

2025 Events Tasmania Attraction Fund

Program Guidelines – Stage One



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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 create a reason for 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 the following 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

This \$5 million 2025 Event Attraction Fund is a 2024 Election commitment that aligns with the three pillars of the Tasmanian Government Events Strategy 2023-2027, economic, social and brand impact.

The aim of the Events Tasmania Attraction Fund is to secure mass participation events which will deliver strong levels of interstate visitation and substantial economic benefits for the state during the shoulder and winter months (between March and November in 2025, 2026 and 2027).

The program will open for applications on Wednesday, 16 April 2025 and will close on Monday, 31 May 2027 or until funding has been allocated, whichever occurs first.

4. Application process

The application process for this fund will occur in two stages.

Stage One: Eligibility

Applicants will be required to meet the eligibility criteria outlined in **Section 6** and address the assessment criteria in **Section 10**.

Stage Two: Application submission

Applicants deemed eligible in stage one will be provided with the Program Guidelines, and a link to the application form.

Applications will be assessed against the following:

- Economic benefit
- Social impact
- Alignment with the Tasmanian Brand
- Ability to deliver a high quality and effective event

5. Funding

Up to \$5 million has been allocated for this grant program.

Grants of up to \$750,000 per event are available to organisations that have been invited to apply after competing Stage One.

Applicant should use the information in the table below as a guide as to the grant funding they may be eligible for:

| Visitation numbers per event | Maximum grant amount per event | Regional additional funding |
|------------------------------|--------------------------------|-----------------------------|
| 400 - 549 | \$100,000 | 20 per cent |
| 550 - 799 | \$250,000 | 20 per cent |
| 800 - 950 | \$400,000 | 10 per cent |
| Over 950 | \$750,000 | 10 per cent |

Events taking place outside Greater Hobart* may be eligible for additional funding of between 10 and 20 percent.

Funding provided through this program is scalable and will be assessed on the potential return on investment, regional dispersal and visitation that the event can provide plus alignment with the 2023-2027 Event Strategy pillars.

*Greater Hobart refers to the Hobart, Clarence, Glenorchy and Kingborough local government areas.

6. Eligibility

Applicants must meet the following eligibility criteria:

- 6.1 Be registered for tax purposes in Australia with a continuously active Australian Business Number (ABN) on or before 30 June 2024.
- 6.2 Hold Public Liability Insurance or be able to obtain Public Liability Insurance to the value of \$20 million.
- 6.3 Must apply under Stage one at least four months (16 weeks) prior to the event commencement date.
- 6.4 Hold an event between March and November (inclusive) in Tasmania.
- 6.5 Be able to contribute at least 60 per cent of the overall income budget.

Applicants may be asked to supply documentation 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.

Performance in previous grants will be taken into consideration when assessing this application.

7. Ineligible applicants/applications

- 7.1. Events held in December, January and February.
- 7.2. Events Tasmania does not support:
 - i. conferences.
 - ii. conventions.
 - iii. symposiums.
 - iv. trade fairs.
 - v. expos.
 - vi. concert series.
 - vii. touring acts or shows.
- 7.3. Tasmanian organised music or arts events may be considered on a case-by-case basis. For further information contact Events Tasmania.
- 7.4. Events which are currently funded by other Events Tasmania grants or any event that has been supported through the Major Event Partnership Program.
- 7.5. Any organisation that is trading insolvent, under external administration or bankruptcy.

7.6 Applicants with overdue reporting obligations from previous Events Tasmania grants.

8. Eligible expenditure

All expenditure relating to the staging and the promotion of the event being funded, except for expenditures listed in Section 9 below.

Please note all funding received from this program will be required to be acquitted with appropriate evidence.

9. Ineligible expenditure

- Purchase of equipment, activities and/or services, which are not solely for the purpose of producing and delivering this event.
- Infrastructure purchases.
- Funding for activities that will commence before the funding is approved. Funding will not be provided retrospectively.
- Fines and penalty payments.
- Debt or loans.
- Legal fees.

10. Assessment criteria Stage One

Applicants must clearly demonstrate and provide evidence of:

- The number of visitors attracted to Tasmania by the event.
- The length of time that these visitors will stay in Tasmania (bed nights).
- Be able to demonstrate a planned approach to encourage extended visitation.
- Provide a strong return on investment. *

*All applications will be assessed based on the event's potential return on investment for Tasmania.

Applicants are expected to provide information on return on investment based on the number of bed nights per interstate and/or international visitor, multiplied by a per night expenditure of \$200.

Events that can demonstrate a return on investment greater than 3:1 will be considered more favourable.

11. Assessment process Stage One

All applications that meet the eligibility criteria will be assessed internally by departmental staff against the assessment criteria. Where appropriate an external assessor may be engaged.

If successful at Stage One, applicants will then be invited to apply for funding under Stage Two.

Applications submitted through Stage Two will be moderated and then endorsed by a panel for recommendation to the Secretary for approval.

12. Timeframes

| Description | Date/time |
|---------------------------------------|---|
| Program opens for applications | 16 April 2025 from 2:00pm |
| Program closes | 31 May 2027 at 2:00pm or until all the funding allocated to this program has been exhausted — whichever comes first. |
| Applications assessed under Stage One | Up to three weeks from submission. Applications will be assessed in order of submission and invited to apply under Stage Two. |
| Applications assessed under Stage Two | Up to eight weeks from submission. Applications will be assessed in order of submission. |
| Applicants notified | Up to ten weeks from submission |
| Successful applicants | All successful applicants will be published on the Events Tasmania website. |

Applications will not be accepted after the program closes.

13. Contact details

For queries about this program, contact:

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

14. 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 a touring grant:

1. **Prepare:** Read the program guidelines and make sure you are eligible to apply.

2. **Start:** The application form is available at:
eventstasmania.com/grants_and_funding/funding_program/events_tasmania_attraction_fund
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 a panel.
6. **Notification:** We will notify you with the outcome of your application up to eight weeks from submission.

Other information to consider:

- Applications must be received at least three months prior to the event start date.
- 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 event and associated interstate visitation.
- You may be asked to provide additional information or documentation after you have submitted your application.

15. Grant funding agreement

If your application is successful under Stage two, 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.

16. 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 appeal process, contact Events at info@eventstasmania.com

17. 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.

18. 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

19. 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.

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.

a. 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.

b. 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 the 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.

20. 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.

21. 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.

22. Right to information

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

23. 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.

24. 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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