

Tasmanian Festival and Event Support application form

Form Preview

Eligibility

* indicates a required field

The Tasmanian Festival and Event Support Fund is part of a suite of initiatives announced by the Tasmanian Government to address the impact of delays in the arrival of the new Spirit of Tasmania vessels on the tourism, hospitality and events sectors. This program is designed to boost regional visitation and strengthen the Tasmanian economy during the shoulder and winter months (from March to November 2025 and 2026) by providing funding for events across the following streams:

- 1.Event development
- 2.Event sustainability
- 3.Emerging events
- 4.Significant events.

Applications must be submitted at least 12 weeks prior to the event start date and prior to the closing of the program.

[Click here](#) to view the Tasmanian Festival and Event Support Fund Guidelines.

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 TasmaniaEmail: info@eventstasmania.com Phone: 1300 880 634

I have read the guidelines and understand the assessment criteria *

☐ I confirm

I confirm that I or the organisation I represent have an ABN and the ability to enter into a funding agreement with the Tasmanian Government *

☐ Yes

I confirm that I have or I am willing to obtain public liability insurance to the value of \$20 million *

☐ Yes

Applicant information

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* indicates a required field

Organisation details

Organisation name *

☐ Individual ☐ Organisation

Organisation Name

First Name

Last Name

Street address *

Address

This is not the location of the event

Postal address *

Address

Email *

Phone Number *

Website

Social media handles (if any)

Do you have an ABN (Australian Business Number)?

☐ Yes

☐ No

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.

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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 person

This person will receive 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 *

Event information

* indicates a required field

Event details

Event name *

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Please provide a description of your event. *

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

Which regions of Tasmania will your event be located? *

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

East region

Select which East LGAs your event will be located in

- ☐ Break O'Day
- ☐ Glamorgan Spring Bay

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
- ☐ Other:

North-West region

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

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

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

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

History

* indicates a required field

Has this event been delivered before? *

- ☐ Yes
- ☐ No

Event History

In what year did your event first take place? *

Calendar year the event first ran

How often is your event held? *

- ☐ Annually (once a year)
- ☐ Biannually (twice a year)

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- ☐ Biennially (once every two years)
- ☐ Periodically (no set schedule)

How many times has this event been delivered? *

Please provide some background on the history of your event: *

Visitation

* indicates a required field

Anticipated Visitation

For the below figures - attendees and visitors refers to: competitors, entourage, artists, crew, officials, media, volunteers and/or audience.

Please note: "Unique" refers to people that will travel to your event region with the intent of attending your event.

Please note: 'intrastate' refers to Tasmanians attending the event from a different region.

Will you be seeking funding over multiple events/years? *

- ☐ Yes
- ☐ No

Attendee breakdown

If you have multiple events in the same year, please add the data in chronological order.

Calendar year	Estimated unique local attendees	Estimated unique intrastate visitors	Estimated unique interstate visitors	Estimated unique international visitors	Total
e.g. 2025	Must be a number.	Must be a number.	Must be a number.	Must be a number.	This number/amount is calculated.

Totals	Total local	Total intrastate	Total interstate	Total international	Grand Total

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Estimated unique local attendee numbers *

Must be a number.

Estimated unique intrastate visitor numbers *

Must be a number.

Estimated unique interstate visitor numbers *

Must be a number.

Estimated unique international visitor numbers *

Must be a number.

What method did you use to estimate your visitor numbers? *

How many nights, on average, do you estimate your intrastate visitors will stay? *

Must be a number.

How many nights, on average, do you estimate your interstate visitors will stay? *

Must be a number.

How many nights, on average, do you estimate your international visitors will stay? *

Must be a number.

What method did you use to calculate the estimated duration of stay? *

Upload any evidence to support the above here:

Attach a file:

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

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Which of the below best describes your event? *

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

Please detail below how you plan to accurately track visitation numbers for your event if entry is free/non-ticketed. *

Visitor Dispersal - Stream One

*** indicates a required field**

What factors and/or characteristics were considered when selecting the location/s for the event from the various regions of Tasmania?

Please describe the considerations that influenced the decision, such as the region's accessibility, infrastructure and proposed audience.

Please describe how the regions place-based characteristics enhances the events goals, such as the region's history, heritage or cultural significance, the regions people and local community engagement and/ or the regions unique geographic or natural features.

What benefit will the event bring to the area? *

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

How will the event enhance the region's sense of community, celebrate people and place, and foster civic pride while promoting connection and unity? *

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Please list the initiatives or partnerships you will develop with the regional tourism organisation and/or the local tourism and hospitality businesses to encourage attendees to explore the region before and after the event. *

Please describe the size and strength of the target markets for the event. *

Visitor Dispersal

* indicates a required field

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Please describe the considerations that influenced the decision, such as the region's accessibility, infrastructure and proposed audience.

