



ACT
Government

2020-21 TOURISM COOPERATIVE MARKETING FUND

FREQUENTLY ASKED QUESTIONS

**Chief Minister, Treasury and
Economic Development Directorate**

September 2020

FUNDING

1. What is the total amount of funding available under the Tourism Cooperative Marketing Fund (TCMF)?

The TCMF allocation for 2020-21 is \$500,000.

2. What is the difference between Grant 1 and Grant 2 funding?

Grant 1 is a one-off marketing support grant. Applicants can apply for between \$1,000 and \$10,000 (excl GST) in a single application.

Grant 2 is provided on a matched dollar-for-dollar basis, for marketing activities or projects. Applicants can apply for between minimum \$20,000 and maximum \$100,000 (excl GST) in a single application. Applicants must match the amount of funding requested with a cash contribution.

3. Will other forms of payment be considered for the matched funding for Grant 2 ie in-kind activity, own marketing channels etc?

No. Funding is only available on a matched dollar-for-dollar basis, for cash contributions only. In-kind contributions will not be considered for matching.

4. Is the funding inclusive or exclusive of GST?

The funding for Grant 1 and Grant 2 is provided exclusive of GST. Your equivalent cash contribution towards the project for Grant 2 must also be exclusive of GST.

5. What is the maximum funding I can apply for?

Under Grant 1, you can apply for a maximum of \$10,000 excl GST. Under Grant 2, you can apply for a maximum of \$100,000 excl GST.

6. Can I apply for both grants?

Yes, you can be part of a cohort of businesses that applies for Grant 1 and Grant 2. Applications must be for different project or activities. You cannot use Grant 1 funding to contribute to your cash contribution for Grant 2.

7. Can I apply for Grant 1 or Grant 2 multiple times?

Yes, should you wish, you can apply multiple times for different projects or as part of different business cohorts.

8. If I currently receive funding under other ACT Government grants, am I able to apply for funding under the TCMF?

If you have received ACT Government funding for the same project or activity, it is not eligible for TCMF funding. If the existing ACT Government grant funding is for a different project, exhibition, or activity, you can apply for TCMF.

ELIGIBILITY

9. What does cohort of businesses mean?

“Cohort of businesses” refers to a group of two or more businesses or organisations that plan to collaborate on a marketing project or activity.

10. Can individuals apply?

Individuals can apply for funding provided they have a registered business in the ACT, and collaborate with one or more other businesses or organisations on their project.

11. What types of organisations or businesses are eligible for funding?

Eligible entities can be defined as tourism and hospitality businesses, attractions, cultural institutions, companies or associations.

12. What is a lead business?

The lead business is the main applicant who will receive the funding grant. The lead business will be required to provide audited financial statements as part of the application process and will need to enter into a contractual agreement with the ACT Government. The contractual agreement will set out the terms and conditions for which funding will be provided and payment milestones. An association can represent a cohort of businesses performing the role of lead business.

13. What does collaboration mean?

Collaboration means that two or more entities need to work together on a marketing project or activity. For example, an accommodation provider and tour operator may develop a package to promote and sell, or a tour operator and restaurant may work together on a new experience for promotion.

14. Can I collaborate with a marketing agency?

No, a marketing agency provides a service. Engaging a marketing agency could be a component of the marketing plan submitted, however it cannot be one of the cohort of businesses.

15. Can I collaborate with an entity which co-locates with my business, such as on-site cafes or catering businesses?

Yes, provided they are a separate entity and both businesses, and the marketing project, meet the eligibility criteria.

16. What if I'm based in NSW, can I apply?

Businesses from the surrounding Canberra region will be considered, provided they meet the eligibility criteria and can demonstrate how the activity will encourage expenditure in the ACT. However, the lead business on the application must be based in the ACT.

17. If my application is successful, will I be granted the full amount requested?

Funding requests will be considered as part of the assessment process. Partial or full funding may be offered to successful applicants.

18. If I have already spent an amount of money on marketing activity this financial year, can that be considered towards my contribution for Grant 2?

No, funding under Grant 2 is for new marketing activity only and for activity that meets the eligibility and assessment criteria included in the Guidelines.

19. If I have already spent an amount of money on marketing activity this financial year, can I apply for a reimbursement of those funds for Grant 1?

No, funding under Grant 1 is for new marketing activity only and for activity that meets the eligibility and assessment criteria included in the Guidelines.

20. Do I need to be an incorporated entity to apply as the lead business?

No, you do not need to be an incorporated entity. That question is included in the application form to assist us with administering future paperwork if your application is successful through the evaluation process.

