

Regional Cooperative Tourism Marketing Program

Guidelines 2018 – 2019 Financial Year



Background

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 will be available through two streams:

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

The information supplied in these program guidelines relates to the Regional Cooperative Tourism Marketing Program.

Regional Cooperative Tourism Marketing Program

Regional Cooperative Tourism Marketing Program is available to undertake a Cooperative Tourism Marketing Program which will be led by Destination NSW. Local Government and tourism sector organisations¹ (GST registered), including Destination Networks, 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. Individual private enterprise are not eligible.

Expressions of Interest (EOI)

EOIs to undertake Regional Cooperative Tourism Marketing to be led by Destination NSW are to be submitted online dnsw.com.au/rtf-coopmarketing. An EOI checklist is provided to assist you and your partners determine if a Regional Cooperative Tourism Marketing program will be suitable for you and your partners prior to completing and submitting the EOI form. EOIs should be submitted at least six months prior to the proposed start date of any activity.

Funding Available

EOIs will be considered for a Regional 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 matched cash from Destination NSW, total marketing program budgets will be between \$200,000 and \$1 million.

Timeframe

The program of activity implemented through the Regional Cooperative Tourism Marketing Program will occur over a 12 to 18 month period.

¹ 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.

Assessment

When an EOI is received, discussions will commence determining if a Regional Cooperative Tourism Marketing Program can be developed that meets the needs of all parties. 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 below:

Capacity

This refers to the partner organisation's ability to work with Destination NSW, as the lead agency, and to coordinate the regional stakeholders, including:

- The capacity of the organisation to work with Destination NSW, in the coordination and communication of the program with the contributing partners, throughout the program process i.e. a single point of contact available to work with Destination NSW and to liaise with local partners regarding the program
- Agreement by all parties that Destination NSW will be the lead agency and responsible for creative and media planning, in consultation with the organisation you represent
- \$100,000 (excl GST) minimum confirmed investment into the program by the partner.

Economic Need and Opportunity

This is the ability of a marketing program to drive new spend and/or future investment in NSW. The economic assessment will be calculated based on the region's or destination's need and opportunity including:

- Review of the region's or destination's visitor economy KPIs and trends – overnight visitors average length of stay and average daily expenditure
- Contribution to doubling overnight visitor expenditure to the region/destination.

Strategic and Marketing Impact

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

- How the proposed Regional Cooperative Tourism Marketing program aligns with the NSW State-wide Destination Management Plan and relevant Regional Destination Management Plan
- How the activity supports positive promotion of NSW and the region
- The nature and size of the current visitation to the region
- Appropriate product for target market
- How the activity supports/underpins the relevant marketing strategies and Sector plans already in place for NSW and the region
- How the activity may raise or create awareness of NSW and the region
- The anticipated media impact achieved via domestic and/or international media coverage.

Regional Cooperative Tourism Marketing Program Implementation

If the EOI and strategic need 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. Both the partner and Destination NSW will each fund equally the development of the strategic approach approx. \$10,000 (ex GST) in total.

Destination NSW, you and your partners will need to formally agree to the strategic approach, including the KPIs for the program. You and your partners will have the opportunity to negotiate and input into the strategic approach. Destination NSW reserves the right to not support requested changes or to not proceed with the Regional Cooperative Tourism Marketing Program if:

- the requested changes will compromise the Program’s ability to achieve the agreed objectives
- they reduce the assessment score of the Program below an acceptable level to receive funding.

On formal approval of the strategic approach, a Cooperative Marketing Agreement will be established between Destination NSW and you (on behalf of your partners). The Agreement will specify roles and responsibilities, investment amounts, reporting arrangements, Intellectual Property, confidentiality, partner management, media and publicity, etc. The strategic approach will be a Schedule of the Agreement. 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 final 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.

Additional Information

Further information including a Fact Sheet and Frequently Asked Questions is provided at dnsw.com.au/rtf-coopmarketing.

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:

Glenn Caldwell

E: glenn.caldwell@dssn.com.au

P: 0408 567 088

Sydney Surrounds South:

Greg Binskin

E: greg.binskin@dnsss.com.au

P: 0412 280 154

North Coast NSW including Lord Howe Island:

Jacque Burnside (Acting GM)

E: bdm@dncnsw.com

P: 0409 883 450

Southern NSW:

Shane O’Leary

E: shane.oleary@dsnsw.com.au

P: 0419 031 834

Country & Outback NSW:

Rhonda Taylor

E: rhonda.taylor@dnconsw.com.au

P: 0422 222 446

Riverina Murray:

Richie Robinson

E: richie.robinson@destinationrm.com.au

P: 0418 439 202

Contact Details – Destination NSW Regional Tourism Development Managers

Sydney Surrounds North:

Georgia Lazzari

E: georgia.lazzari@dnsw.com.au

P: 9931 1143

Sydney Surrounds South:

