



Royalties for Regions – Regional Events Program

EVENTSCORP EVALUATION CRITERIA AND ROYALTIES FOR REGIONS OBJECTIVES

Eventscorp analyses each event opportunity to determine whether it meets the Eventscorp criteria for funding. When making a formal application for funding, the applicant is requested to provide the following information to Eventscorp.

Economic impact

The estimated economic impact for an event incorporates the anticipated number of interstate and international participants, spectators, support teams and others, the length of their stay and their estimated daily expenditure.

Where possible, previous events are analysed to obtain verification of potential numbers. Where an event is being held for the first time, a credible estimate of its potential economic impact is gauged through discussions with the applicant and other sources.

Media impact

The media plays a significant role in creating awareness of Western Australia as a tourist destination. Events can promote Western Australia as an attractive tourist destination using video tourism postcards, signage and the visual landscape of the event. In leveraging events, Eventscorp seeks to incorporate these features in the television broadcast. Frequently, the host broadcaster welcomes the opportunity to incorporate images of the State in order to add another dimension to the event coverage.

Eventscorp seeks information on the extent of the television broadcast into Western Australia's active, emerging and major markets. Markets include; Singapore, Malaysia, Domestic, United Kingdom, Germany, New Zealand, United States of America, Japan, Korea, China, South Africa, Indonesia, Gulf Countries and India.

An event which provides significant television coverage in Western Australia's priority and developing markets and which features tourism postcards and signage, will receive favourable consideration under this criterion.

If TV coverage is not relevant to the event opportunity, extensive other media coverage should be demonstrated ie online, print etc.

Royalties for Regions Objectives

Royalties for Regions is a long-term vision for Western Australia, one that recognises that the sustainable development of regional Western Australia is vital to the State's future.

It is a plan for the whole of Western Australia, with a focus on building communities in regional areas through six policy objectives:

- Building capacity in regional communities
- Retaining benefits in regional communities
- Improving services to regional communities

- Attaining sustainability
- Expanding opportunity
- Growing prosperity

Provide information on how the event is able to meet the Royalties for Regions policy objectives above.

Community involvement

Events are assessed on their potential to involve the local and larger communities in the event or in surrounding support activities. The more community involvement an event can create the more favorable the consideration.

Tourism activity

The tourism calendar in Western Australia consists of high, shoulder and low periods. During the high period, hotels are full, tourist attractions are frequently visited and tourist operators are generally busy.

The opposite occurs during the low period. Under this criterion, an event staged in a low season (such as July), is often more attractive than an event staged in a high season (such as September).

Brand

Eventscorp assesses events and its alignment with the current Tourism WA brand -"Experience Extraordinary" and/or showcases unique aspects of Western Australia. For details on the "Experience Extraordinary" brand -see [www.tourism.gov.au/Experience Extraordinary](http://www.tourism.gov.au/Experience%20Extraordinary)

Prestige

Measurement of an event's prestige is based on the status of Competitors/performers/artists/participants, sponsors and the media, the involvement of international sports federations and the numbers of spectators.

Event frequency

Eventscorp develops a program of regular events to ensure that cost savings are made on bidding and marketing. An event staged on a regular basis (for example, each year) will receive a favourable assessment under this criterion.

Private sector investment

The percentage of the event budget provided by the non-government sector is an important consideration when analysing events. The greater the revenue percentage provided by the private sector, the more favourable the assessment under this criterion.

Funding

Eventscorp is allocated a maximum level of funding each year. Sometimes, Eventscorp is faced with an event which may match the criteria but for which there are insufficient funds.

If funding is available then the process for considering the event proposal will continue. If there are insufficient funds, the applicant will be advised that, although an initial analysis justifies further

consideration, Eventscorp's inability to fund the event prohibits the process going any further. Should funds become available, then the analysis will continue.

A developmental approach

When Eventscorp analyses an event, it sometimes finds that it initially falls short of the criteria but has the potential to satisfy the criteria at a future date. In this situation, Eventscorp may conclude that the event is worth supporting throughout its development.

Risk

Events involve risk. The greater the potential risk, the more intense the analysis of that risk. Risk analysis will cover; revenue raising, the potential to cover losses, management expertise, the potential for injury, event cancellation and terrorism.

Diversifies events calendar

Eventscorp looks to sponsor a range of unique events that presents the community and visitors with a diverse calendar of events from sporting events to arts, cultural and community events that are staged in as wide a range of regions as is practical.

Other criteria

Other criteria may also be relevant including:

- Does the event build equity in Western Australia?
- Is the event Western Australian owned?
- Is the event exclusive to Western Australia? and
- Can the event be managed in Western Australia?