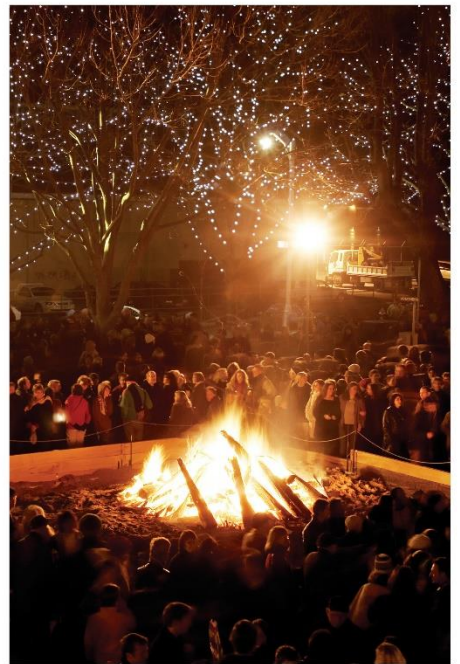


Event Marketing Tasmania Grant Guidelines

Winter 2024 Edition



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Event Marketing Tasmania – Winter 2024 Edition

Events are an important part of the Tasmanian visitor economy. They create a trigger for travel, promote regional dispersal of visitors and generate fantastic stories and images that in turn increase people's desire to visit Tasmania.

The Event Marketing Tasmania – Winter 2024 Edition program aims to support the marketing of events and increase the number of people coming to Tasmania specifically over the 2024 winter period.

The program aligns with the Tasmanian Government's Events Strategy 2023–2027, which is grouped into three pillars of event investment to help maintain a sustainable and successful tourism and hospitality sector and deliver greater benefits to the economy and our communities. The three pillars are:

1. Economic
2. Social
3. Brand

The Tasmanian Government has committed \$100,000 to the Event Marketing Tasmania – Winter 2024 Edition program to assist event organisers to increase their event marketing activity and support achieving the outcomes of the 2023–2027 Events Strategy.

Aim

The Event Marketing Tasmania – Winter 2024 Edition program will offer grant funding to the organisers of events in Tasmania to increase interstate visitation to their event within the period of April to September 2024.

The program seeks to support impactful marketing initiatives that effectively promote and attract audiences to events over the 2024 winter period in Tasmania.

1. Eligibility criteria

For queries about the eligibility criteria, contact Events Tasmania by emailing info@eventstasmania.com or by telephone on 03 6165 5022.

Applicants must supply documentation to support their eligibility claims, as part of the application process, or as part of an audit process. Information supplied by applicants may be subject to authenticity checks using third-party software.

To be eligible for a grant, an applicant must meet all the eligibility criteria outlined below and will be required to supply evidence in support of their application.

The grant program will remain open until 1 May 2024 or until the available funding has been fully allocated – whichever occurs first.

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

To be eligible for the grant, applicants must:

- 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).

2. Ineligible applicants

Applications will not be accepted from:

1. State and Australian Government entities.
2. Organisations that are delivering events outside of the period 1 April – 30 September 2024.
3. Any organisation/business that is trading insolvent, under external administration or bankruptcy.
4. Any organisation/business that submits an application without the required supporting evidence.
5. Conferences, conventions, symposiums, trade fairs, fundraising events, expos, concert series, touring shows, and events that are primarily a showcase for stallholders to demonstrate, promote or sell services or products.

This funding program does not support marketing activities applicable to general business activities.

Marketing activities must clearly relate to an event outside of any core business activities unless the core business consists of producing events.

If your event already receives Events Tasmania funding through a Major Event Partnership or you have received a 2024 Event Marketing Tasmania grant, you are not eligible for funding from the grant program.

3. Assessment criteria

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

Typically, applicants will be notified of the outcome of their application within 10 working days following the submission date.

Applicants are strongly encouraged to provide comprehensive details in their application, specifically highlighting the event strategies for targeting interstate visitors.

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.
- how the grant allocation request will enhance marketing of the event.

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).

Applications will be assessed based on the quality of information provided in response to the above. Please ensure all information is included when submitting the application.

Eligible applicants can apply for a grant between \$5,000 and \$10,000, specifically designated to their interstate marketing activities that targets visitors from outside Tasmania.

Applicants should align their chosen funding level with their event-specific needs and objectives.

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

4. Timeframes

Description	Date/time
<i>Grant Guidelines published</i>	<i>30 January 2024 10:00am</i>
<i>Program opens</i>	<i>13 February 2024 2:00 pm</i>
<i>Program closes</i>	<i>1 May 2024 2:00 pm</i>
<i>Applications assessed</i>	<i>In order of receipt of applications</i>
<i>Applications approved</i>	<i>Notification of grant outcomes will take up to two weeks from when the application is submitted</i>
<i>Applicants notified (estimated date)</i>	<i>Within two weeks of applying</i>
<i>Payment to successful applicants</i>	<i>Within two weeks of notification that an application has been approved</i>

During the assessment process Events Tasmania may, at its discretion, require further information to support or clarify an application. In the event that such supplementary information is deemed necessary, the applicant will be repositioned at the end of the queue of submitted applications.

All applicants will receive a notification on the progress of their application and, where possible, the outcome of the application with 10 working days following the submission.

5. Application process

The Department of State Growth uses an online grants management system called SmartyGrants. This system is easy to use and accessible via mobile phones, tablets, laptops and personal computers.

Applicants without internet access should contact Events Tasmania to discuss alternative methods for applying.

