



**ACT**  
Government

# 2021-22 TOURISM COOPERATIVE MARKETING FUND

## FREQUENTLY ASKED QUESTIONS

Chief Minister, Treasury and  
Economic Development Directorate

October 2021

## FUNDING

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

The TCMF program allocation for 2021-22 is \$500,000 excluding GST.

**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. In addition, under Grant 1, where an accommodation provider\* is the lead businesses, applicants can apply for between \$1,000 and \$20,000 (excl GST) in a single application.

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

*\*the lead accommodation provider must have more than 10 rooms and fulfil the eligibility requirements outlined in section 5.1 of the Guidelines. Note, short term rentals are excluded.*

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

No. Funding is only available on a matched dollar-for-dollar basis, for cash contributions only. Value-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. 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 campaigns or projects. You cannot use Grant 1 funding to contribute to your cash contribution for Grant 2.

**6. 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.

**7. If I received TCMF funding in 2020-21 for the project, can I apply again?**

Projects funded under the Tourism Cooperative Marketing Fund in 2020-21 are eligible to reapply for funding in 2021-22, provided reporting requirements have been met, unless extended due to COVID-19. If successful for TCMF funding in 2021-22, VisitCanberra may request additional reporting for 2020-21 extended projects.

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

If you have received ACT Government funding for the same campaign or project, 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.

This does not include the COVID-19 Business Support Grants or top-up payments, the Small Tourism Operator COVID Recovery Payment or the Accommodation and Tourism Venue Operator Support Program.

**9. Can I apply for funding for an event, exhibition or festival?**

You are not eligible to apply for TCMF funding for an event, exhibition or festival. These are activities that are eligible for funding under the ACT Event Fund and/or the Major Event Fund. However, you can apply for a marketing campaign or project which leverages an event/festival or exhibition. For example, an accommodation provider collaborating with a tour operator, can apply for a TCMF grant to promote their businesses during an event/festival such as Enlighten.

**10. If my application is successful, will I receive 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 based on availability of program funds.

## ELIGIBILITY

**11. 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 campaign or project.

**12. Can individuals apply?**

Individuals can apply for funding provided they meet the eligibility criteria, including having a registered business in the ACT. Individuals must collaborate with one or more businesses or organisations on their project.

**13. 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.

**14. 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 a letter from an accountant or CEO/General Manager stating financial viability to match requested funds (Grant 2 only) 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.

**15. What defines a short-term rental?**

A short-term rental is an accommodation property owned and leased privately within both commercial and residential complexes. These include individual properties which are:

- listed on AirBnB, Stayz, booking.com etc
- do not offer direct online bookings
- do not offer multiple properties within the same complex
- in some cases, are managed by a real estate agent

**16. What does collaboration mean?**

Collaboration means that two or more entities need to work together on a marketing campaign or project. 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.

**17. 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.

**18. Can I collaborate with a distribution partner?**

No, a distribution partner (such as Expedia, TripAdvisor etc.) provides a service. Engaging and working with a distribution partner could form part of the marketing plan submitted, however it cannot be one of the cohort of businesses.

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

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

**20. 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 with a business address in the ACT.

**21. 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 campaigns or projects only and for activity that meets the eligibility and assessment criteria included in the Guidelines.

**22. 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 campaigns or projects only and for activity that meets the eligibility and assessment criteria included in the Guidelines.

**23. 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

### 24. What are the opening and closing dates for applications?

Applications for Grant 1 open at 2pm on Monday 25 October 2021 and close at 5pm on Monday 22 November 2021.

Applications for Grant 2 open at 2pm on Monday 25 October 2021 and close at 5pm on Monday 29 November 2021.

### 25. Will there be further funding rounds?

If available funding for Grant 1 and Grant 2 are not exhausted within round one, VisitCanberra may hold additional rounds. You should ensure you are subscribed to VisitCanberra's Industry Link newsletter to receive updates of new rounds. You can subscribe here: <https://tourism.act.gov.au/insights/latest-news/>

### 26. 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.

### 27. How do I submit an application?

You need to apply through the SmartyGrants online application form. The forms can be found here:

Grant 1 : <https://CMTEDD.smartygrants.com.au/2021-2022TCMFGrant1>

Grant 2: <https://CMTEDD.smartygrants.com.au/2021-2022TCMFGrant2>

Hardcopy or email applications will not be accepted.

### 28. 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 the 2021-22 Tourism Cooperative Marketing Fund Guidelines.

### 29. The application form asks for additional supporting documents to be uploaded, what document format do you require for this?

Supporting documentation can be uploaded in a Word, PowerPoint, or PDF format.

### 30. How do I know if my proposed activity aligns VisitCanberra's destination messaging and approach?

For details on the destination messaging and approach, see [VisitCanberra's Destination Marketing Strategy](#).

### 31. What is a key performance indicator (KPI)?

A key performance indicator is a measurable value that demonstrates the effectiveness of the marketing campaign or project. In the application, you must outline how the success of the marketing campaign or project will be measured and reported. The marketing campaign or project 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.

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

TMCF funding applies to marketing activities or projects implemented in the 2021-22 financial year. If you don't have an exact start date, indicative start dates can be included in your application. Due to timelines for application assessment, it is recommended for the marketing campaign or project to commence in January 2022. All activity must be complete by 30 June 2022.

**33. 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](mailto:EconomicDevelopmentBusinessServices@act.gov.au).

**34. 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.

The timeline for assessment and notification of outcome is approximately 4 weeks from applications closing. Therefore, it is recommended that planned marketing activity for Grant 1 and 2 commence from January 2022.

## QUESTIONS

**35. 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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