

# 2027-28 Regional Events Scheme - Application Form Preview

## INFORMATION AND ELIGIBILITY

\* indicates a required field

### Welcome to the 2027-28 Regional Events Scheme (RES) and Regional Aboriginal Events Scheme (RAES) application form.

This scheme offers annual funding for small-scale or developing regional events across Western Australia supported by Tourism Western Australia (Tourism WA) and the Department of Primary Industries and Regional Development through the Royalties for Regions initiative. The scheme is administered by Tourism WA with an annual competitive application process which allocates between **\$5,000** to **\$40,000** (ex. GST) to successful events per event, per financial year.

For events to be **eligible** for funding:

- The Event must take place between the dates **1 July 2027** and **30 June 2028** (the 'funding period').
  - If applying for multi-year funding, the first Event must take place during this funding period and the following events must take place in the consecutive financial year/s (e.g. 1 July 2028 and 30 June 2029, 1 July 2029 and 30 June 2030).
- The requested funding amount must be between **\$5,000** and **\$40,000** per Event.
- The Event must be held in one of WA's nine regional areas as determined by the Regional Development Commission Act 1993. These include the Peel, South West, Great Southern, Wheatbelt, Mid-West, Gascoyne, Goldfields-Esperance, Pilbara and Kimberley regions (view map [HERE](#)).
- The funding application must come under the classification of an 'Event', which is a special occurrence tied to a certain time and place, consciously planned by the Applicant.

**Before applying** for the scheme, please ensure you;

- Read the [2027-28 Regional Events Scheme Guidelines](#).
- Receive your **letters of support** for your Event to upload (see the 'Community Support' section of this application)
- **Preview the application form** to understand the length of the application and required information.

Some **general tips** for completing your application:

- You may **begin anywhere** in this application form.
- Make sure to **save your application as you go**.
- You can **save this form and come back** to it at a later stage - just don't forget to **submit your application before the deadline** (incomplete applications will not be reviewed).
- For assistance using this form, download the [Help Guide for Applicants](#) or refer to [Applicant Frequently Asked Questions \(FAQ's\)](#)

Applications close **5pm AWST Friday, 24 July 2026 (no applications or supporting documentation will be accepted after this time)**.

For queries about the scheme, please contact us and quote your submission number; **(08) 9262 1780** or by email: [regionalevents@westernaustralia.com](mailto:regionalevents@westernaustralia.com). We recognise the diversity of First Peoples living throughout Western Australia. This form uses the term 'Aboriginal' in

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*recognition that Aboriginal people are the original people of Western Australia. At a regional or local level, the traditional language group name is often used. Across Australia through government, the term for Aboriginal and Torres Strait Islander peoples may be referred to as Indigenous peoples. The diversity of terms used to acknowledge peoples continues to alter. The diversity of acknowledgement includes Indigenous, First Peoples, First Nations, Traditional Owners, Traditional Custodians and identification by the traditional language groups.*

**I confirm that: \***

- I have read and understand to 2027-28 RES Guidelines;
- I have consulted a Tourism WA - Regional Events team member regarding my application;
- My requested funding amount does not exceed 50% of the forecasted event budget; and
- I/my organisation does NOT have any outstanding sponsorship requirements from previous Tourism WA funding or have had a previous sponsorship agreement terminated due to not meeting sponsorship requirements.

At least 4 choices and no more than 4 choices may be selected.

**Confirm the Tourism WA - Regional Events Team Member you consulted regarding your application: \***

**I confirm that my Event is: \***

- NOT based in the Perth metropolitan area or outside of Western Australia.;
- NOT a business or industry event;
- NOT a tourism product;
- NOT an agricultural show; and
- NOT already in receipt of Tourism WA funding.

At least 5 choices and no more than 5 choices may be selected.

## Privacy Notice

We pledge to respect and uphold your rights to privacy protection under the **Australian Privacy Principles (APPs)** as established under the **Privacy Act 1988** and amended by the **Privacy Amendment (Enhancing Privacy Protection) Act 2012**.

To view our privacy statement please [click here](#).

## APPLICANT DETAILS

\* indicates a required field

### Type of Application

**This application is for the: \***

- Regional Events Scheme (RES)
- Regional Aboriginal Events Scheme (RAES)

**Are you applying as an individual or organisation? \***

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Individual       Organisation

Organisation Name

First Name

Last Name

The person or entity that will enter into a contract with Tourism WA if the application is successful.

**Confirm Event Holder Name: \***

Confirm the name of the Event Holder who will enter into a contract with Tourism WA if the application is successful (ie. name of Local Government Authority, Incorporated Entity, Pty Ltd Company, Trust).

**Your Details \***

First Name

Last Name

**Your Position \***

Your position within the organisation or your relationship to the organisation i.e. CEO, Event Manager, Business Development Manager, Treasurer etc.

**Applicant Primary Phone Number \***

Must be an Australian phone number.

**Applicant Primary Email \***

Must be an email address.

