

Destination NSW criteria for event funding...

Support for Events

A key role for Destination NSW is the provision of professional event expertise and financial assistance to event partners. The aim is to work in partnership with industry to develop the NSW Events Calendar that delivers both medium and long-term benefits to Sydney and NSW.

To be considered for support an event partner needs to make a formal submission to Destination NSW, which details the economic, strategic, marketing and community impacts of their proposed event.

Those seeking support should first read the seven key assessment criteria outlined below, and if the event meets one or more of the strategic criteria then work through our checklist before sending in a full submission. Working through the checklist will help you understand the assessment process.

[Event Checklist and Investment Application Form](#) (PDF 1.4MB)

IMPORTANT: All completed forms must be completed in Adobe Reader and submitted via email to event.development@dnsw.com.au

Making a Submission

In your submission you should specify the benefits the event will bring to the city and/or the state.

Regional event organisers should specify potential benefits for the host location.

Organisers of business events should go to businesseventssydney.com.au to find out about assistance programs for meetings, incentives, conventions and trade exhibitions.

Assessment Criteria

1. Economic Impact

This criterion relates to the ability of an event to bring new expenditure and/or future investment to NSW. The key factors that need to be addressed in demonstrating this impact are:

Number of anticipated participants: These are participants, spectators, officers and other visitors who will travel to the host location specifically for the event.

Average length of stay: The number of days and (if applicable) nights that participants will spend in the host destination.

Expenditure: Estimated average daily expenditure. Please note: Sydney event organisers should not include spends by intrastate visitors in their submissions.

If this is the first time that the event is to be held, Destination NSW teams will gauge potential economic impact through discussions with the event organiser and comparisons with events of a similar nature.

If the event has been held before, previous performance data will be used to assess potential impact.

2. Strategic and Marketing Impact

This refers to the event's effectiveness in driving marketing outcomes for Sydney and NSW including, but not limited to:

Promotional message: The message that the event delivers about the host location.

Audience: The nature and size of the event audience.

Brand alignment: If the event is in keeping with the brand image of the destination, how it enhances or aligns with the desired image and values of the host location.

Marketing alignment: How promotional strategies for the event support the marketing objectives of the host location.

Areas of Expertise: How the event may raise or create awareness of NSW expertise e.g. agriculture, wine making

Media Impact: The potential for domestic and international media

coverage.

3. Community Impact

Is assessed by the capacity of the event to create positive engagement with large and diverse sections of the community - and generate community pride.

This may include:

Participation: The opportunity for the local community to participate in the event.

Skill development: Giving residents of NSW the opportunity to acquire or improve skills.

Business involvement: How the local business community can engage with the event.

Volunteers: Ensuring the involvement of the community at large through volunteer programs.

4. International Markets

An important consideration for Destination NSW is if the event can deliver benefits such as media publicity or travel packaging in targeted international markets. These include: Canada, China, Germany, Korea, Hong Kong, India, Italy, Japan, Malaysia, New Zealand, Singapore, the UK, the USA and the Gulf States.

5. Private Sector Involvement

The financial contribution provided by non-government sources is assessed as a

percentage of the event budget.

6. Seasonal Capacity

The timing of proposed events will be assessed based on impacts to seasonal hotel occupancy. Events have the potential to even-out seasonal highs and lows in hotel demand. However if an event is held during peak occupancy periods this may affect the level of visitation it can attract to a host location.

7. Key Performance Objectives

Events supported by Destination NSW are subject to contractual deliverables that meet our strategic objectives. Some performance incentives may apply.

[Proceed to Event Checklist and Investment Application Form](#) (PDF 1.4MB)

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Other Funding Programs

The Regional Flagship Events Program

The Regional Flagship Events Program identifies and supports events in Regional NSW that have the potential to act as 'cornerstone', or Flagship, tourism events for their area by attracting overnight visitation and delivering long term benefits to their region.

On 6 July 2016, the NSW Government announced that the Regional Flagship Events

Program would be expanded to include two additional funds in addition to the existing marketing support fund. The name “*Regional Flagship Events Program*” will remain as the umbrella title under which the three funds will sit as follows:

Incubator Event Fund - supports the establishment of new events

Flagship Event Fund - supports the marketing of emerging events to increase their profile and encourage visitation.

Event Development Fund – supports the strategic development of proven flagship events as drivers of tourism

[Find out more about Regional Flagship Events Program](#)