

# 2024-25 Regional Events Scheme Application

## Form Preview

### Information and Eligibility

\* indicates a required field

#### Welcome to the 2024-25 Regional Events Scheme online application.

Before commencing your application;

- Read the [2024-25 Regional Events Scheme Guidelines](#) in full to understand what is involved in submitting the application and what is involved if your application is successful.
- Download the [2024-25 Event Budget Template](#) to complete and upload the completed budget in the Financial Management section of the online application.
- Preview the application form to understand the length of the application.
- You may begin anywhere in this application form.
- Save your application as you go.
- Explain any acronyms you use within the application.
- Applications close **5pm AWST Tuesday, 17 October 2023**.
- For queries about the Regional Events Scheme please contact us and quote your submission number; (08) 9262 1780 or by email: [regionalevents@westernaustralia.com](mailto:regionalevents@westernaustralia.com)
- For assistance using this form, download the [Help Guide for Applicants](#) or refer to [Applicant Frequently Asked Questions \(FAQ's\)](#)

#### I the applicant confirm the following: \*

- I have read and understood the 2024-25 Regional Events Scheme Guidelines;
- I understand incomplete applications and/or applications received after the closing date (5pm AWST Tuesday, 17 October 2023) will not be considered; and
- I understand that if the application is successful, a sponsorship agreement (contract) will be prepared by Tourism WA for the purpose of detailing the obligations of both parties - the recipient of funding and Tourism WA. Both parties will be required to sign the contract and funding will be distributed according to the contract conditions. Funds will not be available until the contract is signed, funding milestones are met, conditions are adhered to and a relevant tax invoice is received.

### Privacy Notice

We pledge to respect and uphold your rights to privacy protection under the **Australian Privacy Principles (APPs)** as established under the **Privacy Act 1988** and amended by the **Privacy Amendment (Enhancing Privacy Protection) Act 2012**.

To view our privacy statement please [click here](#).

### Applicant Details

\* indicates a required field

# 2024-25 Regional Events Scheme Application

## Form Preview

### Event Name \*

Name of the event.

### Name of Organisation Applying for Funding \*

Organisation Name

The organisation that will enter into a contract with Tourism WA if the application is successful.

### Name of Event Holder (if different from organisation applying for funding)

### Organisation Contact \*

Title First Name Last Name

<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------

### Position \*

i.e. CEO, Event Manager, Business Development Manager, Treasurer etc.

### Is this the primary contact person for all funding correspondence? \*

- Yes  
 No

### Organisation Contact Number \*

Must be an Australian phone number.  
Area code required.

### Organisation Email \*

Must be an email address.

### Event Website \*

Must be a URL.  
Include the Facebook page if you do not have an event website.

### Organisation Postal Address (PO Box Preferred) \*

Address

<input type="text"/>
<input type="text"/>

Address Line 1, Suburb/Town, State/Province, Postcode, and Country are required.  
PO Box must be entered manually.

### Organisation ABN \*

# 2024-25 Regional Events Scheme Application

## Form Preview

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	<a href="#">More information</a>
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN.

To find your ABN click [here](#). If the applicant does not provide proof of an Australian Business Number (ABN) or meet one (1) of the criteria contained in the Australian Taxation Office Statement by a [Supplier form](#), the application will be ineligible.

## Primary Contact Person

Please list the contact person for the application if different from above.

### Contact Person

Title	First Name	Last Name
<input type="text"/>	<input type="text"/>	<input type="text"/>

### Position

i.e. CEO, Event Manager, Business Development Manager, Treasurer etc.

### Phone Number

Must be an Australian phone number.  
Area code required.

### Email

Must be an email address.

### Postal Address

Address

# 2024-25 Regional Events Scheme Application

## Form Preview

### Key Event Details

\* indicates a required field

#### Event Category \*

- Art and Cultural
- Culinary
- Music
- Sport and Recreation
- Other:

Please select the category your event aligns with most.

#### Event Start Date \*

Must be a date and between 1/7/2024 and 30/6/2025.

#### Event Finish Date \*

Must be a date and between 1/7/2024 and 30/6/2025.

