

## Cultural Tourism Accelerator Program Guidelines 2021



**Australian Government**  
**Regional Arts Fund**

This information is available in various accessible formats. Should you require assistance accessing these Guidelines, please contact [rafmanager@regionalarts.com.au](mailto:rafmanager@regionalarts.com.au)

### What is the Cultural Tourism Accelerator Program?

The Cultural Tourism Accelerator Program is a \$5 million targeted measure announced by the Australian Government as part of the Regional Arts Tourism package, which will enable arts organisations to promote and develop cultural events for tourists across regional Australia. The program will increase tourism visitation in regional, rural and remote communities across Australia by providing financial support for arts and cultural activity. The program recognises that the cultural and creative industries play a critical role in contributing to the creativity, diversity and prosperity of Australia's regional and rural economy.

The Cultural Tourism Accelerator Program aims to:

- Support place-based programs to increase visitation
- Build consumer confidence and activate engagement
- Drive engagement across communities and between regions
- Support sector-led responses.

### What Grants are available?

There are four types of grants available. Two focus specifically on marketing, and two on developing new initiatives. Examples of each grant type are provided on p.3 of this document.

**Flash Marketing Campaign** **\$2,500**  
A competitive quick response grant for upcoming projects to extend digital or grassroots marketing into a new visitor market.

**Targeted Marketing Campaign** **\$10,000**  
A strategic and targeted marketing campaign to achieve a particular visitation outcome. The campaign will accompany an existing project, event, festival, venue or annual program.

**Experience Initiative** **\$10,000**  
An initiative that adds an offer or experience to an existing program, to increase visitation or extend the visitor experience of 'place'.

**Partnership Initiative** **\$15,000**  
An initiative that develops a partnership with hospitality, accommodation, retail or events businesses to increase visitation and develop cross markets.

## What makes a successful Cultural Tourism Accelerator Initiative or Campaign?

Successful applicants:

- will have either an arts or cultural outcome or be attached to an arts and cultural destination or event.
- will have a clearly articulated strategy, a defined target market and realistic and measurable goals to increase visitation.
- must have the capacity to deliver and evaluate the initiative or campaign within the program timeframe.
- will design initiatives or campaigns that support the aims of this program and align with the objectives of the Regional Arts Fund.

The program seeks small, nimble, and innovative approaches to accelerate visitation as Australia transitions through the impacts of Covid-19. A successful initiative will address one of these questions in a strategic, targeted, and measurable way:

- How can you use arts and cultural activity to attract visitors to your city, town or village?
- How can you attract visitors to participate in your arts and cultural experiences?
- Who could you partner with in the tourism and hospitality sectors to develop new audiences for your arts and cultural activity?

## What is visitation? How much should it increase?

‘Visitation’ means physical attendance by anyone from outside the postcode of the activity. They might be from the neighbouring village or from the opposite side of the country. They can be a day tripper or an overnight visitor.

The target increase should be in scale with the scope of the initiative and budget. Your aim should be realistic, achievable, and measurable. 50 overnight visitors would spend considerably more than the value of your grant in the town. 200 day trippers would be a valuable contribution to the visitor economy.

## How will visitation be measured?

Applicants should design visitation measurement as part of their application. Applicants will be required to collect data supporting the effectiveness of their initiative. This could include engagement with social media, participation, attendance by postcode.

In addition, each recipient organisation (excluding Flash Campaign) will assist in a national survey designed and provided by RAA and be required to collect a minimum of 30 responses from visitors. These can be collected in situ or post event. This survey will provide deeper insights into visitation, reasons for visitation and the importance of arts and cultural activity when choosing to travel.

## What can funds be used for?

Funding can be used to ensure the success of your initiative or campaign. Grant funds may be used towards (but not limited to):

- Artist fees
- Visitor incentives
- Transport
- Accessibility
- Equipment hire
- Creative fees for the development of new marketing materials (incl. design, comms, videographer etc)
- Marketing and promotional cost such as design and printing
- Advertising (press, digital, social)
- Additional communications support
- Documentation, data collection and evaluation.

## Example campaigns and initiatives

- Design social media campaign targeting neighbouring town.
- Postcard and poster drop in nearest hub city.
- Design and purchase of print ad in Grey Nomads magazine.
- Combined social media, advertising campaign in targeted location for a festival.
- Development of accessible marketing campaign for tourists with disability.
- Partnership with boutique B'n'B to develop and market a culture weekend package.
- Visitor incentive program: An art gallery commissions a limited edition artwork by local artist/range of local artists, to be given to out of town visitors.
- Accessibility: A Council develops an audio described tour of street art in the town.
- Event: Increased transport option to festivals (free bus from different city or town).
- Event: series of cultural precinct activations featuring street performers, musicians.
- Visitor incentive – partner with local deli to provide gift snack pack of local produce to out-of-town visitors attending a performance.
- Performance in vineyard or orchard or on a rail trail.
- Regional Gallery organising exchange visits to other Regional Gallery – programming artists talks, music.
- Partner with local restaurant and accommodation.
- Artists working with cultural tour operators to develop new 'arts + environment' tours.

