

Marketing Grant

Program Guidelines



Contents

1. Acknowledgement of Aboriginal People and Country	5
2. Overview	5
3. Aim	5
4. Funding	6
5. Eligibility	7
6. Ineligible applicants/applications	8
7. Eligible expenditure	8
8. Ineligible expenditure	10
9. Assessment process	10
10. Timeframes	11
11. Contact details	11
12. How to apply	11
13. Grant funding agreement	12
14. Appealing a decision	12
15. Grant payments	13
16. Taxation and financial implications	13
17. Acquittal	13
17.1. How to acquit your grant	14
17.2. Failure to complete an acquittal.....	14
18. Publicity of grant assistance	14
19. True and accurate information	14
20. Right to information	15
21. Information collection and usage	15
22. Disclaimer	15

1. Acknowledgement of Aboriginal People and Country

The Department of State Growth (State Growth) recognises and values Aboriginal histories, knowledge and lived experiences and is committed to being culturally inclusive and respectful in our working relationships with all Aboriginal people.

State Growth acknowledges all Aboriginal people; the traditional owners of the Land upon which we work and pay our respects to Elders past and present.

2. Overview

Events are an important part of the visitor economy. They activate travel, promote regional dispersal of visitors, encourage participation and connectedness between people, and create excitement and entertainment, which in turn increases people's desire to visit or return to Tasmania.

Events Tasmania is committed to attracting people to Tasmania, encouraging people to move around Tasmania and inspiring people to talk about Tasmania through their own circles of influence.

Events Tasmania aims to deliver a balanced events portfolio that enhances Tasmania's brand and reputation as a unique tourism destination while aligning with the [Tasmanian Government Events Strategy 2023-2027](#).

The Tasmanian Government's Events Strategy 2023- 2027 provides a framework to maintain a sustainable and successful tourism and hospitality sector that delivers greater benefits to the economy and our communities, by supporting events that align with these three pillars:

- I. Economic – Events are a key generator of economic growth opportunities.
- II. Social – Events contribute to our environment, wellbeing and connectedness, and incorporate into their offerings a genuine recognition of our island and its people.
- III. Brand – Events create substantial value for Tasmania and Tasmanians. Tasmania has become a popular destination for visitors seeking to explore the many unique experiences on offer.

3. Aim

The aim of the Marketing Grant Program is to provide grants to the organisers of events in Tasmania to increase visitation to their event.

The program seeks to support marketing initiatives that promote and attract audiences to events held in Tasmania between 1 July 2026 and 30 June 2027.

4. Funding

The grant program is designed to cater for both large and small events, with two tiers of funding available for events with either intrastate or interstate visitation targets.

Grants between \$2,500 and \$10,000 are available to support event organisers in enhancing their marketing strategies for established Tasmanian events.

Grants are available until the available funding allocation has been fully allocated, or the program has closed – whichever occurs first.

Applicants must choose to apply for either Tier 1 or Tier 2:

Tier 1: Grants between \$2,500 and \$5,000 are available for events primarily targeting an intrastate (within Tasmania) audience.

Tier 2: Grants between \$5,001 and \$10,000 are available for events targeting an interstate (outside Tasmania) audience.

The funding tiers are detailed below in the following table.

Tier 1	Tier 2
<ul style="list-style-type: none">• Applicants applying through Tier 1 are undertaking intrastate marketing activities seeking to attract visitors within Tasmania from outside their region.• Funding of \$2,500 to \$5,000 is available.• Minimum visitation target of 50 intrastate visitors (visitors from within Tasmania).• Intrastate marketing focus.• Applicants must demonstrate an understanding of their target audience and how to communicate with them.• 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.	<ul style="list-style-type: none">• Applicants applying through Tier 2 are undertaking interstate marketing activities seeking to attract visitors from outside Tasmania.• Funding of \$5,001 to \$10,000 is available.• Minimum visitation target or 50 interstate visitors (visitors from outside of Tasmania).• Interstate marketing focus.• Applicants must demonstrate an understanding of their target audience and how to communicate with them.• 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.

