

# REGIONAL FLAGSHIP EVENTS PROGRAM

The Regional Flagship Events Program identifies and supports events in Regional NSW that have the potential to act as 'cornerstone', or Flagship, tourism events for their area by attracting overnight visitation and delivering long term benefits to their region.

Since it was established in 1997, the Regional Flagship Events Program has supported 271 individual events across Regional NSW.

On 6 July 2016, the NSW Government announced that the Regional Flagship Events Program would be expanded to include two new funds in addition to the existing marketing support fund. The name "Regional Flagship Events Program" will remain as the umbrella title under which the three funds will sit as follows:

- **Incubator Event Fund**
- **Flagship Event Fund**  
(formerly known as Regional Flagship Events Program)
- **Event Development Fund**

The three funds of the Regional Flagship Events Program are open to events held in the six Destination Network regions that meet the relevant eligibility criteria. The six Destination Networks are:

- **Destination Riverina Murray**
- **Destination Southern NSW** (including the Snowy Mountains and Far South Coast)
- **Destination North Coast** (including Lord Howe Island)
- **Destination Country & Outback NSW**
- **Destination Sydney Surrounds North** (including the Blue Mountains, Central Coast, Hunter, Penrith and Hawkesbury)
- **Destination Sydney Surrounds South** (including the Southern Highlands, Wollongong and Shoalhaven)

For full details about the three funds, please see the pages that follow in this fact sheet.

## MORE INFORMATION

Full terms and conditions for each of the three funds within the Regional Flagship Events Program are available from Destination NSW. It is recommended that prospective applicants thoroughly read the terms and conditions prior to applying to ensure that their event meets the minimum requirements.

For further information visit:  
[www.destinationnsw.com.au/regionalflagship](http://www.destinationnsw.com.au/regionalflagship)

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## INCUBATOR EVENT FUND

The new Incubator Event Fund offers seed funding to events in Regional NSW to support their first and second years of activity. The fund supports innovative events that demonstrate sound organisational planning, have a unique alignment with the character and culture of their local region and which can demonstrate a broad appeal likely to promote tourism and attract overnight visitation.

The Incubator Event Fund offers one-off annual grants of up to \$20,000 (excl. GST) to events in Regional NSW to support costs including but not limited to temporary event infrastructure; venue hire; marketing and promotions; marketing, PR and digital consultancies; brand design and development; and attendee research.

The Incubator Event Fund is allocated in two rounds per year as follows:

- **Round 1** – for events held in January–June
- **Round 2** – for events held in July to December

To be eligible for funding an event must have its first or second event during the application year and must align strongly with the following fund criteria:

### KEY CRITERIA:

- Have a sound basis for the event concept that aligns with the character and culture of the local area.
- Demonstrate a strong appeal to audiences beyond its local area.
- Have a clear event plan detailing the event structure, operational processes and risk management.
- Have a well-structured and organised event management committee with appropriate skills to deliver and market the event.

### SECONDARY CRITERIA:

- Complement the event landscape for the area.
- Have clear strategies for raising awareness of the event outside of its local area.
- Demonstrate sound financial management in budget planning
- Have strategies for measuring visitation and the visitor experience
- Have the strong support of the local Council
- Take place outside the peak tourism period for the area

To apply to the Incubator Event Fund events must submit a single application form through Destination NSW's online application platform responding to a series of questions that align with the fund criteria.

Applications for each round of the Incubator Event Fund will only be open for a limited period. For more information and to be added to the mailing list to receive notification that each round has opened, please email [rfep.admin@dnsw.com.au](mailto:rfep.admin@dnsw.com.au).

## FLAGSHIP EVENT FUND

The Flagship Event Fund (formerly known as the Regional Flagship Events Program) identifies and assists the development of events that contribute to the unique character and culture of the tourism regions of NSW and can demonstrate that they attract overnight visitation.

The Flagship Event Fund offers grants specifically to support marketing activities aimed at increasing visibility and attracting visitation to the event from outside its immediate area.

