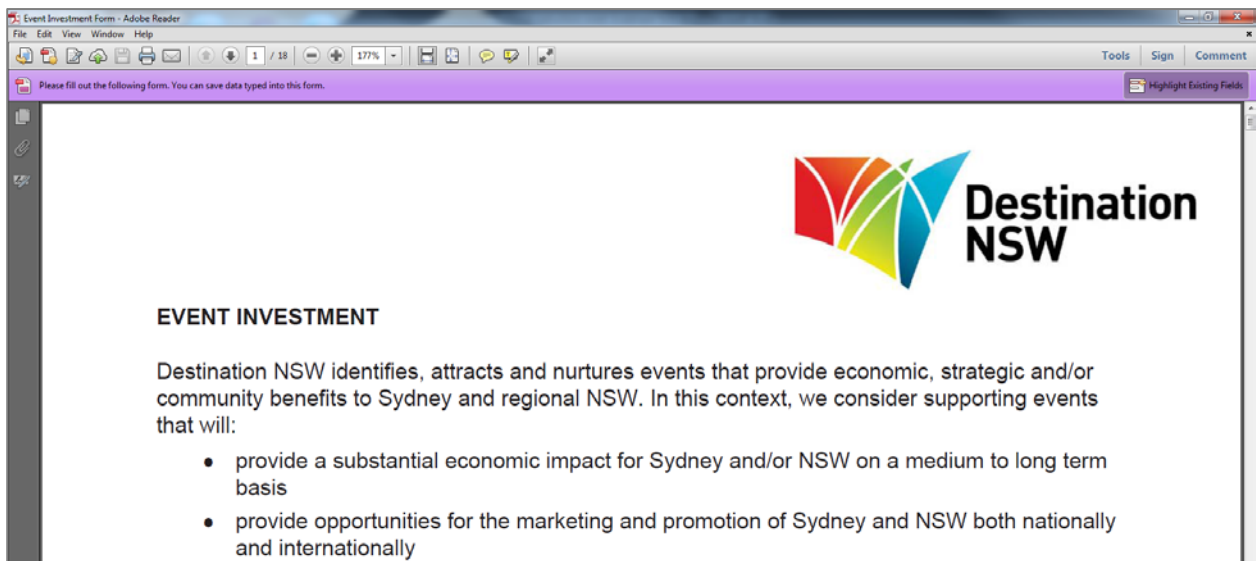


Event Investment Form

Technical requirements

Minimum Adobe Reader version - Adobe Reader 8 or higher

Recommended Adobe Reader version - Adobe Reader 11.0.10 ([Download the latest version](#))

A screenshot of a PDF form titled 'Event Investment Form' open in Adobe Reader. The form features the Destination NSW logo at the top right. The main heading is 'EVENT INVESTMENT'. Below it, a paragraph states: 'Destination NSW identifies, attracts and nurtures events that provide economic, strategic and/or community benefits to Sydney and regional NSW. In this context, we consider supporting events that will:'. This is followed by a bulleted list: '• provide a substantial economic impact for Sydney and/or NSW on a medium to long term basis' and '• provide opportunities for the marketing and promotion of Sydney and NSW both nationally and internationally'. The Adobe Reader interface shows the file name 'Event Investment Form - Adobe Reader' and a status bar at the bottom indicating '1 / 18' pages and '177%' zoom.

IMPORTANT

This PDF form **cannot** be saved in a browser. Please save this form on your computer and complete it using the latest Adobe Reader. If you do not have this software, you can download it for free at <http://get.adobe.com/reader/>.

Once saved and complete, submit this form via email to event.development@dnsw.com.au with any supporting documents attached (media report, event budget and any other additional files).

Further assistance

For general assistance on completing this form, contact Destination NSW:

Email: info@dnsw.com.au

Phone: (02) 9931 1111



EVENT INVESTMENT

Destination NSW identifies, attracts and nurtures events that provide economic, strategic and/or community benefits to Sydney and regional NSW. In this context, we consider supporting events that will:

- provide a substantial economic impact for Sydney and/or NSW on a medium to long term basis
- provide opportunities for the marketing and promotion of Sydney and NSW both nationally and internationally
- enhance Sydney's international brand and reputation as a global city

The following criteria form the basis of Destination NSW consideration for potential support of events.

