WONDROUS EVENTS

WHERE

DREAM

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HAPPEN

REGIONAL EVENTS PROGRAM GUIDELINES



WESTERN AUSTRALIA

WALKING ON A DREAM



ACKNOWLEDGEMENT OF COUNTRY

Tourism Western Australia acknowledges Aboriginal peoples as the traditional Custodians of Western Australia and we pay our respects to Elders past and present. We celebrate the diversity of Aboriginal West Australian and honour their continuing connection to Country, culture and community. We recognise and appreciate the invaluable contributions made by First Nations peoples across many generations in shaping Western Australia as a premier destination.

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* This document may contain images and names of Aboriginal people who have passed away

LANGUAGE STATEMENT: We recognise the diversity of First Peoples living throughout Western Australia. This document uses the term 'Aboriginal' in 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..

For more information, or to request an accessible version of this document, please contact:

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Translating and Interpreting Service (TIS)
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tisnational.gov.au

The Regional Events Program Guidelines are available for viewing and download from the Tourism WA website:

tourism.wa.gov.au/REP

Document Version:
September 2026

ORD VALLEY MUSTER
KUNUNURRA | GOONOONOORRANG

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ABOUT TOURISM WA

The Western Australian Tourism Commission trading as Tourism Western Australia (Tourism WA) is a statutory authority and receives services through an arrangement with the Department of Creative Industries, Tourism and Sport.

The role of Tourism WA is to grow Western Australia's (WA) tourism industry by promoting the State as a world-class holiday and business events destination; attracting major sporting, cultural and arts events; improving access, accommodation and visitor experiences; and supporting the tourism sector through leadership, insights and industry development.

Tourism WA's Events Division procures, develops, sponsors and promotes a diverse portfolio of sporting, cultural, arts and culinary events. Through a dynamic year-round events calendar, the Events Division drives visitation and delivers economic, social and media outcomes that support WA's tourism industry and enhance WA's profile as a premier events destination.

Event funding available through Tourism WA's Events Division includes the:

- **Regional Events Scheme** – Between $5,000 and $40,000 in funding for emerging and developing regional events with strong growth potential and the capacity to attract visitors to regional WA.
- **Regional Events Program** – Over $40,000 in funding for established and strategic regional events that deliver significant economic, social and media outcomes for regional WA.
- **Major Events Funding** – Funding for major events that drive significant interstate and international visitation and deliver strategic benefits for the State.



THE REGIONAL EVENTS PROGRAM

The Regional Events Program is an always-open funding program funded by the WA Government through Tourism WA and the Royalties for Regions Program. Funding supports significant regional events capable of delivering measurable economic, media and social outcomes for regional WA.

Regional events are a key driver of regional tourism and contribute to Tourism WA's target of growing regional visitor expenditure to $12.7 billion by 2033. By attracting visitors to regional destinations, events generate visitor spending, support local businesses and jobs, and create valuable media exposure that raises the profile of WA's regions.

The objectives of the Regional Events Program are:

- **Economic impact** - Increasing visitation and visitor expenditure, encouraging travel during shoulder and off-peak periods, and showcasing regional WA as a compelling visitor destination.
- **Media impact** - Raising the profile of regional destinations through event promotion, media coverage and destination storytelling that strengthens awareness of WA's tourism experiences.
- **Social impact** - Supporting inclusive and sustainable events that enhance community vibrancy, foster local pride, support local employment and business activity, create opportunities for regional communities and celebrate the State's unique cultural identity, including Aboriginal culture.



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CABLE BEACH, BROOME | WALMANYJUN

The Regional Events Program aligns to the key strategic pillars of the Western Australia Visitor Economy Strategy 2033:

- Leisure, sports and cultural events - Secure and deliver diverse events that forge WA's reputation as an always-on, year-round events destination which secures and hosts exclusive content.
- Regional, destination and community events - Showcase the regions and the natural beauty of the State to visitors and community.

