



Applications open  
25 October 2021

# 2021-22 TOURISM COOPERATIVE MARKETING FUND GUIDELINES

Chief Minister, Treasury and  
Economic Development Directorate

October 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**

The Tourism Cooperative Marketing Fund (TCMF) is a two-year program that 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 campaigns or projects to be completed by 30 June 2022.

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 and is at the discretion of VisitCanberra.

## **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**

The COVID-19 public health emergency has dramatically affected our community, as well as our visitor economy. 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](https://covid19.act.gov.au) for further information. In applying to the TCMF, businesses will be required to acknowledge this uncertain future and demonstrate their 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 2021-22 is \$500,000. There are two categories of grants available under this program:

|                       | Grant 1   | Grant 2   |
|-----------------------|---|---|
| <b>Who can apply?</b> | A cohort of businesses (minimum 2)  | A cohort of businesses (minimum 2)  |
| <b>Funding period</b> | Funding is available for marketing campaigns or projects that will be implemented during the 2021-22 financial year, by 30 June 2022.   | Funding is available for marketing campaigns or projects that will be implemented during the 2021-22 financial year, by 30 June 2022.   |
| <b>Funding amount</b> | <ul style="list-style-type: none"> <li>Between \$1,000 - \$10,000 (excl GST) in a single application</li> <li>Between \$1,000 - \$20,000 (excl GST) in a single application*</li> </ul> <p><i>*funding up to \$20,000 (excl GST) only available where an eligible accommodation provider is the lead business. See note e. below.</i></p> | Between \$20,000 - \$100,000 (excl GST) in a single application<br>Funding is only available on a <u>matched dollar-for-dollar basis</u> , cash contributions only. In-kind contributions will not be matched. The applicants' financial contribution towards the project must be exclusive of GST. |

### Note

- A "cohort of businesses" refers to two or more businesses or organisations collaborating together in order to apply for funding.
- 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.
- For **Grant 2**, businesses must be able to demonstrate that they have sufficient funds to commence and complete the project, as authorised by an accountant or CEO/General Manager.
- A business can apply for both **Grant 1** and **Grant 2** funding. **Grant 1** funding cannot be used for a **Grant 2** application.
- In order to be eligible for up to \$20,000 excl GST under **Grant 1**, the accommodation provider which is the lead business must have more than 10 rooms and also fulfil the eligibility requirements outlined in section 5.1. Note, short term residential rentals are excluded.
- Businesses who received a TCMF 2020-21 grant cannot use any unacquitted funds in association with the 2021-22 application, and/or as the matched cash component for Grant 2.

## 5. ELIGIBILITY REQUIREMENTS

### 5.1 General eligibility – Grant 1 and Grant 2

Businesses applying for funding under the TCMF must:

- Have an Australian Business Number (ABN) or Australian Company Number (ACN);
- Nominate an ACT-based business as the lead business, that is:
  - Incorporated in the ACT under the Associations Incorporation Act 1991, or
  - Registered under the Corporations Act 2001 (Commonwealth) with its principal place of business in the ACT, or
  - Operates in the ACT with a business address in the ACT.
- Have current Public Liability Insurance coverage to a minimum level of \$10,000,000;
- Collaborate with one or more businesses that do not have the same ABN;
- Provide an outline of the proposed marketing campaign 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 campaign or project and how these will be measured and reported;
- Align with VisitCanberra's destination marketing approach;
- Have an active Australian Tourism Data Warehouse (ATDW) listing;
- Have satisfactorily acquitted all previous grants provided by VisitCanberra 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 a letter from your accountant or CEO/General Manager stating your business (and the collaborating businesses if required) has the funds available/financial viability to contribute the cash amount required for your application.

*\*excluding current year's funding, 2020-21 TCMF projects granted an extension and ongoing 2020-21 COVID-Safe Tourism Co-investment Program grants and Amp it Up! Grants.*

### 5.2 Collaboration partners

A marketing agency or similar service provider does not constitute a collaboration partner. Engaging a marketing agency could be a component of delivering the marketing campaign or project submitted, however it cannot be one of the cohort of businesses.

Businesses from the surrounding Canberra region will be considered as collaboration partners, provided they can demonstrate how the activity will encourage expenditure in the ACT. However, the lead business applying for the funding must be based in the ACT.

