

## **Major Events Funding Criteria**

### **1. Economic impact**

The estimated economic impact for an event incorporates the anticipated number of, interstate and international participants, spectators, support teams and others, the length of their stay and their estimated daily expenditure.

Where possible, previous events are analysed to obtain verification of potential numbers. Where an event is being held for the first time, a credible estimate of its potential economic impact is gauged through discussions with the applicant and independent sources.

Tourism WA uses direct in-scope expenditure as the methodology for estimating and measuring economic impact. As such, any inflows and outflows need to be considered in the calculation of economic impact. Multipliers are not used.

### **2. Media impact**

The media plays a significant role in creating awareness of WA as a tourist destination. Events can promote WA as an attractive tourist destination using video tourism postcards, signage, graphics and the visual landscape of the event. In leveraging events, the Events Division at Tourism WA seeks to incorporate these features in the television or online broadcasts. Frequently, the production company or host broadcaster welcomes the opportunity to incorporate images of the State in order to add another dimension to the event coverage.

The Events Division seeks information on the extent of the television or other broadcast into WA's active, emerging and major markets. Markets include; Domestic, Singapore, Malaysia, United Kingdom, Germany, New Zealand, United States of America, Japan, China, Hong Kong, India and Indonesia.

An event which provides significant television or online coverage in WA's priority and developing markets and which features tourism postcards, visual landscape, graphics and signage, will receive favourable consideration under this criterion.

### **3. Event frequency**

The Events Division at Tourism WA develops a program of regular events to ensure that cost savings are made on bidding and marketing. An event staged on a regular basis (for example, each year) will receive a favourable assessment under this criterion.

### **4. Private sector investment**

The percentage of the event budget provided by the non-government sector is an important consideration when analysing events. The greater the revenue percentage provided by the private sector, the more favourable the assessment under this criterion.

### **5. Funding**

The Events Division at Tourism WA is allocated a maximum level of funding each year. Sometimes, an event which matches the criteria is presented but there are insufficient funds.

If funding is available then the process for considering the event proposal will continue. If there are insufficient funds, the applicant will be advised that, although if an initial analysis justifies further consideration, the Event's Divisions inability to fund the event prohibits the process going any further. Should funds become available, then the analysis will continue. Events that expand into weekdays are also a positive.

## **6. Tourism activity**

The tourism calendar in WA consists of high, shoulder and low periods. During the high period, hotels are busy, tourist attractions are frequently visited and tourist operators are generally busy. The opposite occurs during the low period. Under this criterion, an event staged in a low season, is often more attractive than an event staged in a high season.

## **7. Prestige**

Measurement of an event's prestige is based on the status of competitors/performers/artists/participants, sponsors and the media, the involvement of international sports federations and the numbers of spectators.

## **8. Brand**

The Events Division at Tourism WA assesses an event, its alignment with the current Tourism WA brand and/or how the event showcases unique aspects of Western Australia.

## **9. Community involvement**

Events are assessed by the Events Division at Tourism WA on their potential to involve the local and larger communities in the event or in surrounding support activities.

## **10. Risk**

Events involve risk. The greater the potential risk, the more intense the analysis of that risk. Risk analysis will cover; revenue raising, the potential to cover losses, management expertise, the potential for injury, event cancellation and terrorism.

## **11. Diversifies events calendar**

The Events Division at Tourism WA looks to sponsor a range of unique events that presents the community and visitors with a diverse calendar of events from sporting events to arts, cultural, culinary and community events.

## **12. Other criteria**

- Does the event build equity in WA?
- Is the event WA owned?
- Is the event exclusive to WA?
- Can the event be managed in Western Australia?