For Business Events go to www.businesseventssydney.com

Economic Impact

This is the ability of an event to drive new spend and/or future investment in NSW as a direct result of the event being held in the State. The key factors assessed are:

- the anticipated number of interstate and international participants, spectators, officials and/or other visitors who will travel specifically for the event;
- their average length of stay
- their estimated daily expenditure

In order to verify this information, data from previous events should be used. If this is the first time that the event is to be held, a credible estimate of its potential economic impact is gauged through:

- discussions with the event organiser
- comparing the event to events of a similar nature

Please note, spend by intrastate visitors to the event is not included in the economic impact assessment

Strategic and Marketing Impact

This refers to the event's effectiveness in driving marketing outcomes for Sydney and NSW including, but not limited to:

- what the event says about Sydney/NSW (or the location of the event);
- the nature and size of the event audience;
- how the event delivers the destination marketing strategies already in place for Sydney/NSW (or the location of the event);
- how the event may raise or create awareness of NSW expertise in an area; and
- the overall media impact achieved via domestic and international media coverage.



Community Impact

This refers to the event's capacity to positively engage large and diverse sections of the community and generate community pride. This may include:

- the opportunity for the local community to participate in the event.
- giving residents of NSW the opportunity to up skill in various industries.
- positively engaging the local business community; and
- ensuring the involvement of the community at large through volunteer programs.

Regional Events

Regional events are assessed using the same three key factors as Sydney-focused events. However, the economic and strategic and marketing impact is assessed on that derived for the particular region of NSW.

Key International Markets

The extent to which an event can deliver coverage or some other beneficial impact in the NSW Government's key international markets is of importance to Destination NSW. These markets include Canada, China, Germany, Korea, Hong Kong, India, Italy, Japan, Malaysia, New Zealand, Singapore, the United Kingdom, the USA and the Gulf States.

Private Sector Investment

The percentage of the event budget provided by non-government sources is an important consideration for Destination NSW.

Seasonal Capacity

In each year there are high and low seasons for tourism and hotel occupancy rates. During high season the hotels are near to capacity and amenities and attractions are generally very busy. The opposite applies during the low season. Therefore, the seasonal placement of an event is an important consideration.

Key Performance Objectives

Events supported by Destination NSW are contracted and/or incentivised to a number of performance deliverables that satisfy our strategic objectives.



EVENT CHECKLIST

If you have an event that you think meets one or more of the strategic criteria then you may wish to complete the following event checklist. This process will help you understand the detailed information which the Event Investment Team at Destination NSW requires prior to considering support for any event.

1.	I am able to accurately estimate the total number of attendees.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
2.	The event attracts a minimum of 1000 out of state attendees (NB: out of state refers to visitors coming from outside of NSW).	Yes <input type="checkbox"/>	No <input type="checkbox"/>
3.	I am able to accurately estimate the number of international attendees.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.	I am able to accurately estimate the number of interstate and international attendees who travelled specifically to attend the event	Yes <input type="checkbox"/>	No <input type="checkbox"/>
5.	I am able to accurately estimate the average length of stay of Interstate and international attendees.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
6.	I am able to accurately estimate the number of officials.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
7.	I am able to accurately estimate the daily expenditure of attendees.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
8.	I am able to provide a topline event budget showing estimated expenditure and revenue.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
9.	This event will promote Sydney and/or NSW in a positive way through mainstream domestic and/or international media coverage.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
10.	The event is likely to have a dedicated television broadcast and can provide opportunities to promote Sydney and NSW through signage, on-screen graphics and similar.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
11.	I am able to provide accurate information on the size and type of audiences that are likely to see media coverage of the event.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
12.	The event will positively engage diverse and large sections of the Sydney and broader NSW community.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
13.	The event will provide a 'once in a life time' experience for the people of NSW.	Yes <input type="checkbox"/>	No <input type="checkbox"/>



14. The event will be held permanently in NSW. Yes ☐ No ☐

15. The event will be held in Sydney in June, July, August or December Yes ☐ No ☐

16. This event is not held anywhere else in Australia Yes ☐ No ☐

17. The organiser of this event has a track record of successfully running events. Yes ☐ No ☐

18. The event receives or has secured significant funding from other sources. Yes ☐ No ☐

19. The event promotes Sydney and/or NSW in the following key markets (tick all boxes that apply) Yes ☐ No ☐

☐ Canada

☐ Ireland

☐ South Korea

☐ China

☐ India

☐ United Kingdom

☐ France

☐ Italy

☐ Singapore

☐ Germany

☐ Japan

☐ United Arab Emirates

☐ Gulf States

☐ Malaysia

☐ United States

☐ Hong Kong

☐ New Zealand

20. I am able to verify my responses to this Event Checklist Yes ☐ No ☐

If you answered yes to 80% of the questions please provide further information by completing the following Event Investment Form. **All forms must be submitted via email to event.development@dnsnsw.com.au**

Destination NSW invests in events that provide economic, strategic and community benefits for the State and bring a significant return on investment for the people of NSW. We work closely with our event partners to develop leveraging opportunities. It is recommended that applications should be made at least six months prior to the date of your event to maximise the leveraging opportunity.



