Marketing Application Form 2026-27

Form Preview

Eligibility

* indicates a required field

The Marketing Grant is designed to cater for both large and small events, with two tiers of funding providing options for events with either intrastate or interstate visitation targets.

One-off grants of up to $10,000 are available to assist event organisers with marketing activities that add value to their marketing strategies for an established Tasmanian event.

Eligible applicants will:

- demonstrate how this funding will add value to their marketing strategy,
- run an established event in Tasmania,
- be able to enter into a funding agreement with the Tasmanian Government,
- undertake and complete the event and marketing activities before 30 June 2027, and
- apply once only for funding under this program.

Notes

Before proceeding with the application, please ensure that you meet all eligibility criteria in the **Guidelines**.

Incomplete applications won't be considered.

Applications for this grant will be assessed against the criteria and applicants will be notified of the outcome of their application by email.

The Building Tasmania may contact you for additional information about your application and verify the information you've provided.

If you are unable to use the grant as expected, please contact Events Tasmania by email info@eventstasmania.com or phone 1300 880 634.

Eligibility Check

Grants are available to eligible organisers of events that meet the following eligibility criteria:

- Be registered for tax purposes in Australia with a continuously active Australian Business Number (ABN) on or before 30 June 2025.
- Be an event organiser delivering an event in Tasmania between 1 July 2026 and 30 June 2027 that attracts:
    - a minimum of 50 intrastate visitors (Tier 1), or
    - a minimum of 50 interstate visitors (Tier 2).
- Provide a marketing plan for the event.
- The event must not be a new event; it must have been held previously.
- Submit an application:

- at least six (6) weeks prior to the event start date for Tier 1, or
- at least twelve (12) weeks prior to the event start date for Tier 2.*

* Events scheduled to occur in July and August 2026 and applying for Tier 2 are exempt from this eligibility criteria.

I have read the guidelines and I meet the above eligibility criteria *
○ I confirm

Applicant information

* indicates a required field

Applicant *
○ Individual ○ Organisation
Organisation Name

First Name Last Name

Australian Business Number (ABN) *

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity Name	
ABN Status	
Entity Type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	More information
ACNC Registration	
Tax Concessions	
Main Business Location	

Must be an ABN.
You can use the ABN Lookup website to search for your ABN and related information.

Street address *
Address

Postal address *
Address

Phone *

Website

Social media handles (if any)

Contact person

This person will receive general correspondence relating to this application.

Contact person *
First Name Last Name

Preferred Phone *
Must be an Australian phone number.

Preferred Email *
Must be an email address.

Event information

* indicates a required field

Event details

Event Name *

Please tell us how often your event will run? *
- ○ Annually (once a year)
- ○ Biannually (twice a year)
- ○ Biennially (once every two years)

○ Periodically (no set schedule)

Is this the first time you have held your event? *
○ Yes
○ No

Funding for this program is for established events only, unfortunately this application is not eligible.

What year did your event begin? *

Only events scheduled between 1 July 2026 to 30 June 2027 can apply.

Event start date *
If you are not sure, please pick an approximate date.

Event end date *
If you are not sure, please pick an approximate date.

Please briefly describe your event: *

Is the proposed event delivered independently, or as part of a larger event, festival, or coordinated program of activities? *
○ Independently
○ Part of a larger/umbrella event

If part of a larger event, please provide details of the overarching event and explain how visitation, programming, and marketing are managed across both entities.

Anticipated audience and participants

Please see below for the definitions of intrastate and interstate visitors:

- Intrastate visitors: Visitors who travel within Tasmania from another region or area of the state to attend the event. This includes travel from outside the local host region

(e.g. traveling from Launceston to Hobart). Local attendees (from the same town or the immediate region as the event) are not considered intrastate visitors.
- Interstate visitors: Visitors who travel to Tasmania from another state or territory or from overseas to attend the event.

If you do not anticipate any attendees for a particular field, please enter "0".

Estimated unique local participants and attendees	Estimated unique intrastate participants and attendees	Estimated unique interstate participants and attendees	Estimated unique international participants and attendees

Visitor nights

What is the estimated average number of nights each visitation group will stay in the event region?

