

# Event Marketing Tasmania 2025 - Application form

## Form Preview

### Eligibility

\* indicates a required field

The Events Tasmania Marketing Grant is designed to cater for both large and small events, with two tiers of funding providing options for events with either intrastate or interstate visitation targets.

One-off grants of up to \$10,000 are available to assist event organisers with marketing activities that add value to their existing marketing strategies for an established Tasmanian event.

Eligible applicants will:

- demonstrate how this funding will add value to their existing marketing strategy,
- run an established event in Tasmania,
- be able to enter into a funding agreement with the Tasmanian Government,
- undertake and complete the event and marketing activities before 30 June 2025, and
- apply once only for funding under this program.

### Notes

Before proceeding with the application, please ensure that you meet all eligibility criteria in the [Guidelines](#).

Incomplete applications won't be considered.

Applications for this grant will be assessed against the criteria and applicants will be notified of the outcome of their application by email.

The Department of State Growth may contact you for additional information about your application and verify the information you've provided.

If you are unable to use the grant as expected, please contact Events Tasmania by email [info@eventstasmania.com](mailto:info@eventstasmania.com) or phone 1300 880 634.

### Eligibility Check

Grants are available to eligible organisers of events that meet the following eligibility criteria:

- Be registered for tax purposes in Australia with a continuously active Australian Business Number (ABN) on or before 30 June 2024.
- Be an event organiser delivering an event in Tasmania between 1 January and 30 June 2025.
- The event must not be a new event; it must have been held previously.
- Submit an application at least six weeks prior to the event commencing.

**Yes, I confirm that I meet the above criteria. \***

☐ I confirm

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**I have read the guidelines and I am eligible to apply \***

☐ I confirm

### Applicant information

\* indicates a required field

#### **Applicant \***

☐ Individual ☐ Organisation

Organisation Name

First Name

Last Name

#### **Australian Business Number (ABN) \***

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	<a href="#">More information</a>
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN.

You can use the [ABN Lookup website](#) to search for your ABN and related information.

#### **Street address \***

Address

  

#### **Postal address \***

Address

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**Phone \***

**Website**

**Social media handles (if any)**

**Contact person**

This person will receive general correspondence relating to this application.

**Contact person \***

First Name

Last Name

**Preferred Phone \***

Must be an Australian phone number.

**Preferred Email \***

Must be an email address.

## Event information

\* indicates a required field

**Event details**

**Event Name \***

**Please tell us how often your event will run? \***

- ☐ Annually (once a year)
- ☐ Biannually (twice a year)
- ☐ Biennially (once every two years)
- ☐ Periodically (no set schedule)

**Is this the first time you have held your event? \***

- ☐ Yes
- ☐ No

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**Funding for this program is for established events only, unfortunately this application is not eligible.**

**What year did your event begin? \***

Applications must be received at least six weeks prior to the event start date.

Only events scheduled between 1st January to 30th June 2025 can apply.

**Event start date \***

If you are not sure, please pick an approximate date.

**Event end date \***

If you are not sure, please pick an approximate date.

**Please briefly describe your event: \***

### Anticipated audience and participants

**Estimated local audience and participant numbers \***

Must be a number.

**Estimated intrastate audience and participant numbers \***

Must be a number.

**Estimated interstate and international audience and participant numbers \***

if you do not anticipate any interstate/international attendees, please enter "0"

### Event location

**Which regions of Tasmania will your event be located? \***

- ☐ East
- ☐ North
- ☐ North-West
- ☐ South

North-West region

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### Select which North-West LGAs your event will be located in \*

- ☐ Burnie
- ☐ Central Coast
- ☐ Circular Head
- ☐ Devonport
- ☐ Kentish
- ☐ King Island
- ☐ Latrobe
- ☐ Warratah-Wynyard
- ☐ West Coast

### East region

### Select which East LGAs your event will be located in \*

- ☐ Break O'Day
- ☐ Glamorgan Spring Bay

### South region

### Select which South LGAs your event will be located in \*

- ☐ Brighton
- ☐ Central Highlands
- ☐ Clarence
- ☐ Derwent Valley
- ☐ Glenorchy
- ☐ Hobart
- ☐ Huon Valley
- ☐ Kingborough
- ☐ Sorell
- ☐ Southern Midlands
- ☐ Tasman

### North region

### Select which North LGAs your event will be located in \*

- ☐ Dorset
- ☐ Flinders Island
- ☐ George Town
- ☐ Launceston
- ☐ Meander Valley
- ☐ Northern Midlands
- ☐ West Tamar
- ☐ Other:

### Provide a summary of the location/s of your event (Include any venues the event/s will be held in)

### Funding tier

\* indicates a required field

Which funding tier are you applying for?

The Event Marketing Tasmania grant program offers two tiers of support for marketing projects:

#### **TIER 1 FUNDING**

- Between \$2,500 and \$5,000 of funding is available
- The focus is on intrastate (outside of the event region) marketing and visitation
- Events must have an understanding of the target markets they seek to attract to their event, and how best to communicate with them
- Events must have a well-defined marketing activity they are seeking funding for which adds value to their existing marketing plan
- Events must provide an income and expenditure event budget and an itemised expenditure budget for the marketing activity they seek grant funding for.
- Events must provide a detailed marketing plan.

