



EVENT ATTRACTION FUND GRANT GUIDELINES

Event Attraction Fund

About the program

The Events Tasmania Event Attraction Fund provides funding over four years to secure significant participation based events in Tasmania that, in turn, provide substantial economic benefits for the state.

What is a participation based event?

Mass participation based events have a large registrant base made up of people who gather for a shared interest ranging from sport to science or motorbikes to music. There is often a competition element to these events, and the registrants often travel with friends and family. These events are a direct trigger for travel as visitors are drawn to the state specifically for the event.

Who should apply?

The eligibility requirements are:

- The ability to bring at least 750 interstate visitors to Tasmania for a minimum of three nights/four days. The visitor number can include registrants and their accompanying parties.
- The ability to substantiate visitation and other claims made in the application. This may include previous registrant data, economic impact studies and income and expenditure budget.
- The ability to enter into a funding agreement with the Tasmanian Government.
- Have or be willing to obtain public liability insurance to the value of \$20 million
- Meet the requirements to hold an event within the requirements as outlined in the Tasmanian Government Framework for COVID-19 Safe Events and Activities.

Preference will be given to events that will:

- Bring substantial benefit to regional Tasmania
- Take place outside the peak tourism season
- Have a track record of delivering successful events in Australia or internationally
- Effectively promote pre- and post-event travel within Tasmania

ASSESSMENT CRITERIA

1. Ability to attract people to Tasmania (35%)

- The number of visitors attracted to Tasmania by the event
- The length of time that these visitors will stay in Tasmania
- The time of year these visitors will be in Tasmania (winter and shoulder periods are a priority)

2. Ability to move people around Tasmania (25%)

- The location of the event
- The event's capacity to prompt Tasmanian residents to travel around the state (especially when this travel involves a multi-day trip)
- The event's capacity to prompt visitors to Tasmania to move out of hub-cities, be it for the event or through pre- and post-event touring

3. Ability to get people talking about Tasmania (25%)

- The amount and extent of effective destination promotion delivered by the event
- The strength and size of active markets for the event
- The size and quality of the event's social marketing reach and share of voice

4. Ability to deliver a high quality and effective event (15%)

- The track record of the event organisers, their association/organisation/business, and their staff and service providers
- The level of local support for the event (local governments, Regional Tourism Organisations, community service organisations)
- The level of financial planning and responsibility (the level of secured funding from multiple sources as well as clear and accurate budgeting)
- The level of research (both initially provided at the time of application and proposed research analysing the benefits of the event)
- The benefit to community and special interest groups (charities and community groups involved, professional benefits to a specific sport or art form, civic pride through mass community involvement)
- The steps the events has taken (or plans to take) to engage with the Tasmanian Aboriginal community and steps the event has taken to acknowledge and/or incorporate genuine and meaningful inclusion of Tasmanian aboriginal culture in their event
- The steps the event will take to operate an environmentally sustainable event, or demonstrate how they are working towards sustainable practices in event operation and delivery
- How the event currently meets accessibility needs of patrons or how they will outline plans to identify and work towards this

Timeline

Program opens	15 August 2021
Assessments	Ongoing

How to apply

Events Tasmania staff are available to provide support throughout the application process. Applicants are encouraged to contact Events Tasmania to discuss how their event meets the assessment criteria prior to lodging an application.

Applications should be lodged online via SmartyGrants through the Events Tasmania website: www.eventstasmania.com

If you do not have Internet access please contact us to discuss alternate options.

All eligible applications will be assessed based on the applicant's responses to the assessment criteria and the supporting information provided.

For more information, please contact Events Tasmania via info@eventstasmania.com or phone 03 6165 5022.

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 stallholders to demonstrate, promote or sell services or products.

How we manage your information

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.

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.



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* (Cwth).

Disclaimer

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