The Regional Events Program also aligns to other WA Government priorities and strategies including, but not limited to:

- THRIVE 2030: The Re-imagined Visitor Economy Strategy
- Tourism WA A Vision for Dream Events
- Tourism WA JINA Plan
- Tourism WA Event Experience Strategy 2033
- Diversify WA – the WA economic diversification strategy
- Department of Creative Industries, Tourism and Sport Strategic Plan 2026-2029



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ELIGIBILITY

To apply for the Regional Events Program, applicants must agree and warrant that:

- They are the Event owner (i.e. own the rights to the Event and hold the relevant approvals for the Event) at the time of application and contract.
- They are financially solvent or be financially viable and able to demonstrate that they are likely to remain so over the duration of the funding period.
- They are not, and are not likely to become, a significant financial or reputational risk to Tourism WA or the WA Government. This includes (but is not limited to):
    - *Evidence of sound financial management and governance;*
    - *No history of insolvency, significant financial distress, or failure to deliver contracted events;*
    - *No known legal, compliance, or regulatory issues that may impact Event delivery; and*
    - *No activities, associations, or conduct that may adversely impact the reputation of Tourism WA or the WA Government.*

For events to be eligible for funding:

- 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 (see Appendix 1 on Page 19).
- The Event 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.

Tourism WA will only enter into sponsorship agreements with the following entity types:

- Local Government Authority
- Incorporated Entity
- Pty Ltd Company



CABIN FEVER
MARGARET RIVER REGION

APPLICATIONS THAT WILL NOT BE CONSIDERED

The following applications are ineligible to receive Regional Events Program funding:

- Events that do not align with the Regional Events Program objectives.
- Events held in the Perth metropolitan area or outside of Western Australia.
- Events that are already in receipt of Tourism WA funding for the same Event.
- If the Applicant does not hold an ABN.
- Events that have failed to acquit previous funding with Tourism WA or the Department of Creative Industries, Tourism and Sport (previously the Department of Local Government, Sport and Cultural Industries), or has had an agreement terminated due to failing to meet sponsorship requirements.
- Auspice arrangements where the contracting organisation receives funding and assumes responsibility to Tourism WA on behalf of another organisation that owns or is primarily responsible for delivering the Event.
- Regular and/or recurring community events, including, but not limited to, local markets and bazaars, club gatherings, local sporting matches, regional tournaments and regional race meets.
- Events where a public holiday celebration is the primary focus.
    - *Note, events held over public holidays will be considered if the holiday is not the primary focus of the event.*
- Promotional activations, charitable, political and/or activism events.
- Religious observances, ceremonial gatherings, or events where cultural significance is the primary purpose rather than visitor attraction.
- Business or industry events including, but not limited to, conferences, conventions, symposia, congresses, incentive group events, marketing events, special celebrations, seminars, courses, public or trade shows, product launches, exhibitions, company general meetings, corporate retreats, study tours or training programs (funding for business events may be available through Business Events Perth).
- Tourism products including, but not limited to, transport, attractions, accommodation, catering, natural resources, entertainment, experiences and other facilities and services.



