



ACT
Government

Applications

open on 9 September 2020

2020-21 TOURISM COOPERATIVE MARKETING FUND GUIDELINES

Chief Minister, Treasury and
Economic Development Directorate

Updated January 2021

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1. ABOUT THE TOURISM COOPERATIVE MARKETING FUND

1.1 About VisitCanberra

VisitCanberra is part of the Chief Minister, Treasury and Economic Development Directorate (CMTEDD) within ACT Government. VisitCanberra leads the ACT and Canberra region tourism industry by creating and implementing a range of marketing, partnerships and development programs that aim to significantly increase the economic return from domestic and international visitation.

1.2 Introduction

A Tourism Cooperative Marketing Fund (TCMF) was announced by the ACT Government on 17 August 2020 as part of a Tourism Stimulus Package. The TCMF is administered by VisitCanberra.

The TCMF is designed to encourage Canberra-based organisations or businesses to collaborate on innovative marketing campaigns that drive expenditure, visitation and increase awareness of the Canberra region as a leisure destination.

These guidelines provide details for businesses wishing to apply for financial assistance from the TCMF for marketing projects to be completed by 30 June 2021.

The financial support provided through the fund is limited and as such, all applications will be assessed on relative merit. Grant funding should not be deemed automatic or anticipated.

2. PROGRAM OBJECTIVES

The primary objectives of the TCMF are to:

- Deliver positive and measurable economic outcomes for the ACT tourism industry
- Support collaboration between industry operators
- Support new product and experience development
- Provide increased investment in high quality marketing campaigns or projects promoting Canberra and the region

3. COVID-19 PUBLIC HEALTH EMERGENCY

The current COVID-19 public health emergency has dramatically affected our community, as well as our visitor economy. How long the emergency will last, and what the ongoing impacts will be is unclear.

Whilst the emergency continues, we are looking to applicants to develop their marketing activities or projects with an understanding that there is no known end date to this emergency. Businesses must keep up to date and comply with the latest information on restrictions and requirements for their business under the public health guidelines. See covid19.act.gov.au for further information. In applying to the TCMF, you will be required to acknowledge this uncertain future and demonstrate your ability to be flexible and adaptable to change in the planning and delivery of the marketing activity or project.

4. FUNDING PARAMETERS

The TCMF allocation for 2020-21 is \$500,000. There are two categories of grants available under this program:

	Grant 1	Grant 2
Who can apply?	A cohort of businesses (minimum 2)	A cohort of businesses (minimum 2)
Funding period	Funding is available for marketing activities or projects that will be implemented during the 2020-21 financial year	Funding is available for marketing activities or projects that will be implemented during the 2020-21 financial year
Funding amount	Between \$1,000 - \$10,000 (exc GST) in a single application	Between \$20,000 - \$100,000 (exc GST) in a single application. <ul style="list-style-type: none"> • funding is only available on a matched dollar-for-dollar basis, cash contributions only. In-kind contributions will not be matched • the applicants' financial contribution towards the project must be exclusive of GST

Note

- i. A "cohort of businesses" refers to two or more businesses or organisations collaborating together in order to apply for funding.
- ii. A lead business for the cohort of businesses must be nominated upon application, and this lead business must be based in the ACT. If the application is successful, the lead business will enter into a contractual agreement with the ACT Government for the funding, referred to as the "Agreement" in these guidelines.
- iii. Businesses must be able to demonstrate that they have sufficient funds to commence and complete the project.
- iv. A business can apply for both **Grant 1** and **Grant 2** funding. **Grant 1** funding cannot be used for a **Grant 2** application.
- v. Applications for **Grant 1** funding will close on 31 March 2021 or until the designated funding allocation has been exhausted.
- vi. Under **Grant 2**, if a business cohort presents a collaborative marketing project that sets up a new sustainable product or experience which has longevity, it can submit an application requesting two-for-one dollar matching support (i.e. applicants to invest \$50,000, TCMF to invest \$100,000 for a project). The assessment panel, at its discretion, will decide on the level of funding as part of the assessment process.

