

Royalties for Regions – Regional Events Program

1. Economic impact

The estimated economic impact for an event incorporates the anticipated number of intrastate, 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.

Tourism WA uses direct in-scope expenditure as the methodology for estimating and measuring economic impact. As such, any inflows and outflows need to be considered in the calculation of economic impact. Multipliers are not used.

2. 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, the Events Division at Tourism WA seeks to incorporate these features in the television or online broadcasts. Frequently, the production company or host broadcaster welcomes the opportunity to incorporate images of the State in order to add another dimension to the event coverage.

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

An event which provides significant television or online coverage in Western Australia's priority and developing markets and which features tourism postcards, visual landscape, graphics 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.

3. Royalties for Regions Objectives

The Department of Primary Industries and Regional Development ensures Western Australia's primary industries and regions are key contributors to the government's agenda for economic growth and diversification, job creation, strong communities and better places. The department works collaboratively across all portfolios of government (state and local), multiple industries and not-for-profits in the development and delivery of regional programs and services, including under Royalties for Regions. In accordance with the Royalties for Regions Act 2009, funding is provided to support the development of infrastructure and services that develop and broaden the economic base of regional WA, with a particular focus on maximising job creation and improving career opportunities.

The Royalties for Regions program continues to deliver benefits to regional communities through:

- Jobs growth;
- Economic growth; and
- Capable people.

Provide information on how the event is able to meet the objectives above.

4. 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.

5. 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.

6. Funding

The Events Division at Tourism WA is 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 if 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.

7. 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 favourable the consideration.

8. Tourism activity

The tourism calendar in Western Australia consists of high, shoulder and low periods. During the high period, hotels are busy, 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, is often more attractive than an event staged in a high season. Events that expand into weekdays are also a positive.

9. 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.

10. Brand

The Events Division at Tourism WA assesses events and its alignment with the current Tourism WA brand and/or showcases unique aspects of Western Australia.

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, culinary and community events that are staged in as wide a range of regions as is practical.

13. 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?
- Can the event be managed in Western Australia?