**Postal Address (PO Box preferred) \***

Address

  

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

**Will you be the primary contact person for all funding correspondence? \***

Yes

No

**Do you have the contact details of the person who will be the primary contact for funding correspondence? \***

Yes

Not at this stage

**Primary Contact Person**

Please list the contact person for the application if different from above.

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## Contact Person

Title	First Name	Last Name
<input type="text"/>	<input type="text"/>	<input type="text"/>

## Position

i.e. CEO, Event Manager, Business Development Manager, Treasurer etc.

## Phone Number

Must be an Australian phone number.  
Area code required.

## Email \*

Must be an email address.

## Organisation Details

\*

I confirm that the Organisation is aware I am undertaking this application and that I have the relevant authority to make this application on behalf of the Organisation.

## Organisation Primary Phone Number \*

Must be an Australian phone number.

## Organisation Primary Email \*

Must be an email address.

## Organisation Postal Address (PO Box preferred) \*

Address

  

Address Line 1, Suburb/Town, State/Province, Postcode, and Country are required.  
PO Box must be entered manually.

## Is the Organisation based in the region the Event is held? \*

Yes  No

## Provide a brief description of the Organisation. \*

Word count:

Must be no more than 100 words.  
i.e. function, purpose and goals.

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**Do you / the Organisation have an ABN? \***

- Yes  No

## ABN Details

**Applicant 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	<a href="#">More information</a>
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN.

**Do you / the Organisation meet one (1) of the criteria contained in the Australian Taxation Office Statement by a Supplier form? \***

- Yes

For more information on the Statement by a Supplier form, click [HERE](#). If not eligible, this application will be ineligible.

**Does the Organisation have a Certificate of Incorporation? \***

- Yes  No

**Please upload the Organisation's Certificate of Incorporation \***

Attach a file:

**Is the Organisation governed by a Constitution (eg. not-for-profit, association, charity)? \***

- Yes  No

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## Please upload the Organisation's Constitution \*

Attach a file:

## EVENT DETAILS

\* indicates a required field

### Event Name \*

Name of the event.

### Event Website \*

Include a social media page if you do not have an Event website.

### Event Category \*

Art and Cultural  Culinary  Music  Sport and Recreation

Please select the category your event aligns with most. A reminder that business or industry events or tourism products are not eligible for RES or RAES funding.

### Event Start Date \*

Must be a date and between 1/7/2027 and 1/7/2028.

### Event Finish Date \*

Must be a date and between 1/7/2027 and 30/6/2028.

### Event Frequency \*

Annual  Biennial  One-off  Other:

How often is the event held?

## Event Location

To be eligible for funding, the Event must be held within **regional** Western Australia. Applications for events held in the region of Perth or outside of Western Australia will be ineligible.

Please refer to the Regional Development Commission map [HERE](#) and the Regional Tourism Organisation map [HERE](#).

### Event Location \*

i.e. city, town (if multiple, please list)

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## Event Venue \*

The specific venue in which the Event will be held (if multiple, please list)

## Please advise what stage you are at in securing your Event venue: \*

Word count:

Must be no more than 20 words.

(ie. venue booked and paid, pencil booking at venue, placeholder at venue, venue contacted)

## Which of the nine Regional Development Commissions (RDC) is the

### Event held in: \*

- Gascoyne
- Goldfields - Esperance
- Great Southern
- Kimberley
- Mid West
- Peel
- Pilbara
- South West
- Wheatbelt

For reference, please see RDC [map](#)

## Which Regional Tourism Organisation (RTO) is the Event held in: \*

- Australia's Coral Coast
- Australia's Golden Outback
- Australia's North West
- Australia's South West
- Destination Perth

For reference, please see RTO [map](#)

## Please explain the rationale for the Event timing and its alignment with the tourism season in the region.

Word count:

Events that attract visitors during the shoulder and low seasons have a greater tourism impact on the region and will be considered more competitive. Must be no more than 50 words.

## Previous Event

### Has the Event been held previously? \*

- Yes  No

### What year was the first Event held? \*

ie. 1991

## Event Program

### Provide a brief overview of the Event: \*

Word count:

Must be no more than 200 words.

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You will also need to provide a detailed outline of your proposed Event Program.

**Would you prefer to upload or list your Event Program? \***

- Upload Event Program  List Event Program

**Upload your Event Program:**

Attach a file:

This can be hypothetical at this stage of the planning.

## Event Program

Please list the entirety of the proposed Event Program. This can be hypothetical at this stage of the event planning.

Event program activity / experience	Brief description of activity / experience
What is the name of the activity or experience?	

**Upload your Event Program (making sure to highlight events that offer Aboriginal activities and experience): \***

Attach a file:

Please list the entirety of the Event Program and provide information on Aboriginal engagement (*reminder, **at least 50%** of you Event Program activities or experiences require the involvement of Aboriginal people*):

Event program activity / experience	Brief description of activity / experience	Is this an Aboriginal activity / experience?
What is the name of the activity or experience?		
		<input type="radio"/> Yes <input type="radio"/> No
		<input type="radio"/> Yes <input type="radio"/> No
		<input type="radio"/> Yes <input type="radio"/> No
		<input type="radio"/> Yes <input type="radio"/> No
		<input type="radio"/> Yes <input type="radio"/> No

**Does more than 50% of the event program offer Aboriginal activities and experiences? \***

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Yes

No

## Unique Selling Point

What elements are **unique** to your Event that help your event "**stand out**" and will **attract more visitors**?

ie. Your Event..

