

# Event Ready Grant Program



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The impact of novel coronavirus (COVID-19) has been particularly challenging for the events sector. Limits on holding public gatherings, combined with travel restrictions impacting visitation from Tasmania's interstate and international markets, have resulted in a significant number of event cancellations and postponements over 2020 and into 2021.

While COVID-19 continues to be a threat and noting that restrictions on gatherings will likely remain, it is important that event organisers plan, adapt and prepare themselves for an ever-changing business environment in the longer term.

*Event Ready* grants are available to organisers of new and existing events who: are in the process of developing or have developed their COVID-19 Safety Plan(s); remain committed to attracting people from around Tasmania to their event; and are planning to welcome interstate visitors in the future.

Before you submit an application please read the eligibility guidelines. You are encouraged to contact Events Tasmania to confirm your eligibility before submitting.



# About the Event Ready Grant Program

Thank you for your interest in the Events Tasmania *Event Ready Grant Program*. This document provides guidelines for organisations interested in seeking funding through the program.

The *Event Ready Grant Program* aims to assist you to identify and evaluate costs relating to the impacts of COVID-19 on your event. The program supports events to develop and implement COVID-19 safe practices, and to effectively communicate your response to existing and possibly new target market(s)/ audiences.

Events Tasmania is offering grants of up to \$5 000 in funding to support your event. The funding is aimed at events that offer regional and seasonal benefit to Tasmania.

## To be eligible for the grant you must:

- Be the organiser or developer of an event scheduled to occur from the opening date of this program (September 2020) through to the end of 2021.
- Have completed or are commencing the development of a COVID-19 Safety Plan that requires resourcing for implementation.
- Develop new or adapt existing marketing communications around your COVID-19 safety response.
- Deliver an event that attracts visitors from outside of the region in which the event is held.
- Be a financially viable event with a sustainable management model.
- Deliver an event that contributes to the cultural and social fabric of your region.

Preference will be given to applications that are operationally adaptive and flexible to the impacts of COVID-19 and are working towards attracting new audiences.

## The grant does not support:

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

## The grant does support:

*Event Ready* grants can support your event via the following:

### COVID-19 Safety

Development and implementation of COVID-19 Safety Plans, including a thorough assessment of your existing event against a range of visitor number scenarios. This may include ensuring your event is infrastructure and resource ready (i.e. the purchase of hand sanitiser, masks, printed signage, etc.)

### COVID-19 Marketing and Communications

Develop a marketing and communications action plan and/or develop content (print, online) and associated materials related to your particular approach to a COVID-19 safe event, including:

- Marketing and promotion of your COVID-19 response measures related to existing and potential public health requirements.
- Marketing and promotion of your on-ground and risk mitigation responses against a range of scenarios.
- Marketing and promotion of your specific response to the changing COVID-19 environment including refund and cancellation policies, evacuation plans, etc.
- The creation of new or adapted communications, related to the promotion of your event incorporating changed travel trends and visitor expectations/ perceptions, changed target markets, and a 'destination marketing' and/or intrastate focus.

Funding can also be used to assist events with identifying and implementing innovative marketing and/or branding ideas related to the changed COVID-19 environment (i.e. digital marketing options, on-line ticketing etc.)

This is a one-off grant in response to the impacts of COVID-19 directed to events scheduled to occur from the opening date of this program (September 2020) through to the end of 2021.



Applicants must be able to outline the specific impacts of COVID-19 on their event, i.e. how the border closures or public health restrictions will directly or indirectly impact the operations of the event. You must be able to demonstrate the expected (positive) commensurate effect of the grant funding in relation to these. This approach should be a principal component of your application.

*Event Ready* grants are assessed within a competitive grant round. Grant funding is limited and demand for this program will be high. *Event Ready* grants are not intended to provide general support for an event or organisation.

Successful applicants will be required to provide an acquittal report detailing the outcomes derived from the funding.

### Assessment criteria

1. Explain the specifics of the activities proposed and quantify the outcomes as these relate to the particular COVID-19 impacts your event has incurred.
2. Demonstrate in detail how your event will benefit from the range of activities proposed.
3. Demonstrate your capacity to deliver your proposed activities effectively and within the years 2020 or 2021.
4. Provide an income and expenditure budget for your event and itemise your expected expenditure against each activity.

