

2026-27 Regional Events Scheme - Application Form Preview

INFORMATION AND ELIGIBILITY

* indicates a required field

Welcome to the 2026-27 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 2026** and **30 June 2027** (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 2027 and 30 June 2028, 1 July 2028 and 30 June 2029).
- 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 [2026-27 Regional Events Scheme Guidelines](#).
- **Download and prepare** the [2026-27 Event Budget Template](#) - the completed budget will need to be uploaded in the 'Financial Management' section of this application.
- 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, 19 September 2025 (no applications or supporting documentation will be accepted after this time)**.

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

I confirm that: *

- ☐ I have read and understand to 2026-27 RES Guidelines;
- ☐ 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 3 choices and no more than 3 choices may be selected.

I confirm that my Event is NOT: *

- ☐ Based in the Perth metropolitan area or outside of Western Australia.;
- ☐ A business or industry event;
- ☐ A tourism product;
- ☐ An agricultural show; and
- ☐ 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 for sponsorship on behalf of an organisation or as an individual? *

- ☐ Organisation (ie. Local Government Authority, Incorporated Entity, Pty Ltd Company, Trust)
- ☐ Individual (Natural Person)

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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.

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

- ☐ Yes
☐ No

Do you 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	More information
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN.

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Do you 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.

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.

Contact Person

Title

First Name

Last Name

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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.

Postal Address (PO Box preferred)

Address

ORGANISATION DETAILS

* indicates a required field

*

☐ 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.

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Name of Organisation applying for funding *

Organisation Name

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

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.

Does the Organisation have an ABN? *

- ☐ Yes
☐ No

ABN Details

Organisation 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	

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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.

Does your 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

Please upload the Organisation's Constitution *

Attach a file:

EVENT DETAILS

* indicates a required field

Event Name *

Name of the event.

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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 1/7/2026 and 30/6/2027.

Event Finish Date *

Must be a date and between 1/7/2026 and 30/6/2027.

Event Frequency *

- ☐ Annual
- ☐ Biannual
- ☐ One-off

How often is the event held?

Provide an overview of the Event and the proposed day to day program. *

Word count:

Must be no more than 200 words.

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

Event inauguration year *

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What year was the event first held in?

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)

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](#)

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

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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
☐ Other:

Consulted Stakeholders

List key stakeholders consulted in relation to the Event:

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

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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.

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

- ☐ Yes
☐ No

Event Program

Please provide an outline of the entirety of your Event Program (including events that do not offer Aboriginal activities and experiences):

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

- ☐ Upload Event Program
☐ List Event Program

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	Will Aboriginal people be involved in this activity or 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

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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

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

- ☐ 2025-26
☐ 2024-25
☐ 2023-24
☐ Earlier funding round

New Initiatives

Please list any new activities or initiatives in the proposed 2026-27 event program:

How many years are you requesting funding for? *

- ☐ One year

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- ☐ 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 1/7/2027 and 30/6/2028.

Year 2 Event Finish Date *

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

Year 3 Funding Request

Year 3 Funding Request *

\$

Year 3 Event Start Date *

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

Year 3 Event Finish Date *

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

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)*
- *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:

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- Capital works (permanent infrastructure);
- Existing, ongoing or recurrent organisational costs (for example, employee salaries and employment costs, insurance, lease or rental payments, uniforms, administration expenses);
- Purchase of capital equipment or assets (for example, 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

ATTENDANCE & MEASUREMENT METHODS

* indicates a required field

Please provide the estimated total attendance for the Event.

You can include repeat attendees (i.e. if the event is a two day event and you estimate 2,000 attendees per day, the total estimated attendance is 4,000 people).

If an attendee type is not applicable for your Event, simply enter "0".

Please note, this section aligns to the RES objective:

- **VISITATION** - Bring additional visitation and expenditure to regions, including during off-peak and shoulder seasons.

Total Number of Attendees (Year 1)

Event Attendees / Spectators *	Total Competitors / Artists *	Total Event Staff / Volunteers *	Total Attendance
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Must be a number.	Must be a number.	Must be a number.	This number/amount is calculated.

Total Number of Attendees (Year 2)

Event Attendees / Spectators *	Total Competitors / Artists *	Total Event Staff / Volunteers *	Total Attendance
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<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Must be a number.	Must be a number.	Must be a number.	This number/amount is calculated.

Total Number of Attendees (Year 3)

Event Attendees / Spectators *	Total Competitors / Artists *	Total Event Staff / Volunteers *	Total Attendance
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Must be a number.	Must be a number.	Must be a number.	This number/amount is calculated.

Do the figures above include repeat attendees over multiple days? *

☐ Yes
☐ No

i.e. if the event is a two day event and you estimated 2,000 attendees per day and the total estimated attendance you have provided is 4,000 people.