APPLICATION PROCESS AND REQUIREMENTS

21. What are the opening and closing dates for applications?

Applications for Grant 1 open at 9am on Wednesday 9 September 2020 and close at 5pm on Wednesday 31 March 2021. The funding round will remain open during this period until the designated funding allocation has been exhausted.

Applications for Grant 2 open at 9am on Wednesday 9 September 2020 and applications close at 5pm Friday 23 October 2020.

22. Will there be further funding rounds for Grant 2?

If available funding is not exhausted within round one, VisitCanberra will hold additional rounds. You should ensure you are subscribed to VisitCanberra's IndustryLink newsletter to receive updates of new rounds. You can subscribe here:

<https://tourism.act.gov.au/insights/latest-news/>

23. Can I apply outside of an advertised funding round?

No, applications must be received between the opening and closing dates for each of the Grants.

24. How do I submit an application?

You need to submit an application through the SmartyGrant online application form. The forms can be found here:

Grant 1 : <https://CMTEDD.smartygrants.com.au/2020-21TCMFGrant1>

Grant 2: <https://CMTEDD.smartygrants.com.au/2020-21TCMFGrant2>

Hardcopy or email applications will not be accepted.

25. What is required for the application?

You must complete the online application form, answering all mandatory questions and uploading attachments as requested. All questions and attachments relate to the eligibility criteria and application requirements outlined in [Tourism Cooperative Marketing Fund Guidelines](#).

26. The application form asks for a marketing plan to be uploaded, what document format do you require for this?

The marketing plan can be uploaded in a Word, Powerpoint, or PDF format. It must address all of the requirements included in Section 5.5 of the Guidelines.

27. How do I know if my proposed activity aligns VisitCanberra's destination messaging and campaign?

Projects can develop standalone campaign ideas which align with VisitCanberra's destination messaging, or leverage VisitCanberra's new destination marketing campaign. For details on the campaign and messaging, see [VisitCanberra's Campaign Playbook](#)

28. What is a key performance indicator (KPI)?

A key performance indicator is a measurable value that demonstrates the effectiveness of the marketing activity or project. In the marketing plan, you must outline how the success of the marketing project will be measured and reported. The marketing project or activity must deliver positive and measurable economic outcomes for the ACT tourism industry. Example KPIs could be: number of bookings or tickets sold, number of visitors, amount of visitor expenditure, value of media generated, reach of marketing activity etc.

29. Does my project have to start by a specific date?

TMCF funding applies to marketing activities or projects implemented in the 2020-21 financial year. If you don't have an exact start date, indicative start dates can be included in your application.

30. What if I don't have an audited financial statement for my application for Grant 2?

If you do not have an audited financial statement you can provide other evidence of your financial viability. This could include a letter from your accountant stating that your business (and the collaborating businesses if required) has the funds available/financial viability to contribute the cash amount required for your application.

31. How does the caretaker period affect my application?

In accordance with the provisions of Section 100(1) of the [Electoral Act 1992](#), the ACT will hold a general election for the Legislative Assembly on Saturday, 17 October 2020. The caretaker period begins at 12:00am on 11 September 2020 and ends with the election of the Chief Minister on the first sitting day of the Legislative Assembly following the election.

The continuation of the Tourism Cooperative Marketing Fund following this general election is a decision for an incoming government. As a result, potential Tourism Cooperative Marketing Fund applicants are advised that it is possible this Grants program may not proceed.

If it proceeds, no determination on funding will for Grant 1 and Grant 2 will be made during the Caretaker period. Funding approval decisions will only be made once a new Government is formed.

32. Who can I speak to if I need technical assistance with my online application?

If you are having difficulty in accessing the online application form or if an error occurs, please contact the Business Services Team for assistance:

Email: EconomicDevelopmentBusinessServices@act.gov.au.

33. When will I know if I have been successful?

VisitCanberra is unable to provide feedback on the outcome of your application prior to the conclusion of the assessment process. All successful and unsuccessful applicants will be notified by VisitCanberra in writing.

No determination on funding will for Grant 1 and Grant 2 will be made during the Caretaker period. Funding approval decisions will only be made once a new Government is formed.

QUESTIONS

34. Who can I speak to for further information?

It is **highly recommended** that applicants for Grant 2 funding speak with VisitCanberra prior to submitting their application. For more information on the TCMF Guidelines, eligibility requirements or to discuss your project prior to submitting an application, please contact one of the VisitCanberra Contact Officers:

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