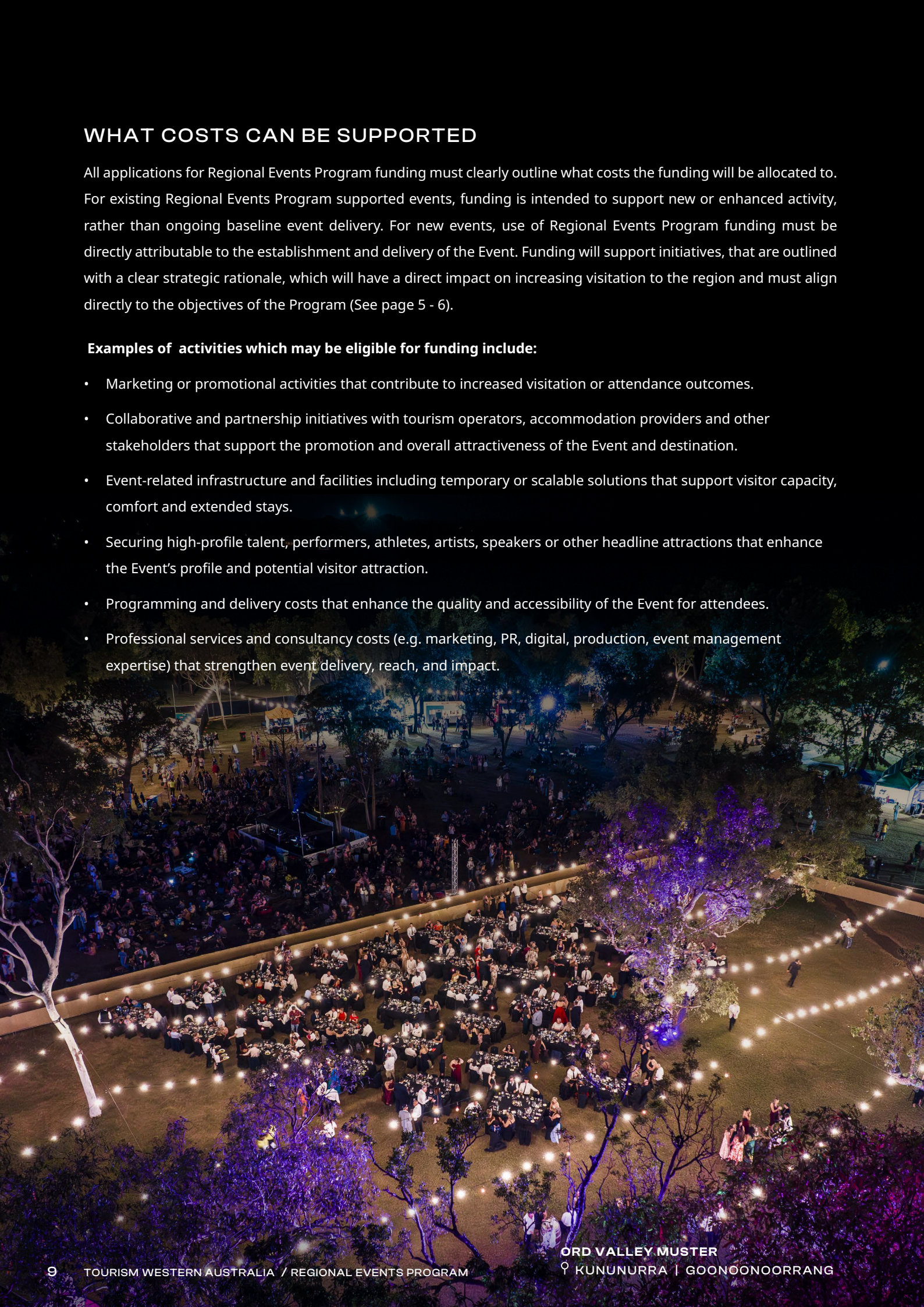
MARGARET RIVER PRO
MARGARET RIVER REGION

WHAT COSTS CAN BE SUPPORTED

All applications for Regional Events Program funding must clearly outline what costs the funding will be allocated to. For existing Regional Events Program supported events, funding is intended to support new or enhanced activity, rather than ongoing baseline event delivery. For new events, use of Regional Events Program funding must be directly attributable to the establishment and delivery of the Event. Funding will support initiatives, that are outlined with a clear strategic rationale, which will have a direct impact on increasing visitation to the region and must align directly to the objectives of the Program (See page 5 - 6).

Examples of activities which may be eligible for funding include:

- Marketing or promotional activities that contribute to increased visitation or attendance outcomes.
- Collaborative and partnership initiatives with tourism operators, accommodation providers and other stakeholders that support the promotion and overall attractiveness of the Event and destination.
- Event-related infrastructure and facilities including temporary or scalable solutions that support visitor capacity, comfort and extended stays.
- Securing high-profile talent, performers, athletes, artists, speakers or other headline attractions that enhance the Event's profile and potential visitor attraction.
- Programming and delivery costs that enhance the quality and accessibility of the Event for attendees.
- Professional services and consultancy costs (e.g. marketing, PR, digital, production, event management expertise) that strengthen event delivery, reach, and impact.