Please see below for the definitions of intrastate and interstate visitors:

- Intrastate visitors: Visitors who travel within Tasmania from another region or area of the state to attend the event. This includes travel from outside the local host region (e.g. traveling from Launceston to Hobart). Local attendees (from the same town or the immediate region as the event) are not considered intrastate visitors.
- Interstate visitors: Visitors who travel to Tasmania from another state or territory or from overseas to attend the event.

5. Eligibility

Applicants must meet the following eligibility criteria:

- 5.1 Be registered for tax purposes in Australia with a continuously active Australian Business Number (ABN) on or before 30 June 2025.
- 5.2 Be an event organiser delivering an event in Tasmania between 1 July 2026 and 30 June 2027 that attracts:
 - a minimum of 50 intrastate visitors (Tier 1), or
 - a minimum of 50 interstate visitors (Tier 2).
- 5.3 Provide a marketing plan for the event.
- 5.4 The event must not be a new event; it must have been held previously.
- 5.5 Submit an application:
 - at least six (6) weeks prior to the event start date for Tier 1, or
 - at least twelve (12) weeks prior to the event start date for Tier 2.

Note:

- Applicants are required to provide all supporting evidence at the time of submitting the application. Those applications submitted without the required supporting information will be assessed as ineligible. These applicants may have the opportunity to resubmit for assessment if there is funding remaining.
- Performance in previous grants may also be taken into consideration when assessing applications.
- Applicants may be asked to supply additional information to support their eligibility claims, as part of the application process, or as part of an audit process.
- Information supplied by applicants may be subject to authenticity checks using third party software.

6. Ineligible applicants/applications

Applications will not be accepted from the following:

- 6.1. Events Tasmania's grant programs do not support:
 - i. conferences.
 - ii. conventions.
 - iii. symposiums.
 - iv. trade fairs.
 - v. expos.
 - vi. markets.
 - vii. concert series.
 - viii. touring acts or shows.
- 6.2 State and Australian Government entities.
- 6.3 Organisations that are delivering events outside of the period 1 July 2026 – 30 June 2027.
- 6.4 Any organisation/business that is trading insolvent, under external administration or bankruptcy.
- 6.5 Any organisation/business that submits an application without the required supporting evidence.
- 6.6 Events that have already received funding from another Events Tasmania grant program.
- 6.7 Events that have already received funding from the Tasmanian Government for event delivery through another grant program are not eligible. Please note, organisations may still receive funding for other purposes (such as business development or operational support), provided that funding is not also supporting the delivery of the same event.
- 6.8 Applicants with **overdue reporting obligations** from previous Events Tasmania grants.

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

7. Eligible expenditure

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

Funding is specifically for marketing strategies relating to the Event listed in the below table of eligible marketing expenditure, except for expenditures listed in [Section 8. Ineligible expenditure](#).

Eligible expenditure	Examples
Paid Media Advertising	Paid promotional placement across traditional and digital channels such as television advertising, radio advertising, newspaper and magazine advertising, digital display advertising, cinema advertising, digital billboards, print publication advertising, online publication advertising
Digital Marketing & Online Advertising	Online marketing activities designed to reach and target audiences such as paid social media advertising (Meta, Instagram, Facebook etc.), Google Ads / digital search advertising, digital display advertising, social media campaigns, online event listings, email marketing campaigns, digital marketing tools and outreach platforms
Creative Production & Content Creation	Development of marketing assets used in promotional campaigns such as photography and videography, promo video production, drone footage, video editing and production, graphic design, creative asset development, branding and artwork production, content creation for social media or campaigns
Website & Digital Platform Management	Development only NOT maintenance of online event information channels such as websites, digital maps or online event guides
Marketing Strategy, Campaign Management & Coordination	Professional services used to plan, coordinate and deliver marketing campaigns such as marketing manager or coordinator fees, agency services (campaign management, digital acquisition, optimisation), marketing campaign strategy, marketing administration or coordination
Media, PR & Influencer Engagement	Promotion through earned media channels such as public relations services, media outreach and press engagement, publicists, blogger and influencer engagement, media partnerships
Audience Engagement & Promotional Campaign Activities	Activities designed to promote the event to specific audiences such as ambassador or athlete promotion, social media competitions or campaigns, email newsletters and direct marketing, audience outreach initiatives

Marketing activities not listed in the above table may be proposed; however, approval is at the discretion of the Director of Events Tasmania and such proposals may not be supported.

