

Events Marketing Tasmania - Winter 2024 Edition

Form Preview

Eligibility

* indicates a required field

The Event Marketing Tasmania - Winter 2024 Edition program will offer grant funding to the organisers of events in Tasmania to increase interstate visitation of their event within the period of 1 April and 30 September 2024. The program seeks to support impactful marketing initiatives that effectively promote and attracts audiences to events over the 2024 winter period in Tasmania.

Grants of \$5,000 and up to \$10,000 are available to applicants who meet the eligibility criteria.

To be eligible for the grant, applicants must (please tick to acknowledge and confirm): *

- Be an event organiser delivering an event in Tasmania between 1 April 2024 and 30 September 2024.
- Be registered for tax purposes in Australia with an active Australian Business Number (ABN). If you do not have an ABN you must complete a 'Statement by a supplier not quoting an ABN'.
- Submit an application at least six weeks prior to the event commencing.
- Provide all the required supporting evidence at the time of submitting the application (note: applications submitted without the required supporting information will be assessed as ineligible. These applicants may have the opportunity to resubmit for assessment if there is any funding remaining).
- Confirm this event currently doesn't received funding through the Major Event Partnership Program nor been successful in obtaining support through the Event Marketing Tasmania 2024 grant program.
- Confirm the event is not a conference, convention, symposium, trade fair, fundraising event, expo, concert series, touring show, or an event that is primarily a showcase for stallholders to demonstrate, promote or sell services or products

I have read the eligibility criteria and confirm that my organisation meets the criteria *

- I confirm

Before proceeding with the application, please ensure that you have read the [Guidelines](#) thoroughly.

Late or incomplete applications will not be considered.

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

Applications will be assessed in order of receipt of a submission and will continue until the program closes or until all the funding allocated to this program is exhausted - whichever occurs first.

Applicants that have commenced or have submitted an application at the time funding is exhausted will be notified that all funding has been allocated.

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Typically, applicants will be notified of the outcome of their application within ten working days following the submission date.

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've provided. In the event that such supplementary information is deemed necessary, the applicant will be repositioned at the end of the queue of submitted applications.

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

Events Tasmania Email: info@eventstasmania.com Phone: 03 6165 5022.

I have read the guidelines and understand the assessment criteria *

I confirm

Applicant information

* indicates a required field

Organisation details

Organisation name *

Organisation Name

Does your organisation have an ABN (Australian Business Number)? *

- Yes
 No

Statement by Supplier

You will need to complete a '[Statement by a supplier not quoting an ABN](#)'. This is a form required by the Australian Tax Office.

For more information about tax and 'Statement by a supplier' forms, please refer the [Australian Tax Office website](#).

When completing this form:

1. Enter the name and address of the person who will be receiving the payment (this is the name of the bank account holder).
2. You will be asked to provide a reason/s for not quoting an ABN. Check the box/es that match your circumstances.
3. Sign the declaration.

Upload your completed Statement by supplier form *

Attach a file:

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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.

Organisation contact details

Street address *

Address

Postal address *

Address

Email *

Phone *

Mobile

Website

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Social media handles (if any)

Contact person

This person will receive general correspondence relating to this application.

Contact person *

First Name

Last Name

Position

Event information

* indicates a required field

Event details

Event name *

Event description *

Must be no more than 150 words.

Please provide a short summary about your event and its objectives

How often is your event held? *

- Annually (once a year)
- Biannually (twice a year)
- Periodically (no set schedule)

What year did your event begin? *

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.

Anticipated audience and participants

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Tasmanian audience and participant numbers *

Interstate and international audience and participant numbers *

Total number of audience and participants

This number/amount is calculated.

Location of event

Please enter all locations where your event will be held.

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

Where will your event be held? *

Address

Suburb/Town and State/Province are required.

Please select the region in which your event will occur *

If your event will occur in more than one of the regions listed, please select 'Statewide'

Assessment Criteria

* indicates a required field

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

Criterion 1 - Marketing Plan (80 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 a broader audience interstate.
- how the requested grant allocation will enhance marketing of the event.

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Who is your target audience? *

Word count:

Must be no more than 150 words.

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

Word count:

Must be no more than 200 words.

Please list the key people who will be involved in delivering the event marketing strategies and how this will occur. Please ensure you identify if these key people will be outsourced or sourced internally. *

Word count:

Must be no more than 200 words.

How will the proposed marketing activities, outlined above, effectively promote the event and Tasmania's attractions to a broader audience? *

Word count:

Must be no more than 200 words.

If successful, what impact will the grant funding have on enhancing the delivery of these strategies? *

Word count:

Must be no more than 200 words.

Please upload your existing event marketing plan, if applicable

Attach a file:

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).

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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 indicate the amount that will be used from the grant funding or if not, please include \$0.00.**
- 4. In the fourth column, please outline the total cost of the marketing expense.**

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

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

Total grant amount requested

\$

This number/amount is calculated.

Total marketing costs

\$

This number/amount is calculated.

Overall Event Budget

This should include your income and expenditure for the entire event. Please ensure you also include the funding amount requested as Event Marketing Tasmania - Winter 2024 Edition (under income) and the total marketing spend listed in the table (under expenditure).

Please upload your event income and expenditure budget *

Attach a file:

Additional Information

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.

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Please outline how your event demonstrates the above points

Word count:

Must be no more than 300 words.

Declaration

* indicates a required field

Refer to the program [Guidelines](#) for the full conditions to applicable to this grant.

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 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.

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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 *