Estimated nights per intrastate visitor	Estimated nights per interstate visitor	Estimated nights per international visitor

What method/s did you use to estimate participant and attendee numbers and their average night stay? *

Event location

Which regions of Tasmania will your event take place in? *
- ☐ East
- ☐ North
- ☐ North-West
- ☐ South

North-West region

Select which North-West LGAs your event will be located in *
- ☐ Burnie
- ☐ Central Coast
- ☐ Circular Head
- ☐ Devonport
- ☐ Kentish
- ☐ King Island
- ☐ Latrobe
- ☐ Warratah-Wynyard
- ☐ West Coast

East region

Select which East LGAs your event will be located in *
- ☐ Break O'Day
- ☐ Glamorgan Spring Bay

South region

Select which South LGAs your event will be located in *
- ☐ Brighton
- ☐ Central Highlands
- ☐ Clarence
- ☐ Derwent Valley
- ☐ Glenorchy
- ☐ Hobart
- ☐ Huon Valley
- ☐ Kingborough
- ☐ Sorell
- ☐ Southern Midlands
- ☐ Tasman

North region

Select which North LGAs your event will be located in *
- ☐ Dorset
- ☐ Flinders Island
- ☐ George Town
- ☐ Launceston
- ☐ Meander Valley
- ☐ Northern Midlands
- ☐ West Tamar

Provide a summary of the location/s of your event (include any venues the event/s will be held in) *

Funding tier

* indicates a required field

Which funding tier are you applying for?

The Marketing grant program offers two tiers of support for marketing projects:

TIER 1 FUNDING

- Funding of $2,500 to $5,000 is available.
- Minimum visitation target of 50 intrastate visitors (visitors from within Tasmania).

- Intrastate marketing focus.
- Applicants must provide a marketing plan.
- Applicants must provide an expenses budget for their marketing activity, as well as an event income and expenditure budget.

TIER 2 FUNDING

- Funding of $5,001 to $10,000 is available.
- Minimum visitation target or 50 interstate visitors (visitors from outside of Tasmania).
- Interstate marketing focus.
- Applicants must provide a marketing plan.
- Applicants must provide an expenses budget for their marketing activity, as well as an event income and expenditure budget.

Which tier of funding are you applying for? *
○ Tier 1 funding - intrastate
○ Tier 2 funding - interstate

Marketing plan

* indicates a required field

Tier 1 - Marketing Plan

Your Marketing plan should outline the following:

- your target audience.
- your event marketing strategies, the key people involved and the expected value and impact of the strategy.
- how the proposed marketing activities will effectively promote the event and the event region's attractions to an intrastate audience.

Tier 2 - Marketing Plan

Your Marketing plan should outline the following:

- your target audience.
- your event marketing strategies, the key people involved and the expected value and impact of the strategy.
- how the proposed marketing activities will effectively promote the event and Tasmania's attractions to an interstate audience.

Please upload your event marketing plan. *
Attach a file:

Expenditure and Budget

* indicates a required field

If successful, how will the grant allocation request enhance the marketing of the event. *

Expenditure

Applicants must provide a detailed marketing budget including:

- all expenditure related to the marketing activities.
- a clear outline regarding external assistance (whether the marketing activity is done internally or is being outsourced).

1. In the first column, please provide a description of the marketing expense.

2. In the second column, please select under which marketing activity the expense falls.

3. In the third column, please select whether this expense will be delivered internally or outsourced.

4. In the fourth column, please outline the total cost of the marketing expense.

5. In the fifth column, please indicate the amount covered by the grant funding.

6. REMINDER - Do not put grant funding against ineligible expenditure items, such as printed materials.

Use the + and - buttons at the right hand side to add and remove rows.

Pleas refer to the Grant Guidelines for a list of eligible expenditure items.

Marketing expense item	Type of marketing activity	Source (internal or outsourced to an external provider)	Total item cost	Grant funding allocation
Example: Event photographer	Examples listed in guidelines	Example: Outsourced	Example: $5,000 Must be a dollar amount.	Example: $3,000 Must be a dollar amount.

Total grant request

This number/amount is calculated.

Total marketing costs

This number/amount is calculated.

Please note: Tier 1 grant requests require a minimum of $2,500. Any amount exceeding $5,000 will be capped at $5,000

Total Amount Requested

This number/amount is calculated.

Total marketing costs

This number/amount is calculated.

Please note: Tier 2 grant requests require a minimum of $5,000. Any amount exceeding $10,000 will be capped at $10,000

Have you applied for or secured any other government funding for this event? *

- ○ Yes
- ○ No

Please list any funding associated with this event that has been applied for or secured from federal, state, or local government.

