

MEPP Application form

Form Preview

Eligibility

* indicates a required field

Events Tasmania's Major Event Partnerships Program provides funding to significant events that return substantial economic outcomes for our state. The Program is a contestable process with applications considered by the Major Events Group – a body made up of Government and industry representatives – against set criteria. The Program aims to deliver a regionally and seasonally balanced event portfolio for Tasmania that includes a variety of event types.

Before proceeding with the application, please ensure that you have read the Guidelines thoroughly.

Applications will be assessed against all eligibility criteria, evidence submitted, and acceptable expenditure as identified in the guidelines.

Further details on each criterion and weighting are detailed in the guidelines.

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

For any enquiries on how to complete this form, or questions regarding this grant, please **contact us** on the details below.

Events Tasmania Email: info@eventstasmania.com Phone: 1300 880 634

I have read the guidelines and understand the assessment criteria *

I confirm

I confirm that I have the ability to enter into a funding agreement with the Tasmanian Government *

Yes

I confirm that I have the ability to substantiate visitation data and other claims made in this application *

Yes

Applicant information

* indicates a required field

Organisation details

Organisation name *

Individual Organisation

Organisation Name

MEPP Application form

Form Preview

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	More information
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.

Contact details

Street address *

Address

This is not the location of the event

Postal address *

Address

Email *

Phone Number *

Website

MEPP Application form

Form Preview

Social media handles (if any)

Contact person

This person will receive all general correspondence relating to this application.

Contact person *

First Name

Last Name

Preferred Email *

Must be an email address.

Preferred Phone Number *

Must be an Australian phone number.

Position *

Formal contact person

This person will receive all formal correspondence relating to this application.

e.g CEO, Chair of board, company owner etc

First Name

Last Name

Position

Email

Must be an email address.

Have you contacted Events Tasmania about your event? *

- Yes
 No

Who did you speak to? *

Event information

* indicates a required field

Event details

Event name *

Please describe in detail the event you are seeking funding for (include an outline of your key deliverables) *

Must be no more than 800 words.

What are your event's strategic vision, goals and objectives, and medium/long-term future planning?

How often is your event held? *

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

Event History

Has this event been held before? *

- Yes
- No

What year was your event first held? *

Calendar year the event first ran

Please provide some history about your event: *

MEPP Application form

Form Preview

Must be no more than 300 words.

What level of initial research have you undertaken to identify the demand, feasibility and benefits of the event? For example, demographic, environmental, economic, legal, competition, technological and/or social/cultural factors. *

Event dates

If you are seeking funding for multiple events please enter the start/end date for the first event.

If you do not have a secured date at this time, please input an anticipated date range.

Initial event start date *

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

Initial event end date *

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

Location of event

Please select all areas that your event will be in.

Refer to [council map](#) to confirm Regions and LGAs

Select the region/s of Tasmania your event will be held in? *

- East
- North
- North-West
- South

East region

Select the East LGAs your event will be held in

- Break O'Day
- Glamorgan Spring Bay

North region

Select the North LGAs your event will be held in

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

North-West region

Select the North West LGAs your event will be held in

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

South region

Select the South LGAs your event will be held in

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

Provide a summary of the event location/s (include any venues the event/s will be held in).

Include what characteristics were considered when selecting the location/s for the event, such as the region's:

- place based attributes
- accessibility
- accommodation capacity
- infrastructure and local supply chains

*

Must be no more than 500 words.

Visitation

* indicates a required field

Anticipated visitation

MEPP Application form

Form Preview

We want to know the visitors that are coming to Tasmania for your event.

This should include participants and attendees e.g. competitors, artists, crew, officials, media, volunteers, entourage, spectators, friends and family.

Unique participant and attendee breakdown

Unique visitation refers to the number of individual attendees who visit your event, counting each person only once regardless of how many times they attend during the event's duration. For example, if a person visits a two-day festival on both days, they are counted as one unique visitor.