5. ELIGIBILITY REQUIREMENTS

5.1 General eligibility – Grant 1 and Grant 2

All businesses applying for funding under the TCMF must:

- Have an Australian Business Number (ABN) or Australian Company Number (ACN);
- Have current Public Liability Insurance coverage to a minimum level of \$10,000,000;
- Collaborate with one or more businesses (the lead business must be based in the ACT*);
- Provide an outline of the proposed marketing activity or project and how it will deliver positive and measurable economic outcomes for the ACT tourism industry;
- Provide an outline of key performance indicators (KPIs) for the marketing project or activity and how these will be measured;
- Align with VisitCanberra’s destination messaging and/or destination marketing campaign;
- Have satisfactorily acquitted all previous grants provided by VisitCanberra (except for current year’s funding), including financial acquittals for any other ACT Government agency grant;
- Agree to indemnify the Australian Capital Territory, its employees and agents from and against all actions, suits, claims, costs and demands directly or indirectly arising from the operation of the business;
- For **Grant 2**, demonstrate financial viability by providing the latest audited financial statements.

*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 must be based in the ACT.

5.2 Who is not eligible to apply

The following are not eligible to receive funding under the TCMF:

- Registered charities
- Events and activities already funded under other ACT Government grants programs eg Major Event Fund, ACT Events Fund, and artsACT.

5.3 Projects which may be considered for funding

The following projects and activities may be considered for funding:

- Marketing activities or campaigns
- Public relations activities
- Marketing costs associated with a new product or experience

5.4 What will not be considered for funding

The following projects will not be considered for funding:

- Setup/operational business costs or administration expenses/sundries
- Capital or equipment costs including office equipment
- Insurance or legal costs
- Prize money
- Full-time employment costs

5.5 Requirements for application

Grant 1

An application for **Grant 1** funding must detail the following:

Collaboration	Marketing project/activity	Outcome
<ul style="list-style-type: none"> Names of businesses collaborating How the businesses are collaborating Identification of lead business 	<ul style="list-style-type: none"> Overview of the activity or project Budget and funding breakdown Proposed timing and key milestones How it will align with VisitCanberra's destination messaging* 	<ul style="list-style-type: none"> Outline outcomes for the activity and how these will be measured Activity must demonstrate positive and measurable economic outcomes for the ACT

*Projects can develop standalone campaign ideas which align with VisitCanberra's destination messaging, or leverage VisitCanberra's new destination marketing campaign. See VisitCanberra's [Campaign Playbook](#) for information about VisitCanberra's messaging, audience and creative look and feel.

Grant 2

An application for **Grant 2** funding must detail the following:

Collaboration	Marketing project/activity	Outcome
<ul style="list-style-type: none"> Names of businesses collaborating How the businesses are collaborating Identification of lead business 	<ul style="list-style-type: none"> Overview of the activity Key messaging and creative direction Target audience Indicative media plan Distribution / reach Budget and funding breakdown* Proposed timing and key milestones How it will align with VisitCanberra's destination messaging** 	<ul style="list-style-type: none"> Outline of KPIs for the activity and how these will be measured*** Outline of reporting to be provided and expected key milestone dates Activity must demonstrate positive and measurable economic outcomes for the ACT

* For any planned expenditure items **over \$10,000** in the budget, quotes must be provided in order to be supported by grant funding (i.e. media buy, design work, website updates, creative development etc).

** Projects can develop standalone campaign ideas which align with VisitCanberra's destination messaging, or leverage VisitCanberra's new destination marketing campaign. See our VisitCanberra's [Campaign Playbook](#) for information about VisitCanberra's messaging, audience and creative look and feel.

***As an example, KPIs could include: number of bookings or tickets sold, number of visitors, visitor spend, value of media generated etc.

6. ASSESSMENT

6.1 Assessment criteria - Grant 1

Applications received by VisitCanberra for **Grant 1** will be assessed by VisitCanberra upon receipt. Applications will remain open during this period until the funding allocation has been exhausted.

Decisions on grant approval will be made by the Executive Branch Manager of VisitCanberra. Both successful and unsuccessful applicants will be notified in writing.

All applications for **Grant 1** funding that meet the general eligibility requirements will be assessed against the following criteria:

a) Marketing impact and brand enhancement (Weighting 50%)

- Is the marketing project or activity outlined?
- Does the proposal for the marketing activity or project include all requested information under section 5.1 of these guidelines?
- Are there outcomes for the marketing project or activity?
- Does the project or activity align with VisitCanberra's destination messaging and/or destination marketing campaign?

b) Economic benefit and collaboration (Weighting 40%)

- Will the activity deliver positive and measurable economic outcomes for the ACT tourism industry and visitor economy?
- Is there a clear outline of how two or more businesses are collaborating on the project?

c) Capacity and capability (Weighting 10%)

- Are the businesses able to deliver the project?
- Have they demonstrated their relevant skills, experience and expertise in order to deliver the project?
- Have they demonstrated their ability to be flexible and adaptable to change in the planning and delivery of the marketing activity or project due to the current COVID-19 public health emergency?