#### Event Frequency \*

- Annual
- One-off

How often is the event held.

#### Event Inauguration Year \*

What year was the event first held in.

#### Event Location i.e. venue, city, town \*

**Please explain your rationale for the event timing and its alignment with the tourism season in the region? (Events that attract visitors during the shoulder and low seasons have a greater tourism impact on the region and will be considered more competitive). \***

Must be no more than 50 words.

**To be eligible for funding, the event must be held within regional Western Australia. Which of the nine Regional Development Commissions (RDC) is the event held in: (if you are unsure see map below) \***

# 2024-25 Regional Events Scheme Application

## Form Preview

- Gascoyne
- Goldfields - Esperance
- Great Southern
- Kimberley
- Mid West
- Peel
- Pilbara
- South West
- Wheatbelt

See [map](#).

### Which Regional Tourism Organisation (RTO) is the event held in:

- Australia's Coral Coast
- Australia's Golden Outback
- Australia's North West
- Australia's South West
- Destination Perth

See [map](#)

## Event Description and Objectives

**Event Description. Please include an overview of the event and the proposed day to day program. \***

Word count:

Must be no more than 200 words.

**Event Objectives. \***

Word count:

Must be no more than 100 words.

**If the event has previously occurred, please list any new activities or initiatives that are part of the proposed 2024/25 event program.**

Word count:

Must be no more than 200 words.

## Points of difference

\* indicates a required field

Events will be more competitive if they:

- Have a major draw card, for example an ambassador, sporting personality, award winning artist;

# 2024-25 Regional Events Scheme Application

## Form Preview

- Are part of a state or national championships;
- Have a unique aspect that cannot be experienced anywhere else in Western Australia/ Australia;
- Showcase the unique characteristics of the town and/or region; and/or,
- Improve the vibrancy and vitality of the State.

**Please provide comments on the unique elements of your event. \***

Word count:

Must be no more than 150 words.

## Event Management Structure

**\* indicates a required field**

**Are you a local organisation based within the region the event is held? \***

- Yes  
 No

**Provide a brief description of the organisation. i.e. function, purpose and goals. \***

Word count:

Must be no more than 100 words.

**Describe the event management structure in place, the type of staff involved in the event and the roles they undertake. eg. overview of staff (permanent/casual), number of volunteers, board structure. \***

Word count:

Must be no more than 100 words.

**Are there any events within your program that are not managed by the organisation applying for funding? i.e. Any other entity, service, venue, business that will be utilising your event brand. \***

- Yes  
 No

**If so, please describe how your organisation will manage these separate events? \***

Word count:

Must be no more than 150 words.

# 2024-25 Regional Events Scheme Application

## Form Preview

### Funding Request

\* indicates a required field

- To be eligible for multi-year funding the event **must** have been sponsored previously through RES or RAES.
- If you are applying for **multi-year funding** and/or requesting **\$20,000 or more** per annum, you are required to complete the **Three Year Strategic Outline** section.
- One off events do not need to complete the Three Year Strategic Outline section.

**Are you applying for funding through the Regional Events Scheme (RES) or through the Regional Aboriginal Events Scheme (RAES)? \***

- RES  
 RAES

Please note that all RAES applications will be considered against both the RES and RAES criteria and only a single application is required. Please read the [Guidelines](#) for RAES eligibility.

**Are you requesting? \***

- Under \$20,000  
 \$20,000 or more

**Has your event previously received Tourism WA funding? \***

- Yes  
 No

**Please detail previous Tourism WA funding including year(s) and amount(s). \***

**How many years are you requesting funding for? \***

- One year  
 Two years  
 Three years

### RES Funding Request

**Applicants must be able to demonstrate a sustainable event budget which is supported by a balanced income stream.**

**It is recommended that applicants ensure the funding amount requested is proportionate in relation to the total event budget.**

**The funding request must be a whole dollar amount (no cents), between \$5,000 and \$40,000.**

### Year 1 Funding Request

# 2024-25 Regional Events Scheme Application

## Form Preview

### Year 1 Funding Request. \*

\$

### Year 2 Funding Request

#### Year 2 Funding Request \*

\$

#### Year 2 Event Start Date \*

Must be a date and between 1/7/2025 and 30/6/2026.