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WHAT COSTS CANNOT BE SUPPORTED

Regional Events Program funding cannot be used for the following expenditure items:

- Existing or baseline marketing and promotional activities, including those that form part of the standard or ongoing promotion of an established event and are not demonstrably enhanced or expanded through this funding.
- Existing, ongoing or recurrent organisational expenses such as employee salaries, insurance, leases, utilities, uniforms and administration expenses.
- Internal charges, cost allocations, management fees, or venue hire fees charged by the Applicant for venues or assets owned or controlled by the Applicant.
- Purchase of capital equipment, assets and/or permanent infrastructure.
- Gifts or contributions to charitable groups.
    - *Where some event proceeds go to charity, evidence will be required to show adequate funds are retained for the ongoing operation of the Event.*
- Costs incurred in the preparation of a funding proposal or related documentation.



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THE ASSESSMENT PROCESS

Expressions of interest for funding are accepted by the Event Funding Eligibility Assessment form available at tourism.wa.gov.au.

Eligible event submissions via the form will be reviewed by Tourism WA to ensure the Event aligns with the objectives and requirements of the Regional Events Program.

If the submission does not align to the objectives and requirements, the Applicant will be advised of this outcome and provided feedback for their consideration.

If confirmed, the Applicant will be invited to provide a detailed 'Event Proposal' outlining all information requested by Tourism WA. Proposals should be provided at least 12 months prior to the Event date for consideration.

ASSESSMENT

Tourism WA will assess the provided proposal and may request additional information, clarification or supporting documentation and undertake due diligence activities as part of the assessment process. Tourism WA may also consider information obtained from other sources, including government agencies, advisors and publicly available information.

Proposals must contain sufficient information to enable a thorough assessment against the Regional Events Program objectives. Tourism WA may determine not to assess an application where information is incomplete, insufficient or does not meet the eligibility requirements.

The assessment process takes approximately six (6) months from the initial submission of the proposal. The Applicant will be advised of the progress of their application throughout this period.



BEVERLEY AIRSHOW
AVON VALLEY

ASSESSMENT CRITERIA

Assessments of proposals are informed by quantitative measures where available. Assessors may apply professional judgement where the Event demonstrates exceptional strategic value, destination impact or market significance that is not fully reflected by quantitative measures alone.

Proposals are reviewed and assessed against the following criteria:

CRITERIA	INFORMATION AND EVIDENCE
ECONOMIC IMPACT	**The ability to generate measurable economic benefit and drive visitation to WA.** Considerations can include: • Return on investment - net economic impact to WA relative to funding requested. • Visitation and visitor origin – total attendance and out of State visitation forecasted. • Seasonality – visitation during shoulder and low tourism periods. • WA equity - extent to which economic value is retained within WA. • Event exclusivity and frequency - uniqueness, exclusivity and scheduling impact on visitation.
MEDIA IMPACT	**The capability to generate reach, enhance destination awareness, and promote WA.** Considerations can include: • Event reach and exposure – anticipated audience across broadcast, streaming, digital, social media, and PR coverage. • Destination promotion – integration of WA branding and effectively showcasing of the destination. • Prestige and profile – Event reputation, talent calibre, industry recognition, and longevity. • Marketing – strategic and deliverable marketing and promotional activity into key tourism markets..
SOCIAL IMPACT	**The contributions to local communities and broader social outcomes.** Considerations can include: • Community benefit - local employment, supplier engagement, use of local infrastructure and regional economic participation. • Inclusion and accessibility - enables participation from people of all abilities and backgrounds. • Capability development – training, skills development, and industry capacity building for the WA community. • Community engagement – partnerships and collaborations with local organisations, schools, and community groups. • Aboriginal engagement – the extent to which Aboriginal culture, people, and businesses are authentically and meaningfully involved.

CRITERIA	INFORMATION AND EVIDENCE
EVENT VIABILITY AND DEVELOPMENT	**The financial sustainability, delivery capability, and growth potential of the Event.** Considerations can include: • Financial sustainability - proportion of Tourism WA funding relative to total Event budget. • Diversification of revenue streams – income streams including sponsorship, ticketing, and partnerships. • Capability – demonstrated and evidenced experience of delivering major, successful events. • Growth strategy - a strategy for future growth to drive Visitor Expenditure and overnight visitation further.
STRATEGIC ALIGNMENT	**The alignment with current WA Government priorities and tourism strategies.** Considerations can include: • Strategies - alignment to current Tourism WA strategies, frameworks and relevant WA Government strategies. • Target markets - attracting Tourism WA priority visitor markets both interstate and internationally. • Diversification - contribution to a diverse, year-round events calendar. • Priorities - alignment with current regional, sectoral, and economic priorities.