If you answered no to more than 20% of the questions it is unlikely that your event meets the strategic objectives to the extent where event support would be available.

FURTHER ASSISTANCE

In line with marketing and promoting Sydney and New South Wales as Australia's leading destination for events, DNSW has launched consumer-facing events websites, <http://www.sydney.com/events> and <http://www.visitnsw.com/events>

This exciting initiative offers consumers a comprehensive events listing supported by user-generated content and social networking capabilities. These sites will be a pivotal platform for event promotion and you are welcome to upload your event details by registering with Get Connected, Destination NSW's website membership program.

- <http://www.destinationnsw.com.au/getconnected>

You may wish to investigate other NSW State Government funding opportunities available through the following programs.

The Department of Trade and Investment partners with local councils, chambers of commerce and incorporated community organisations to conduct community events in regional NSW.

- <http://www.business.nsw.gov.au/invest-in-nsw/regional-nsw>

The NSW Government offers financial assistance for arts and cultural activities in NSW through Arts NSW.

- <http://www.arts.nsw.gov.au/>

A variety of grants are available from Regional Arts NSW.

- <http://www.regionalartsnsw.com.au/grants>



**Please note, if there is insufficient space please attach your answers at the end of the form.*

EVENT INVESTMENT FORM

STEP 1: Event and Organiser Details

Fields marked with an asterisk (*) are mandatory.

First name*

Last name*

Company name*

Contact phone*

Email*

Event name*

Proposed date(s)*

Proposed venue(s) *

Proposed location*

Type of Event*

☐

Sport

☐

Arts & Entertainment

☐

Business

☐

Lifestyle

☐

Regional

Brief description of the event*



Key Stakeholders i.e. local council(s), sponsors, land/venue owners etc*

Who owns the commercial, media and other rights to the event?*

Will the event be run on a not-for-profit basis or will it be run to generate a commercial return?*

☐

Non-for-profit basis

☐

Generate a commercial return

Please outline the organisation(s) that will receive the event revenue and/or profits*

Is this a ticketed event?*

Yes

☐

No

☐

STEP 2: Previous Event Economic Data

Fields marked with (*) are mandatory.

Is this an existing event?* Yes ☐ No ☐

Where was the event last held?*

When was the event last held?*

Total number of event attendees?*

Comments:

For the last time the event was held, complete the following information:

	Out of Region Attendees †	Interstate Attendees	International Attendees
Number of attendees			
Average length of stay			
Average daily expenditure AU\$			

† NB: Complete this section only if your event is held outside of Sydney

When calculating expenditure, please consider:

- Accommodation
- Transport (taxi, bus, petrol etc), but not including airfares
- Food and beverages (dining out, takeaway etc.)
- Retail (gifts, clothing etc.)
- Personal Shopping (medical, toiletries etc.)
- Entertainment (cinema, show, bar etc.)
- Tourism attractions/organised tours



STEP 3: Proposed Event Economic Impact Data

Fields marked with (*) are mandatory.

Is this expected to be a recurring event?*

Yes

☐

No

☐

If recurring, how often will it be held?*

Anticipated number of event attendees?*

Comments:

	Out of Region Attendees †	Interstate Attendees*	International Attendees*
Anticipated number of attendees			
Estimated length of stay			
Estimated av. daily expenditure AU\$			

† NB: Complete this section only if your event is held outside of Sydney

When calculating expenditure, please consider:

- Accommodation
- Transport (taxi, bus, petrol etc), but not including airfares
- Food and beverages (dining out, takeaway etc.)
- Retail (gifts, clothing etc.)
- Personal Shopping (medical, toiletries etc.)
- Entertainment (cinema, show, bar etc.)
- Tourism attractions/organised tours



Please complete if this is an existing event. If this is a new event, please proceed to Step 5.

STEP 4: Historical Strategic Impact Data

Dedicated Television Event Coverage: Please fill out the table below detailing the dedicated television event coverage received last time the event was held.

Market	Television Broadcaster	Number of broadcasts	Cumulative duration of broadcasts (hh:mm:ss)	Cumulative Audience of broadcasts
eg: Australia	Nine Network	4	8:00:00	1,894,254
Australia				
Canada				
China				
France				
Germany				
Hong Kong				
India				
Ireland				
Italy				
Japan				
Malaysia				
New Zealand				
South Korea				
Singapore				
United Kingdom				
United States				
United Arab Emirates				

Press, Internet, Radio and Television News Coverage: Please attach any relevant media monitoring reports conducted from the last time the event was held. If no previous media monitoring reports exist please provide estimates in the table below.

