

Regional Cooperative Tourism Marketing Program - FAQs



Why is funding only available for cooperative marketing activities led by Destination NSW?

Activities need to be led by Destination NSW to ensure consistency of quality and messaging. Destination NSW will be responsible for creative and media planning, as well as implementation and evaluation, in consultation with the organisation you represent. The cooperative marketing program's call to action will be either www.visitnsw.com or the agreed conversion partner's website. It will allow Destination NSW to consider timing when planning and implementing multiple campaigns across different regions. It provides the best opportunity to deliver good results for Regional NSW.

Marketing activities funded by Destination NSW in past programs were led by a wide range of stakeholders. The campaigns were often in the same market, at the same time. The quality of collateral and campaign activity varied significantly. This led to a lack of consistency in the promotion of Regional NSW destinations and experiences.

As a result of these factors many campaigns did not deliver meaningful results, particularly in comparison to the activities led, on a cooperative basis, by Destination NSW.

Why is the minimum investment \$100,000?

To deliver an effective marketing program there needs to be commitment for a 12-18 month program (reporting for 24 months in total). This is what has been proven to deliver successful outcomes e.g. South Coast and Lord Howe Island. To deliver a program over this timeframe will require at least a \$200,000 budget. Therefore the partner needs to invest a minimum of \$100,000 in cash (not contra and value in kind) to be matched dollar-for-dollar by Destination NSW.

When can I submit an EOI for a Regional Cooperative Tourism Marketing Program?

At any time you have confirmed investment from your partners and at least 6 months prior to your preferred start date of the marketing program. Please review the Online Expression of Interest form for details on evidence to be provided to Destination NSW for confirmation of investment by your partners.

Why does Destination NSW require at least 6 months lead time for a marketing program?

The timeframe will allow for the development of the strategic approach and agreement by all parties prior to any activity commencing.

Who can submit an EOI to undertake a Regional Cooperative Tourism Marketing Program?

Only Local Government and tourism sector organisations (GST registered) located in or representing industry within the six new Destination Networks - Destination Riverina Murray, Destination Southern NSW, Destination North Coast, Destination Country & Outback NSW, Destination Sydney Surrounds North and Destination Sydney Surrounds South are eligible to apply.

Tourism sector organisations include, but are not limited to, local or regional tourism associations, industry associations such as Wine Industry Association, Backpacker Operators Association, Caravan and Camping Industry Association, etc.

Individual private enterprises are not eligible to apply.

What happens after an EOI is submitted?

Destination NSW will assess the EOI and if it meets the criteria, discussions will commence with the person authorised in the EOI to confirm there is agreement by the partners for Destination NSW to develop a strategic approach for a cooperative marketing program for the partner's consideration. A 'Letter of Intent' will be signed by the authorised person on behalf of the partners.

The strategic approach is then developed by Destination NSW. Please note, developing the approach may require engaging an external agency to develop a campaign plan or recommended media channels. Destination NSW will evaluate the strategic approach, against the assessment criteria, to ensure the program will deliver economic and/or strategic and marketing impacts for Regional NSW. Both the partner and Destination NSW will each fund equally the costs associated with developing the strategic approach approx. \$10,000 (excl. GST) in total.

The strategic approach will then be presented to the partners for their consideration. If the partners formally agree to the strategic approach, a Cooperative Marketing Agreement will be entered into and the partner make their first payment (20 per cent of the total investment) to Destination NSW, which will be matched dollar-for-dollar by Destination NSW.

On approval of the media plan (or other plans relevant to the strategic approach agreed), a second payment is made to Destination NSW (80 per cent of the total investment), which will be matched dollar-for-dollar, so the activities can commence. When the cooperative marketing program has been completed Destination NSW will supply a final report including the results achieved and a financial reconciliation. Fifty per cent of any unexpended funds will be refunded.

What happens if my EOI doesn't meet the criteria?

Destination NSW will provide feedback regarding the EOI and recommendations for you and your partners to consider. You are eligible to submit a new EOI and are encouraged to incorporate the recommendations however the process will recommence in this case.

What happens if my partners and I do not agree with the strategic approach developed by Destination NSW?

The partner can negotiate with Destination NSW to seek refinements to the strategic approach. Destination NSW reserves the right to decline to make refinements if these changes would compromise the program's ability to achieve the agreed outcomes. The partners can choose to not proceed with the cooperative marketing program.

If the activity occurs over two financial years, I won't have access to all funds at the time of signing the agreement. How can we make this work?

Destination NSW will consider contracts scheduled on an annual basis. Destination NSW will not implement or pay for any activity that has not yet received investment from the partner i.e. if there is a campaign activity specified in the strategic approach to occur in the following financial year, no media, photography etc., will be booked until the investment has been received from the partner. Any delay in payment from the partner may affect the proposed timing and roll out of the activity.

Previously the funds were available for Business Events and Trade Famils activities, is this still possible?

If an EOI to implement a business events activity passes the assessment phase and the activity doesn't duplicate planned activity of the Regional Conferencing Team, being established within Destination NSW, a cooperative marketing program can be developed.

Travel Trade Famils need to be part of an integrated marketing program e.g. a famil undertaken with the conversion partner(s) prior to the campaign being launched. The famil would need to showcase relevant export ready products. The proposed famil(s) cannot duplicate any Destination NSW activity.

Can I apply for funds for a photo and video shoot?

An EOI cannot be submitted purely to undertake a photo and/or video shoot. However, where a photo or video shoot is required to achieve the required outcomes of the cooperative marketing activity, the strategic approach (and the budget) will include Destination NSW undertaking a photo or video shoot.

Does the EOI application need the approval of the Destination Network?

The Destination Networks will participate in the Destination NSW assessment process of the EOI (excluding any EOIs submitted by the Destination Networks themselves).