- Has a major draw card, for example an ambassador, sporting personality, award winning artist;
- Is part of a state or national championships;
- Has a unique aspect that cannot be experienced anywhere else in Western Australia/ Australia
- Showcases the unique characteristics of the town and/or region

## What are the unique elements of your Event?

Word count:

Must be no more than 150 words.

## REGIONAL ABORIGINAL EVENTS SCHEME (RAES)

\* indicates a required field

To be eligible for RAES:

- More than 50% of the Event programming must offer Aboriginal activities or experiences; and
- Must have the involvement of Aboriginal people in the leadership, coordination and delivery of the event program, which may also relate to performers, food and beverage offerings or the production and selling of merchandise.

Does the Event involve Aboriginal people in the leadership, coordination and delivery of the event program? \*

Yes

No

Is the Event or event management company Aboriginal owned and / or operated? \*

Partially

Fully

No

## What percentage of the business is Aboriginal owned and / or operated?

Must be a number.

Is the Event / business registered or accredited with any of the following: \*

- None
- Supply Nation
- Aboriginal Business Directory WA
- Office of the Registrar of Indigenous Corporations

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Other:

### Consulted Stakeholders

#### List key stakeholders consulted in relation to the Event:

i.e. Local Elders, Aboriginal communities and/or organisations.


#### Outline the involvement of and roles for Aboriginal people in the Event. ie. event management, delivery of activities, food, entertainment, merchandising etc. \*

Word count:

Must be no more than 200 words.

### Your application is INELIGIBLE for RAES funding

**RAES Eligibility:** If you are requesting funding through the RAES your event must offer **both** of the below:

- More than 50% of your event programming must offer Aboriginal activities or experiences; and
- Must have the involvement of Aboriginal people in the leadership, coordination and delivery of the event program, which may also relate to performers, food and beverage offerings or the production and selling of merchandise.

Please adjust your answers or select that you are applying for **RES** funding earlier in this form.

## FUNDING REQUEST

\* indicates a required field

The funding request must be a whole dollar amount (no cents), between \$5,000 and \$40,000.

A reminder that, to be eligible, the funding amount **cannot** be more than 50% of the total event budget.

**Has the Event previously received RES or RAES funding through Tourism WA? \***

Yes

No

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### When was the last funding round the Event received funding? \*

- 2026-27       2025-26       2024-25       Earlier funding round

### How many years are you requesting funding for? \*

- One year       Two years       Three years

## Year 1 Funding Request

### Year 1 Funding Request \*

\$

Must be a dollar amount

## Year 2 Funding Request

### Year 2 Funding Request \*

\$

### Year 2 Event Start Date \*

Must be a date and between 1/7/2028 and 30/6/2029.

### Year 2 Event Finish Date \*

Must be a date and between 1/7/2028 and 30/6/2029.

## Year 3 Funding Request

### Year 3 Funding Request \*

\$

### Year 3 Event Start Date \*

Must be a date and between 1/7/2029 and 30/6/2030.

### Year 3 Event Finish Date \*

Must be a date and between 1/7/2029 and 30/6/2030.

## Use of Funding

Funding must be used towards expenses that align directly to the objectives of the RES and RAES. The objectives are:

- **VISITATION** - Bring additional visitation and expenditure to regions, including during off-peak and shoulder seasons.
- **ECONOMIC** - Support economic growth in the region, including through local job creation, career and capability development.
- **MEDIA** - Raise the profile of the region through event promotion and media coverage.
- **SOCIAL** - Promote inclusive and sustainable event practices and improve the vibrancy, social amenity and wellbeing in regional Western Australia.

Some examples of acceptable costs include:

- Paid marketing and media
- Live music and performances
- Prestigious talent/hero names
- Arts and cultural activities
- Workshops
- Event infrastructure (cannot be permanent)

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- Event operational costs such as traffic management and licensing
- Event staff (event/project specific)
- Waste and recycling management
- Access and inclusion measures

Funding **cannot** be used for:

- Capital works (permanent infrastructure);
- Existing, ongoing or recurrent organisational costs (ie. employee salaries and employment costs, insurance, lease or rental payments, uniforms, administration expenses);
- Purchase of capital equipment or assets (ie. purchasing AV equipment, computers, photocopiers and vehicles);
- Venue hire or rental fees for the applicant organisation's own venue or assets;
- Prize money or gifts; or
- Expenses from previous or future Events (outside of the funding period).

