

CTA Application Form: Targeted Marketing Campaign TAS

Form Preview

About the applicant

* indicates a required field

Applicant Details

Applicant *

Individual Organisation

Organisation Name

First Name

Last Name

Applicant Position (if applicant is Organisation)

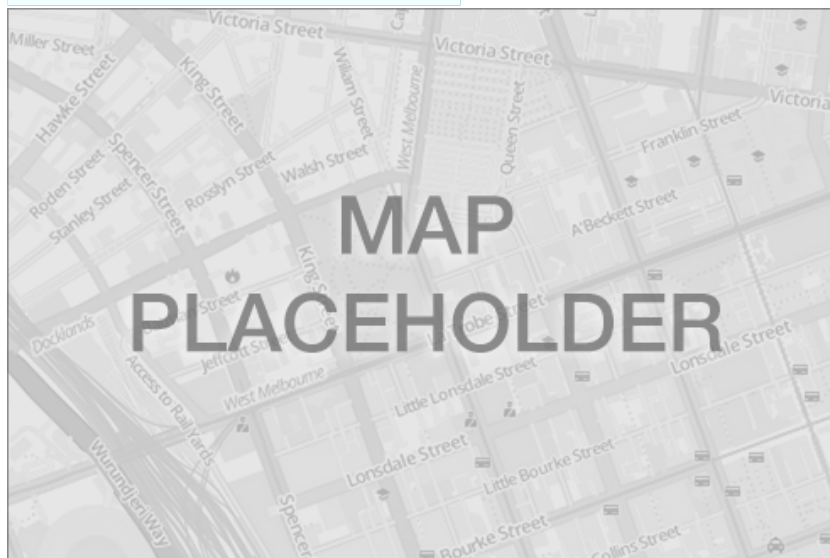
If the applicant is an organisation, is your organisation an Indigenous or Non-Indigenous organisation?

- Indigenous
 Non-Indigenous

Indigenous organisation: Any organisation where 50 per cent or more of its Board Directors are Aboriginal or Torres Strait Islander people.

Applicant Primary Address - must be a physical address, not postal *

Address



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

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Please contact the Australian Business Register to update your details here: <https://www.abr.business.gov.au/Help/UpdateABNDetails>

RAF can only be paid to applicants whose physical address matches their ABN 'main business location'.

You can submit this form and then proceed with updating your 'main business location'. We will still process your application.

Applicant Type

What type of applicant are you? *

Do you require an auspice? *

Yes No

Individuals with no ABN, individuals under the age of 18 and unincorporated groups require an auspice

Auspice Information

Auspice

Individual Organisation

Organisation Name

Title First Name Last Name

<input type="text"/>	<input type="text"/>	<input type="text"/>
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Auspice 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.

Auspice Primary Address *

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Address

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

Auspice Primary Phone Number

Must be an Australian phone number.

Auspice Primary Email

Must be an email address.

Auspice Primary Website

Must be a URL.

Auspice Postal Address

Address

Applicant's history with the Regional Arts Fund

What is your history with the RAF? *

If you feel the need, please use this space to provide any further information regarding the applicant's history with the Regional Arts Fund

this is an optional question

About the Campaign

* indicates a required field

Campaign Title *

Must be no more than 50 words.

This should be suitable for publication and give the reader a concept of what your campaign is trying to achieve.

Campaign Summary - Suitable for publication *

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Word count:

Must be no more than 100 words.

Please write in third person. Do not refer to or attach additional information to this section

What is the existing event/ festival/ program/ project/ venue that you are wanting to increase visitation to?

Outline the Targeted Marketing Campaign strategy in detail. What will you do? Who will be involved? Who are you trying to attract? *

Word count:

Must be between 200 and 400 words.

Campaign Start Date *

Must be a date and no earlier than 1/4/2022.

Campaign End Date *

Must be a date and no later than 31/10/2022.

Please note acquittals are due prior to 31st October 2022.

Work Plan

Activity - Task to be undertaken:	Outcome - What will be achieved by this activity?	Planned date of completion
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	Must be no more than 50 words.	Please note acquittals are due prior to 31st October 2022. Must be a date and no later than 31/10/2022.