Intrastate refers to Tasmanians attending the event from a different region.

If you have multiple events in the same year, please click the "Add More" button and add the data in chronological order.

Year of event	Month	Estimated unique local participants and attendees	Estimated unique intrastate participants and attendees	Estimated unique interstate participants and attendees	Estimated unique international participants and attendees	Total per year
		Must be a number.	Must be a number.	Must be a number.	Must be a number.	This number/amount is calculated.

What method/s did you use to estimate participant and attendee numbers? *

Must be no more than 800 words.

Visitor nights

For intrastate participants and attendees how many nights, on average per person, do you estimate they will stay in the event region?

For interstate and international participants and attendees how many nights, on average per person, do you estimate they will stay in Tasmania?

Calendar Year	Month	Estimated nights per intrastate visitor	Estimated nights per interstate visitor	Estimated nights per international visitor

MEPP Application form

Form Preview

What method/s did you use to estimate the average night stay per person of participants and attendees? *

Must be no more than 800 words.

Upload any evidence to support the above here, such as post event survey results, ticketing data, etc:

Attach a file:

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

Which of the below best describes your event? *

- Free entry
- Paid entry
- Mixture of paid & free entry

How will you capture participation and attendee numbers if the event is free entry? *

Must be no more than 800 words.

Visitor dispersal

* indicates a required field

How will the event attract people to the region and move people around Tasmania? *

How will the event encourage longer length of stay in the event region and/or Tasmania before and after the event? *

How will the event showcase the event region and Tasmania as destinations? *

How will you work with the local Regional Tourism Organisation, local Council, tourism and hospitality operators, industry or peak bodies, and local businesses. Please provide specific and detailed examples how you will collaborate with them.

*

Marketing of your event and Tasmania

* indicates a required field

Marketing

How will you be marketing your event? *

- Broadcast
- Direct mail
- Email marketing
- Influencer marketing
- Live streaming
- Media / print publications
- Partnerships
- Print marketing / signage / flyers
- Public relations
- Radio advertising
- Search engine marketing
- Social media marketing
- TV advertising
- Other:

Please select all that are relevant to your marketing campaign.

Marketing Plan

Do you have a marketing plan to upload? *

- Yes
- No

Marketing plan upload

Please describe:

- what research have you undertaken to identify market demand for the event
- marketing goals and objectives
- target market, audience and demographics

MEPP Application form

Form Preview

- the marketing channels and/or activities, including promotion, for the event
- why you chose those marketing channels and/ or activities (as listed above)
- the size and scale of the reach of those marketing activities
- how those activities will be measured and evaluated
- describe the decision making process to evaluate previous event marketing with the aim to improve future marketing activities

Please upload your marketing plan and any evidence to support it *

Attach a file:

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

Marketing of the event

Please describe what research have you undertaken to identify market demand for the event *

Please describe the marketing goals and objectives *

Please describe the target market, audience and demographics *

Please describe the marketing channels and/or activities, including promotion, for the event *

Please describe why you chose those marketing channels and/or activities (as listed above) *

Please describe the size and scale of the reach of those marketing channels and/or activities *

Please describe how those activities will be measured and evaluated *

Please describe the decision making process to evaluate previous event marketing with the aim to improve future marketing activities *

Attendee demographics and interests

- **What do you know about your attendees? (please outline the demographics of your attendees)**
- **What are their interests and what else might they do whilst they are in Tasmania for the event?**
- **What are the opportunities to leverage off these interests?**

*

Must be no more than 800 words.

Event management

* indicates a required field

Board and/or steering committee members

Does your organisation have a board of directors or steering committee that guides the event? *

- Yes
 No

Please list your board and/or steering committee members, their position and length of time working on the event: *

Must be no more than 800 words.

Event management

Outline the relevant skills and experience of the key event staff delivering the event: *

MEPP Application form

Form Preview

Must be no more than 800 words.

