



Daryl Maguire MP

Member for Wagga Wagga

PRESS RELEASE

Friday, 11 August 2017

2018 FLAGSHIP EVENT FUND NOW OPEN FOR EVENTS IN WAGGA ELECTORATE

Event organisers in the Wagga Wagga electorate are being encouraged to apply for grants under the NSW Government's 2018 Flagship Event Fund, with expressions of interest open from today.

Member for Wagga Wagga, Daryl Maguire MP said the Fund will offer successful applicants a one-off annual grant of \$20,000 or a triennial grant of \$27,500 per year for three years.

"I am delighted to announce that expressions of interest for the 2018 Flagship Event Fund are now open, providing events that have been running for more than two years with funding support for marketing activities aimed at driving overnight visitation," Mr Maguire said.

"Our communities have so many wonderful stories to tell and events not only help boost our local economies but take visitors on an incredible journey, whether it's showcasing our fantastic producers, artists, craftspeople, sportspeople or musicians."

NSW Minister for Tourism and Major Events Adam Marshall said the Fund, which is managed by the State's tourism and major events agency, Destination NSW, is part of the Government's record spend in rural and regional tourism.

"The NSW Government has committed \$43 million over four years to attract more visitors to experience our wonderful rural and regional destinations and events," Mr Marshall said.

"This Fund is part of our record investment in growing tourism across the State and represents rural and regional NSW at its best with local communities coming together to stage events, which are often a great reflection of the region's unique character and culture."

Expressions of Interest for the 2018 Flagship Event Fund are open until COB Friday 1 September 2017 and applicants whose expressions of interest sufficiently meet the criteria will be invited to submit a full application in October.

For further information on the 2018 Flagship Event Fund and to lodge an expression of interest visit <http://www.destinationnsw.com.au/rfep>

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FLAGSHIP EVENT FUND

The Flagship Event Fund (formerly known as the Regional Flagship Events Program) 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 grants specifically to support marketing activities aimed at increasing visibility and attracting visitation to the event from outside its immediate area.

Flagship Event Fund grants are only available to events that have been running for more than 2 years, that is, which are being held for the third or more time in the application year.

The Flagship Event Fund offers the following grants;

- **Annual grant** – \$20,000 (excl. GST).
- **Triennial grant** – \$27,500 (excl. GST) per annum for three years. In addition, Destination NSW will provide \$2,500 (excl. GST) per annum in value-in-kind research services to deliver robust visitation assessments using a consistent methodology.

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.

There are two stages to the application process for the Flagship Event Fund:

- **Stage One** – Expression of Interest (EOI), a short form application that addresses the criteria; and
- **Stage Two** – Full Application, a long form application that requires robust data and supporting information.

All EOIs and full applications must be submitted through Destination NSW's online application platform during the application period.

Only events that sufficiently meet the criteria in Stage One will be invited to proceed to Stage Two.

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 Plan.
- Demonstrate an engagement with the local tourism industry to build partnerships that drive visitation.
- Demonstrate sound financial management and have a well-structured and organised event management committee with access to operational and marketing expertise.
- Have the support of the local Council
- Have a capacity to grow and be sustainable without Government funding.
- Take place outside the peak tourism period for the area.

Expressions of Interest for Flagship Event Fund will only be open for a limited period. For more information and to be added to the mailing list to receive notification that the fund has opened, please email rfep.admin@dnsw.com.au.