



THE REGIONAL EVENT RECOVERY FUND GRANT GUIDELINES

The Regional Event Recovery Fund

The Regional Event Recovery Fund aims to support Tasmanian regional events to build organisational capability and event sustainability.

The Regional Event Recovery Fund is not intended to provide core funding for an event or organisation. Importantly, the fund will focus on supporting event organisers to undertake or resource the measures required to overcome a challenge or support their organisation.

Applicants should identify the area in which their event needs assistance or support and their proposed solution. Areas of event support can include strategic planning, governance and structure, business development, marketing, risk management and event evaluation measures.

A total of \$1.5 million is available to be allocated to selected Tasmanian events. Events can apply for up to \$100,000 in funding over a maximum of three years.

Eligibility

Applicants must:

- Organise an event in Tasmania which will encourage interstate and intrastate visitation into regional Tasmania
- Be able to enter into a funding agreement with Events Tasmania
- Have or be willing to obtain public liability insurance to the value of \$20 million
- Meet the requirements to hold an event as outlined in the Tasmanian Government Framework for COVID-19 Safe Events and Activities.

Ineligible events

Conferences, conventions, symposiums, theatrical productions, concert series, trade fairs, fundraising events, seasonal holiday celebrations, expos and events that are primarily a showcase for stall-holders to demonstrate, promote or sell services or products.

Who should apply?

To be considered for shortlisting, applicants must be able to demonstrate how they meet the criteria for assessment.

Preference will be given to events in regional Tasmania that will:

- encourage interstate and intrastate visitation and have a strategy to increase the associated length of stay of visitors to the region;
- support and engage with the local community including Tasmanian businesses;
- increase collaboration and partnerships among regional event stakeholders, government, and commercial partners to deliver stronger outcomes for regional events; and
- have the capacity to tell the story of the Tasmanian brand in both interstate and international markets.

ASSESSMENT CRITERIA

Outline your current approach to driving visitation to your event (30%)

- Define your target market and marketing plan
- Indicate current or projected interstate and intrastate visitation numbers
- Outline any targets to grow future event visitation
- Outline any future plans to encourage the length of stay of event visitors

Outline ways that you currently work with regional event stakeholders (15%)

- Identify areas where you would like to strengthen and build relationships, including working with other local businesses

Outline your organisational structure and capacity to implement your project (15%)

- List your current event team and the roles that they perform
- Identify the experience of the event team
- Identify any areas where you need to grow your event team

Identify the challenge that your event is experiencing and the solution that will enable your event to overcome this (40%)

- Clearly define the challenge you are experiencing and the impact that it is having on the event.
- Outline your identified solution to this challenge and how the identified solution will build capacity and longer-term event sustainability
- Outline a single or multi-year approach, including a budget showing how you will allocate the funding and targets for implementation



Timeline

Submissions open	9 July 2021
Submissions close	3 September 2021
Successful applicants notified	29 September 2021

How to apply

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

The portal allows you to easily and securely provide us with information related to your application. It allows us to send you notifications throughout the application process.

Eligible applicants can apply via SmartyGrants, giving an overview of the event and addressing how the event meets the assessment criteria. Submissions can be lodged online, www.eventstasmania.com/grants_and_funding.

Submissions will be competitively assessed by a Department of State Growth panel and successful applicants will be notified by 10 September 2021.

Events that are successful in obtaining support will be required to enter into a funding deed with the Department of State Growth (Events Tasmania).

Assistance with your submission

Applicants are encouraged to contact Events Tasmania before they lodge an application to the Regional Event Recovery Fund. Please email info@eventstasmania.com or call us on 6165 5022 to discuss 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 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

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