Applicants must ensure that all selected marketing activities align with the Tier they are applying for. Activities should be appropriate to the intended audience reach of that Tier. For example, Tier 2 funding is designed to attract interstate visitors; therefore, marketing activities must demonstrate interstate reach. Activities that only target a local audience, such as local radio advertising, would not be considered aligned with Tier 2.

Please note all funding received from this program will be required to be acquitted with appropriate evidence, as per [Section 17. Acquittal](#).

8. Ineligible expenditure

- 8.1 Print marketing materials including but not limited to highway/ roadside signs and street banners, due to sustainability considerations.
- 8.2 Marketing costs associated with the maintenance of online event information channels such as websites, digital maps or online event guides.
- 8.3 Purchase of non-marketing related equipment, activities and/or services, which are not solely for the purpose of marketing this event.
- 8.4 Marketing activity costs for events that have already been delivered or due to be delivered before the commencement of the funding period, including activities that commence before the funding is approved. Funding will not be provided retrospectively.
- 8.5 Fines and penalty payments.
- 8.6 Debt or loans.

9. Assessment process

Applications will be assessed against all eligibility criteria, evidence submitted, and acceptable expenditure as identified in these guidelines.

Applications will be assessed by assessors internal to Events Tasmania.

Note:

- Applications will be assessed in order of receipt of a submission and will continue until the program closes or until all the funding allocated to this program is exhausted – whichever occurs first.
- Applicants who have commenced or have submitted an application will be given advance notice that the program is expected to close in the near future due to limited remaining funds.
- Typically, applicants will be notified of the outcome of their application within 15 working days following the submission date.

10. Timeframes

Description	Date/time
Program opened for applications	14 May 2026 from 2:00 pm
Program closes*	20 May 2027 at 2:00 pm or when funding has been fully allocated.
Applications assessed	In order of receipt of application
Applicants notified	Within three weeks from submission

* The grant program will remain open until 20 May 2027 or until the available funding has been fully allocated – whichever occurs first.

During the assessment process Events Tasmania may, at its discretion, require further information to support or clarify an application. In the event that such supplementary information is deemed necessary, the applicant will be repositioned at the end of the queue of submitted applications.

All applicants will receive a notification on the progress of their application and, where possible, the outcome of the application with 10 working days following the submission.

11. Contact details

For queries about this program, contact:

- Events Tasmania
- info@eventstasmania.com
- 1300 880 634

12. How to apply

Applications should be submitted using SmartyGrants. For assistance with using SmartyGrants, please see the [applicant help guide](#).

Contact Events Tasmania to discuss any issue preventing you from using SmartyGrants to submit your application.

Step-by-step guide on how to apply for the winter marketing grant:

1. **Prepare:** Read the program guidelines and make sure you are eligible to apply.
2. **Start:** The application form is available: <https://stategrowthtas.smartygrants.com.au/ETMG25>
3. **Confirm:** Ensure all information and documentation is accurate and attached. You may not be able to change an application or provide additional information after you submit your application.

4. **Submit:** You will receive an email notification after you submit your application. Keep this notification as confirmation of your submission.
5. **Assessment:** Applications will be assessed by an internal assessor.
6. **Notification:** We will notify you with the outcome of your application within three weeks from submission.

Other information to consider:

- Applications must be received at least six weeks prior to the Event start date for Tier 1, or twelve weeks prior to the Event start date for Tier 2.
- If you are working with another organisation on delivering your event, please make sure you discuss this application with them prior to applying. Events Tasmania will not accept more than one application for grant funding against the same event and associated visitation.
- You may be asked to provide information or documentation after you have submitted your application.

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 how the event is working towards sustainable practices in operation and delivery.
- How your event currently meets the accessibility needs of patrons or the plans to identify and work towards this.

