REF Stream 3 - Application Form
Form Preview

Contact Details

* indicates a required field

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Before you begin

Please ensure that you have read the guidelines before completing this application.

Applicant Organisation Details

Organisation Name *
Organisation Name

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.

Primary Address *
Address

Suburb State Postcode

Must be an Australian postcode.

Website

Must be a URL.

Key Contact *
First Name Last Name

Position

Phone Number *

Must be an Australian phone number.

E-mail *

Must be an email address.

Which of these options does your organisation fall under? *
○ Company (Including companies that are trustee companies)
○ Sole Director Company
○ Incorporated Association
○ Local Council

Event Details

* indicates a required field

Please provide concise responses to all open text questions. Word limits apply.

Information that you provide within this application can be used to populate contracts, media releases and other important documents if you are successful in obtaining a REF grant.

Has this event already commenced at the time of application, or will commence less than three (3) months after the rounds decision date? *
○ Yes
○ No

See fund announcement dates.

Yes response

Events that have already commenced at the time of application, or events that will commence less than 6 months after the lodgement month will not be eligible for funding. As you selected YES in the above question, you can no longer complete this application.

Event Name *

What is the official title of this event? This is the name that will appear in all correspondence.

Event start date *

Event end date *

What category best describes your event? *

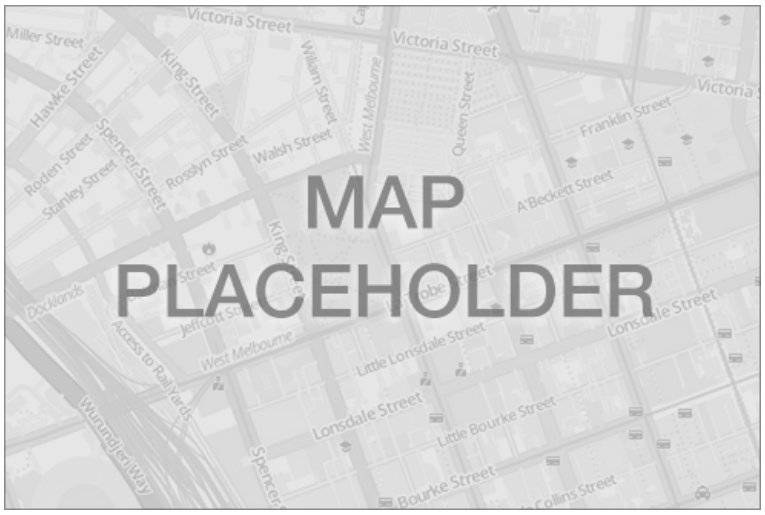
Event description *

Word count:
Please describe this event in 100 words or less. This description may be used in media releases and other promotional opportunities. Please indicate if the event is of international, national or state significance.

Primary Venue/Location *

The primary venue or location that the event will be held in e.g. location that will host key activity or majority of activity.

Primary Venue/Location Address *
Address



Address Line 1, Suburb/Town, State/Province, and Postcode are required. Country must be Australia

If your event is held in multiple venues/locations, advise additional below:

Consultation

* indicates a required field

The local Visitor Economy Partnership (VEP) is your first point of contact. Discuss the event with them at your earliest opportunity. They will work with you to determine the strength of your proposal and advise on the likely success.

Contacts and further information on the VEP's can be found here.

Applications without written endorsement from the VEP, will not be accepted.

Local Government Authority - VEP *

Please indicate which LGA this event will be staged in. Please refer to the Victorian Local Government Directory to answer this question. The selected LGA will advise which VEP to contact.

Has this proposal been discussed with the Visitor Economy Partnership? *

○ Yes ○ No

Response No

All applications for a REF grant must have the written endorsement from their local Visitor Economy Partnership to make an application for funding. As you selected NO to the question above, you can no longer complete this application.

VEP Contact person *
First Name Last Name

Phone Number *

Must be an Australian phone number.

Email *

Must be an email address.

Please attach a letter of endorsement for this event from the VEP. *
Attach a file:

Max 25mb per file

Funding Request

* indicates a required field

Refer to the guidelines here for more information on what the Regional Events Fund can support.

Funding Purpose *

Word count:
Provide a breakdown of how the funding request will be distributed across the permitted funding purposes uses as per the guidelines.

Funding Use	Amount ($)	Percentage of Total Request
Description of activity/purpose	Must be a number.	Must be a number.

Total Funding Request

This number/amount is calculated.
Please note, the maximum funding issued in Stream 3 is $50,000.