Jacqui Greaves

E: jacqui.greaves@dnsw.com.au

P: 9931 1170

North Coast NSW including Lord Howe Island:

Position currently vacant

E: regional.tourism@dnsw.com.au

P: 9931 1495

Southern NSW:

Sarita Atkins

E: sarita.atkins@dnsw.com.au

P: 9931 1180

Country & Outback NSW:

Mitchell Gunn

E: mitchell.gunn@dnsw.com.au

P: 9931 1392

Riverina Murray:

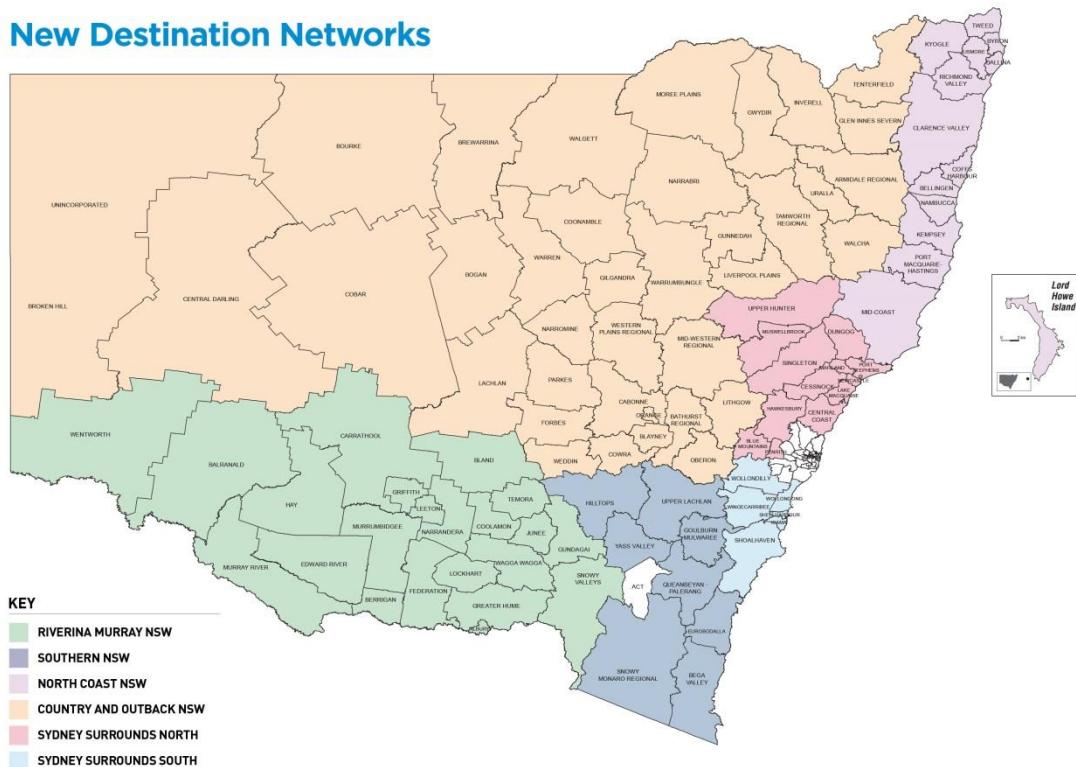
Gabby Brown

E: gabby.brown@dnsw.com.au

P: 9931 1148

Alternatively contact regional.tourism@dnsw.com.au

New Destination Networks



Additional information on the following topics is available:

Destination Networks: www.destinationnsw.com.au/our-industry/destination-networks

Regional Flagship Events Program and Major Events: www.destinationnsw.com.au/events

Destination Management Planning: www.destinationnsw.com.au/DestinationManagement

Research Statistics: www.destinationnsw.com.au/tourism/facts-and-figures

The Visitor Economy Industry Action Plan: www.business.nsw.gov.au/vet

Top level and general research data are available at: www.destinationnsw.com.au/tourism/facts-and-figures

Disclaimer:

Information provided by Destination NSW is provided as a guide only. Feedback is supplied based on the information provided to Destination NSW. Destination NSW does not make any representation or warranty about the accuracy, suitability, reliability, currency or completeness of any feedback provided. Destination NSW provides no guarantee of any particular outcome for your business if you choose to rely on the feedback and no guarantee that your EOI will be accepted following feedback from Destination NSW.

Nobody knows your business better than you. It is yours and your management's responsibility to decide, based on your full knowledge and understanding of your business situation, how relevant the information is to your business. Destination NSW recommends you consider seeking independent sources of professional advice, legal, financial or otherwise before making any decision. The State of New South Wales through Destination NSW is not liable for any loss resulting from any action taken or reliance made by you on any feedback and information provided.

Please note funding is not guaranteed unless you receive a Letter of Intent, your strategic plan is approved and contract with Destination NSW is fully executed. Destination NSW is not responsible for any costs.