



TOURISM PROMOTION PLAN

MARKET READY REGIONAL EXPERIENCE DEVELOPMENT PROGRAM

Cooperative Marketing Fund

TIER 2

Guide for Applicants
July 2007

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1. Cooperative Marketing Fund

1.1 Fund Background

This initiative is a subprogram of program seven of the Tourism Promotion Plan (TPP), Market Ready Regional Experience Program.

The Cooperative Marketing Fund has been allocated \$1.4 million over two years. This grant program has been established to allow organisations such as Regional Tourism Authorities, local councils, industry associations, individual operators and local tourism associations to apply for funding.

The Cooperative Marketing Fund will match successful applications dollar for dollar and is designed to deliver significant regional outcomes. It recognises that many smaller operators may have more limited funds but encourages cooperative applications.

This initiative allows the industry to apply for funding to assist in marketing of regional tourism products and experiences and is designed to accelerate visitation and success of regional products and brands. Applications should be informed by market research and can address either intrastate or interstate markets.

The Cooperative Marketing Fund has two tiers:

- Tier One: Enables Regional Tourism Authorities to develop cooperative marketing options with industry such as a marketing prospectus. The fund will match the industry buy in dollar for dollar.
- Tier Two: An industry fund that can be directly accessed through an application to assist industry market products and experiences.

Tier Two Cooperative Marketing Fund

The fund has two aims:

- To enable operators to align with major campaigns specifically for tactical cooperative marketing efforts that align with the destination marketing framework within the rest of the TPP promotional programs.
- To develop cooperative marketing arrangements, such as promoting new packaging and bundling of product in an area to deliver improved regional experiences.

This fund is aimed at supporting projects greater than \$5,000 in value and, in the case of operators proposing to align with a major campaign, proposals greater than \$50,000 are likely to be supported.

NOTE- it is encouraged that applicants proposing major campaigns and funding requests talk to Tourism Tasmania and their Regional Tourism Authority in advance, as there are a number of cooperative marketing opportunities available.

Access to the fund is by application only. Assessment is competitive and merit based. Applications must be submitted by 5.00pm on the closing date.

Assessment of applications will be against the overall guidelines of the Tourism Promotion Plan and specific assessment criteria outlined in section 3.

2. Tourism Promotion Plan Guidelines

2.1 Goals

The goal of the Tourism Promotion Plan is to create significant long-term benefits for the Tasmanian tourism industry and the broader Tasmanian community.

2.2 Objectives

The four objectives of the Tourism Promotion Plan are

1. Accelerate preference for Tasmania, and intention to visit Tasmania, in the State's core markets using innovative programs.
2. Continue the momentum in south east Queensland and New South Wales achieved through *Spirit of Tasmania III*.
3. Optimise the performance of *Spirit of Tasmania I* and *II*.
4. Encourage broad regional visitation, including a focus on travelling in Tasmania by Tasmanians.

Through these objectives the Tourism Promotion Plan aims to create better alignment and more effective leveraging of tourism funds.

2.3 Intent

An alignment and leverage philosophy underpins the development of this program and all its suggested programs by:

- leveraging existing spend by Tourism Tasmania, TT-Line and Tasmanian tourism operators.
- encouraging alignment of the work of all parties in the tourism industry including Tourism Tasmania, TT-Line, Regional Tourism Authorities, associations and Tasmanian tourism operators.

To maximise the Tourism Promotion Plan funds new projects will need to:

- build the awareness of Tasmania as a holiday destination.
- drive visitor purchase decisions.
- support the delivery of Tasmanian experiences that meet visitor expectations.

3. Assessment Criteria

3.1 Aligned to Program Goals, Objectives and Intent

- The proposal must demonstrate that it is aligned to the goals, objectives and intent of the Tourism Promotion Plan.
- The proposal must clearly demonstrate alignment to broader state and regional brand and tourism strategies.

- As part of the alignment and leverage principles of the Tourism Promotion Plan, clearly identified and demonstrated collaboration with partners and other stakeholders.

3.2 Visitor Behaviour

The proposal must demonstrate how it will increase one or more of the following in a region, area or locale:

- Visitation;
- Length of stay; and /or
- Visitor expenditure.

3.3 Value for Money

The proposal must demonstrate how it represents value for money for both the applicant and the State Government.

Areas for assessment under this criterion are (but are not limited to):

- Ratio of project management and administration costs to outcomes (these costs should be minimised); and
- Contribution to the broader goals of the state and regional tourism industry.
- Any support provided as in-kind, ie not a direct cash contribution to the project, must be clearly set out and explained how it is integrated into the project. Please note that in-kind support is not considered as money leveraged in the project.
- Money leveraged is the additional direct cash contributions to the project other than the funds requested.

3.4 Sound Marketing Practices

The proposal must provide a detailed business case / marketing plan identifying the following (but not limited to):

- Goals and objectives of the project
- Current level of business (length of stay, visitation, expenditures)
- Expected outcomes, improvements to the levels of business etc
- Strategy behind the marketing proposal
- Leveraged funds applicable to the project (what other partners are contributing in cash and in-kind)
- Campaign Budget both as a whole and by components (if applicable)
- Project/campaign management plan including the following:
 - Timeline
 - Project milestones
 - Project Components
 - Resources required to implement milestones
 - Funding milestones
- Measurement tools ie KPIs, TPP and proposed campaign objectives etc
- Other stakeholder comments as applicable

If the Cooperative Marketing funds requested are part of a broader marketing campaign, the funds must be clearly identifiable within the marketing plan.

