclusion of an approved logo on appropriate materials including but not limited to event collateral, media releases and signage.

Successful applicants must liaise with Visit Victoria to coordinate any events or announcements related to the event.

## 6. GENERAL INFORMATION

It is expected that demand for Regional Events Funding will be high and it will be a highly competitive program. Applicants must not assume they will be successful, or enter into commitments based on that assumption before receiving formal notification of the outcome of their funding application. Nor should applicants assume that if they are successful once, they will be successful again in the future.

All applicants are encouraged to plan for contingencies and consider other funding sources and options should their application be unsuccessful.

**VICTORIA**