Use the + and - buttons at the right hand side to add and remove rows.

Agency	Program name ('one-off' if no name)	$ Amount	Secured

Event Budget

Applicants must provide an event income and expenditure budget, which includes the marketing expenditure as a line item.

This should include your income and expenditure for the entire event. Please ensure you also include the funding amount requested as Marketing Grant (under income) and the total marketing spend listed in the table (under expenditure).

Please upload your event income and expenditure budget *

Attach a file:

Social impact & Supporting documentation

* indicates a required field

Social impact

Events Tasmania strongly encourages applicants to demonstrate:

- Engagement with the Tasmanian Aboriginal people and the steps taken to acknowledge and/or incorporate genuine and meaningful inclusion of Tasmanian Aboriginal culture in the event.
- The operation of an environmentally sustainable event or how the event is working towards sustainable practices in operation and delivery.
- Meeting the accessibility needs of patrons or plans to identify and work towards this.

Please outline how your event demonstrates the above points: *

Additional information

Any other details you wish to provide that you feel may be useful in your application?

Supporting documentation

Such as: marketing material, quotes, etc

Upload here:
Attach a file:

Applicants can upload more than one file, however individual files cannot exceed 25mb

Declaration

* indicates a required field

Right to information

Information you provide to the Building Tasmania and details of assistance may be subject to requests for public disclosure under the Right to Information Act 2009 (Tasmania).

Personal information collection

You are providing personal information to the Building Tasmania, which will manage that information in accordance with the Personal Information Protection Act 2004. The personal information collected here will be used by the Department for the purpose of assessing your application and related activities. Failure to provide this information may result in your application not being assessed or records not being properly maintained. The Department may also use the information for related purposes, or disclose it to third parties in circumstances allowed for by law. You have the right to access your personal information by request to the Department and you may be charged a fee for this service.

The term 'Application' means this on-line form and all attached documents.

For and on behalf of the applicant detailed in this application, I, the undersigned, acknowledge and warrant (as the case may be) that:

1. I have authority to provide the information contained in this application and to execute (by completion of details below) this application for and on behalf of the applicant.
2. the department can rely upon the information and representations contained in this application (including these acknowledgements).
3. I have read, understood and I am able to comply with all criteria, terms and conditions contained in the guidelines and application form.
4. I have read and understood the eligibility requirements and assessment criteria for this program and declare to the best of my information, knowledge and belief, the applicant is eligible under those criteria and the information provided is true and correct.
5. the department may undertake all necessary credit checks, organisational searches and any other checks and enquiries on the applicant as the department determines and is hereby authorised to do so.
6. the application is made at the applicant's own cost and risk, the selection of the applicant for program funds is at the absolute discretion of the department and this application remains the property of the department.
7. the applicant will be responsible for notifying the department in writing of any changes relating to information provided in this application. Until receipt of such notification, the department shall process the application in accordance with the information provided.
8. grant payments will be made via Electronic Funds Transfer (EFT) to a nominated bank account and the department is hereby authorised to make such payments.
9. the department is under no obligation to verify the authority of the undersigned on the bank account details.
10. the department will not be held responsible for delays of payment, or errors due to factors outside their reasonable control. The department reserves the right to terminate or suspend an EFT and to pay by cheque or any other manner which the department may determine.
11. the applicant agrees to indemnify the Crown in Right of Tasmania, against all present and future legal liability, claims or proceedings for financial loss arising from, or attributable to the provision and use of the information contained in this application and/or receipt and use of grants.
12. if a grant is awarded, the applicant must enter into a legal agreement with the department in order to receive the grant. This agreement will be on such terms and conditions as the department determines and, together with this application form and any applicable program guidelines, will form the whole agreement.

13. I am providing personal information to the Building Tasmania, which will manage that information in accordance with the *Personal Information Protection Act 2004*. The personal information collected here will be used by the department for the purpose of the grant approvals process and administering grants. Failure to provide this information may result in my grant application being unsuccessful or records not being properly maintained. The department may also use the information for related purposes, or disclose it to third parties in circumstances allowed for by law. I have the right to access my personal information by request to the department and may be charged a fee for this service.
14. Information you provide to the Building Tasmania and details of assistance may be subject to requests for public disclosure under the *Right to Information Act 2009*.

I am authorised to complete this application and I have read and understood the declaration. *

○ Yes

Electronic Signature *

First Name | Last Name

Position *