### 5.3 What will be considered for funding

The investment is to be used in the promotion of ACT visitor experiences, attractions, tours and accommodation to drive leads to the lead business and cohort of businesses.

The following types of projects may be considered for funding:

- Marketing campaigns or projects to drive demand e.g. digital display advertising, paid social, search engine marketing, printed collateral distribution etc
- Public relations activities
- Brand development for a new product or experience (provided Funding Requirements at 5.5 are met)

Projects funded under the Tourism Cooperative Marketing Fund in 2020-21 are eligible to reapply for funding in 2021-22, however approved funding under 2020-21 grants cannot be used as the cash contribution for Grant 2 applications.

#### 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
- Systems and software costs
- Capital or equipment costs including office equipment
- Insurance or legal costs
- Prize money
- Full-time employment costs
- Events/Festivals

In addition, activities already funded under other ACT Government grants programs are not eligible to apply for TCMF funding. This includes: Major Event Fund, ACT Events Fund, and grants managed by artsACT. 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.

#### 5.5 Funding requirements

##### Grant 1

Indicative budget for the proposed marketing campaign or project will be required as part of the application. Please note the following:

- Marketing plans must contain a media buy or form of distribution of marketing materials
- No more than 25 per cent of total grant can be spent on marketing and/or media agency fees
- No more than 50 per cent can be spent on website development

All marketing materials will require a VisitCanberra or Brand Canberra logo and an acknowledgement of support. VisitCanberra will need to approve the logo placement. Details will be prescribed in the Agreement.

##### Grant 2

Indicative budget for the proposed marketing campaign or project will be required as part of the application. Please note the following:

- At least 25 per cent of grant must be spent on media buy or form of distribution of marketing materials (includes PR activities)

- No more than 25 per cent of total grant can be spent on marketing and/or media agency fees
- No more than 50 per cent to be spent on website development or producing new photography or videography

All marketing materials will require a VisitCanberra or Brand Canberra logo and an acknowledgement of support. VisitCanberra will need to approve the logo placement. Details will be prescribed in the Agreement.

In addition, successful applicants must grant VisitCanberra license to use any images and video produced as part of the project in future promotional activity.

If your application includes brand development, VisitCanberra may require involvement in the creative development.

## 5.6 Requirements for application

### Grant 1

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

| Collaboration  | Marketing campaign/project  | Outcome  |
|--|---|--|
| <ul style="list-style-type: none"> <li>• Names of businesses collaborating</li> <li>• How the businesses are collaborating</li> <li>• Identification of lead business</li> </ul> | <ul style="list-style-type: none"> <li>• Overview of the campaign or project</li> <li>• Target audience</li> <li>• Budget and funding breakdown by activity*</li> <li>• Proposed timing</li> <li>• How it will align with VisitCanberra's destination marketing approach**</li> </ul> | <ul style="list-style-type: none"> <li>• Outline of KPIs for the campaign or project and how these will be measured***</li> <li>• Demonstrate how the activity will result in positive and measurable economic outcomes for the ACT</li> </ul> |

### Grant 2

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

| Collaboration  | Marketing campaign/project   | Outcome  |
|--|--|--|
| <ul style="list-style-type: none"> <li>• Names of businesses collaborating</li> <li>• How the businesses are collaborating</li> <li>• Identification of lead business</li> </ul> | <ul style="list-style-type: none"> <li>• Overview of the campaign or project</li> <li>• Key messaging and creative direction</li> <li>• Target audience</li> <li>• Indicative media plan or distribution outline</li> <li>• Budget and funding breakdown by activity*</li> <li>• Proposed timing</li> <li>• How it will align with VisitCanberra's destination marketing approach**</li> </ul> | <ul style="list-style-type: none"> <li>• Outline of KPIs for the campaign or project and how these will be measured***</li> <li>• Outline of reporting to be provided and expected key milestone dates</li> <li>• Demonstrate how the activity will result in positive and measurable economic outcomes for the ACT</li> </ul> |

*\*For any planned expenditure items over \$10,000 outlined in the proposed 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 be standalone campaign ideas, however they must align with VisitCanberra's destination marketing approach. See VisitCanberra's [Destination Marketing Strategy](#) for more information*