6.2 Assessment criteria - Grant 2

Applications received by VisitCanberra for **Grant 2** will be assessed by a panel chaired by VisitCanberra following the application close date. Following this assessment, proposed projects will be recommended to the Minister for Tourism and Special Events for endorsement and final approval. Both successful and unsuccessful applicants will be notified in writing.

All applications for **Grant 2** funding that meet the general eligibility requirements will be assessed against the following criteria:

a) Marketing impact and brand enhancement (Weighting 50%)

- Is the marketing project or activity well developed and well scoped?
- Does the proposal for the marketing activity or project include all requested information under section 5.1 of guidelines?
- Are there robust KPIs for the marketing project or activity?

- Are there reporting measures outlined to report against the KPIs?
- Does the project or activity align with VisitCanberra's destination messaging and/or destination marketing campaign?
- Are quotes attached for items over \$10,000?

b) Economic benefit and collaboration (Weighting 40%)

- Will the activity deliver positive and measurable economic outcomes for the ACT tourism industry and visitor economy?
- Is the activity aimed at driving expenditure in the ACT?
- Is the activity aimed at encouraging interstate visitation?
- Is there a clear outline of how the applicant will measure the economic impact of the activity? i.e. visitation numbers, ticket sales and/or revenue, expenditure, visitor nights
- Is there a clear outline of how two or more businesses are collaborating on the project?
- Does the activity result in a new collaboration, product or experience for Canberra?

c) Capacity and capability (Weighting 10%)

- Are the businesses able to deliver the project?
- Are the key personnel and responsibilities outlined?
- Have they demonstrated their relevant skills, experience and expertise in order to deliver the project?
- Have they provided audited financial statements to demonstrate financial viability?
- Have they demonstrated their ability to be flexible and adaptable to change in the planning and delivery of the marketing activity or project due to the current COVID-19 public health emergency?

6.3 Approvals

All projects will be assessed against the eligibility criteria and ranked according to merit. Funding approval will depend on the number of applications received, the relative merit of the application, government priorities and available funds.

It is anticipated that the TCMF will be a highly contested and competitive fund; therefore, applicants must not assume funding will be granted. The assessment panel may approve funding at a lower level than requested.

VisitCanberra reserves the right to not assess applications that do not provide all requested information, or do not otherwise comply with the requirements of the TCMF. VisitCanberra is unable to provide feedback on the outcome of your application prior to the conclusion of the assessment process. Unsuccessful applicants will be notified by VisitCanberra in writing and will be provided with the opportunity for a debrief on their application.

The timeline for assessment and notification of outcome for Grant 1 is approximately 4-6 weeks from application. Grant 2 applications are currently closed (See 9.3 for application closing dates).

7. ACCEPTING A GRANT

7.1 Grant requirements and payment process

Successful applicants will be required to enter into an Agreement with the ACT Government setting out the terms and conditions for which funding will be provided.

Successful applicants will receive a notification from VisitCanberra with an Agreement attached and instructions for the payment process. Payments will be paid upon agreed milestones outlined in the Agreement.

For **Grant 2**, a final payment of 15% is withheld until objectives are satisfactorily met and final reporting delivered.

Payments can take up to 30 days to process following the execution of the Agreement and upon receipt of an invoice.

7.2 Publication

All successful applicants and the funded amount will be published on the VisitCanberra corporate website (tourism.act.gov.au).

8. ACQUITTAL OF FUNDING

All successful applicants/organisations must expend the funds by 30 June 2021, and within the timeframes nominated in the Agreement for the TCMF funding.

When you have expended the funds, you are required to log on to SmartyGrants <https://www.smartygrants.com.au> and complete the acquittal process. Use the same username and password to log in that you used to register with SmartyGrants when you applied for the grant.

Successful applicants will be required to provide reporting against KPIs and outcomes of their activity, these will be specified in the Agreement. In addition, within three months after the marketing activity specified in the Agreement, the successful recipients must provide VisitCanberra the completed acquittal and expenditure with the following:

- **Grant 1** – documentation that **clearly** identifies the income received and expenditure of the grant including all invoices and receipts; and
- **Grant 2** – a copy of the relevant financial statement or invoices, receipts, bank statements or other financial documentation that **clearly** identifies the income and expenditure of the grant, in accordance with the matching funding requirement;
- **Grant 1 and Grant 2** – copies of a media report including pictures of the completed activity or project.