Event Delivery

* indicates a required field

Event Delivery

Please outline the organisational structure that will deliver this event, including roles and responsibilities of each position. *

Word count:
Must be no more than 100 words.

Please provide a concise overview of each day of the proposed program. *

Word count:
Must be no more than 100 words.

Has this event been staged previously? *

○ Yes ○ No

Event History

Please provide a brief history of this event, i.e., years of operation. *

Word count:
Must be no more than 100 words.

Historical Economic Benefit

If the event has been held previously, please demonstrate how the event delivered economic benefit to the region.

Please add in columns for previous years event attendance if applicable.

Year	Total Atten dance	Local	Intrastate	Interstate	Internation al	Average Le ngth of Sta y

Previous Funding

Has this event been successful in receiving funding from the REF in the past? *

○ Yes ○ No

Please outline the funding received in previous years.

Year	$
List all years funding was recieved from 2016-2025	Must be a dollar amount.

Cumulative Figure

This number/amount is calculated.

How was previous funding used and what were the measurable outcomes? *

Word count:
Must be no more than 100 words.
Please list visitation increases or other successful impacts.

Insurance

Please attach a Certificate of Currency for Public Liability insurance that references the event name. Note, a quote or invoice will not be accepted. *
Attach a file:

Please provide the Policy number. *

Please attach insurance - Professional Indemnity (if applicable)
Attach a file:

Evaluation Criteria

* indicates a required field

Economic Benefit Forecast

Please demonstrate how the event will bring economic benefit to the region.

The origin and visitation numbers will be used as part of your contractual KPIs if you are successful in receiving a REF grant. This event will be measured against these metrics to understand the return on investment (ROI).

Please estimate the attendance and visitor origins for the event you are applying for.

Please note: the average estimated per person daily expenditure is $130, please use this number unless you have verified data to support an increase, i.e. economic impact surveys.

Total Attendance	Local	Intrastate	Interstate	International	Average Length of Stay	Estimated per person daily expenditure

Economic Benefit detail

Please indicate whether your event is fully ticketed, partially ticketed or not ticketed. *

○ Fully ticketed ○ Partially ticketed ○ Not ticketed

Fully Ticketed

What ticketing platform are you using for this event? *

Other:

Please detail your ticketing model and how attendance and visitor origin will be measured. *

Word count:
Must be no more than 100 words.

Partially Ticketed

What ticketing platform are you using for this event? *

Other:

Please detail your ticketing model and how non-ticketed attendance and visitor origin will be measured. *

Word count:
Must be no more than 100 words.

Not Ticketed

Please detail how attendance and visitor origin will be measured. *

Word count:
Must be no more than 100 words.

Please describe how this event will increase visitation to the region and length of stay. *

Word count:
Must be no more than 100 words.

Find how to calculate FTE roles here.

How many Full Time Equivalent (FTE) roles will this event generate? *

Must be a number and no more than 10.

How many volunteers will be engaged to deliver this event? *

Must be a number.

Increasing Brand Equity

How does your event align with the strategic priorities outlined in your VEP's Destination Management Plan? Outline how the event will align with the regional brand attributes. *

Word count:
Must be no more than 100 words.

You can access the Victoria Brand Strategy toolkit here.

How does your event align with the attributes of the Victoria Brand Strategy? *

Word count:
Must be no more than 100 words.

What is the expected demographic profile of your event audience? Provide specific ranges of targeted age, gender and yield. *

Word count:
Must be no more than 100 words.

What marketing channels will you leverage to attract this segment from outside the region (intrastate, interstate, or international)?

Intrastate means trips that occur within the state borders in which the event is held in.

Broadcast

Will the event be broadcasted or live streamed? *

○ Yes ○ No

What platform will the event be broadcasted/live streamed through and briefly explain the broadcast plan. *

Must be no more than 100 words.

Please provide an estimation of the broadcast reach and value? *

Word count:
Must be no more than 50 words.

What are the opportunities to profile the destination through broadcast? *

Broadcast Integration, Digital Signage, Ads, Verbal Mentions, or Vignette Content

Media Coverage

What is the anticipated PR and media coverage (paid or earned) for the event? *

Word count:
Must be no more than 100 words.

Reputation

How will this event enhance the reputation of regional Victoria as an event destination? *

Word count:
Include any affiliation with prestigous national or international event series or organisations.

Government Priorities

Please refer to the Government Priorities in the Regional Events Fund Guidelines to answer this question.

