

FLAGSHIP EVENT FUND 2020

The Flagship Event Fund supports events held in Regional NSW that have been running for more than two years and offers grants specifically to support marketing activities aimed at increasing visibility and attracting visitation to the event from outside its local area.

The Flagship Event Fund 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 two grants:

- Annual grants of \$20,000 (excl. GST); or
- Triennial grants of \$27,500 (excl. GST) plus \$2,500 (excl. GST) in value-in-kind research services per year, guaranteed for three years

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.

Grants from the 2020 Flagship Event Fund are offered to events being held between 1 May and 31 December 2020 and will be distributed in a single application round. Events being held in January, February, March and April 2020 are not eligible for Flagship Event Funding in 2020.

Application to the Flagship Event Fund is a single-stage process consisting of an online application form responding to a series of questions that address the fund criteria. Strong applications require robust data and supporting information.

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 Plans.
- Demonstrate engagement with the local tourism industry with a view to building partnerships that drive visitation.
- Have a well-structured and organised event management committee or company with access to operational and marketing expertise and the ability to handle issues such as public liability and insurance matters. The event must demonstrate that it has adequate public liability insurance and other relevant insurance cover.
- Have the support of the local Council.
- Demonstrate sound financial management and the ability to budget appropriately.
- Have a capacity to grow and be sustainable without Government funding.
- Take place outside the peak tourism period for the area, i.e. during the off-peak or shoulder seasons.

Applications for grants from the Flagship Event Fund must be submitted through Destination NSW's online application platform during the application period. Applications are not accepted outside of the advertised application period.

For more information, visit www.destinationnsw.com.au/ref or contact:

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