Audience and Participants

* indicates a required field

Campaign Location

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What is the town/suburb/city of the Campaign? *

If more than one, please name one main location here. You can name all other locations in another question

Campaign Location Postcode *

Must be a number.

What is the federal electorate of the Campaign Location? *

if you do not know, please look it up on this website: <https://electorate.aec.gov.au/>

What is the MM of the Campaign Location? *

Please use this website to find your MM. Select Modified Monash Model 2019 and enter a physical address. <https://www.health.gov.au/resources/apps-and-tools/health-workforce-locator/health-workforce-locator>

Visitation

The RAF Cultural Tourism Accelerator will support additional marketing and promotional activity to target increased visitation. Activities can encourage any type of visitation: local, day trip, overnight, weekend, extended visit and/or connecting a visit across regions.

What is visitation? How much should it increase?

'Visitation' means physical attendance by anyone from outside the postcode of the activity. They might be from the neighbouring village or from the opposite side of the country. They can be a day tripper or an overnight visitor.

The target increase should be in scale with the scope of the initiative and budget. Your aim should be realistic, achievable, and measurable.

How will visitation be measured?

Applicants should design visitation measurement as part of their application. Applicants will be required to collect data supporting the effectiveness of their initiative. This could include engagement with social media, participation, attendance by postcode.

In addition, each recipient will assist in a national survey co-ordinated by RAA and be required to collect a minimum of 30 responses from visitors. These can be collected in situ or post event. This survey will provide deeper insights into visitation, reasons for visitation and the importance of arts and cultural activity when choosing to travel.

How many additional visitors do you hope to attract? *

Must be a number.
must be a number

How will you know you've succeeded? How will you measure the increased visitation? *

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Word count:

Must be between 100 and 200 words.

Dates Project is accessible to the public

What date is your project publically accessible? *

Must be a date.

What date does your project stop being publically accessible? *

Must be a date.

Project Personnel

* indicates a required field

What is the total number of employment opportunities created by this project?

Must be a number.

Paid opportunities only. These should be reflected in your budget. This number will not affect your assessment it is for statistical purposes only.

Does your project involve Aboriginal and/ or Torres Strait Islander people or cultural content? *

Yes

No

please answer yes if the applicant, any project staff, artists, participants or content is ATSI

Does the applicant identify as Aboriginal and/or Torres Strait Islander? *

Aboriginal and Torres Strait Islander People and Cultural Materials

How will you appropriately engage with Aboriginal and Torres Strait Islander people and/ or cultural content?

Please provide evidence in the form of supporting document, letters or videos confirmation from elders or other relevant statement. *

Attach a file:

Vulnerable Persons

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Does your project (at any stage) involve working with Vulnerable Persons? *

- Yes No

Vulnerable Person means an individual aged 18 years and above who is or may be unable to take care of themselves, or is unable to protect themselves against harm or exploitation for any reason, including age, physical or mental illness, trauma or disability, pregnancy, the influence, or past or existing use, of alcohol, drugs or substances or any other reason.

Vulnerable Persons National Police Checks

I understand that if successful I will need to provide a list of all personnel who will work with Vulnerable People and copies of Australian Federal Police checks and a signed declaration, before funds can be released. *

- Yes, I understand and agree

You can include the \$42 cost of each AFP check in the budget of your application.

Working with Children

Does your project (at any stage) involve working with children? *

- Yes No

Children means individuals under the age of 18 years.

Working with Children Checks and Training in National Principles

I understand that if successful I will need to provide a list of all Child-related Personnel and verification of their Working with Children Checks. At least one lead person from the project will undertake training in the National Child Safety Principles.

- Yes, I understand and agree

How the Campaign meets the assessment criteria

* indicates a required field

Please select one or more of the RAF Objectives *

- 1. Encourage and support sustainable economic, social and cultural outcomes in regional communities;
- 2. Develop partnerships and networks which leverage financial and/or in-kind support for regional arts projects and encourage ongoing collaboration;
- 3. Develop audiences and broaden community engagement with the arts;
- 4. Increase employment and professional development opportunities for, and raise the profile of, regional and remote artists;
- 5. Support quality and viability of artistic and cultural activity.