What tools were used to determine these figures? *

☐ Surveys
☐ Ticket Sales
☐ Turnstile Counts
☐ Participant feedback
☐ Event holder estimates
☐ Gate count
☐ Other

Please note, Tourism WA requires successful applicants to provide event specific reporting such as attendance and visitation figures.

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="text"/>	<input type="text"/>	<input type="radio"/> Estimate <input type="radio"/> Actual
<input type="text"/>	<input type="text"/>	<input type="radio"/> Estimate <input type="radio"/> Actual
<input type="text"/>	<input type="text"/>	<input type="radio"/> Estimate <input type="radio"/> Actual
Must be a number.		

What are the estimated attendance figures based on? ie. estimates based on previous similar events *

Word count:
Must be no more than 50 words.

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Ticketing

Will the Event be ticketed? *

- ☐ Yes, paid tickets
- ☐ Yes, free tickets
- ☐ Yes, some events paid and some free
- ☐ No, general admission

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.

ECONOMIC IMPACT

* indicates a required field

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

To determine the economic impact of the Event please calculate the anticipated number of visitors (spectators/competitors/support crew/artists/others) **travelling to the region specifically to attend the Event**, their total length of stay and their estimated daily spend.

- **Do not include;**
 - **local residents** attending the event;
 - **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".

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.

Total Number of Visitors (Year One)

Intrastate *	Interstate *	International *	Total *

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Must be a number.
Visitors from outside the
region

Must be a number.
Visitors from outside WA

Must be a number.
Visitors from outside
Australia

This number/amount is
calculated.

Year One Estimated Economic Impact

This number/amount is calculated.

Total Number of Visitors (Year Two)

Intrastate *

Must be a number.
Visitors from outside the
region

Interstate *

Must be a number.
Visitors from outside WA

International *

Must be a number.
Visitors from outside
Australia

Total *

This number/amount is
calculated.

Year Two Estimated Economic Impact

This number/amount is calculated.

Total Number of Visitors (Year Three)

Intrastate

Must be a number.
Visitors from outside the
region

Interstate

Must be a number.
Visitors from outside WA

International

Must be a number.
Visitors from outside
Australia

Total

This number/amount is
calculated.

Year Three Estimated Economic Impact

This number/amount is calculated.

Economic Impact

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 whole dollar amount (no cents).

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

Please provide a brief explanation of the visitor estimates (i.e. where the visitors are coming from and why?)

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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

FINANCIALS

* indicates a required field

1. **Applicants must complete the [2026-27 Event Budget Template](#) provided by Tourism WA.**

2. **[Download template here](#)**

3. Once completed, please **upload** the Event Budget below.

4. Please input your Cash Income total, Cash Expenditure total and In-kind contribution total from your budget into the Budget Totals section below - these figures do not upload automatically.

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 One of the funding request.*

2026-27 Event Budget Upload

Please use the Tourism WA Event Budget Template provided above.

Upload your Event Budget: *

Attach a file:

Budget Totals

Please input your Cash Income total, Cash Expenditure total and In-kind contribution total from your Event Budget:

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Total Cash Income Amount *	Total Cash Expenditure Amount *	Total In-Kind / Contra Support Value *	Cash Profit / Loss *
\$	\$	\$	\$
Must be a dollar amount.	Must be a dollar amount.	Must be a dollar amount.	This number/amount is calculated.

Year One Funding Request

Percentage of Tourism WA Funding to Income

This number/amount is calculated.	The sponsorship percentage cannot be more than 50%. This number/amount is calculated.
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The amount of funding requested cannot be more than 50% of all budgeted income. Please adjust your funding request or budgeted income.

LOCAL JOB CREATION / CAREER / CAPABILITY DEVELOPMENT

* 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.

Estimated Paid Staff

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

Local Paid Staff	Paid staff who identify as Aboriginal	Total Paid Staff *
Estimated number of paid staff who will be local to the region.	Estimated number of paid staff who will work on the Event that identify as Aboriginal (including local).	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

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(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.

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.

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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:

EVENT MANAGEMENT / SUPPORT OF EVENT HOLDER

* 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.		

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

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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

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Do you have relevant, current, signed letters of support provided? *

- ☐ Yes
☐ No

Letters of Support

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.

MARKETING ACTIVITIES (PAID AND/OR IN-KIND)

*** 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

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Instagram

What is your Instagram account?

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/westaustalia>

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

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What is your TikTok 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'.

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

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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
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.

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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.

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.

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 the Event will continue to develop for the next three years:

Dot points of annual objectives and targets are sufficient. It can be helpful to note how Tourism WA's funding would be used to maximise the Event's development and tourism outcomes.

Year 1 - Key developments

Word count:

Must be no more than 100 words.

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Year 2 - Key developments

Word count:

Must be no more than 100 words.

Year 3 - Key developments

Word count:

Must be no more than 100 words.

Write N/A if not applicable.

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:

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.

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.

*

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☐ 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.

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.

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.

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

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• 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.

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.

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. *

☐ Yes

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. *

☐ Yes