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MARGARET RIVER REGION

FUNDING DECISIONS

Funding decisions will consider the relative merit of applications, the outcomes proposed, and the availability of funds. Funding may not be awarded to all events that meet the assessment criteria, particularly where other applications meet the criteria to a greater extent and deliver greater outcomes for Western Australia. Receipt of funding in previous years does not guarantee future funding.

Funding decisions are final and cannot be contested or appealed. All Applicants will be provided with feedback on the outcome of their application.

Tourism WA Reservation of Rights

At its absolute discretion, Tourism WA may change the scope, purpose, processes, procedures, and timings associated with assessing a proposal including changing the eligibility and criteria for reviewing proposals.

Throughout the assessment process, Tourism WA may, at its absolute discretion:

- *Accept or reject any application at any stage of the assessment process, having regard to the assessment criteria, funding availability, Applicant capability, previous performance, and any other matter Tourism WA considers relevant.*
- *Discontinue an assessment where preliminary review indicates the application is unlikely to meet the Regional Events Program objectives or assessment criteria;*
- *Exclude an application from consideration where false, misleading or inaccurate information has been provided; and*
- *Exclude an application where Tourism WA reasonably believes it contains information that has been improperly or unlawfully obtained.*

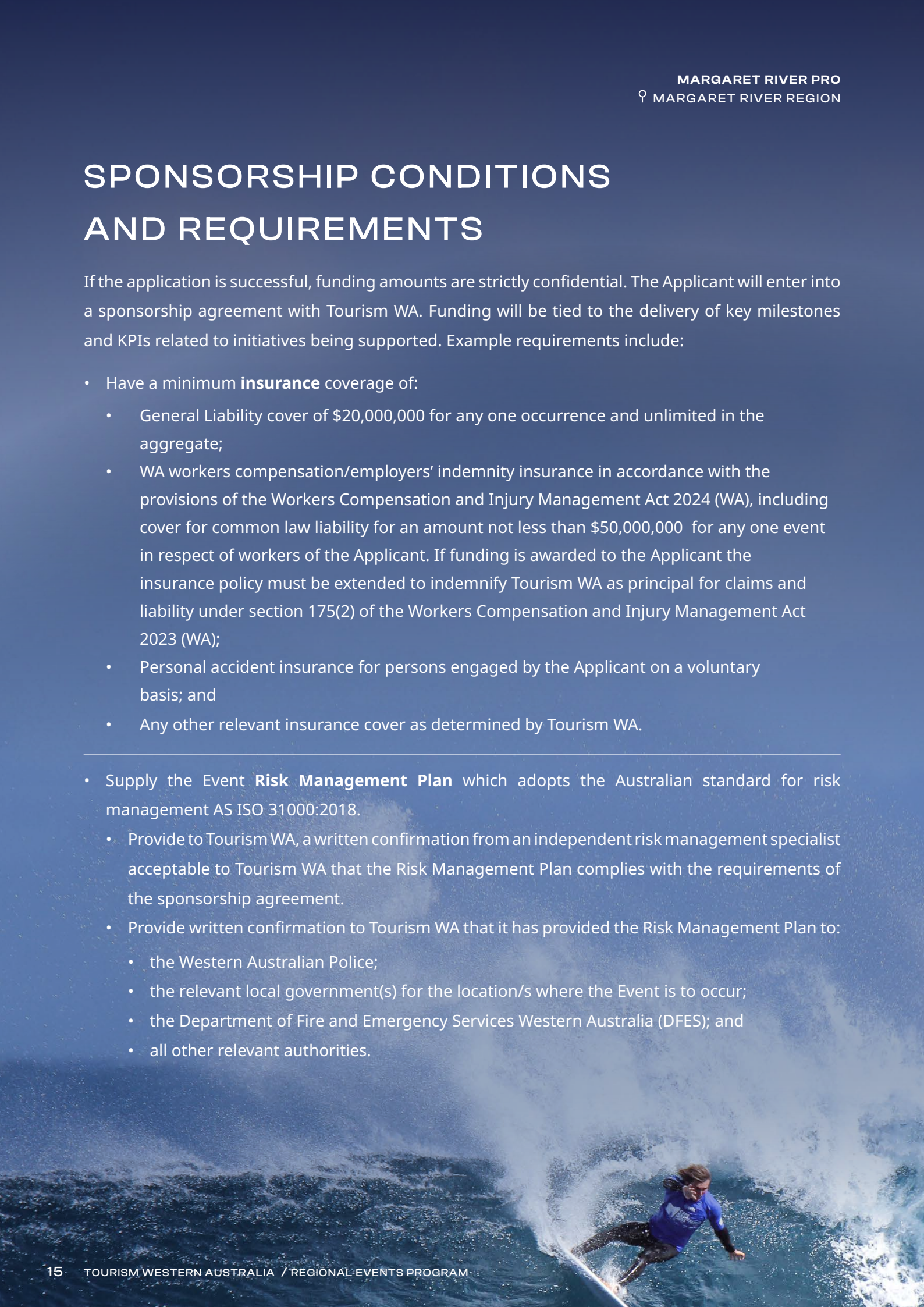
Tourism WA reserves the right at its absolute discretion to administer its sponsorship funding in such manner as it sees fit.