PLEASE NOTE - in some cases part funding will be considered, therefore each component of the proposed project or campaign must be distinguishable in both content and cost.

3.5 Capacity to Deliver Project

The proposal must clearly demonstrate that the project can be delivered on time and within budget and can achieve its identified outcomes. Areas for assessment under this criterion are (but not limited to):

- Information about the applicant's core business.
- The skills and experience the applicant brings to the project.
- Ability and capacity of the applicant to manage and implement the project.
- Details of any other funding that the applicant has received in the last five years from the Commonwealth or State Governments.
- Details of any planning and research that has been undertaken or broader marketing strategies that underpin this project.

4. Eligibility

4.1 Eligible Organisation and Projects

Organisations

- Applicants must be either a sole trader, a partnership or incorporated and provide their Australian Company Number (ACN); and
- Be registered for GST and provide their Australian Business Number (ABN)

Examples of eligible organisation are:

- Industry Sector Organisations
- Individual or groups of operators
- Local Tourism Associations

Projects and Activities

Projects and activities will only be eligible if they address the above guidelines and assessment criteria, meet all the requirements of the program and do not contain any projects or activities identified below in 4.2. For example, proposals can include components of public relations, new collateral development, Visiting Journalists Programs, new technologies (podcasts etc) and expanded web activities / presence.

Capital Funding Requests

- Any proposed infrastructure must be linked to the core product or experience of the business and any requests for equipment must clearly demonstrate that it is critical to the development of the product or experience.
- **IMPORTANT** – all applicants seeking funding for capital works **SHOULD** seek clarity on eligibility from your regional Industry Development Consultant.

- **NOTE** – please take note of identified ineligible activities in section 4.2

Joint Projects

Joint projects must select one eligible organisation or individual as the lead applicant. The lead applicant will submit the application and, if successful in obtaining funding, is the entity that will enter into the funding agreement with the State Government. The lead applicant must demonstrate they meet the eligibility requirements and will be responsible for ensuring all aspects of the project are completed in accordance with the funding agreement.

4.2 Ineligible Organisations and Projects

Organisations

State and Australian Government organisations, departments, agencies and Government Business Enterprises.

Projects and activities such as

- feasibility studies or other similar business planning
- product development plans
- product development work
- development of marketing plan
- purchase of capital equipment such as vehicles, boats, computers, machinery or other equipment
- buying or leasing real estate of any type
- concept designs, or development or planning approval documents, activities or processes
- engagement or payment of permanent employees
- payment for work undertaken on the project before an offer of funding is made
- allowances for project 'contingencies' in the budget
- administrative or running costs that are normally the applicant's responsibility-for example, insurance, rent, standard office equipment, telephone costs and consumables
- payment for business audit costs
- raising capital funds, providing fund investment or fund venture capital activities
- projects or activities that duplicate or overlap any other Commonwealth, State, or local government program
- attendance at conferences or seminars or funding overseas travel.

Please note, matching cash, other cash or in-kind contributions can be used for any ineligible items or activities that are an integral part of a project.

5. Timeframe

5.1 Indicative Timeline

	<i>Timing</i>
Open Cooperative Marketing Fund	2 July 2007
Close Cooperative Marketing Fund	24 August 2007

6. Funding Arrangements

6.1 Funding agreements

- These will be in accordance with State Government procurement guidelines.
- Successful applicants must enter into a State Government agreement (see attached) and accept the general terms and conditions of that agreement.
- Flexible milestone payment plans will be developed with each successful applicant.
- A reporting regime will be negotiated to reflect milestones.
- A final payment will be held and will be paid on a satisfactory project completion report, which includes a financial audit of all grant funds.
- All funding agreements will be with the State Government, through Tourism Tasmania.

7. Lodgement of Applications

All applications must be lodged by 5.00pm Friday, 24 August 2007 and clearly marked with the following.

Please address your application to:

Attention
Program Manager
Cooperative Marketing Fund
Tourism Promotion Plan
Tourism Tasmania
Level 2
22 Elizabeth Street
HOBART 7001

OR

Electronically to

Program Manager
Cooperative Marketing Fund
Tourism Promotion Plan

marketingapp@tourismtasmania.com.au

Late submissions may not be accepted.

Electronic submissions are preferred.

8. Applications

8.1 Assistance

For assistance in developing your application please contact your local Regional Tourism Authorities Industry Development Consultant.

Phil Souter	Totally South – (03) 6230 8301
Julia Hoffner	Northern Tasmanian Development – (03) 6391 0303
Wayne Bolton	Cradle Coast Authority – (03) 6431 6285

8.2 Requirements for Applications

- Applications must comply with the format requested (template provided).
- THREE (3) applications (one original and two copies) must be submitted – ONLY IF SUBMITTING HARD COPY.
- Applications must be signed by a duly authorised person who will also sign the funding agreement if successful
- Applications must acknowledge and accept the terms and conditions in the State Government agreement (provided)

9. Assessment

Assessment will be on a competitive merit basis, against the assessment criteria.

Proposals will be ranked on merit against all other proposals by an assessment panel and recommendations will be made to the Minister for Tourism, Arts and the Environment.

Applications will be treated as 'commercial-in-confidence'. However, the Department may disclose information with your consent and may disclose any information to State agencies for law enforcement or audit purposes.

10. Successful Applications

Will be required to:

- commence as indicated in the application
- provide the necessary evidence of the required insurance coverage, business and GST registration required for the agreement
- negotiate a milestone payment schedule
- negotiate a regular project progress reporting schedule based on the agreed milestones and KPIs
- at the completion of the project, provide a financial acquittal of all funds granted.