



# EVENT MARKETING TASMANIA GRANT PROGRAM

# Event Marketing Tasmania Grant Program

## About the program

Thank you for your interest in the Event Marketing Tasmania Grant. This document provides guidelines for event organisers interested in seeking funding through the program.

Events are an incredibly important part of the visitor economy. They create a trigger for travel, promote regional dispersal of visitors and generate fantastic stories and images that in turn increase people's desire to visit Tasmania.

Events Tasmania is committed to increasing the number of people coming to Tasmania and ensuring that they travel around the state while they are here. By increasing and focusing the marketing activity of events outside their own region, we can jointly achieve these outcomes while promoting and maximising the attendance at your event.

Our support and funding programs have been developed to maintain a balanced events portfolio that:

- attracts people to Tasmania
- encourages Tasmanians to move around the state
- gets people talking about Tasmania through their own circles of influence.

More information about the Events Tasmania Grants Program is available at [https://www.eventstasmania.com/grants\\_and\\_funding/grant\\_program](https://www.eventstasmania.com/grants_and_funding/grant_program).



## Eligibility criteria

The Event Marketing Tasmania Grant is designed to cater for both large and small events, with two tiers of funding providing options for events with either intrastate or interstate visitation targets.

Grants of up to \$10,000 are available to assist event organisers with marketing activities that add value to their existing marketing strategies for an established Tasmanian event.

Applicants must be able to demonstrate how this funding will add value to their existing marketing strategy that is targeted to markets outside of the region in which the event takes place, or outside of Tasmania.

While the event must take place in Tasmania, applicants can be based anywhere in Australia and must be able to enter into a funding agreement with the Tasmanian Government. The event and marketing activity must occur, and be completed, within the 2024 calendar year.

The following table will help you to define which tier of funding you can apply for:

Tier 1	Tier 2
Applicants applying through Tier 1 are undertaking intrastate marketing activities seeking to attract visitors from outside their region.	Applicants applying through Tier 2 are undertaking interstate marketing activities seeking to attract visitors from outside Tasmania.
Up to \$5,000 in funding is available.	Up to \$10,000 in funding is available.
Intrastate marketing focus.	Interstate marketing focus.
Applicants must demonstrate an understanding of their target audience and how to communicate with them.	Applicants must demonstrate an understanding of their target audience and how to communicate with them.
Applicants must provide a marketing plan.	Applicants must provide a detailed marketing plan.
Applicants must provide an expenses budget for their marketing activity, as well as an event income and expenditure budget.	Applicants must provide an expenses budget for their marketing activity, as well as an event income and expenditure budget.



## ASSESSMENT CRITERIA

Event Marketing Tasmania Grants are assessed across three criteria:

- 1. Demonstrated understanding of the target audience (market awareness).**
- 2. The quality and feasibility of the marketing strategy (conversion).**
- 3. Demonstrated capacity to deliver effective marketing activity (capacity).**

Targeted marketing requires an event organiser to identify common characteristics and demographics that define their event audience, and a clear plan to use that information to best promote the event to that audience.

Successful applicants of Event Marketing Tasmania Grants will be event organisers who can clearly articulate in their market strategy:

- The target markets they will seek to attract to the event.
- What marketing objectives they plan to achieve for the event.
- What strategies they will use to achieve these marketing objectives.
- What precise actions they will implement in order to deliver their strategies to achieve the marketing objectives.
- How their marketing strategies are implemented effectively, including monitoring how successful this has been.
- How they will evaluate the marketing insights to improve future events.

The marketing activity the applicant is seeking funding for needs to be outlined in detail in the application, including how it will add value to the event's existing marketing strategy.

Preference will be given to quality applications that can demonstrate how the proposed event and associated marketing activities will drive visitation to regional parts of the state outside of the high tourism season.

Event Marketing Tasmania Grants are assessed within a competitive grant round, grant funding is limited, and demand for this program is high.

## High quality and effective events

Events Tasmania strongly encourages applicants to demonstrate:

- engagement with the Tasmanian Aboriginal community and the steps taken to acknowledge and/or incorporate genuine and meaningful inclusion of Tasmanian Aboriginal culture in the event
- the operation of an environmentally sustainable event or demonstrate how the event is working towards sustainable practices in operation and delivery
- how the event currently meets the accessibility needs of patrons or outline the plans to identify and work towards this.

## Reasons you may not be eligible for a grant

Our funding programs do not support conferences, conventions, symposiums, trade fairs, fundraising events, expos, concert series, touring shows, and events that are primarily a showcase for stallholders to demonstrate, promote or sell services or products.

This funding program does not support marketing activities applicable to general business activities.

Marketing activities have to clearly relate to an event outside of any core business activities unless the core business consists of producing events.

If your event already receives Events Tasmania funding through a Major Event Partnership, you are not eligible for funding from the grant program for the same event.

## What does a successful application look like?

- Meets all aspects of the eligibility criteria.
- Demonstrates a clear and concise understanding of the purpose of the grant program.
- Shows that the activity or project to be undertaken with the grant funding aligns with the purpose of the grant program.
- Has clear well-structured answers to all the assessment criteria questions.