#### **TIER 2 FUNDING**

- Between \$5,001 and \$10,000 of funding is available
- The focus is on interstate marketing and visitation
- Events must have an in-depth understanding of their target audience, and know precisely how to communicate with them
- Events must provide a detailed marketing plan
- Events must have a clearly defined marketing activity they are seeking funding for which adds value to their existing marketing plan
- Events must provide an income and expenditure event budget and an itemised expenditure budget for the marketing activity they seek grant funding for.
- Events must provide a detailed marketing plan.

**Which tier of funding are you applying for? \***

- ☐ Tier 1 funding - intrastate
- ☐ Tier 2 funding - interstate

### Funding Tier 1 - Criterion 1

\* indicates a required field

**Criterion 1 – Marketing Plan (70 per cent weighting)**

Applications will be assessed by assessors external to Events Tasmania against the following assessment criteria:

Applicants must provide a detailed marketing plan demonstrating:

- an understanding of the target audience.
- the expected value and impact of the proposed marketing strategies.

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- how the proposed marketing activities will effectively promote the event and Tasmania's attractions to an intrastate audience.
- how the grant allocation request will enhance marketing of the event.

**Please describe your target audience. \***

**Please outline your event marketing strategies, the key people involved and the expected value and impact of the strategy. \***

**Please outline how the proposed marketing activities will effectively promote the event and Tasmania's attractions to an intrastate audience. \***

**If successful, how will the grant allocation request enhance the marketing of the event. \***

**Please upload your existing event marketing plan. \***

Attach a file:

## Funding Tier 1 - Criterion 2 + 3

\* indicates a required field

### Criterion 2 – Marketing Budget (20 per cent weighting)

Applicants must provide a detailed marketing budget including:

- all expenditure related to the marketing activities.
- a clear outline regarding external assistance (whether the marketing activity is done internally or is being outsourced).

## Marketing Budget

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1. In the first column, please provide a description of the marketing expense.
2. In the second column, please select whether this expense will be delivered internally or outsourced.
3. In the third column, please outline the total cost of the marketing expense.
4. In the fourth column, please indicate the amount that will be used from the grant funding or if not.
5. **REMINDER - Do not put grant funding against printed material. (e.g. printed posters)**

Please refrain from allocating grant funding to printed materials (such as posters), as Events Tasmania promotes more sustainable methods for marketing events. Printed marketing materials are considered **ineligible expenditure**.

Use the + and - buttons at the right hand side to add and remove rows.

Marketing expense item	Source (internal or outsourced provider)	Total item cost	Grant funding allocation
Example: Event photographer	Example: Outsourced	Example: \$5,000	Example: \$2,000

Total grant request

This number/amount is calculated.

Total marketing costs

This number/amount is calculated.

Please note: Tier 1 grant requests require a minimum of \$2,500. Any amount exceeding \$5,000 will be capped at \$5,000

### Criteria 3 - Event Budget (10 per cent weighting)

Applicants must provide an event income and expenditure budget, which includes the marketing expenditure as a line item.

This should include your income and expenditure for the entire event. Please ensure you also include the funding amount requested as Events Tasmania Marketing Grant (under income) and the total marketing spend listed in the table (under expenditure).

**Please upload your event income and expenditure budget \***

Attach a file:

### Funding Tier 2 - Criterion 1



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\* indicates a required field

### Marketing Plan (70 pre cent weighting)

Applications will be assessed by assessors external to Events Tasmania against the following assessment criteria:

#### Criterion 1 - Marketing Plan (70 per cent weighting)

Applicants must provide a detailed marketing plan demonstrating:

- an understanding of the target audience.
- the expected value and impact of the proposed marketing strategies.
- how the proposed marketing activities will effectively promote the event and Tasmania's attractions to an interstate audience.
- how the grant allocation request will enhance marketing of the event.

**Please describe your target audience. \***

**Please outline your event marketing strategies, the key people involved and the expected value and impact of the strategy. \***

**Please outline how the proposed marketing activities will effectively promote the event and Tasmania's attractions to an interstate audience. \***

**If successful, how will the grant allocation request enhance the marketing of the event. \***

**Please upload your existing event marketing plan. \***

Attach a file:

### Funding Tier 2 - Criterion 2 + 3

\* indicates a required field

#### Criterion 2 - Marketing Budget (20 per cent weighting)

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Applicants must provide a detailed marketing budget including:

- all expenditure related to the marketing activities.
- a clear outline regarding external assistance (whether the marketing activity is done internally or is being outsourced).