#### Year 2 Event Finish Date \*

Must be a date and between 1/7/2025 and 30/6/2026.

### Year 3 Funding Request

#### Year 3 Funding Request \*

\$

#### Year 3 Event Start Date \*

Must be a date and between 1/7/2026 and 30/6/2027.

#### Year 3 Event Finish Date \*

Must be a date and between 1/7/2026 and 30/6/2027.

### Use of Funding

**Proposed Use of Funds. Include details of where the funding will be allocated and how it will be used to deliver tourism outcomes for your event? (e.g. marketing/promotions, artist(s) or headline act(s) and venues). \***

Word count:

Must be no more than 150 words.

### Three-year Strategic Outline

\* indicates a required field

- **A strategic outline details the long term objectives and targets for the future growth of the event and describes how you aim to achieve the objectives.**
- Please ensure you detail how the Tourism WA funding will be used to maximise the event's development and tourism outcomes.
- You are required to complete this section as you are requesting \$20,000 or more per annum in funding; or you are requesting multi-year funding.
- Do **not** attach a copy of your own strategic outline as it will not be reviewed.
- Failure to complete this section will result in your application being deemed ineligible for funding.
- **Dot points of objectives and targets are sufficient.**

**Year 1 - List your key strategic objective/s, actions and specific target/measure/s.**

\*

# 2024-25 Regional Events Scheme Application

## Form Preview

Word count:

Must be no more than 150 words.

**Year 2 - List your key strategic objective/s, actions and specific target/measure/s.**

\*

Word count:

Must be no more than 150 words.

**Year 3 - List your key strategic objective/s, actions and specific target/measure/s.**

**Write \***

Word count:

Must be no more than 150 words.

Write N/A if not applicable.

## Regional Aboriginal Events Scheme (RAES)

\* indicates a required field

RAES Eligibility:

- More than 50% of your event programming must offer Aboriginal activities or experiences; and
- Must have the involvement of Aboriginal people in the leadership, coordination and delivery of the event program, which may also relate to performers, food and beverage offerings or the production and selling of merchandise.

Please refer to the [Guidelines](#). **Note:** *If your application is deemed successful however your full funding request has not been awarded, it is still a requirement that more than 50% of your event program must offer Aboriginal activities or experiences; and must have the involvement of Aboriginal people in the delivery of the event program.*

**Does more than 50% of your event program offer Aboriginal activities and experiences? \***

- Yes  
 No

**Does your event involve Aboriginal people in the leadership, coordination and delivery of the event program? \***

- Yes  
 No

**Describe the Aboriginal activities and experiences people will experience during your event. \***

# 2024-25 Regional Events Scheme Application

## Form Preview

Word count:

Must be no more than 150 words.

Note that at least 50% of the events experience MUST have an authentic Aboriginal focus.

**Is your event partially or fully Aboriginal owned or operated? \***

Word count:

Must be no more than 150 words.

Please state yes or no and describe.

**Outline the involvement of and roles for Aboriginal people in your event. eg. event management, delivery of activities, food, entertainment, merchandising etc. \***

Word count:

Must be no more than 250 words.

**How is your event providing direct interaction with the local Aboriginal people? \***

Word count:

Must be no more than 200 words.

If your application is INELIGIBLE for RAES it will be assessed under RES.

**RAES Eligibility:** If you are requesting funding through the RAES your event must offer both of the below:

- More than 50% of your event programming must offer Aboriginal activities or experiences; and
- Must have the involvement of Aboriginal people in the leadership, coordination and delivery of the event program, which may also relate to performers, food and beverage offerings or the production and selling of merchandise.

## Attendance

\* indicates a required field

The RES aims to support events that bring additional tourism income to regional communities by increasing expenditure and visitor numbers.