Please describe how the regions place-based characteristics enhances the events goals, such as the region's history, heritage or cultural significance, the regions people and local community engagement and/ or the regions unique geographic or natural features.

*

What benefit will the event bring to the area? *

How will the event attract people to the region? *

How will the event enhance the region's sense of community, celebrate people and place, and foster civic pride while promoting connection and unity? *

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How will you encourage event attendees to explore the region before and after the event and how will you partner with the local tourism and hospitality businesses to extend the length of stay in the region? *

Budget and funding request

* indicates a required field

Funding request

What is the total grant amount you are requesting? *

\$

Must be a dollar amount.

Events – Grant years and funding breakdown

If you have multiple events in the same year, please add the data in chronological order.
The amount listed above must total the grant amount you are requesting below.

Years	Grant Amount
This question is read only.	Grant amount allocated per year Must be a dollar amount.
	\$
	\$

Expenditure table

1. In the first column, please provide a description of the expense that will be covered by this grant.
2. In the second column, please select whether this expense will be delivered internally or outsourced.
3. In the third column, please outline the cost of each individual line item.
4. In the fourth column, please indicate what event year this expense relates to.

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

Expenditure Item Description	Source (internal or outsourced provider)	Estimated Cost of Item	Which year will the event use this item?
		Must be a dollar amount.	

The total amounts listed in the total amount requested must equal the total of the Expenditure item total.

Funding amount requested

This number/amount is calculated.

Sum of expenditure items

This number/amount is calculated.

Difference Total

This number/amount is calculated.

Please ensure funding amount requested is equal to the sum of all expenditure items

Is your event currently receiving funding from Events Tasmania?

- ☐ Yes
☐ No

PLEASE NOTE: if your event is already receiving funding through the Championship or Touring programs, you are not eligible for funding under this program.

How will the additional funding through this program contribute to the expansion of the existing event? *

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How will the funding support your event/s? *

Budget upload

Please upload your detailed income and expenditure event budget for each year you are seeking funding support (include the funding from Events Tasmania as a separate line item): *

Attach a file:

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

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Financial statement upload

Please upload a copy of your most recent financial statements. *

Attach a file:

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Provide any further information relating to the event budget here.

Describe the potential for growth, development and financial sustainability of the event after the two-year funding period concludes. *

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Promotion 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 upload your marketing plan below, ensuring it includes the below:

- Description of how and when promotion of the event will be delivered;
- Description of the marketing activities for the event;
- Description of target market/audience;
- Why you chose those marketing channels and/ or activities;
- Description of the size and scale of the reach of those marketing activities; and
- Description of how those activities will be measured and evaluated.

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

Attach a file:

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Promotion of the event

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Please describe how the event will be promoted, including:

- How and when promotion of the event will be delivered;
- The marketing activities for the event;
- Target market/audience; and
- Why you chose those marketing channels and/ or activities.
- What marketing partnerships you will engage and description of the relationship.

*

Please describe the size and scale of the reach of those marketing activities: *

Please describe how those activities will be measured and evaluated: *

Tasmanian Brand

How does your event align with the Tasmanian brand?

For more information of the Tasmanian brand please refer to:

[Brand Tasmania](#)

[Tourism Tasmania](#)

*

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

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

Event Management

Who will be the event manager? *

Outline the relevant skills and experience that demonstrate the nominated event manager's capability to deliver the event. *

Is there a succession plan if the current event manager and/or Board is unlikely to be in the role for the duration of the deed? *

- ☐ Yes
☐ No

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

Who is responsible for the financial planning for the event? *

What financial systems are being used to track the budget/finances of the event/s? *

What research have you undertaken to identify market demand for the event?

What research have you undertaken to determine the economic, social and brand benefits to the region?

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Evaluation

How will you measure the success of your event and how will you communicate with your attendees to evaluate your event? *

Supporting Entities

Please 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 entity:

*

Attach a file:

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Local suppliers

Please list which local businesses/suppliers will the event 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:

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Volunteers

How many volunteers will your event engage? *

Must be a number.

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

Social impact

Please provide responses to following event delivery approaches:

The 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. *

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

Attach a file:

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Meeting the accessibility needs of patrons or plans to identify and work towards this. *

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

Attach a file:

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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)? *

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Additional Information

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

Please upload any further evidence that may strengthen your application:

Attach a file:

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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 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.

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- 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.
- 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 *