

Regional Cooperative Tourism Marketing Program – Fact Sheet

2018 - 2019 Financial Year



Introduction

The NSW Government announced that \$13 million in regional tourism funding was available between 2016 and 2019, to support the regional tourism industry in NSW, with up to \$4.5 million available in 2018 – 2019.

The funding is available through two streams:

- Regional Cooperative Tourism Marketing Program
- Regional Tourism Product Development Program

The information supplied in this Fact Sheet relates to the Regional Cooperative Tourism Marketing Program.

Eligibility

Regional Cooperative Tourism Marketing Program is available to undertake a Cooperative Tourism Marketing Program which will be led by Destination NSW.

The Regional Cooperative Tourism Marketing Program is available for Local Government, tourism sector organisations (GST registered), including Destination Networks, local or regional tourism associations, industry associations such as Wine Industry Association, Backpacker Operators Association, Caravan and Camping Industry Association, etc., located in or representing industry within the six new Destination Networks - Destination Riverina Murray, Destination Southern NSW, Destination North Coast NSW, Destination Country & Outback NSW, Destination Sydney Surrounds North and Destination Sydney Surrounds South.

Expressions of Interest (EOI)

EOIs to undertake Regional Cooperative Tourism Marketing to be led by Destination NSW are to be submitted online dns.w.gov.au/rtf-coopmarketing. EOIs should be submitted at least six months prior to the proposed start date of any activity.

Assessment

When an EOI is received Destination NSW will assess the EOI and strategic need against the following criteria:

1. Partners capacity to support the project
2. Economic Need and Opportunity
3. Strategic and Marketing impacts

More detail regarding each of the criteria is provided in the Regional Cooperative Tourism Marketing Program Guidelines.

Regional Cooperative Tourism Marketing Program Implementation

If the EOI meets the assessment criteria, Destination NSW will then develop a 'Letter of Intent' confirming your agreement for Destination NSW to develop a strategic approach for the cooperative marketing program to meet the agreed needs. Destination NSW, you and your partners will need to formally agree to the strategic approach, including the KPIs for the program.

A Cooperative Marketing Agreement will be established between Destination NSW and you (on behalf of your partners). Upon signing of the Agreement, the first payment (20 percent of the total investment) is to be paid to Destination NSW, which will be matched dollar for dollar by Destination NSW.

On formal approval of the program's media plan and/or other relevant plans, a second payment (80 percent of the total investment) will be made to Destination NSW, which will be matched dollar for dollar by Destination NSW. Destination NSW will then implement the agreed program of activities.

At the completion of the program, 50 per cent of any unexpended investment will be refunded to you and your partners. Payment terms are 30 days.

Funding Parameters

EOIs will be considered for a Regional Cooperative Tourism Marketing Program where you and your partners have between \$100,000 and \$500,000 to invest in cash (not contra and value in kind) i.e. the program budget, with matching cash from Destination NSW, will be between \$200,000 and \$1 million.

Additional Information

Further information is available at dnsw.com.au/rtf-coopmarketing. This includes the Program Guidelines, Frequently Asked Questions, Checklist, Online EOI Form and Funding Agreement template.

For assistance in developing your EOI please contact your Destination Network and/or your Destination NSW Regional Tourism Development Manager. The contact details for both are provided below:

Contact Details - Destination Networks

Sydney Surrounds North:

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Sydney Surrounds South:

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North Coast NSW including Lord Howe Island:

Jacquie Burnside (Acting GM)

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Southern NSW:

Shane O'Leary

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Country & Outback NSW:

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Riverina Murray:

Richie Robinson

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Contact Details – Destination NSW Regional Tourism Development Managers

Sydney Surrounds North:

Georgia Lazzari

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North Coast NSW including Lord Howe Island:

Position currently vacant

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Alternatively contact regional.tourism@dnsw.com.au