### Marketing Budget

1. In the first column, please provide a description of the marketing expense.
2. In the second column, please select whether this expense will be delivered internally or outsourced.
3. In the third column, please outline the total cost of the marketing expense.
4. In the fourth column, please indicate the amount that will be used from the grant funding or if not.
5. **REMINDER - Do not put grant funding against printed material. (e.g. printed posters)**

Please refrain from allocating grant funding to printed materials (such as posters), as Events Tasmania promotes more sustainable methods for marketing events. Printed marketing materials are considered **ineligible expenditure**.

Use the + and - buttons at the right hand side to add and remove rows.

Marketing expense item	Source (internal or outsourced provider)	Total item cost	Grant funding allocation
Example: Events Tasmania posters	Example: Outsourced	Example: \$5,000 Must be a dollar amount.	Example: \$2,000 Must be a dollar amount.

Total Amount Requested

This number/amount is calculated.

Total marketing costs

This number/amount is calculated.

Please note: Tier 1 grant requests require a minimum of \$5,001. Any amount exceeding \$10,000 will be capped at \$10,000

### Criteria 3 - Event Budget (10 per cent weighting)

This should include your income and expenditure for the entire event. Please ensure you also include the funding amount requested as Events Tasmania Marketing Grant (under income) and the total marketing spend listed in the table (under expenditure).

**Please upload your event income and expenditure budget \***

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Attach a file:

## Social impact & Supporting documentation

\* indicates a required field

### Social impact

#### Events Tasmania strongly encourages applicants to demonstrate:

- Engagement with the Tasmanian Aboriginal people 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.
- Meeting the accessibility needs of patrons or plans to identify and work towards this.

**Please outline how your event demonstrates the above points: \***

### Additional information

**Any other details you wish to provide that you feel may be useful in your application?**

### Supporting documentation

Such as: marketing material, quotes, etc

#### Upload here:

Attach a file:

**Applicants can upload more than one file, however individual files cannot exceed 25mb**

## Declaration

\* indicates a required field

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### Right to information

Information you provide to the Department of State Growth and details of assistance may be subject to requests for public disclosure under the [Right to Information Act 2009 \(Tasmania\)](#).

### Personal information collection

You are providing personal information to the Department of State Growth, which will manage that information in accordance with the [Personal Information Protection Act 2004](#). The personal information collected here will be used by the Department for the purpose of assessing your application and related activities. Failure to provide this information may result in your application not being assessed or records not being properly maintained. The Department may also use the information for related purposes, or disclose it to third parties in circumstances allowed for by law. You have the right to access your personal information by request to the Department and you may be charged a fee for this service.

The term 'Application' means this on-line form and all attached documents.

For and on behalf of the applicant detailed in this application, I, the undersigned, acknowledge and warrant (as the case may be) that:

1. I have authority to provide the information contained in this application and to execute (by completion of details below) this application for and on behalf of the applicant.
2. the department can rely upon the information and representations contained in this application (including these acknowledgements).
3. I have read, understood and I am able to comply with all criteria, terms and conditions contained in the guidelines and application form.
4. I have read and understood the eligibility requirements and assessment criteria for this program and declare to the best of my information, knowledge and belief, the applicant is eligible under those criteria and the information provided is true and correct.
5. the department may undertake all necessary credit checks, organisational searches and any other checks and enquiries on the applicant as the department determines and is hereby authorised to do so.
6. I may be subject to a random spot audit in relation to this application and I may be asked to provide further information to substantiate my claims.
7. the application is made at the applicant's own cost and risk, the selection of the applicant for program funds is at the absolute discretion of the department and this application remains the property of the department.
8. the applicant will be responsible for notifying the department in writing of any changes relating to information provided in this application. Until receipt of such notification, the department shall process the application in accordance with the information provided.
9. grant payments will be made via Electronic Funds Transfer (EFT) to a nominated bank account and the department is hereby authorised to make such payments.
10. the department is under no obligation to verify the authority of the undersigned on the bank account details.
11. the department will not be held responsible for delays of payment, or errors due to factors outside their reasonable control. The department reserves the right to terminate or suspend an EFT and to pay by cheque or any other manner which the department may determine.

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12. The applicant agrees to indemnify the Crown in Right of Tasmania, against all present and future legal liability, claims or proceedings for financial loss arising from, or attributable to the provision and use of the information contained in this application and/or receipt and use of grants.

13. If a grant is awarded, the applicant must enter into a legal agreement with the department in order to receive the grant. This agreement will be on such terms and conditions as the department determines and, together with this application form and any applicable program guidelines, will form the whole agreement.

14. I am providing personal information to the Department of State Growth, which will manage that information in accordance with the *Personal Information Protection Act 2004*. The personal information collected here will be used by the department for the purpose of the grant approvals process and administering grants. Failure to provide this information may result in my grant application being unsuccessful or records not being properly maintained. The department may also use the information for related purposes, or disclose it to third parties in circumstances allowed for by law. I have the right to access my personal information by request to the department and may be charged a fee for this service.

15. Information you provide to the Department of State Growth and details of assistance may be subject to requests for public disclosure under the *Right to Information Act 2009*.

**I am authorised to complete this application and I have read and understood the declaration. \***

☐ Yes

**Electronic Signature \***

First Name

Last Name

**Position \***