9. APPLICATION PROCESS

9.1 Accessibility

The ACT Government is committed to making its information, services, events and venues accessible to as many people as possible.

If you have difficulty reading a standard printed document and would like to receive this publication in an **alternative format** – such as large print or audio – please telephone Access Canberra Contact Centre – **13 22 81**.

If English is not your first language and you require the **translating and interpreting services** please telephone **131 450**.

If you are deaf or hearing impaired and require the **National Relay Service** please telephone **131 677** then ask for **133 427**.

9.2 Application process

Applicants are required to submit their application via an online application management system called SmartyGrants. Applications must address the eligibility criteria and requirements for funding. If these are not addressed, the application will not be assessed for funding.

It is **highly recommended** that applicants for **Grant 2** funding speak with VisitCanberra prior to submitting their application. Please contact one of the VisitCanberra Contact Officers listed at the end of this document (section 11) to arrange a time to discuss.

Applications must be received by the due time and date as outlined below. Late applications will not be accepted.

9.3 When to submit your application

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

Applications for **Grant 2** are now closed. Applications were open from 9am on Wednesday 9 September 2020 and closed at 5pm Friday 23 October 2020.

Late applications will not be accepted.

9.4 How to submit your application

All applications must be submitted via the online Application Form at:

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

Grant 2: Applications now closed.

Hardcopy or email applications will not be accepted

You will need to create a log in to begin your application and you may begin anywhere in the Application Form. Please ensure you save as you go.

SmartyGrants provides an online help guide for applicants. This guide will explain the essential steps you need to take to complete and submit your Application Form. The help guide is accessible at:

<http://help.smartygrants.com.au/display/help/Help+Guide+for+Applicants>

If you have any questions about the program guidelines and/or eligibility requirements please contact the VisitCanberra Contact Officers listed in section 11 of the guidelines.

If you are having difficulty in accessing the online application form or if an error occurs, please contact the Business Services Team for assistance on email EconomicDevelopmentBusinessServices@act.gov.au.

Navigating (moving through) the grants application form

On the right hand side of every screen, there is a box which links directly to every page of the application. Click on any page to jump directly to that page. You can also click 'next page' or 'previous page' on the top or bottom of each page to move forward or backward through the application.

Saving your draft application and returning

You can press 'save' at any point and log out. When you log back in, your draft application will be saved and you can start where you left off.

Submitting your application

The submit button is on the final page. You will not be able to submit your application until all the questions are completed.

Attachments and support documents

You will need upload/submit attachments to support your application. This requires you to have the documents saved on your computer, on a zip drive, or similar. If you are not able to upload a document, please contact the Business Services Team for assistance on email EconomicDevelopmentBusinessServices@act.gov.au.

PLEASE NOTE: VisitCanberra Contact Officers are unable to view your application until it is submitted. All supporting documentation must be submitted with the grant application.

If you submit your application and then realise you forgot to add an attachment, and it is before the deadline, we can re-open the form for you. If you have any technical difficulties you need to contact the Business Services Team for assistance on (02) 6207 1080 during business hours or email EconomicDevelopmentBusinessServices@act.gov.au before the deadline for applications.

10. IMPORTANT INFORMATION FOR APPLICANTS

10.1 Confidentiality

All material submitted to the Chief Minister, Treasury and Economic Development Directorate is provided in confidence. However, the ACT Government may promote successful applicants for the mutual benefit of the Grants Program and the applicant. Details of applications will not be made available to third parties without permission.

However, applicants should be aware that the provisions of the *Freedom of Information Act 2016* apply to documents in the Office's possession.

10.2 Complaints

What you can expect

A complaint is defined as an expression of dissatisfaction in relation to the application process and/or an unsuccessful application for a grant.

You or your representatives have the right to raise your concerns. This information supports us to improve services and supports your right to ask questions about the grant application process as well as decisions made in relation to an unsuccessful application.

You can expect to:

- be treated respectfully, fairly and in confidence
- have your concerns dealt with as soon as possible
- be informed of progress, and
- be told of the outcome.

11. VISITCANBERRA CONTACT OFFICERS

For more information on the TCMF Guidelines, eligibility requirements or to lodge a complaint, please contact one of the VisitCanberra Contact Officers:

Maisi Ahuja
Director, International and Partnerships
manasi.ahuja@act.gov.au
02 6207 0215

Sarah Staruszkiewicz
Assistant Director, Partnerships and
Distribution
sarah.staruszkiewicz@act.gov.au
02 6205 0506

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.



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