**Total attendance = local attendees + out of region visitors**

# 2024-25 Regional Events Scheme Application

## Form Preview

### Total Number of Attendees (Year 1)

- Repeat attendees can be included in the stated number (i.e. if the event is a two day event and you estimate 2,000 attendees per day, the total estimated attendance is 4,000 people).
- Enter '0' if not applicable.

<b>Spectators *</b>	<b>Competitors/Artists *</b>	<b>Event Staff *</b>	<b>TOTAL ATTENDANCE</b>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Must be a number.	Must be a number.	Must be a number.	This number/amount is calculated.

### Total Number of Attendees (Year 2)

<b>Spectators *</b>	<b>Competitors/Artists *</b>	<b>Event Staff *</b>	<b>TOTAL ATTENDANCE</b>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Must be a number.	Must be a number.	Must be a number.	This number/amount is calculated.

### Total Number of Attendees (Year 3)

<b>Spectators *</b>	<b>Competitors/Artists *</b>	<b>Event Staff *</b>	<b>TOTAL ATTENDANCE</b>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Must be a number.	Must be a number.	Must be a number.	This number/amount is calculated.

### Do the figures above include repeat attendees over multiple days? \*

- Yes  
 No

### How were these figures obtained? \*

- Surveys  
 Ticket sales  
 Participant feedback  
 Event holder estimates  
 Gate count  
 Other:

Please note, Tourism WA requires successful applicants to provide event specific reporting such as attendance and visitation figures

**Please outline any previous total attendance figures by year, and state whether they are approximate or actual. eg. 2016 - 2,550 approximate. Answer n/a if the event has not occurred before. \***

Word count:

Must be no more than 50 words.

# 2024-25 Regional Events Scheme Application

## Form Preview

### Economic Impact

\* indicates a required field

This refers to the anticipated number of visitors (spectators/competitors/support crew/artists/others) **travelling specifically to the region for the event**, their total length of stay and their estimated daily spend.

- **Events that attract visitors staying overnight and visitors from outside the local area travelling specifically to attend the event will be more highly regarded.**
- **Do not include;**
  - **local residents** attending the event;
  - **visitors who are already in town** on vacation who attend the event;
  - visitors attending multiple days of the event.
- Applicants requesting multi-year funding must provide projected visitor numbers for each year.
- Enter '0' if not applicable.

### Total Number of Visitors (Year One)

<b>Intrastate *</b> <input type="text"/> Must be a number. Visitors from outside the region	<b>Interstate *</b> <input type="text"/> Must be a number. Visitors from outside WA	<b>International *</b> <input type="text"/> Must be a number. Visitors from outside Australia	<b>Total *</b> <input type="text"/> This number/amount is calculated.
--	--	--	---

### Total Number of Visitors (Year Two)

<b>Intrastate *</b> <input type="text"/> Must be a number. Visitors from outside the region	<b>Interstate *</b> <input type="text"/> Must be a number. Visitors from outside WA	<b>International *</b> <input type="text"/> Must be a number. Visitors from outside Australia	<b>Total *</b> <input type="text"/> This number/amount is calculated.
--	--	--	---

### Total Number of Visitors (Year Three)

<b>Intrastate</b> <input type="text"/> Must be a number. Visitors from outside the region	<b>Interstate</b> <input type="text"/> Must be a number. Visitors from outside WA	<b>International</b> <input type="text"/> Must be a number. Visitors from outside Australia	<b>Total</b> <input type="text"/> This number/amount is calculated.
--	--	--	---

### Economic Impact

<b>Estimated average nights of stay for visitors *</b> <input type="text"/> Must be a number.	<b>Estimated average daily spend for visitors. (accommodation, food, activities etc.) *</b> \$ <input type="text"/>
---	--

# 2024-25 Regional Events Scheme Application

## Form Preview

Must be a whole dollar amount (no cents).

For more information on visitor nights and visitor expenditure please refer to [Tourism WA's Visitor Statistics](#).

### How were the economic impact figures obtained? \*

- Formal research
- Ticket sales
- Post code surveys
- Registrations/numbers
- Event holder estimates
- Other:

## Financial Management

\* indicates a required field

### 1 Applicants must complete the [2024-25 Event Budget Template](#) provided by Tourism WA.

2. Once completed please upload the event budget in the below section provided.

3. Please input your Cash Income total, Cash Expenditure total and In-kind contribution total from your budget into the Budget Totals section below as these figures do not upload automatically.