SPONSORSHIP CONDITIONS AND REQUIREMENTS

If the application is successful, funding amounts are strictly confidential. The Applicant will enter into a sponsorship agreement with Tourism WA. Funding will be tied to the delivery of key milestones and KPIs related to initiatives being supported. Example requirements include:

- Have a minimum **insurance** coverage of:
  - General Liability cover of $20,000,000 for any one occurrence and unlimited in the aggregate;
  - WA workers compensation/employers' indemnity insurance in accordance with the provisions of the Workers Compensation and Injury Management Act 2024 (WA), including cover for common law liability for an amount not less than $50,000,000 for any one event in respect of workers of the Applicant. If funding is awarded to the Applicant the insurance policy must be extended to indemnify Tourism WA as principal for claims and liability under section 175(2) of the Workers Compensation and Injury Management Act 2023 (WA);
  - Personal accident insurance for persons engaged by the Applicant on a voluntary basis; and
  - Any other relevant insurance cover as determined by Tourism WA.

- Supply the Event **Risk Management Plan** which adopts the Australian standard for risk management AS ISO 31000:2018.
  - Provide to Tourism WA, a written confirmation from an independent risk management specialist acceptable to Tourism WA that the Risk Management Plan complies with the requirements of the sponsorship agreement.
  - Provide written confirmation to Tourism WA that it has provided the Risk Management Plan to:
    - the Western Australian Police;
    - the relevant local government(s) for the location/s where the Event is to occur;
    - the Department of Fire and Emergency Services Western Australia (DFES); and
    - all other relevant authorities.



- A comprehensive Operations Plan outlining how the Event will be delivered, including operational, logistical, marketing, financial, and compliance requirements.

- Provide appropriate acknowledgement of the WA Government in all publicity, speeches, websites and advertising materials, and display sponsorship signage at the Event.

- Invite the Minister for Tourism, Trade and Investment, to attend the Event including key official functions, announcements or ceremonies.

- Post-event submit a detailed and audited financial statement for the Event, audited by an independent auditor or an independent member of the Institute of Chartered Accountants of Australia, CPA Australia, Institute of Public Accountants Australia or if based outside of Australia a suitably qualified financial professional in their jurisdiction who has no professional ties to Tourism WA or the Applicant.
    - *Must include a detailed financial statement of the Event-specific revenue received and expenses incurred for the Event and indicate whether a profit or loss was made accompanied by a signed statement as to the completeness and accuracy of the financial accounts, confirming that appropriate accounting standards have been followed.*

- A Final Event Report which evaluates the Event's performance against the Regional Events Program objectives.