Flagship Event Fund grants are only available to events that have been running for more than 2 years, that is, which are being held for the third or more time in the application year.

The Flagship Event Fund offers the following grants;

- **Annual grant** – \$20,000 (excl. GST).
- **Triennial grant** – \$27,500 (excl. GST) per annum for three years. In addition, Destination NSW will provide \$2,500 (excl. GST) per annum in value-in-kind research services to deliver robust visitation assessments using a consistent methodology.

A single event may receive an Annual grant a maximum of three times and a Triennial grant only once. An event will only be considered for a Triennial grant once it has received three Annual grants.

There are two stages to the application process for the Flagship Event Fund:

- **Stage One** – Expression of Interest (EOI), a short form application that addresses the criteria; and
- **Stage Two** – Full Application, a long form application that requires robust data and supporting information.

All EOIs and full applications must be submitted through Destination NSW's online application platform during the application period.

Only events that sufficiently meet the criteria in Stage One will be invited to proceed to Stage Two.

To be eligible for funding from the Flagship Event Fund, an event must meet the following fund criteria:

### KEY CRITERIA:

- Define the character and culture of the local area.
- Attract overnight visitors from outside the event's immediate Local Government Area.
- Have a well-developed marketing plan aimed at delivering audience growth with defined target audiences and measurable objectives.
- Demonstrate clear strategies for measuring and evaluating visitation and the visitor experience.

### SECONDARY CRITERIA:

- Contribute to local and/or regional tourism strategies and align with the relevant Destination Management Plan.
- Demonstrate an engagement with the local tourism industry to build partnerships that drive visitation.
- Demonstrate sound financial management and have a well-structured and organised event management committee with access to operational and marketing expertise.
- Have the support of the local Council
- Have a capacity to grow and be sustainable without Government funding.
- Take place outside the peak tourism period for the area.

Expressions of Interest for Flagship Event Fund will only be open for a limited period. For more information and to be added to the mailing list to receive notification that the fund has opened, please email [rfep.admin@dnsw.com.au](mailto:rfep.admin@dnsw.com.au).

## EVENT DEVELOPMENT FUND

The new Event Development Fund supports events that have already received the maximum funding permitted through the Flagship Event Fund (or former Regional Flagship Events Program) and can present a comprehensive strategy for future growth that includes the continued development of its tourism potential to drive overnight visitation to the event.

The Event Development Fund will offer one-off grants of up to \$50,000 (excl. GST) to support key strategic growth initiatives that will have a direct impact on increasing overnight visitation to the event. A clear strategic rationale will be required for all initiatives together with a justification for the amount requested.

To be eligible to receive funding from the Event Development Fund, an event must have received triennial funding through the Flagship Event Fund or former Regional Flagship Event Program and must meet the following fund criteria:

### KEY CRITERIA:

- Have achieved a high profile as a key event in its region.
- Have a long-term strategic plan that identifies the event's potential to continue to grow overnight visitation.
- Have clearly defined, sustainable initiatives and achievable milestones for achieving visitation growth.
- Have well-developed and collaborative relationships with the local and regional tourism industry that drive positive outcomes for the event.

### SECONDARY CRITERIA:

- Is able to offer appropriate levels of accommodation and services to event visitors to sustain its growth projections.
- Have an organisational structure with demonstrated success in event delivery, particularly in operations, marketing, communications, finance and risk management.
- Have a proven marketing strategy that achieves measurable outcomes in driving overnight visitation from outside the event's immediate area.
- Have a rigorous approach to measuring audiences, overnight visitation and event experience with an emphasis on accuracy.
- Have the strong support of the local Council, including financial and in-kind investment.

Applications to the Event Development Fund are open year-round but must be submitted a minimum of 6 months before the next event and in sufficient time to deliver the initiative the funding is being applied for.

Applications to the Event Development Fund must be in the form of a proposal document that addresses the fund criteria. For more information about the fund and the application process, please email [rfep.admin@dnsw.com.au](mailto:rfep.admin@dnsw.com.au).