Please note:

- Provide a detailed budget including projections of cash income and expenditure.
- Events with diverse sponsorship and varied sources of income will be more competitive.
- Event budget is only required for Year One of the funding request.
- If you are having difficulty downloading the budget template, please ensure you temporarily enable 'pop ups' in your computer settings.

## 2024-25 Event Budget Upload

Must use the Tourism WA Event Budget Template

### Upload your event budget here \*

Attach a file:

## Budget Totals

Please input your Cash Income total, Cash Expenditure total and In-kind contribution total from your event budget template into the Budget Totals section below.

# 2024-25 Regional Events Scheme Application

## Form Preview

**Total Cash Income Amount \***

\$

Must be a dollar amount.

**Total Cash Expenditure Amount \***

\$

Must be a dollar amount.

**Cash Profit / Loss \***

\$

This number/amount is calculated.

**Total In-Kind \***

\$

Must be a dollar amount.

## Event Marketing

\* indicates a required field

### Marketing Activities

- All **PAID** or **IN-KIND** advertising that will be included in your Marketing Plan.
- Answer the questions below relevant to the marketing activities that you plan on undertaking for the event.
- **Marketing activity which targets intrastate, interstate and international visitors will be more competitive.**
- **Do not attach** a copy of your own marketing plan as it will not be reviewed.

### Local Marketing

Marketing activity to be undertaken within the region.

**Local Marketing Activities \***

- N/A
- Online Marketing (e.g. Website, e-Newsletters, adverts)
- Social Media Marketing (e.g. Facebook, Instagram, YouTube, Tiktok, Twitter)
- Press Marketing (e.g. Newspapers, magazines)
- Broadcast (e.g. TV, radio)
- Public Relations (e.g. Media releases, event launch, hosting journalist)
- Print Advertising (e.g. posters, program, banners, signage, billboard)
- Other:

Select all that apply.

**Please list specific local marketing activity for items selected and provide links where possible. Write N/A if not applicable. \***

Word count:

Must be no more than 150 words.

### Intrastate Marketing

Marketing activity to be undertaken that targets visitors outside the region and across WA.

**Intrastate Marketing Activities \***

- N/A
- Online Marketing (e.g. Website, e-Newsletters, adverts)
- Social Media Marketing (e.g. Facebook, Instagram, YouTube, Tiktok, Twitter)
- Press Marketing (e.g. Newspapers, magazines)
- Broadcast (e.g. TV, radio)
- Public Relations (e.g. Media releases, event launch, hosting journalist)
- Print Advertising (e.g. posters, program, banners, signage, billboard)
- Other:

Select all that apply.

**Please list specific intrastate marketing activity for items selected and provide links where possible. Write N/A if not applicable. \***

Must be no more than 150 words.

### Interstate Marketing

# 2024-25 Regional Events Scheme Application

## Form Preview

Marketing activity to be undertaken that targets visitors outside WA.

### Interstate Marketing Activities \*

- N/A
- Online Marketing (e.g. Website, e-Newsletters, adverts)
- Social Media Marketing (e.g. Facebook, Instagram, YouTube, Tiktok, Twitter)
- Press Marketing (e.g. Newspapers, magazines)
- Broadcast (e.g. TV, radio)
- Public Relations (e.g. Media releases, event launch, hosting journalist)
- Print Advertising (e.g. posters, program, banners, signage, billboard)
- Other:

Select all that apply.

Please list specific interstate marketing activity for items selected and provide links where possible. Write N/A if not applicable. \*

Must be no more than 150 words.

## International Marketing

Marketing activity to be undertaken that targets visitors outside Australia.

### International Marketing Activities \*

- N/A
- Online Marketing (e.g. Website, e-Newsletters, adverts)
- Social Media Marketing (e.g. Facebook, Instagram, YouTube, Tiktok, Twitter)
- Press Marketing (e.g. Newspapers, magazines)
- Broadcast (e.g. TV, radio)
- Public Relations (e.g. Media releases, event launch, hosting journalist)
- Print Advertising (e.g. posters, program, banners, signage, billboard)
- Other:

Select all that apply.