Use of Funding	Budget Allocated	Aligning Objective
ie. marketing campaign   media, wet weather equipment   visitation, workshop   economic, interpreter   social	Must be a dollar amount.	
	\$	<input type="checkbox"/> VISITATION <input type="checkbox"/> ECONOMIC <input type="checkbox"/> MEDIA <input type="checkbox"/> SOCIAL
	\$	<input type="checkbox"/> VISITATION <input type="checkbox"/> ECONOMIC <input type="checkbox"/> MEDIA <input type="checkbox"/> SOCIAL
	\$	<input type="checkbox"/> VISITATION <input type="checkbox"/> ECONOMIC <input type="checkbox"/> MEDIA <input type="checkbox"/> SOCIAL

## EVENT BUDGET

\* indicates a required field

### TICKETING / ENTRIES

**Will the Event be ticketed? \***

- Yes - paid tickets
- Yes - free tickets
- Yes - some events paid and some free
- No

### Ticket Prices

Please list the ticket options and prices for all **paid tickets** for your Event (estimates are acceptable):

Ticket Type	Ticket Price	Available Ticket Quantity
eg. adult, child, concession, workshop, concert, packages	Must be a dollar amount.	Must be a number.
	\$	

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	\$	
	\$	

**Please feel free to share any further details or context regarding your ticketing structure:**

### EVENT BUDGET

**All applicants must provide a full and detailed event budget,**

*Please note:*

- Events with varied sources of income will be more competitive.
- (If applying for multi-year funding) The Event Budget is only required for Year 1 of the funding request.

**Are the amounts in your event budget inclusive or exclusive of GST? \***

Inclusive (inc. GST)

Exclusive (ex. GST)

This is for reference purposes only.

### INCOME

#### Government Sponsorships (Not Including RES Funding)

Do **NOT** include your requested Regional Events Scheme funding.

Name of Government Sponsor	\$ Amount	Type of Government Sponsor	Status
----------------------------	-----------	----------------------------	--------

ie. Department of Creative Industries, Tourism and Sport	Must be a dollar amount.		
	\$		
	\$		
	\$		
	\$		
	\$		

#### Corporate Sponsorships

Name of Corporate Sponsor	\$ Amount	Status
---------------------------	-----------	--------

	Must be a dollar amount.	
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	\$	
	\$	
	\$	
	\$	
	\$	

### Attendee / Competitor Revenue

Revenue Type	\$ Amount	Additional Comments
	Must be a dollar amount.	
	\$	
	\$	
	\$	
	\$	
	\$	

### Other Revenue

Revenue Type	\$ Amount	Additional Comments
	Must be a dollar amount.	
	\$	
	\$	
	\$	

### TOTAL INCOME (WITHOUT RES FUNDING)

\$

This number/amount is calculated.

**Total Government Sponsorships**

This number/amount is calculated.

**Total Corporate Sponsorships**

This number/amount is calculated.

**Total Attendee / Competitor Revenue**

This number/amount is calculated.

**Total Other Revenue**

This number/amount is calculated.

### EXPENSES

#### Administration Expenses

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Administration Expense	\$ Amount	Supplier Location	Supplier / Additional Comments
	Must be a dollar amount.		
	\$		
	\$		
	\$		

### Operational Expenses

Operational Expense	\$ Amount	Supplier Location	Supplier / Additional Comments
	Must be a dollar amount.		
	\$		
	\$		
	\$		
	\$		
	\$		

### Marketing Expenses

Marketing Expense	\$ Amount	Supplier Location	Supplier / Additional Comments
	Must be a dollar amount.		
	\$		
	\$		
	\$		

### Other Expenses

*ie. contingency fund.*

Other Expense	\$ Amount	Supplier Location	Supplier / Additional Comments
	Must be a dollar amount.		
	\$		
	\$		
	\$		
	\$		
	\$		

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### TOTAL EXPENSES

\$

This number/amount is calculated.

**Total Administration Expenses**

This number/amount is calculated.

**Total Operational Expenses**

This number/amount is calculated.

**Total Marketing Expenses**

This number/amount is calculated.

**Total Other Expenses**

This number/amount is calculated.

**% of Budget**

This number/amount is calculated.

**% of Budget**

This number/amount is calculated.

**% of Budget**

This number/amount is calculated.

**% of Budget**

This number/amount is calculated.

### In-Kind / Contra Support

Name of Supporter	Type of Support	Estimated \$ Value	Status
		Must be a dollar amount.	
		\$ <input type="text"/>	
		\$ <input type="text"/>	
		\$ <input type="text"/>	
		\$ <input type="text"/>	
		\$ <input type="text"/>	

### TOTAL IN-KIND / CONTRA

\$

This number/amount is calculated.

### BUDGET TOTALS

Please input your income, expenditure and in-kind contribution totals from your submitted Event Budget:

**Total Income \***

This number/amount is calculated.

**Total Expenses \***

This number/amount is calculated.

**Total In-Kind Value**

This number/amount is calculated.

**Profit / Loss \***

\$

This number/amount is calculated.

**% Budgeted Event Profit**

This number/amount is calculated.

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Year 1 Funding Request	% Tourism WA Funding
This number/amount is calculated.	The percentage of Tourism WA Funding is calculated by your Year 1 funding request divided by your total cash income amount. The sponsorship percentage cannot be more than 50%. This number/amount is calculated.