1. Applicants should read the guidelines carefully before starting an application. The application form is designed to help structure applicants' responses to the eligibility and assessment criteria.
2. This is a competitive, merit-based process. Meeting the eligibility criteria will not automatically result in a successful grant.
3. Following submission, if there is a request to change an application or provide further information to support it once it has been submitted, when resubmitted, the applicant will be repositioned at the end of the queue of submitted applications. Applicants should, therefore, ensure that all supporting documentation provided is accurate and is attached correctly when submitting.
4. Applicants should complete and lodge an application online via SmartyGrants from the Events Tasmania website www.eventstasmania.com.
5. Following the submission of the application via SmartyGrants, applicants will receive an automatic receipt of their application. This receipt will include details of the application and a unique application ID.
6. Applications will be assessed from a pool of assessors sourced from within the Department of State Growth. Information supplied by applicants may be subject to authenticity checks using third-party software prior to being submitted to the assessment team or panel.
7. Applicants will be advised of the outcome of their application once considered by the panel.

6. Appealing a decision

The appeals process is designed to ensure that all applicants have been treated fairly and consistently in applying for Department of State Growth grants. Events Tasmania will consider appeals relating to administrative process issues in grants management.

All requests must be in writing and should be addressed to the Director of Events Tasmania.

Your request must be received within 28 days from the date of Events Tasmania notifying you of the decision about your application.

7. Grant payments

Successful applicants will be asked for their bank account details to process grant payments. This bank account must be in the same name as the individual, business or organisation that applied for the grant. Applicants may be asked to provide a copy of their bank statement or a letter from their bank to confirm their bank account details.

Providing incorrect bank account details may result in funds being paid to an incorrect account. These funds will need to be returned to us before we attempt another grant payment. This process may result in significant delays in funding being received. Additionally, we cannot guarantee that funds paid to an incorrect bank account will be returned to us.

If a grant recipient:

- does not complete the activities or tasks required under the funding agreement; or
- does not use any or all of the funding provided.

the recipient will be required to return some or all of the funds to Events Tasmania.

Similarly, if:

- the information provided to us is found to be false or misleading; or
- the recipient's situation changes in a way that prevents completion of the agreed project.

the recipient will be required to return some or all of the funds to Events Tasmania.

8. Taxation and financial implications

Grants distributed under the program attract GST. Grant payments to successful applicants, who are registered for GST, are increased to compensate for the amount of GST payable. Where GST applies to the grant funding, a valid tax invoice must be supplied by the successful applicant to the department.

The receipt of funding from this program may be treated as income by the Australian Taxation Office (ATO).

It is strongly recommended that, prior to submitting an application, potential applicants seek independent advice from a tax advisor, financial advisor and/or the ATO, about the possible tax implications for receiving the grant.

If you are an individual (not a business) or you do not have an Australian Business Number (ABN) you may be required to complete a 'Statement by a supplier not quoting an ABN'. Refer to the ATO website for more information:

www.ato.gov.au/forms/statement-by-a-supplier-not-quoting-an-abn/

Information on invoices can be found on our Business Tasmania website:

www.business.tas.gov.au/manage_a_business/invoices

9. Acquittal

An acquittal is a statement made by a grant recipient, confirming that the grant funding was used as per the funding agreement. Unless otherwise stated, it is a requirement that all Department of State Growth grants are acquitted.

9.1 How to acquit a grant

An acquittal form will be provided to recipients, asking for information about the activities and expenditure relating to the grant. Evidence such as quotations, invoices, receipts, statements, reports and so on., are also required to support the acquittal.

Events Tasmania may ask recipients to provide a Statement of Expenditure certified by an independent, professional auditor. In this situation

the recipient will be responsible for the cost of obtaining the certified Statement of Expenditure.

9.2 Failure to complete an acquittal

Failure to lodge a valid acquittal by the due date will result in the recipient being required to return the funding to Events Tasmania. In this situation, Events Tasmania will invoice the recipient.

10. Administration & contact details

The program will be administered by Events Tasmania on behalf of the Crown in the Right of Tasmania. Contact info@eventstasmania.com or phone 03 6165 5022.

10.1 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 Events Tasmania.

11. Publicity of grant assistance

Events Tasmania disburses public funds and is therefore accountable for the distribution of those funds. As part of the accountability process, Events Tasmania may publicise the level of financial assistance, the identity of the recipient, the purpose of the financial assistance and any other details considered by Events Tasmania to be appropriate.

12. Right to information

Information provided to Events Tasmania may be subject to disclosure in accordance with the *Right to Information Act 2009*.

13. Confidentiality

The Tasmanian Government may use and disclose the information provided by applicants for the purposes of discharging its respective functions under the Program Guidelines and otherwise for the purposes of the program and related uses.

Events Tasmania may also:

1. use information received in applications for any other departmental business.
2. use information received in applications and during the delivery of the project for reporting purposes.
3. use third-party software to review information received in applications to confirm its authenticity.

14. 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 Events Tasmania. A fee for this service may be charged.

15. 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.
- Please note that all obligations under the *Personal Information Protection Act 2004* (Tas) and the *Privacy Act 1988* (Cwlth) still apply.

16. Disclaimer

Although care has been taken in the preparation of this document, no warranty, express or implied, is given by the Crown in Right of Tasmania, as to the accuracy or completeness of the information it contains.

The Crown in Right of Tasmania accepts no responsibility for any loss or damage that may arise from anything contained in or omitted from or that may arise from the use of this document, and any person relying on this document and the information it contains does so at their own risk absolutely.

The Crown in Right of Tasmania does not accept liability or responsibility for any loss incurred by an applicant that are in any way related to the program.



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