

# TOURISM EVENTS APPLICATION



**All applications must be typed and submitted electronically along with any attachments by email to [info@tourismeast.com.au](mailto:info@tourismeast.com.au)**

I \_\_\_\_\_, am hereby authorised to submit this application on behalf of \_\_\_\_\_. I confirm that the submitting organisation and its Directors have never been bankrupt, and accepts all risk associated with the delivery of the event.

SIGNED: \_\_\_\_\_

POSITION: \_\_\_\_\_

DATE: \_\_\_\_\_

<b>Name of event</b>	
<b>Date of event</b>	
<b>Event address &amp; location</b>	
<b>Type of event</b>	
<b>Event stream (tick)</b>	<input type="checkbox"/> new event <input type="checkbox"/> existing event
	<b>If existing event explain why the event funding sought will assist improvement for long term growth and sustainability (max 50 words)</b>
<b>Event organising body name</b>	
<b>Address</b>	
<b>Website</b>	
<b>Phone</b>	
<b>Email</b>	
<b>Contact person</b>	
<b>Contact phone</b>	
<b>Contact person email</b>	
<b>Legal Status (inc, company, Ltd etc)</b>	

Public liability indemnity insurance cover and value	
ABN	
Funding sought	\$
Funding term sought	
Confirmed matched funding	Cash \$
	In-kind \$

## 1. EXECUTIVE SUMMARY OF EVENT (max 300 WORDS)

Please provide a summary of the proposed event and the target market segment(s) of patrons (DELETE RED TEXT).

## 2. EVENT MANAGEMENT

Overview of event organisation and capability to manage event (max 200 words)

Please provide a detail here (DELETE RED TEXT).

Key Personnel Name(s) (max 4)	Short biography (100 words max each)
1.	
2.	
3.	
4.	
Has the event been held before	<input type="checkbox"/> Yes <input type="checkbox"/> No If yes provide details including visitor arrivals for last year or reports as attachments
Have you discussed your event with staff from Tourism East	<input type="checkbox"/> Yes <input type="checkbox"/> No If yes provide a brief summary of meetings
Have you discussed your event with staff from Yarra Ranges Council	<input type="checkbox"/> Yes <input type="checkbox"/> No If yes provide a brief summary of meetings

### 3. BUDGET

Insert a detailed breakdown of the proposed event budget (including cash, in-kind and other confirmed sponsors) – modify descriptions or delete/add rows as required.

Alternatively provide as an attachment to this application.

Income	Cash	In-Kind
Ticket sales		
Sponsorship (detail each sponsor)		
Upfront cash by organisation etc		
<b>Total</b>		
Expenditure	Cash	In Kind
Logistics		
Venue Costs		
Traffic Management		
Labour		
Marketing		
Permits etc		
<b>Total</b>		

### 4. MARKETING STRATEGY

Provide details of the marketing activities being undertaken to attract visitors (spectators or patrons) to the event. This must include details of the key target market segments (eg, cyclists, families, dual income no kids etc) being focussed on and reference to whether it will be for locals, intrastate or interstate event patrons. Please include details of existing databases, digital assets such as website views or social media followers that you organisation currently has and how regional messaging for the Yarra Valley and Dandenong Ranges can be promoted.

Alternatively, please attach a full marketing plan to this application. (Delete red text).

PROMOTIONAL STRATEGY	SEGMENT TARGET MARKET	PROPOSED BUDGET
Social Media Paid Post Reach	Women aged 25-45 in Melbourne	\$500
Promotional signage on key Eastlink	Residents of South-Eastern Suburbs	\$3000
Event flyer mail box drop	Eastern Suburbs residents	\$5000
Digital marketing via website	New event participants women aged 25-25	\$2000

EDM to database of past participants	Past participants women aged 25-45	\$500

## 5. TOURISM IMPACT SUCCESS

Total expected participants	
Total expected spectators	
Total patrons	
Patron origin % Please collect this data when ticketing if possible	% Melbourne
	% Regional Victoria
	% Interstate
	% International
Expected length of stay for patrons eg, hours, days	
Expected daily expenditure of patrons	\$
Confirm details of local food & wine suppliers to be included	
Any other performance measures identified for event success	
Please note that actual data will be required in your post event report to demonstrate the outcomes achieved. Yarra Ranges Council can utilise Council IQ to produce an estimated economic impact summary.	

## 6. SUSTAINABLE EVENT & WASTE PROCESSES

Please detail any planned sustainability measures such as no single use plastics, compostable plates etc.	
Please detail your waste management plan including recycling	

## 7. PERMITS & APPROVALS

Please confirm an application for any	
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<p>planning permits or approvals required from YRC has commenced</p>	
<p>Please confirm your event has been registered with YRC see link below.</p>	
<p><a href="#">Planning a festival or event Yarra Ranges Council.</a>  Note - This can take up to 12 weeks (or longer if a notified planning permit is required).</p>	