**The amount of funding requested cannot be more than 50% of all budgeted income. Please adjust your funding request or budgeted income.**

## EVENT MANAGEMENT

\* indicates a required field

**Will your Organisation be managing the Event? \***

- Yes (we will be managing all aspects of the Event)
- Partially (we will be managing some aspects of the Event but will also be engaging external parties to manage other aspects)
- No (an external party will be engaged to manage the actual Event)

ie. Is your Organisation coordinating the entirety of the Event or will you be engaging an external event management company.

**Will you be personally managing the Event? \***

- Yes (I will be managing all aspects of the Event)
- Partially (I will be managing some aspects of the Event but will also be engaging external parties to manage other aspects)
- No (an external party will be engaged to manage the actual Event)

ie. Are you coordinating the entirety of the Event or will you be engaging an external event management company.

**Have you previously managed Events? \***

- Yes
- No

Please list previous Events you have worked on and your responsibilities:

Year	Event Name	Responsibilities
Must be a number.		

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**Please outline any relevant experience or training you have in relation to events or event management:**

Word count:

Must be no more than 50 words.

ie. any certifications, training courses, experience in similar fields.

**External event management supplier:      Supplier responsible for:**

ie. the name of the supplier you will be engaging (if the supplier is yet to be confirmed, write 'TBC').	ie. what that supplier will be responsible for managing at your event (if they will be responsible for the entirety of the event management, write 'event management').

**Are there any members of the Organisation that have worked on this Event previously?**

Yes

No

ie. are the people still within your Organisation that had experience working on this Event?

**Has your Organisation previously managed Events? \***

Yes

No

List any Events your Organisation has previously managed:

Event Name	Event Date
	Must be a date.

**Supporters**

*Events that demonstrate support from the local Government Authority, Regional Tourism Organisation, visitor centres, key local businesses and stakeholders involved in the Event will be more competitive.*

Name of supporting organisation	Type of supporter	Description of support provided
	Other:	

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	Other:	
	Other:	

### Letters of Support

You must attach **at least one (1) letter of support**. This could be from a local Government Authority, Regional Tourism Organisation, visitor centres, key local businesses and/or stakeholders involved in the Event. *Please attach each letter of support on a separate line within this table.*

Attach Letter of Support	Letter of Support (who from)	Is this letter signed?
--------------------------	------------------------------	------------------------


### Outline how your Organisation will manage the Event:

Word count:

Must be no more than 50 words.

ie. staffing, board management, skillsets engaged.

## ECONOMIC IMPACT

\* indicates a required field

Please provide the estimated total attendance for the Event.

You must **NOT** count **unique attendees** multiple times (i.e. if the event is a two day event and you estimate 1,000 one day attendees per day and 500 multi-day attendees, the total estimated attendance is 2,500 people). All estimated attendees must be unique.

When estimating the **location** of attendees, **ensure you're only estimating attendees that are specifically coming to attend the Event.**

- **Do not include;**
  - **visitors who are already in town** on vacation who attend the event;
  - visitors attending multiple days of the event.

If not applicable for your Event, simply enter "0".

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Please note, this section aligns to the RES objectives:

- **VISITATION** - Bring additional visitation and expenditure to regions, including during off-peak and shoulder seasons.
- **ECONOMIC** - Support economic growth in the region, including through local job creation, career and capability development.

**Confirm the below estimates do NOT count unique attendees multiple times (if your event covers multiple days). \***

Yes

Attendees must be unique. If you estimate attendees will attend your event across multiple days, ensure they are NOT counted twice.

## Previous Event Attendance

Please provide total attendance from previous years Events (include whether it is an estimated or actual figure).

ie. 2025 - 1,000 - estimate 2024 - 900 - actual

Event Year	Total Attendance	Estimate / Actual
		<input type="radio"/> Estimate <input type="radio"/> Actual
		<input type="radio"/> Estimate <input type="radio"/> Actual
		<input type="radio"/> Estimate <input type="radio"/> Actual
Must be a number.		

## Year 1 - Attendees (by Type)

Event Attendees / Spectators \*

Must be a whole number (no decimal place).

Total Competitors / Artists \*

Must be a whole number (no decimal place).

Total Event Staff / Volunteers \*

Must be a whole number (no decimal place).

Total Attendees (by Type)

This number/amount is calculated.

## Year 1 - Attendees (by Region)

**Do NOT include;**

- visitors who are already in town on vacation who attend the event;
- visitors attending multiple days of the event.

If not applicable for your Event, simply enter "0".

Local (in Region)

Intrastate \*

Interstate \*

International

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Must be a whole number (no decimal place).  
Locals in the region

Must be a whole number (no decimal place).  
Visitors from outside the region

Must be a whole number (no decimal place).  
Visitors from outside WA

Must be a whole number (no decimal place).  
Visitors from outside Australia

**Total Attendees (by Region)**

This number/amount is calculated.

## Year 2 - Attendees (by Type)

**Event Attendees / Spectators \***

Must be a whole number (no decimal place).

**Total Competitors / Artists \***

Must be a whole number (no decimal place).

**Total Event Staff / Volunteers \***

Must be a whole number (no decimal place).