Please outline the succession plan if the current event manager and/or Board is unlikely to be in the role/s for the duration of the deed: *

Must be no more than 500 words.

What financial systems are being used and who is responsible for tracking the budget finances? *

Must be no more than 500 words.

Evaluation

How are you going to evaluate the success of your event against Events Tasmania's assessment criteria? Please include how will communicate with your attendees *

If you have undertaken previous event evaluation, please upload it here: such as a post-event survey

Attach a file:

Supporting entities and local suppliers

Upload a list of peak bodies, industry associations you or your organisation are affiliated with and any sponsors or partners that will support your event, such as businesses and local councils. Include what type and level of support and engagement they will deliver for each supporting entity.

Also list which local businesses/suppliers the event will use and what they will be supplying for your event. Include the estimated cash or in-kind value of specified service or supplies:

*

Attach a file:

MEPP Application form

Form Preview

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

Volunteers

How many volunteers will your event engage? *

Must be a number.

Please provide further detail how you will source these volunteers and whether specialised skills are required: *

Must be no more than 500 words.

Social value

* indicates a required field

How will the event engage with Tasmanian Aboriginal people and what steps will be taken to acknowledge and/or incorporate genuine and meaningful inclusion of Tasmanian Aboriginal culture in the event? *

Must be no more than 800 words.

How will the organisation operate an environmentally sustainable event or work towards sustainable practices? *

Must be no more than 800 words.

If you have an environmental action plan, please upload it below:

Attach a file:

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

How will the event meet the accessibility needs of patrons or plan to identify and work towards this? *

MEPP Application form

Form Preview

Must be no more than 800 words.

If you have a accessibility action plan, please upload it below:

Attach a file:

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

How will your event benefit special interest groups (charities and community groups involved and monies raised for them, professional benefits to a specific sport or art form, civic pride through mass community involvement)? *

Must be no more than 800 words.

Budget and funding request

* indicates a required field

Funding request

What is the total grant amount you are requesting? *

Must be a dollar amount.

Grant years and funding breakdown

Please indicate how you would like your funding broken down by year

Year	Month	Grant amount requested by event
		Must be a dollar amount.

Budget upload

Upload your detailed income and expenditure event budget for each year you are seeking funding support.

Include the funding request from Events Tasmania as a separate line item.

Itemise all sources of income and in-kind support.

*

MEPP Application form

Form Preview

Attach a file:

Please include all sources of other income and in-kind support

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

Financial statement upload

Please upload a copy of your most recent audited financial statements that, at a minimum, must include profit and loss statement, and balance sheet *

Attach a file:

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

Provide any further information relating to the event budget and/or financial statement here.

Must be no more than 800 words.

If the event runs at a loss, how will it be underwritten? *

Must be no more than 500 words.

What is the current cash reserve position of the organisation? *

Additional information and Permits/Requirements

* indicates a required field

Use the below space to add any other details that may strengthen your application:

Must be no more than 800 words.

MEPP Application form

Form Preview

Please upload any further evidence that may strengthen your application:

Attach a file:

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

Permits and applications

Where the application has multiple events please answer for the first event only.

Which of the following permits are required for your event/s:

- Minimum \$20 million Public liability insurance
- Temporary Occupancy or Structure Permit
- Local Council Approval
- Use of a State road for a public event
- Tasmania Police - Public Event Application
- Child and Youth Safe Organisations Framework
- Food and Beverage Permits
- Motorsports Permits
- Private Landholder Approval

Minimum \$20 million Public liability insurance

Public liability insurance covers you if someone dies, gets injured or has their property damaged because of your negligence.

It may cover:

- injury or death, such as your food making a customer sick
- emotional distress or a recognised psychiatric illness
- property damage, such as causing a fire
- consequential loss, where negligence causes another business to lose expected revenue.

Contact your insurer to discuss this insurance.