- Other example contractual provisions, where relevant to the event, may include first announcement rights, ticket allocation requirements for interstate and international audiences, visitation-based payment milestones, destination branding and integration within broadcast content, venue signage, corporate hospitality entitlements, and access to athletes, talent and other key personnel for promotional and stakeholder engagement activities.



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WHERE CAN I GET MORE INFORMATION?

Most information can be found at tourism.wa.go.au/REP

For additional enquiries, please email events@westernaustralia.com

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RELEASE OF INFORMATION

Tourism WA is subject to the Freedom of Information Act 1992 (WA), which provides a general right of access to documents held by State and Local Government agencies.

Successful Applicants may be contacted by the Minister for Tourism, Minister for Regional Development, Minister for the respective region, and/or their local Member of Parliament to discuss their Event. Contact details of Applicants may be provided to Members of Parliament for this purpose.

Information provided in funding applications may be tabled in the Western Australian Parliament.

The Privacy and Responsible Information Sharing Act 2024 (WA) (PRIS Act) regulates the collection, use, disclosure, storage and sharing of personal information by Tourism WA. For detailed information about the purposes for which your personal information is collected, and its use and sharing, please see the Grants and Funding Collection Notice found at tourism.wa.gov.au or contact privacy@cits.wa.gov.au.

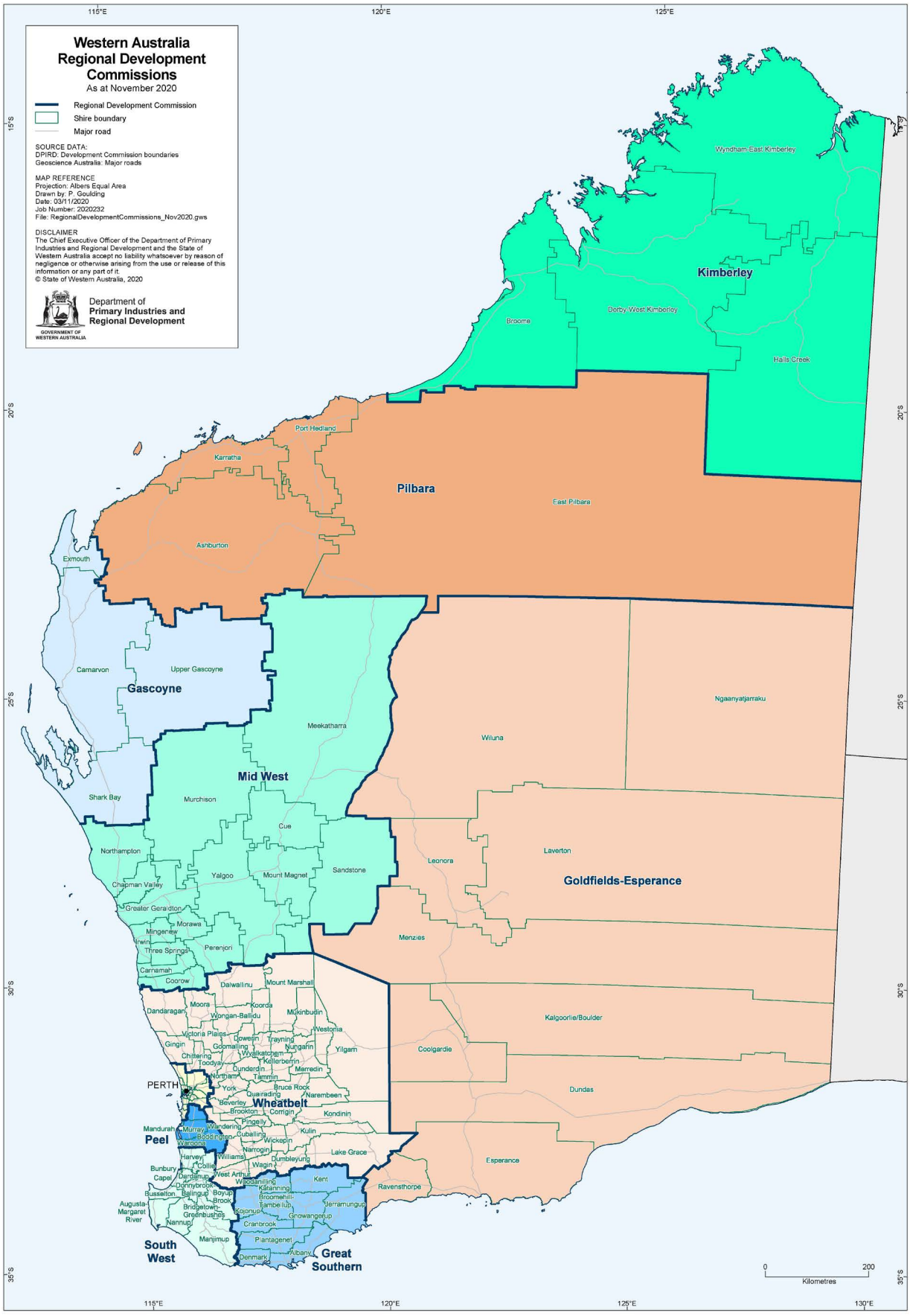


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CREDIT TIMBEE PHOTOGRAPHY

DEFINITIONS

Accessibility	Ensuring people of all abilities can access and participate in an event experience, including venues, information, transport, amenities and programming.
Applicant	The organisation, or entity applying for funding, responsible for delivering the Event and meeting all sponsorship conditions and requirements.
Attendees	People who attend the Event.
Capability development	Opportunities for people to learn new skills or improve their knowledge through involvement with the Event.
Capital assets	Large items of value owned by an organisation, such as buildings or vehicles.
Capital equipment	Equipment purchased for long-term use, such as staging or lighting.