**Total Attendees (by Type)**

This number/amount is calculated.

## Year 2 - Attendees (by Region)

### Do NOT include;

- **visitors who are already in town** on vacation who attend the event;
- visitors attending multiple days of the event.

*If not applicable for your Event, simply enter "0".*

**Local (in Region)**

Must be a whole number (no decimal place).  
Locals in the region

**Intrastate \***

Must be a whole number (no decimal place).  
Visitors from outside the region

**Interstate \***

Must be a whole number (no decimal place).  
Visitors from outside WA

**International**

Must be a whole number (no decimal place).  
Visitors from outside Australia

**Total Attendees (by Region)**

This number/amount is calculated.

## Year 3 - Attendees (by Type)

**Event Attendees / Spectators \***

Must be a whole number (no decimal place).

**Total Competitors / Artists \***

Must be a whole number (no decimal place).

**Total Event Staff / Volunteers \***

Must be a whole number (no decimal place).

**Year 3 - Total Attendees**

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This number/amount is calculated.

### Year 3 - Attendees (by Region)

#### Do NOT include;

- **visitors who are already in town** on vacation who attend the event;
- visitors attending multiple days of the event.

If not applicable for your Event, simply enter "0".

#### Local (in Region)

Must be a whole number (no decimal place).

Locals in the region

#### Intrastate \*

Must be a whole number (no decimal place).

Visitors from outside the region

#### Interstate \*

Must be a whole number (no decimal place).

Visitors from outside WA

#### International

Must be a whole number (no decimal place).

Visitors from outside Australia

#### Total Attendees (by Region)

This number/amount is calculated.

#### Please provide a brief explanation of these attendance estimates: \*

i.e. where the attendees are coming from and why? Based on previous event attendance data? Used Tourism WA region data or other resources?

#### What tools will be used to provide these figures? \*

- Formal research (ie. engaging an external research company to determine these figures)
- Tickets / registrations (ie. ask people where they've travelled from when purchasing a ticket)
- Postcode data (ie. using postcodes of attendees to determine where they've travelled from)
- Event survey (ie. using an event survey to estimate the location of all attendees based on survey percentages)
- Event holder estimates
- Other:

You will implement these tools to provide data in your final event report

### Economic Impact

Economic Impact refers to the total amount of money brought into the region as a result of the Event taking place.

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Economic impact is calculated by: **attendees outside of the region (intrastate + interstate + international) X average night stay X average daily spend.**

Estimated average nights of stay for visitors \*

Must be a number.

Estimated average daily spend for visitors. (ie. accommodation, food, activities etc.) \*

\$

Must be a dollar amount.

For more information on visitor nights and visitor expenditure please refer to [Tourism WA's Visitor Statistics.](#)

## Year One Estimated Economic Impact

This number/amount is calculated.

## Year Two Estimated Economic Impact

This number/amount is calculated.

## Year Three Estimated Economic Impact

This number/amount is calculated.

## MARKETING

\* indicates a required field

Provide an overview of your marketing activity plans for the Event being mindful of the RES objective:

**MEDIA** - *Raise the profile of the region through event promotion and media coverage.*

## Social Following

**What social media platforms do you have or will have for the Event? \***

Instagram  Facebook  YouTube  X  TikTok  Snapchat

Other

None

## Instagram

**What is your Instagram account?**

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eg. @westernaustralia or <https://instagram.com/westernaustralia>

**How many followers do you have on the platform? \***

Must be a whole number (no decimal place).  
If you have not yet created the account, enter '0'.

## Facebook

**What is your Facebook account?**

eg. @westernaustralia or <https://facebook.com/westernaustralia>.

**How many followers do you have on the platform? \***

Must be a whole number (no decimal place).  
If you have not yet created the account, enter '0'.

## YouTube

**What is your YouTube account?**

eg. @westernaustralia or <https://youtube.com/westernaustralia>

**How many followers do you have on the platform? \***

Must be a whole number (no decimal place).  
If you have not yet created the account, enter '0'.

## X

**What is your X account?**

eg. @westaustralia or <https://x.com/westaustralia>

**How many followers do you have on the platform? \***

Must be a whole number (no decimal place).  
If you have not yet created the account, enter '0'.

## TikTok

**What is your TikTok account?**

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**How many followers do you have on the platform? \***

Must be a whole number (no decimal place).  
If you have not yet created the account, enter '0'.

## Snapchat

**What is your Snapchat account?**

**How many followers do you have on the platform? \***

Must be a whole number (no decimal place).  
If you have not yet created the account, enter '0'.

## Marketing Activities

Upload your Event Marketing Plan or list all **PAID** or **IN-KIND** marketing activities that you plan on undertaking for the Event.

*Please note, marketing activity which targets intrastate, interstate and international visitors will be more competitive.*

**Would you prefer to upload or list your marketing activities? \***

- Upload Marketing Plan  List Marketing Activities

**Upload Event Marketing Plan \***

Attach a file:

**Alternatively**, please select the following area you will market to and list your marketing activities:

**Where will you market your Event? \***

- Local (within the community / region)  Intrastate (within WA)  Interstate (within Australia - national coverage)  International (global reach)

Select all that apply.