## When and how to apply

Applications to the Event Marketing Tasmania Grant program will open at 2:00 pm Monday, 10 July and will close at 2:00 pm on Friday, 18 August 2023.

The Department of State Growth uses an online grants management system called SmartyGrants. This system is easy to use and accessible via mobile phones, tablets, laptops and personal computers.

The online platform allows you to apply for a grant at any time while the program is open. It also allows us to send you notifications throughout the grant application and funding process. If you do not have internet access, please contact us to discuss alternate options.

Applicants must determine if they meet the eligibility criteria before submitting an application. It is recommended that applicants contact Events Tasmania prior to applying.

All eligible applications will be assessed based on the applicant's responses to the assessment criteria and the supporting information provided. Meeting the eligibility criteria will not automatically result in a successful grant.

Events Tasmania will determine the eligibility of applications and undertake all necessary checks and organisational searches. Applicants will be advised of the outcome of their application via email.



## Step by step guide to applying for, claiming, and acquitting an Event Marketing Tasmania grant

### To apply

1. Carefully read the Program Guidelines to establish your eligibility and if you will be applying for Tier 1 or Tier 2 funding. You are encouraged to contact Events Tasmania to confirm eligibility of your organisation, event and marketing activity prior to submitting your application.
2. Complete and submit the Event Marketing Tasmania application online at the following link: [https://www.eventstasmania.com/grants\\_and\\_funding/grant\\_program/event\\_marketing\\_tasmania\\_grants](https://www.eventstasmania.com/grants_and_funding/grant_program/event_marketing_tasmania_grants)
3. All applicants will be notified of their grant application outcome in due course.

### To claim grant funds

4. Successful applicants enter into a funding agreement with the Tasmanian Government.
5. Provide Events Tasmania with a tax invoice (this is done through the online application portal).
6. Within 30 days of receipt of your tax invoice, Events Tasmania will pay the approved grant amount to your organisation.

### Deliver your event and marketing activity

7. Deliver your Event Marketing Tasmania activity as outlined in your application. Any variations to the marketing activity must be requested and approved in writing by Events Tasmania prior to expenditure of the funds. Events Tasmania reserves the right to withhold approval of variations.
8. Acquit your grant to Events Tasmania using the Event Marketing Tasmania Acquittal Form within 90 days of the completion of your event.



## Taxation and financial implications

The receipt of funding from this program may be treated as income by the ATO. While grants are typically treated as assessable income for taxation purposes, how they are treated will depend on the recipient's particular circumstances.

It is strongly recommended that potential applicants seek independent advice about the possible tax implications for receiving the grant under the program from a tax advisor, financial advisor and/or the Australian Taxation Office (ATO), prior to submitting an application.

## Confidentiality

The Tasmanian Government may use and disclose the information provided by applicants for the purposes of discharging its respective functions.

The Department may also:

1. use information received in applications for any other departmental business
2. use information received in applications and during the performance of the project for reporting.

## Administration and contact details

Funding will be administered by Events Tasmania through the Department of State Growth on behalf of The Crown in Right of Tasmania. Any person requiring further advice or information on the program, or submitting an application, is asked to direct enquiries to: [info@eventstasmania.com](mailto:info@eventstasmania.com) or Events Tasmania on 6165 5022.

## Important note

All applicants must take care to provide true and accurate information. Any information that is found to be false or misleading may result in action being taken and grant funds, if already provided, will be required to be repaid to the department.

## Publicity of grant assistance

The Department of State Growth disburses public funds and is therefore accountable for the distribution of those funds. As part of the accountability process, the department may publicise the level of financial assistance, the identity of the recipient, the purpose of the financial assistance, and any other details considered by the department to be appropriate.

## Right to information

Information provided to the Department of State Growth may be subject to disclosure in accordance with the *Right to Information Act 2009*.

## Personal information protection

Personal information will be managed in accordance with the *Personal Information Protection Act 2004*. This information may be accessed by the individual to whom it related, on request to the Department of State Growth. A fee for this service may be charged.



## Disclosure

The following applies to all successful applicants:

- Despite any confidentiality or intellectual property right subsisting in the grant funding agreement or deed, a party may publish all or any part of the grant funding agreement or deed without reference to another party.
- Nothing in this item 15 Disclosure, derogates from a party's obligations under the *Personal Information Protection Act 2004* (Tas) or the *Privacy Act 1988* (Cwlth).

## Disclaimer

Although care has been taken in the preparation of this document, no warranty, express or implied, is given by the Crown in Right of Tasmania, as to the accuracy or completeness of the information it contains. The Crown in Right of Tasmania accepts no responsibility for any loss or damage that may arise from anything contained in or omitted from or that may arise from the use of this document, and any person relying on this document and the information it contains does so at their own risk absolutely. The Crown in Right of Tasmania does not accept liability or responsibility for any loss incurred by an applicant that are in any way related to the program.







Tasmanian  
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