Public liability insurance *

Temporary occupancy or structure permit

You will require this permit if you intend to occupy either:

- an existing building that does not have an occupancy permit
- a building for a purpose other than is detailed in its occupancy permit (e.g. using a shearing shed for a dance)
- a temporary structure (e.g. marquees, stages).

The below form should be lodged at your event locations Local Council:

[Application for Temporary Occupancy Permit \(Form 5\) - DOCX](#)

MEPP Application form

Form Preview

Temporary occupancy or structure permit *

Local council approval

Local Council Approval - organisers are to consult with the Local Government Authority responsible for the area, and their specific conditions and planning requirements be met.

The link below to direct you to all Tasmanian councils:

<https://www.lgat.tas.gov.au/tasmanian-councils/find-your-local-council>

Local council approval *

Use of a state road for a public event

State Growth Approval - organisers are to obtain written approval from the Department of State Growth for use of any of their roads.

The link below will direct you to State Growth's organising a public event page:

https://www.transport.tas.gov.au/road_permits/permits_and_bookings/organising_a_public_event

Child and youth safe organisations framework *

Tasmania police - public event application

Completing this application is the first step to applying for a permit to hold an event on Council/State Growth or Private land, including parks, reserves, beaches and/or roads/streets.

Guidelines:

<https://www.police.tas.gov.au/uploads/Public-Event-Guidelines-2024.pdf>

Application form:

<https://www.police.tas.gov.au/uploads/Public-Event-Application-Form-2.docx>

Tasmania police - public event application *

Child and youth safe organisations framework

Tasmania's Child and Youth Safe Organisations Framework (the Framework) is a law to keep all children safe in organisations. The Framework is established under the [Child and Youth Safe Organisations Act 2023](#).

The Legislation and Framework applies to sport and active recreation organisations that have a significant membership or involvement of children and young people (please refer to the Act).

MEPP Application form

Form Preview

The Framework includes the Child and Youth Safe Standards, the Reportable Conduct Scheme, information-sharing provisions and the Independent Regulator.

- [Child and Youth Safe Organisations Framework \(PDF\)](#)
- [Child and Youth Safe Standards \(PDF 253.2 KB\)](#)
- [Reportable Conduct Scheme \(PDF 169.7 KB\)](#)
- [Information Sharing \(PDF\)](#)

Food and beverage permit

Local Council Approval - organisers are to consult with the Local Government Authority responsible for the area, and their specific conditions and planning requirements be met.

The link below to direct you to all Tasmanian councils:

<https://www.lgat.tas.gov.au/tasmanian-councils/find-your-local-council>

Food and beverage permit *

Special Liquor Permit

- You must have a special liquor permit if you intend to sell alcohol from a premises that is not licensed to sell alcohol.
- You should submit a special permit application at least 7 days before the date you need it. You must be 18 to apply and [fees](#) are payable.
- You can apply for different periods of time. For a permit under 4 days, you can apply [online](#).
- For a permit for other periods you can submit an [application form](#) by email to licensing@treasury.tas.gov.au or by post to the Commissioner for Licensing, GPO Box 1374, Hobart, TAS 7001.

Special Liquor Permit *

Motorsports permits

Motorsports Permits - this includes MAIB/CAMS/MSA/ Motorsports permits/ Motorcycle permits, track licences etc.

Motorsports permits *

Private landholder approval

Private Landholder Approval - including Forestry/Parks/Port Authority if applicable.

Private landholder approval *

Declaration

* indicates a required field

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. A fee for this service may be charged.

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 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.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.
- 7.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.
- 8.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.
- 9.The Department is under no obligation to verify the authority of the undersigned on the bank account details.

MEPP Application form

Form Preview

10 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.

11 The applicant agrees to indemnify the Crown in the 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.

12 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.

13 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.

14 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 agree *

Yes

Authorised person completing this application

Electronic signature *

First Name

Last Name

Position *