REF Stream 3 - Application Form
Form Preview

Contact Details

* indicates a required field

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Any personal information about applicants or a third party in an application will be collected by Visit Victoria. This information may be provided to Victorian Government bodies for the purpose of assessing and administering your application. If you intend to include personal information about third parties in your application, please ensure they are aware of the contents of the privacy statement. For further details regarding Visit Victoria's handling of your personal information, please see our Privacy Policy available here.

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)   ○ Incorporated Association
○ Sole Director Company   ○ Local Council

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: *

Consultation

* indicates a required field

The local Regional Tourism Board (RTB) or 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 RTB's and VEP's can be found here.

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

Has this proposal been discussed with the Regional Tourism Board/Visitor Economy Partnership? *
○ Yes   ○ No

Response No

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

RTB/VEP Contact person *
First Name   Last Name

Tourism Region *

Please refer to Victoria's Tourism regions.

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 RTB/VEP. *
Attach a file:

Max 25mb per file

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.

Stream 3 funding remains open through to June 30, 2027.

Applications will be batched in the month received and assessed to align with the Stream 2 funding announcement window. *Rounds will not open December and January annually.

Allow for at least three months from the time of the grant rounds announcement date before your event can start.

Sample timings:

- Application received June
- Funding announced August
- Event cannot start before November

Has this event already commenced at the time of application, or will commence less than three (3) months after the rounds announcement 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 3 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.

Venue/Location *

E.g. venue or region for events held in multiple locations.

Local Government Authority *

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

Event start date *

Event end date *

Event description *

Word count:
Please describe this event in 200 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.

What type of event are you applying for funding for? *
☐ Culinary ☐ Sport ☐ Festival ☐ Creative

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 200 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.

Insurance

Please attach insurance - Certificate of Currency *
Attach a file:

Please attach insurance - Professional Indemnity (if applicable)

Attach a file:

Funding Request

* indicates a required field

The Regional Events Fund can support the following:
- Implementation of innovative strategies to increase visitation for existing events
- Event development
- Feasibility planning
- Operational support (capped at 50 per cent of total funding request)
- Event resource support (capped at 25 per cent of total funding request)

Please detail how you intend to use a Regional Events Fund grant.

Funding Purpose *

Word count:
Must be no more than 200 words.

Funding amount request

$

Must be a dollar amount.
What is the total financial support you are requesting in this application? Please note, the maximum funding issued in Stream 2 is $500,000.

Has this event been successful in receiving funding from the REF in the past? *
○ Yes   ○ No

Previous Funding

What year did you receive funding? *
☐ 2016 - 2019 ☐ 2020 ☐ 2021 ☐ 2022 ☐ 2023 ☐ 2024
Select multi-years if applicable.

Please outline total funding provided to this event, as a cumulative figure if applicable.

$

Must be a number.

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

Word count:

Must be no more than 200 words.
Please list visitation increases or other successful impacts.

Additional Funding relevant to this application

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

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
		$
		$
		$
		$
		$

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: Local audience is not considered as part of economic impact calculations.

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

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

[   ]

Must be a number.

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

[   ]

Must be a number.

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 Attendance	Local	Intrastate	Interstate	International	Average Length of Stay

Ticketing

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? *

[   ]

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

[   ]

Word count:

Must be no more than 200 words.

Partially Ticketed

What ticketing platform are you using for this event? *

[   ]

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

[   ]

Word count:
Must be no more than 200 words.

Not Ticketed

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

Word count:
Must be no more than 200 words.

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

Word count:
Must be no more than 200 words.

Increasing Brand Equity

Please outline the marketing plan for an intrastate and interstate audience? *

Word count:
Must be no more than 200 words.
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? *

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

Word count:
Must be no more than 200 words.

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

Word count:
Must be no more than 200 words.

Government Priorities

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

Please outline below how your event aligns with broader State Government priorities? These include, fostering positive engagement and generating community buy-in and pride, appropriately showcasing and celebrating Victorian Aboriginal culture, including local supply chains and showcasing Victorian produce and environmental considerations including waste reduction plans. *

Word count:
Must be no more than 300 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.

Is this event being held during a school holiday period or public holiday long weekend?
○ Yes   ○ No

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

Word count:
Must be no more than 200 words.

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

Word count:
Must be no more than 200 words.

Budget

* indicates a required field

Budget

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 include the Stream 3 funding request into Income figures.

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	Total Expenditure Amount	Profit Loss
$	$	$
This number/amount is calculated.	This number/amount is calculated.	This number/amount is calculated.

Budget Commentary

Does this event show a loss?

○ Yes   ○ No

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.