

REGIONAL EVENTS FUND FREQUENTLY ASKED QUESTIONS

What is the Regional Events Fund?

The \$20 million Regional Events Fund is designed to support the attraction, development, marketing and growth of events in regional Victoria in order to:

- increase economic benefits by driving visitation from outside of the region and the State and extending length of stay and yield;
- showcase Victoria's key regional tourism strengths and build Victoria's reputation as an events destination; and
- develop a sustainable calendar of regional events.

What are the components of the Regional Events Fund?

Significant Regional Event Funding: The Regional Events Fund includes support for events of significant scale. These events will likely be of international and national significance. Organisations seeking funding as a *Significant Regional Event* are invited to contact Visit Victoria prior to submitting a proposal for consideration.

The Regional Events and Marketing Partnership Program (REMPP): The REMPP is a contestable program designed to support events of varying scale, that are identified as having the potential to drive economic and branding benefits to the host destination, region and the State.

The REMPP is segmented into three tiers in order to differentiate by size of event and support available. Details regarding each tier are available in the guidelines which can be downloaded from <http://corporate.visitvictoria.com/events/regional-events-fund>

Who can apply for grants under the Regional Events Fund?

Applications will be considered from a broad range of organisations including, private sector organisations, local governments, regional tourism organisations, industry groups, and not for profit organisations.

Notably, under the Regional Events Fund, only events held within the 11 campaign regions currently defined by Visit Victoria, are eligible for funding.

How do I apply for funding?

Guidelines detailing the application process are available at <http://corporate.visitvictoria.com/events/regional-events-fund>

It is important that you contact the relevant Regional Tourism Board at an early stage to discuss how your event aligns with regional strategies relating to the Visitor Economy Sector.

The initial assessment will be undertaken against program eligibility and assessment criteria in consultation with other relevant parts of the Victorian Government, including Regional Development Victoria, Creative Victoria and Sport and Recreation in the Department of Health and Human Services.

Do I require matching funds from local government?

Financial support beyond the state government including local government, regional and local tourism organisations and sporting, cultural, industry and community organisations will be favourably considered in the assessment of applications.

Can I apply if I have already secured funding through another state government funding program?

Events that are receiving funding from another state government funding source for the same outcomes will generally not be eligible for support through the Regional Events Fund. Applicants that have received funding or have an active application to another program, will be required to detail this support in the EOI and application.

Are the regional event programs previously available through Tourism Victoria continuing?

Event funding programs previously available for medium to small scale events through Tourism Victoria will continue to be administered by Visit Victoria as Tier 3 of the REMPP. The previous requirements regarding funding rounds and matching financial support have been amended to align with the requirements of the Regional Events Fund.

Who will administer the Regional Events Fund?

Visit Victoria and the Department of Economic Development, Jobs, Transport and Resources (DEDJTR) will administer the Regional Events Fund, which will include the contestable *Regional Events and Marketing Partnership Program*.

Where can I find more information on the Regional Events Fund?

Regional Event Fund Guidelines are available at <http://corporate.visitvictoria.com/events/regional-events-fund>

You can also email events@visitvictoria.com.au