How will this event appropriately showcase and celebrate Victoria's First Nations people? *

Word count:
Must be no more than 100 words.
This map allows you to find out who the formally recognised Traditional Owners are for an area.

How will this event include local supply chains and ensure Victorian produce is showcased? Estimate the percentage of food, beverage, event infrastructure and resourcing will be local. *

Word count:
Must be no more than 100 words.

Will this event utilise State Government funded venues or be held in a designated priority area, such as those affected by natural disasters? *

○ Yes ○ No

If yes, outline how.

How does this event foster positive engagement and generate community buy-in and pride? *

Word count:
Must be no more than 100 words.

How will this event address environmental sustainability including waste reduction plans? *

Word count:
Must be no more than 100 words.

What measures will you take to ensure the event is accessible to people of all abilities? *

Word count:
Must be no more than 100 words.
Include details on venue accessibility, communication formats, transport options etc.

How will this event promote social inclusivity and ensure participation from a diverse audience? *

Word count:
Must be no more than 100 words.

Calendar Fit

Please note, positive consideration will be given to events that promote visitation in low or shoulder seasons, periods of off-peak demand and that avoid holiday or long weekend periods.

You can find the Victorian School and Public Holiday dates here.

Is this event being held during a school holiday period or public holiday long weekend?

○ Yes ○ No

As discussed with the VEP, detail how staging this event during this time benefits the region? *

Word count:
Must be no more than 100 words.

Please outline how this event is timed to deliver maximum benefit to the region? *

Word count:
Must be no more than 100 words.

Budget

* indicates a required field

Additional Funding relevant to this application

Please list any other funding contributions from other State Government departments or Local Council.

Applicants must detail all confirmed funding and other active applications.

Please note: The Regional Events Fund will not allocate funding to an event that is receiving State Government funding for similar outcomes or where the visitation outlined is not commensurate with further investment.

REF applications may be shared with other relevant State Government departments.

Source of funds	Confirmed/Active Application	Amount confirmed/requested
		Must be a dollar amount
		$
		$
		$
		$
		$

Budget - Please do not include the Regional Event Funding request as income.

Budget (GST exclusive)

Please outline your event budget in the income and expenditure tables below, including details of other funding that you have applied for. Please use the status column to identify whether the funding request is confirmed or unconfirmed. All amounts should be GST exclusive.

Please **do not add commas** to figures - e.g. type $1000 not $1,000 - this will ensure your figures for each table total correctly

Income

Income	$	Detail
	$	
	$	
	$	
	$	
	$	
	$	

	$	
	$	

Expenditure

Expenditure	$	Detail
	$	
	$	
	$	
	$	
	$	
	$	
	$	
	$	

Budget Totals

Total Income Amount *
$
This number/amount is calculated.

Total Expenditure Amount *
$
This number/amount is calculated.

Profit Loss *
$
This number/amount is calculated.

Budget Commentary

Does this event show a loss? *
○ Yes ○ No

Financial Sustainability

Given this event shows a loss, please provide commentary as to the financial sustainability of this event. *

Please note, funding will not be made available to underwrite event activities.

Please attach your operating budget to support these figures. *
Attach a file:

Next Steps

* indicates a required field

Conflict of Interest

Do you or anyone within your organisation have any significant financial or other interests of which you are aware, which could reasonably raise an expectation of a conflict of interest? *

○ Yes ○ No

Please refer to the Regional Events Fund guidelines.

If yes, please provide details: *

Word count:

Must be no more than 100 words.

Declaration

I state that the information in this application and any attachments is to the best of my knowledge true and correct. I acknowledge that Visit Victoria may refer this application to external experts or Government Departments for assessment, reporting, advice, comment or for discussions regarding alternative or collaborative grant funding opportunities. I understand that Government Departments are subject to the Freedom of Information Act 1982 and that if a Freedom of Information request is made, the applicants documents may be released. I understand that this is an application only and may not necessarily result in funding approval. I understand that if this application is successful, that funding will be subject to terms and conditions set out in agreement with Visit Victoria.

I agree to the above declaration *

○ Yes

Authorised Representative *

First Name Last Name

Position

Next steps

Thank you for submitting your application for a grant from the Regional Events Fund.

- Applicants will receive notification within five business days of submission if:
  - The application has been unsuccessful and will not proceed to assessment stage
  - Requested to provide further information
- If you have not received notification, the application has moved to the assessment phase
- Visit Victoria will make a funding recommendation to the Minister for Tourism, Sport and Major Events.
- Outcomes will be advised as per the timings on the website, linked below.

Please refer to our website to understand when funding announcements are scheduled.