

# **APPLICATION FORM FOR THE COOPERATIVE MARKETING FUND Tier 2, July 2007**

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## BEFORE YOU BEGIN

Before completing this application you should have:

- Read the Cooperative Marketing Funding program guidelines.
- Ensure that you are eligible to apply for funding
- Consulted with your regional Industry Development Consultant.

### 1. APPLICANT

#### 1.1 Organisation details

Legal Name of Organisation

Short Name or Trading Name

<b>Type of Organisation</b>			
<b>Organisation Address</b>	Street/Unit/Lot No		
	Street Name		
	City/Town/Suburb		
	State/Territory		
	Postcode		
	Email Address		
	Website		

<b>Postal Address</b>	PO Box	
(if different from above)	City/Town/Suburb	
	State/Territory	
	Postcode	

#### 1.2 Registration, ABN/ACN (if applicable) and GST

Australian Business Number (ABN)

Australian Company Number (ACN)

ABN / ACN Application Pending? (Evidence of the ABN/ACN registration will be required if the application for funding is successful.)

**Yes**       **No**

Is the applicant GST registered?

**Yes** – Date of registration:    \_\_ / \_\_ / \_\_\_\_  
 **No**

For dates, please use the format  
dd/MM/yyyy

## Contact Details

**Nominated Contact** Title \_\_\_\_\_  
for project/program First Name \_\_\_\_\_  
Last Name \_\_\_\_\_  
Position \_\_\_\_\_  
Phone \_\_\_\_\_ Facsimile \_\_\_\_\_  
Email Address \_\_\_\_\_

## 2. PROJECT SUMMARY

**2.1 Please provide the project name, a clear and succinct project description and the specific purpose for the funding request (100 -150 words limit)**

This section must clearly summarise the whole project, its intent and purpose.

## 2.2 FUNDING REQUEST (EXCLUSIVE OF GST)

<b>GRANT REQUEST</b>	<b>\$</b>
<b>MATCHING CASH</b>	<b>\$</b>
<b>OTHER CASH CONTRIBUTIONS</b>	<b>\$</b>
<b>IN-KIND CONTRIBUTIONS</b>	<b>\$</b>
<b>TOTAL</b>	<b>\$</b>

**Note: Further information may be sought later.**

**2.3 a) Anticipated Project Start Date** \_\_\_\_\_ (dd/MM/yyyy)

**b) Anticipated Project End Date** \_\_\_\_\_ (dd/MM/yyyy)

### **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):

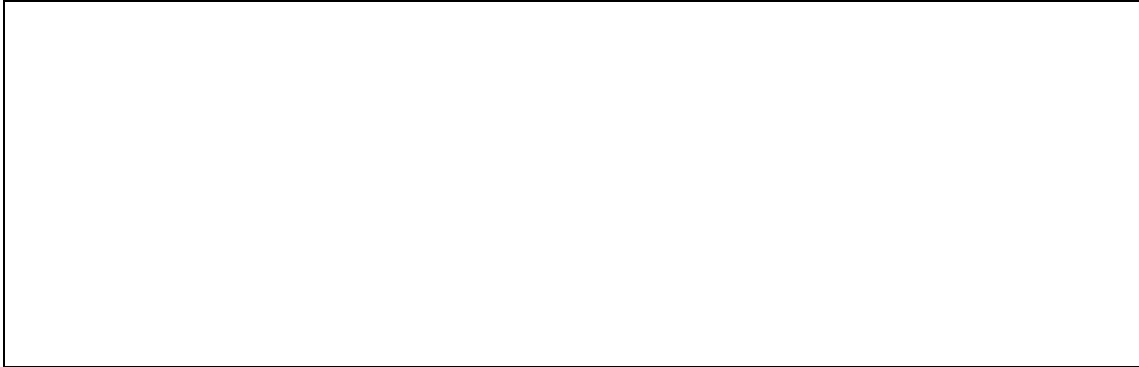
- Goals and objectives of the project
- Current level of business (length of stay, visitation, expenditures)
- Expected outcomes, improvements to the levels of business etc
- Strategy behind the marketing proposal
- Leveraged funds applicable to the project (what other partners are contributing in cash 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

### 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.



## 5. DECLARATION

I declare that I have been authorised to make this application by \_\_\_\_\_  
(insert legal name of applicant organisation).

I declare that the information I have given on this form is complete and correct and that the group/organisation that I represent supports the project. My organisation or I will inform the appropriate contact for the Tourism Promotion Plan promptly of any changes to this information.

I understand and agree with the term and conditions in the Guidelines, application form and draft state government agreement.

I understand that this application and other information provided may be provided to other agencies, as appropriate, to determine compliance with the Cooperative Marketing Fund assessment criteria.

I agree that

- my application may be used in future evaluation and performance management of Cooperative Marketing Fund;
- that the project can be evaluated at any time during or after the term of the Funding Agreement;
- if my application is successful, information about my organisation's project in the application form may be reproduced in Tourism Promotion Plan promotional and media material, and
- individuals or organisations mentioned in my application may be contacted as part of the assessment of this application and I permit the Tasmanian Government to disclose to those individuals and organisations any information in the application it considers in order to verify any matter in the application.

I have read and understood the Funding Agreement and if this application is approved for funding, I am willing to enter into the Funding Agreement with the State Government should the State Government request this.

Representative:

First Name	_____	Last Name	_____
Position	_____	Phone	_____
Organisation	_____		
Signature	_____	Date	_____

By submitting an application for funding electronically, you warrant that you are duly authorised to submit an application on behalf of the applicant. Further you acknowledge the absence of a handwritten signature in the application for funding does not invalidate your electronic submission.
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## APPLICANT'S CHECKLIST

This checklist is to help you make sure that all the relevant information has been completed for the submission of your application. It is not a part of the application form and does not need to be sent with the application.

### HAVE YOU:

- Read the Cooperative Marketing Fund guidelines
- Completed the eligibility check
- Consulted with your Local Industry Development Consultant
- Read the Funding Agreement template and agree to the standard clauses
- Completed all questions
- Read and completed the Declaration in the application form
- Provided any other documentation in support of your application

**Note: Further information may be sought later.**