Please list specific international marketing activity for items selected and provide links where possible. Write N/A if not applicable. \*

Must be no more than 150 words.

**Are there any other marketing activities that were not mentioned above? \***

- Yes
- No

**Please describe. \***

Word count:

Must be no more than 150 words.

## Community Support

\* indicates a required field

- Events that demonstrate support from the local shire, Regional Tourism Organisation, visitor centre, key local businesses and any relevant stakeholders involved in the event will be more competitive.

**Is the event supported by: Select all that apply \***

- N/A
- Local businesses or organisations
- Local community groups
- Local government authorities
- Regional Tourism Organisations and Visitor Centres
- Regional Development Commissions
- Other

Please state other if applicable

**List the specific establishments and how the support is demonstrated. Please write N/A if the event does not receive any support. \***

Word count:

Must be no more than 200 words.

# 2024-25 Regional Events Scheme Application

## Form Preview

**Do you have relevant, current, signed letters of support provided? \***

- Yes
- No

### Letters of Support for the 2024-25 event

Please attach each letter of support on a separate line within this table. Use the '+' sign to add more lines to the table.

**Applications with signed letters of support will be more competitive.**

Letter of Support (who from)	Is this letter signed?	Attach Letter of Support
------------------------------	------------------------	--------------------------

--	--	--

## Regional Impact

\* indicates a required field

Royalties for Regions underpins the State Government's long-term commitment to developing Western Australia's regional areas into strong and vibrant regional communities that are desirable places to live and work by investing in programs that will deliver outcomes of:

1. Jobs Growth;
2. Economic Growth; and
3. Capable People

For further information, please visit: <https://www.wa.gov.au/organisation/department-of-primary-industries-and-regional-development/royalties-regions>

### **Note:**

- **At least one of the three questions below must be addressed.**
- **Write N/A in the field if you choose not to answer that question.**
- **Applications that meet all three Royalties for Regions objectives will be more competitive.**

**How will your event contribute to jobs growth within the region? \***

Word count:

Must be no more than 100 words.

**How will your event contribute to economic growth within the region? \***

Word count:

Must be no more than 100 words.

**How will your event contribute to building capable people within the region? \***

# 2024-25 Regional Events Scheme Application

## Form Preview

Must be no more than 100 words.

**Have you addressed at least one of the Royalties for Regions objectives? \***

Yes

## Sponsorship Agreement Requirements

\* indicates a required field

### Risk Management Plan

If the application is successful, the following requirements (amongst others) will be detailed in the Sponsorship Agreement and milestone payments will be subject to these being met:

- Supplying a Risk Management Plan which adopts the Australian standard for risk management AS ISO 31000:2018; and
- Please note, Tourism WA engages a risk management specialist to conduct a high-level review of risk management plans supplied by successful applicants. Applicants will receive feedback on the risk management process undertaken for their event.

### Certificates of Insurance

If successful for funding current Certificates of Currency will need to be provided for;

- **Public Liability - \$20m**
- **Worker's Compensation - \$50m** *(required if the event employs paid workers)*
- **Personal Accident Insurance for Volunteers** *(required if volunteers work on the event)*

If the applicant is not the primary event holder and has a marketing/promotion role or does not directly manage all event activities, it is important to ensure that all events being marketed or promoted have appropriate risk management procedures and insurance in place. This requirement applies if the funding application is successful.

### Disability Access and Inclusion

**If the application is successful for funding, the event holder must use best endeavours to ensure that there are sufficient facilities for persons with disabilities to attend and maximize their enjoyment of the event; \***

Yes, I understand the above three requirements for successful applicants.

## Disclaimer

\* indicates a required field

# 2024-25 Regional Events Scheme Application

## Form Preview

**I can confirm that the information provided in this application and in any attached documents is true and correct, and that the application has been submitted with the full knowledge and agreement of the organisation. \***

Yes