

Major Events Funding Criteria

1. 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 independent sources.

2. Media impact

The media plays a significant role in creating awareness of WA as a tourist destination. Events can promote WA as an attractive tourist destination using video tourism postcards, signage and the visual landscape of the event. In leveraging events, the Events division at Tourism WA 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.

The Events division seeks information on the extent of the television broadcast into WA's active, emerging and major markets. Markets include; Singapore, Malaysia, Domestic, United Kingdom, Germany, New Zealand, United States of America, Japan, China and Indonesia.

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

3. Event frequency

The Events division at Tourism WA 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.

4. 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.

5. Funding

Events at Tourism WA are allocated a maximum level of funding each year. Sometimes, an event which matches the criteria is presented but 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, Events' inability to fund the event prohibits the

process going any further. Should funds become available, then the analysis will continue.

6. Tourism activity

The tourism calendar in WA 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).

7. 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.

8. Brand

The Events division at Tourism WA assesses an event, its alignment with the current Tourism WA brand 'Experience Extraordinary' and/or how the event showcases unique aspects of Western Australia.

9. A developmental approach

When the Events division at Tourism WA 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, the Events division may conclude that the event is worth supporting throughout its development.

10. Community involvement

Events are assessed by the Events division at Tourism WA on their potential to involve the local and larger communities in the event or in surrounding support activities.

11. 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.

12. Diversifies events calendar

The Events division at Tourism WA 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.

13. Other criteria

- Does the event build equity in WA?;
- Is the event WA owned?;
- Is the event exclusive to WA?; and
- Can the event be managed in WA?