Assistance to develop a COVID-19 Safety Plan can be found at:

- Business Tasmania Hotline: 1 800 440 026 or website: [www.business.tas.gov.au](http://www.business.tas.gov.au)
- WorkSafe Tasmania Advisory Service: 1 300 366 322 or website: [www.worksafe.tas.gov.au](http://www.worksafe.tas.gov.au)

### Application submission

Applications should be lodged online via SmartyGrants through the Events Tasmania website: [www.eventstasmania.com/eventready](http://www.eventstasmania.com/eventready)

Applicants who are unable to apply online via SmartyGrants should contact Events Tasmania on 03 6165 5022 for more information.

### Application assessment

A panel of event sector specialists will assess applications on a qualitative basis, and grants will be provided on a competitive basis.

With your application you will be required to submit to Events Tasmania evidence that you have commenced or completed a COVID-19 Safety Plan for your event.

### Application assessment and timeframe

The program will close for applications at 11.59pm on Sunday 15 November 2020. Late applications will not be accepted.

All eligible applications will be competitively 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 can be sole traders, local government entities, an incorporated association, or a company limited by guarantee or created by law (a government statutory authority) based anywhere in Australia, though the event must be delivered in Tasmania.

You must be in a position to enter into a funding agreement with the Tasmanian Government. Tasmanian or Federal Government departments and government business enterprises are not eligible.

Applicants must have an active Australian Business Number (ABN).

# Applying for, and receiving, an Event Ready grant

## Eligibility

Carefully read the program guidelines to establish your eligibility. You are encouraged to contact Events Tasmania to confirm the suitability of your organisation and application prior to submitting your application.

## Lodging your application

Complete and submit the *Event Ready* application online at the following link: [www.eventstasmania.com/eventready](http://www.eventstasmania.com/eventready)

## Receiving grant funds

1. Successful applicants will enter into a funding agreement with the Tasmanian Government via a Grant Deed.
2. After your application is approved, and at the written request of Events Tasmania, you will be required to provide Events Tasmania with a tax invoice (this is done through the online application portal).
3. Within 14 days of our receipt of your tax invoice, Events Tasmania will pay the approved grant amount to your organisation.

## Delivering on your commitment to us

You must deliver your *Event Ready* activity as outlined in your application. (Any variations to the planned activities must be requested and approved in writing by Events Tasmania prior to expenditure of funds). Events Tasmania reserves the right to withhold approval of variations.

You must acquit your grant to Events Tasmania using the *Event Ready* Acquittal Form within 60 days of the completion of your event.



## About Events Tasmania

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.

Housed within the Department of State Growth, Events Tasmania delivers part of the Tasmanian Government Events Strategy 2015-2020 through supporting a balanced events portfolio designed to enhance, and amplify, Tasmania's reputation as a tourism destination.

Events supported through Events Tasmania provide a significant return on investment to the Tasmanian economy annually, equally these events create jobs and engender pride in our state.

Our support and funding programs aim to deliver a balanced events portfolio that:

- Attracts people to Tasmania, and in doing so supports the joint strategy between the tourism industry and government in relation to increasing visitor numbers to Tasmania.
- Encourages Tasmanians and visitors to move around the state.
- Gets people talking about Tasmania through their own circles of influence.

The Tasmanian Government is working toward a Tasmania where people with disability are able to participate on an equal basis in all aspects of community life. Events supported by Events Tasmania are encouraged to use the Tasmanian Government Accessible Events Guidelines as a basis for delivering events that are both welcoming and accessible for people with a disability.



## About the Events Tasmania Grants Program

Established in 2002, the overarching Events Tasmania Grants Program has provided funds to over 1,000 events. Funding is available through the Events Tasmania Grants Program in the 2020/21 financial year under the following categories:

- Touring grants
- Event Ready grants
- Championship grants
- One-off Assistance grants

More information about the Events Tasmania Grants Program is available at [www.eventstasmania.com/grants](http://www.eventstasmania.com/grants).

## Confidentiality

The Tasmanian Government may use and disclose the information provided by applicants for the purposes of discharging its respective functions under the program guidelines and otherwise for the purposes of the program and related uses.

The Department of State Growth may also:

1. Use information received in applications for any other departmental business.
2. Use information received in applications for reporting.

## Administration and contact details

*Event Ready* will be administered by Events Tasmania through the Department of State Growth on behalf of The Crown in Right of Tasmania.

## 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.



**Events Tasmania**

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