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

## 6. ASSESSMENT

### 6.1 Assessment criteria - Grant 1

Applications received by VisitCanberra for **Grant 1** will be assessed by VisitCanberra following the application closing date. Additional funding rounds may be held if the funding allocation has not 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 per cent)**

- Is the marketing campaign or project outlined?
- Does the proposal for the marketing campaign or project include all requested information under section 5.1 of these guidelines?
- Does the proposal adhere to the funding requirements under section 5.5 of these guidelines?
- Are there measurable outcomes for the marketing campaign or project?
- Does the project align with VisitCanberra's destination marketing approach?
- Are quotes attached for items over \$10,000 excl GST?

**b) Economic benefit and collaboration (Weighting 40 per cent)**

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

**c) Capacity and capability (Weighting 10 per cent)**

- 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 campaign 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 an external panel chaired by VisitCanberra following the application close date. Following this assessment, proposed projects will be recommended to the Minister for Tourism 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 per cent)**

- Is the marketing campaign or project well developed and well scoped?
- Does the proposal for the marketing campaign or project include all requested information under section 5.1 of these guidelines?
- Does the proposal adhere to the funding requirements under section 5.5 of these guidelines?
- Is there an outline of how the campaign or project will be distributed?
- Are there robust KPIs for the marketing campaign or project?
- Are there measures outlined to report against the KPIs?
- Does the project align with VisitCanberra's destination marketing approach?
- Are quotes attached for items over \$10,000 excl GST?

**b) Economic benefit and collaboration (Weighting 40 per cent)**

- 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?
- Is there a bookable product (preferably bookable online)?

**c) Capacity and capability (Weighting 10 per cent)**

- 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 provided a letter stating the business (and the collaborating businesses if required) has the funds available/financial viability to contribute the cash amount required?
- 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 applications 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 applications 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 is approximately four weeks from applications closing. See 9.3 for application closing dates. Therefore, it is recommended that planned marketing activity for Grant 1 and 2 commence from January 2022.

## 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 per cent will be 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, project name, and the funded amount will be published on the VisitCanberra corporate website (tourism.act.gov.au).

## 8. ACQUITTAL OF FUNDING

All successful businesses/organisations must expend the funds by 30 June 2022, and within the timeframes nominated in the Agreement for the TCMF funding.

When the funds have been expended, businesses are required to log on to SmartyGrants <https://www.smartygrants.com.au> and complete the acquittal process. The same username and password used to register with SmartyGrants will be required to log in.

Successful applicants will be required to provide reporting against KPIs and outcomes of their marketing campaign or project, as specified in the Agreement. In addition, within six weeks of the marketing campaign or project being complete, the successful applicants must provide VisitCanberra the completed acquittal and expenditure of the grant with the following:

- **Grant 1** – documentation that **clearly** identifies the 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 expenditure of the grant, in accordance with the matched funding requirement; and
- **Grant 1 and Grant 2** – copies of an end of campaign report including pictures of the completed campaign or project and results against KPIs.

## 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. Applications cannot be resubmitted.

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.

The timeline for assessment and notification of outcome is approximately four weeks from applications closing. See 9.3 for application closing dates. Therefore, it is recommended that planned marketing activity for Grant 1 and 2 commence from January 2022.

### 9.3 When to submit your application

#### Grant 1

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

#### Grant 2

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

Should all funds not be exhausted in this round, a further round of funding may be run prior to 30 June 2022.

**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/2021-2022TCMFGGrant1>

Grant 2: <https://CMTEDD.smartygrants.com.au/2021-2022TCMFGGrant2>

### **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 these 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](mailto: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](mailto: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 closing date, 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](mailto: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. VISIT CANBERRA CONTACT OFFICERS

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

Sarah Staruszkiewicz  
Director, International & Partnerships  
[sarah.staruszkiewicz@act.gov.au](mailto:sarah.staruszkiewicz@act.gov.au)  
02 6205 0506

Laura Raine  
Assistant Director, Partnerships & Distribution  
[laura.raine@act.gov.au](mailto:laura.raine@act.gov.au)  
02 6207 6626

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).



Chief Minister, Treasury and Economic  
Development Directorate

October 2021