Please tell us how your Campaign aligns with the selected RAF Objective/s *

Word count:

Must be between 100 and 200 words.

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Will you be able to ensure at least 30 visitors outside of the project location postcode will complete the provided Culture Counts survey?

Who in your organisation or group has expertise to deliver this project? and/ or who will you partner with? *

Word count:

Must be between 100 and 200 words.

The Cultural Tourism Accelerator Program aims to:

- Support place-based programs to increase visitation
- Build consumer confidence and activate engagement
- Drive engagement across communities and between regions
- Support sector-led responses.

Please tell us how your Campaign aligns with the aims of the Cultural Tourism Accelerator program. *

Word count:

Must be between 100 and 200 words.

Budget

* indicates a required field

All successful Targeted Marketing Campaign projects will receive \$10000. Please request below the full \$10000 available

Total Amount Requested *

Must be a whole dollar amount (no cents) and equal to 10000.

What is the total financial support you are requesting in this application?

Budget

Please provide a list of the expenses of your campaign. Grant funds may be used towards (but not limited to):

- Artist fees
- Visitor incentives
- Transport
- Accessibility
- Equipment hire

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- Creative fees for the development of new marketing materials (incl. design, comms, videographer etc)
- Marketing and promotional cost such as design and printing
- Advertising (press, digital, social)
- Additional communications support
- Documentation, data collection and evaluation.

Expenditure Item - please describe	\$ amount
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$

Total Campaign Expenditure - must equal \$10000

Total Cash Expenditure Amount *

\$

This number/amount is calculated.

Support Material

* indicates a required field

You may include a maximum of five items of support material in this section. These may include: marketing plans, examples of marketing collateral and support/or confirmation letters.

Please upload any relevant support materials *

Attach a file:

A minimum of 1 file and a maximum of 5 files may be attached.

Web links

Website

What is this website and how is it relevant to the application?

Must be a URL. Maximum of 3 websites Must be a URL.	Could be event/festival/venue webpage or webpage of marketing company

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Privacy Statement and Declaration

* indicates a required field

Privacy Statement

The information requested in this application form is to be used for the purposes of determining whether or not an individual or organisation is eligible for funding. RANT Arts also uses the information supplied to distribute mail of interest, such as: newsletters, events, and funding opportunities. Organisations that do not wish to be on this mailing list should notify RANT Arts.

RANT Arts values your privacy. For details on how we collect, store and use information, you should review our Privacy Policy please contact us for a copy on grants@rantarts.com

I agree to the following:

The Australian Government stipulates that application details and applicant contact information may be provided to the Australian Government (including the Minister and the Department), Members of Parliament, Regional Arts Australia, and other Regional Program Administrators (such as RANT Arts) and may be published on the internet by any of them. This will include the applicant's name/organisation name, funded project description, funded amount, state/territory, location and electorate. This information may also be used for promotion and reporting purposes. The Directors of RANT Arts and their representatives may also use this information to conduct research so that we may better understand community needs and can improve service delivery. I understand my contact details may be provided to Members of Parliament.

*

yes

Declaration

I certify that:

- 1.I have read the Regional Arts Fund guidelines for the program that I am applying to.
- 2.All details supplied in this application and in any attached documents are true and correct to the best of my knowledge.
- 3.I understand the application will not be accepted if it is submitted late or subject to outstanding acquittals.
- 4.That the application has been submitted with the full knowledge and agreement of my organisation/group board.
- 5.I agree that I will contact RANT Arts immediately if any information provided in this application changes or is incorrect.
- 6.I understand that all assessment decisions are final.

Name of person making declaration *

First Name

Last Name

Date of declaration *

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Must be a date.

Feedback

This is the end of the application form.

We would value any feedback you may have regarding our online grants application process. This information will not in any way be used to assess your application.

How was the application process? What worked? How can we improve?

Before you Submit...

Once you click "**Submit**" you will not be able to re-open your application form. We advise saving your application form and using the "**Download PDF**" button on the Review and Submit page to preview your application to make sure everything is correct and that you are happy with the content you are about to submit. Once you are ready, hit "Submit".

Thank you for applying to the Regional Arts Fund.