Economic impact	The combined financial impact of event-driven Visitor Expenditure and the Applicant's in-region expenditure and revenue.
Event	A special occurrence tied to a certain time and place, consciously planned by the applicant.
Event management	The planning, organisation and delivery of the Event.
Event proposal	The submission provided by the applicant outlining the Event plan, including delivery, budget, marketing, and expected outcomes, for funding assessment.
Event viability	The likelihood of the Event proceeding successfully, based on the effectiveness of its planning, funding and organisation.
Forecast	An estimate or prediction of what is expected based on available information or past data.
International	People travelling from another country to Western Australia.
Interstate	People travelling from another state in Australia to Western Australia.
Intrastate	People travelling from another region within Western Australia to attend the Event.
Local	People who live in the same region where the Event is held.
Operational	Costs related to the day-to-day running of the event.
Visitor origin	The location from which visitors are traveling to attend the Event.
Visitor expenditure	The total amount spent by Event attendees in the host region on accommodation, food and beverage, transport, entertainment, retail, and other local goods and services.

APPENDIX 1: REGIONAL DEVELOPMENT COMMISSION MAP



APPENDIX 2: REGIONAL TOURISM MAP



APPENDIX 3: WA TOURISM SEASONS BY REGIONS

REGIONAL TOURISM ORGANISATION	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Australia's South West	PEAK	SHOULDER		PEAK	LOW					SHOULDER	PEAK	
Destination Perth	PEAK	LOW	SHOULDER		LOW				SHOULDER	PEAK		SHOULDER
Australia's Coral Coast	LOW			PEAK	SHOULDER		PEAK	SHOULDER	PEAK	SHOULDER	LOW	
Australia's Golden Outback	LOW			SHOULDER					PEAK			LOW
Australia's Golden Outback - Esperance	PEAK	SHOULDER			LOW					SHOULDER		PEAK
Australia's North West	LOW				SHOULDER		PEAK		SHOULDER		LOW	

Source: WA Seasonality By Tourism Region chart is based on a combination of Airdna data, STR Global hotel data, Tourism Research Australia visitor statistics (Domestic Tourism Statistics and International Visitor Survey), and Tourism Research Australia "domestic visitor density" (mobility data).





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Instagram:
Instagram.com/westernaustralia

Threads:
threads.com/@westernaustralia

TikTok:
tiktok.com/@westernaustralia

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Tourism WESTERN AUSTRALIA
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