13. Grant funding agreement

If your application is successful, you will be required to enter a legally binding funding agreement.

The funding agreement, along with these program guidelines, provide the grant terms and conditions.

You will not receive payments until the funding agreement is completed.

14. Appealing a decision

If your application is unsuccessful, you may appeal the decision.

The appeals process ensures that all applicants have been treated fairly.

We will consider appeals that relate to administrative process issues in grants management.

All requests must be in writing and addressed to the Director of Events Tasmania. Your request must be received within 28 days from the date of State Growth notifying you of the decision about your application.

For further information about the appeals process, contact Events Tasmania at info@eventstasmania.com

15. Grant payments

If your application is successful, you will be asked for your bank account details to receive your grant payment.

The bank account must be in your name. You may be asked to provide a copy of your bank statement or a letter from your bank as confirmation.

Providing incorrect bank account details may result in significant delays or not receiving your grant payment. We cannot guarantee the recovery of funds paid to an incorrect bank account.

You will be required to return some or all the funds if:

- you do not complete the activities required under the funding agreement;
- you do not use any or all of the funding provided;
- your situation changes in a way that prevents completion of the grant; or
- we find that the information provided to us is false or misleading.

16. Taxation and financial implications

Grants distributed under this program may be treated as income by the Australian Tax Office (ATO).

We strongly recommend that, prior to applying, you seek independent advice from a tax advisor, financial advisor and/or the ATO, about the possible tax implications for receiving the grant.

Grants distributed under this program attract Goods and Services Tax (GST).

If you are registered for GST, the grant amount will be grossed up to include GST. A valid tax invoice must be supplied by the successful applicant to State Growth.

Information on invoices can be found on our Business Tasmania website:

www.business.tas.gov.au/manage_a_business/invoices

17. Acquittal

If your application is successful, you must provide an acquittal at the conclusion of the grant.

An acquittal is a statement that is requested from successful grant recipients, confirming that the grant funding provided was used as it was intended and as per the statements made on the application form.

If there are any significant changes to how the funding is spent or to the proposed marketing activities, it is expected that you contact Events Tasmania in advance to discuss and seek approval for these variations.

This ensures that all expenditure remains aligned with the approved scope of the grant and avoids any issues during the acquittal process.

It is a requirement that all grant recipients under this program acquit their grant. When successful applicants are notified, they will automatically receive their acquittal form. This will be via an email from SmartyGrants. The email will include a link to the acquittal form and detail the due date for completion.

If a grant recipient cannot meet the expected acquittal due date, they must contact Events Tasmania on 1300 880 634 or info@eventstasmania.com.

17.1. How to acquit your grant

We will send you an acquittal form using SmartyGrants.

Your acquittal must include:

- a report on the activities completed and their outcomes
- a report on the income and expenditure
- evidence such as invoices, receipts and images.

We may ask you to provide a Statement of Expenditure certified by an independent, professional auditor. You will be responsible for the cost of obtaining the certified Statement of Expenditure.

17.2. Failure to complete an acquittal

If you do not satisfactorily acquit your grant by the due date:

- you may be required to return the funding to State Growth; and
- you may be ineligible for other grants from State Growth.

Contact us to discuss any issue preventing you from acquitting your grant.

18. Publicity of grant assistance

State Growth is accountable for its spending of public funds, including providing grants. As part of the accountability process, State Growth may publicise, without further notice, information about the grants provided, including the level of financial assistance, the identity of the recipient, and the purpose of the financial assistance.

If you have received a grant from State Growth:

- 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, and you consent to the disclosure of your name in this context.
- all obligations under the *Personal Information Protection Act 2004* (Tas) still apply.

19. True and accurate information

You 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, may be required to be repaid to State Growth.

20. Right to information

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

21. Information collection and usage

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 relates, on request to State Growth.

State Growth may use and disclose the information you provide for the purposes of discharging its functions under the Program Guidelines and otherwise for the purposes of the program and related uses. State Growth may also use information received in applications and during the delivery of the project for reporting purposes.

22. 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.



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