Market	Number of Articles Published	Cumulative Circulation of all articles	Cumulative square column cm taken up by all articles
Australia			
International			

Media report attached: Yes ☐ No ☐



STEP 5: Proposed Strategic Impact Data

Dedicated Television Event Coverage: Please fill out the table below detailing the dedicated television event coverage estimated for the proposed event.

Market	Television Broadcaster	Number of broadcasts	Cumulative duration of broadcasts (hh:mm:ss)	Cumulative Audience of broadcasts
<i>eg: Australia</i>	<i>Nine Network</i>	<i>4</i>	<i>8:00:00</i>	<i>1,894,254</i>
Australia				
Canada				
China				
France				
Germany				
India				
Hong Kong				
Ireland				
Italy				
Japan				
Malaysia				
New Zealand				
South Korea				
Singapore				
United Kingdom				
United States				
United Arab Emirates				

Press, Internet, Radio and Television News Coverage: Please fill out the table below in relation to proposed press coverage.

Market	Number of Articles Published	Cumulative Circulation of all articles	Cumulative square column cm taken up by all articles
Australia			
International			



Please complete if this is an existing event. If this is a new event, please proceed to Step 7.

STEP 6: Historical Community Impact Data

How many NSW residents attended the event as spectators?

Please outline how you arrived at this figure

How many NSW residents attended the event as participants?

Please outline the types of participants eg. competitor, performer, volunteer

Type of participant	Number

Did the event positively engage the local business community? If so how? (e.g. sponsorship, chamber of commerce) :



Please indicate the source of information (eg media, own records etc) :

Outline any additional local community support of the event:

Please indicate the source of information (eg media, own records etc) :

Outline any community issues related to the event (eg limited accommodation, traffic etc):

Please indicate the source of information (eg media, own records etc) :



Provide a **brief** overview of the public relations and/or promotional campaigns that were used to ensure **local** awareness of the event:

Print

Radio

Other eg. TV, online, direct mail:

Did the event lead to skill development of the local community? If so, please give examples:



STEP 7: Proposed Community Impact Data

Fields marked with (*) are mandatory.

How many NSW residents are expected to attend the event as spectators?*

Please outline how you arrived at this figure.*

How many NSW residents are expected to attend the event as participants?*

Please outline the types of participants* (eg. competitor, performer, volunteer)

Type of participant*	Number*

How will the event positively engage the local business community? If so how? (e.g. sponsorship, chamber of commerce)* :

Please indicate the source of information (eg media, own records etc) :



Outline any additional local community support of the event*:

Please indicate the source of information (eg media, own records etc) :

Outline any community issues related to the event* (eg limited accommodation, traffic etc)

Please indicate the source of information (eg media, council, own records etc)



Provide a brief overview of the public relations and/or promotional strategies to ensure local awareness of the event:*

Print

Radio

Other

Will the event lead to skills development of the local community? If so, please give examples*:



STEP 8: Event Budget

Please include a copy of a top line event budget of anticipated expenditure and revenue, including:

- breakdown of private sector contributions
- revenue from ticket sales (if applicable)
- sponsorship
- grants

Are you seeking financial investment? Yes ☐ No ☐

If so, how much?

\$

Thank you for completing the Event Investment Form and for your interest in Destination NSW.

Please submit this form via email to event.development@dnsw.com.au with any supporting documents attached (Media Report, Event Budget and any other additional files).

Please note that provision of information does not mean that financial support will be automatically provided.

Events supported by Destination NSW are contracted and/or incentivised to a number of performance deliverables that satisfy the strategic objectives of Destination NSW. Such as interstate and international visitors targets, branding and broadcast opportunities. As standard, a final payment of 15% is withheld until satisfactory delivery of contracted deliverables.

Disclaimer: Any personal information you provide in this Event Investment Form will be used solely for the evaluation of the proposed event by the event proponent and Destination NSW. The form itself will remain the property of Destination NSW. You have the right to access and/or correct any Personal Information which Destination NSW holds about you, subject to the Privacy and Personal Information Protection Act 1988 (NSW). For more information on our privacy policies, including your rights to access and/or correct your information, please visit our website at www.destinationnsw.com.au

Destination NSW will take all reasonable care to ensure that confidentiality is preserved, but neither Destination NSW nor its servants or agents nor other persons assisting to evaluate the information will be liable for any breach of confidentiality, unless such breach arises from a direct intentional disclosure for a purpose other than evaluation, in which case only the actual persons making such disclosure shall be liable to the entrants. Destination NSW reserves the right to evaluate and assess any events in its absolute discretion.