## Local Marketing

Please list all **PAID** or **IN-KIND** marketing activities that will be undertaken in local areas (within the community / region)

Select the 'Marketing Type' and then list the marketing activities. Add as many rows as required.

**Local Marketing Type**

**Local Marketing**

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## Form Preview

List one marketing type per row.	Describe the marketing activity allocated to this marketing type eg. Type: Print - Magazine   Full page event advert in Australia Offroad Magazine.

### Intrastate (WA) Marketing

Please list all **PAID** or **IN-KIND** marketing activities that will be undertaken in Western Australia (within the state)

Select the 'Marketing Type' and then list the marketing activities. Add as many rows as required.

Intrastate (WA) Marketing Type	Intrastate (WA) Marketing Undertaken
List one marketing type per row.	Describe the marketing activity allocated to this marketing type eg. Type: Print - Magazine   Full page event advert in Australia Offroad Magazine.

### Interstate (Australia) Marketing

Please list all **PAID** or **IN-KIND** marketing activities that will be undertaken within Australia but outside of Western Australia.

Select the 'Marketing Type' and then list the marketing activities. Add as many rows as required.

Interstate (Australia) Marketing Type	Interstate (Australia) Marketing
List one marketing type per row.	Describe the marketing activity allocated to this marketing type eg. Type: Print - Magazine   Full page event advert in Australia Offroad Magazine.

### International (Global) Marketing

Please list all **PAID** or **IN-KIND** marketing activities that will be undertaken outside of Australia.

Select the 'Marketing Type' and then list the marketing activities. Add as many rows as required.

# 2027-28 Regional Events Scheme - Application Form Preview

International (Global) Marketing Type	International (Global) Marketing
List one marketing type per row.	Describe the marketing activity allocated to this marketing type eg. Type: Print - Magazine   Full page event advert in Australia Offroad Magazine.

**Are you undertaking any other marketing activities that were not mentioned above? \***

- Yes  No

**Please describe all other marketing activities: \***

Word count:

Must be no more than 150 words.

**Total Paid Marketing Budget \***

This number/amount is calculated.

Refer to your submitted event budget and the marketing strategy provided above.

## SOCIAL & ENVIRONMENTAL IMPACT

\* indicates a required field

Please note, this section aligns to the following RES objective:

- **ECONOMIC** - Support economic growth in the region, including through local job creation, career and capability development.

**Will the Event have... \***

- Paid Staff  
 Volunteers

Select all that apply.

**Paid Staff (Event Specific)**

Please provide an estimate of the amount of paid staff who will be **specifically** engaged for **this Event**.

# 2027-28 Regional Events Scheme - Application Form Preview

Ensure you do **not** include staff that will support the event as part of a larger role (ie. Community Development Officer).

**Local Paid Staff \***

Estimated number of paid staff who will be local to the region.

**Paid staff who identify as Aboriginal**

Estimated number of paid staff who will work on the Event that identify as Aboriginal (including local).

**Total Paid Staff \***

Estimated total number of paid staff who will work on the Event.

**Will you offer any development opportunities for paid staff as part of the Event? \***

- Yes  
 No

(eg. internships, training, professional development)

**What type of development opportunities are you hoping to offer paid staff?**

Word count:

Must be no more than 100 words.

## Estimated Volunteers

Please provide an estimate of the amount of volunteers who will be involved / engaged for the Event.

**Local Volunteers \***

Estimated number of volunteers who will be local to the region.

**Volunteers who identify as Aboriginal**

Estimated number of volunteers who will work on the Event that identify as Aboriginal (including local).

**Total Volunteers \***

Estimated total number of volunteers who will work on the Event.

**Will you offer any development opportunities for volunteers as part of the Event? \***

- Yes  
 No

(eg. internships, training, professional development)

**What type of development opportunities are you hoping to offer volunteers?**

Word count:

Must be no more than 100 words.

# 2027-28 Regional Events Scheme - Application Form Preview

**Are you planning to collaborate with any local schools or educational institutions in relation to your Event? \***

- Yes
- No

ie. visiting a local school with talent, providing a workshop at a local tafe, inviting students to see behind the scenes of the Event

**How are you planning to collaborate with local schools and/or educational institutions?**

**Word count:**

Must be no more than 50 words.

ie. visiting a local school with talent, providing a workshop at a local tafe, inviting students to see behind the scenes of the Event

**List local schools and/or educational institutions:**


## Accessibility

How you will manage accessibility requests, what you will have in place to support attendees with mobility issues, how will you cater for allergies or dietary requirements, will you have a space for people who have sensory needs, how will you accommodate families with young children (baby-change facilities) or using prams?

**What will you have in place to ensure people with accessibility requirements can attend your Event? \***

**Word count:**

Must be no more than 150 words.

## Environmental Sustainability

ie. waste reduction such as using reusable or compostable food and drink containers, provide clearly labelled recycling and compost bins, minimising paper waste such as having digital programs and event maps, reusing signage, providing free water stations, using predominantly local suppliers.

**What sustainable practices will you use for your Event? \***

# 2027-28 Regional Events Scheme - Application Form Preview

## EVENT DEVELOPMENT

This funding scheme aims to support the **development** of events that take place in and drive visitation to regional areas within Western Australia.

**Please outline how you will continue to develop your Event over the next three years:**

*Please do not outline KPIs or targets - we want to know what new developments, initiatives or activities you will do to reach your targets or continue to improve your event.*

*Please note, these developments, initiatives or activities may be documented in your sponsorship agreement.*

### 2027-28 Developments / New Initiatives

**List new developments or initiatives:**      **Details:**

List new developments or initiatives:	Details:

### 2028-29 Developments / New Initiatives

**List new developments or initiatives:**      **Details:**

List new developments or initiatives:	Details:

### 2029-30 Developments / New Initiatives

**List new developments or initiatives:**      **Details:**

List new developments or initiatives:	Details:

## SPONSORSHIP AGREEMENT REQUIREMENTS

\* indicates a required field

If the application is successful, you or your organisation will enter into a sponsorship agreement with Tourism WA for the purpose of detailing the obligations of both parties - the recipient of funding and Tourism WA.

Both parties will be required to sign the agreement and funding will be distributed according to the conditions of the agreement.

The requirements of the sponsorship agreement include, but are not limited to:

# 2027-28 Regional Events Scheme - Application

## Form Preview

### Minister Invitations

**Invite** the **Minister for Tourism** and the **Minister for Regional Development** to attend the Event including key official functions, announcements or ceremonies at least 90 days before the Event.

**I acknowledge and confirm that I will undertake, or I will ensure the applicant Organisation undertakes, this requirement by the required due date, should my application be successful. \***

Confirmed

### Risk Management Plan

Supply the Event **risk management plan** which adopts the Australian standard for risk management AS ISO 31000:2018 at least 90 days before the Event.

Tourism WA engages a risk management specialist to conduct a high-level review of risk management plans. The Applicant will receive feedback on the risk management and may be requested to implement updates.

**I acknowledge and confirm that I will undertake, or I will ensure the applicant Organisation undertakes, this requirement by the required due date, should my application be successful. \***

Confirmed

### Certificates of Insurance

Maintain appropriate and sufficient APRA approved **insurance cover** for the duration of the Event (from the execution of the sponsorship agreement until at least 30 days post-Event). The required insurance includes:

- **General liability** insurance coverage of **\$20,000,000** for any one occurrence and unlimited in aggregate
- **Workers' compensation/employers' indemnity insurance** no less than **\$50,000,000** for any one Event (*if paid workers are used for the Event*).
- **Personal accident insurance** for volunteers engaged by the Applicant.

**I acknowledge and confirm that I will undertake, or I will ensure the applicant Organisation undertakes, this requirement by the required due date, should my application be successful. \***

Confirmed

### Marketing & Communications Plan

Applicants who receive funding **over \$15,000** are required to supply a **Marketing and Communications Plan** at least 60 days before the Event.

**I acknowledge and confirm that I will undertake, or I will ensure the applicant Organisation undertakes, this requirement by the required due date, should my application be successful. \***

Confirmed

# 2027-28 Regional Events Scheme - Application

## Form Preview

### Final Event Report

All successful applicants will need to complete a **Final Event Budget, Budget Declaration** and **Final Event Report** at least 90 days post-Event to demonstrate that the funding has been spent in accordance with the sponsorship agreement.

The following information is required to completed your Final Event Report:

- **General Event information** (eg. location, key attendees, Welcome to Country);
- Total **Event attendance** figures (including staff / volunteers);
- **Local, intrastate, interstate and international visitation** (including average spend and average length of stay for each attendee type);
- **Marketing activities and media impact** (documenting all marketing activities undertaken and media coverage received);
- **Sustainable** event practices;
- Event **accessibility**;
- **Event Budget**;
- **Budget Declaration**;
- **Use of funds**;
- **Suppliers and their locations** (local, intrastate, interstate and international); and
- **Event / hero photos**.

**I acknowledge and confirm that I will undertake, or I will ensure the applicant Organisation undertakes, this requirement by the required due date, should my application be successful. \***

Confirmed

### Access and Inclusion

The Applicant shall use best endeavours to ensure that the Event is accessible and inclusive to all participants, including but not limited to persons with disabilities, individuals from diverse cultural and linguistic backgrounds, and other attendees who may require specific accommodations.

**I acknowledge and confirm that I will undertake, or I will ensure the applicant Organisation undertakes, this requirement should my application be successful. \***

Confirmed

## DISCLAIMER

\* indicates a required field

**I confirm that the information contained in this application and in any accompanying documents is, to the best of my knowledge and belief, true, accurate, and complete. \***

Confirmed

# 2027-28 Regional Events Scheme - Application

## Form Preview

**I confirm that the information contained in this application and in any accompanying documents is, to the best of my knowledge and belief, true, accurate, and complete, and with the full knowledge of the Organisation. \***

Confirmed