## Program timeframe.

**Please check Regional Program Administrator's website for open and close dates of rounds, and commencement dates for projects. All projects must be complete and acquittal submitted by 31 October 2022.**

## Who can apply?

To be eligible you must:

- be an individual or Australian incorporated organisation or local government organisation
- have an active Australian Business Number (ABN) that is registered to your name and location
- if required by the Australian Tax Office, be registered for the purposes of GST
- not have any outstanding reports, acquittals or serious breaches relating to any Australian Government funding or funding from a state or territory Regional Program Administrator. A serious breach is one that has resulted in, or warrants, the termination of a grant agreement.

Unincorporated groups are eligible for funding if auspiced by an organisation that meets the above criteria.

If you are under 18, you must be auspiced by a person over 18 with an active ABN.

Schools are only eligible to apply if they are located in a very remote area (MM 7) as defined using the Modified Monash Model available at [www.health.gov.au/health-workforce/health-workforceclassifications/modified-monash-model](http://www.health.gov.au/health-workforce/health-workforceclassifications/modified-monash-model).

If you are uncertain whether your organisation or project is eligible please contact the Regional Program Administrator prior to submitting your application.

The applicant must be located at an address classified as regional using the Modified Monash Model Map<sup>1</sup>. The applicant's address must be from classification MM 2 – MM 7.

## How to apply?

Applicants will apply online via SmartyGrants through the Regional Program Administrator (RPA) in their state or territory.

## Can I apply in more than one category?

Yes. Applicants can apply for one Campaign (either Targeted or Flash) and one Initiative (either Experience or Partnership).

Applicants can be successful for one Campaign and one Initiative application, but not for the same costs. Each application must be made on a separate form.

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<sup>1</sup> To check how your address is classified visit the Doctor Connect Locator Map: <https://www.health.gov.au/resources/apps-and-tools/health-workforce-locator/health-workforce-locator> Select Modified Monash Model 2019 and search your address.

## Assessment Process

**Flash Campaign** will be assessed internally by RPA staff, as one competitive round. **Targeted Marketing Campaign, Experience Initiative** and **Partnership Initiative** will each be assessed as a competitive round, by an external peer panel.

Decisions are final. Written feedback can be provided to applicants upon request.

## Assessment Criteria

Applications will be assessed on the extent to which the:

1. Initiative or Campaign will increase visitation
2. Applicant has the capacity to deliver in the timeframe
3. Applicant has the capacity to evaluate the Initiative or Campaign
4. Initiative aligns with program aims and the objectives of the Regional Arts Fund

## Announcement of grants

All Cultural Tourism Accelerator grants will be listed on the relevant Regional Program Administrator's website and may be listed on Regional Arts Australia's website and in media materials announcing the grants. The Australian Government Minister responsible for the arts has the option to announce grants.

## Successful grant applications

Successful applicants will be required to enter into a legally binding grant agreement with the Regional Program Administrator in your state/territory. A copy of the standard grant agreement can be found on the Regional Program Administrator's website. Standard terms and conditions for the grant agreement will apply and cannot be changed. A schedule may be used to outline the specific grant requirements. Any additional conditions attached to the grant will be negotiated with the successful applicant and outlined in the schedule to the grant agreement. The Regional Program Administrator in your state/territory will negotiate agreements with successful applicants as soon as possible after informing you of the success of your application. If there are unreasonable delays in finalising the grant agreement, the grant offer may be withdrawn and the grant may be awarded to a different applicant.

The project activities should not commence until the grant agreement has been signed by you and the Regional Program Administrator and funding has been received by you.

## How the grant will be paid

The grant agreement will state the grant amount to be paid and the manner of payment. The amount is final. You will be required to meet additional costs, should they be incurred. The grant

agreement will include an agreed payment schedule. Payments will be made against this schedule following execution of the grant agreement by the Regional Program Administrator and on provision of a correctly rendered tax invoice.

### **Grant payments and GST**

Payments will be made as set out in the agreement. Payments will be GST inclusive, where applicable. Payments to state, territory and local government agencies do not attract GST. Additional information regarding GST can be found on the Australian Tax Office website at [www.ato.gov.au](http://www.ato.gov.au).

### **Grant agreement variations**

It is recognised that unexpected events may affect the progress of a project. If you experience any delays or are unable to spend your funds in accordance with your grant agreement for any reason, you must notify the Regional Program Administrator as early as possible to request a variation. You can request a project variation to:

- adjust project milestones
- extend the timeframe for a reasonable period of time to allow completion of the project
- make minor changes to project activities (only for unforeseeable events)
- make changes to project personnel
- change allocations across approved budget line items (if over 10% of the total grant – budget reallocations to approved budget lines under 10% of the total grant do not require formal approval).

If you wish to propose changes to the grant agreement, you must complete a Request for Variation form via SmartyGrants. Contact the Regional Program Administrator for further information.

You should not assume that a variation request will be successful. Your request will be considered based on factors such as:

- how it affects the project outcome
- whether it is consistent with the Regional Arts Fund objectives and any relevant Australian Government policies.

## How your grant activity is monitored

### **Your responsibilities**

You are responsible for meeting the terms and conditions of the grant agreement and managing the activity efficiently and effectively. You are also required to comply with record keeping, reporting and acquittal requirements as set out in the grant agreement.

## Responsibilities of the Regional Program Administrator

The Regional Program Administrator will:

- meet its responsibilities in relation to the terms and conditions set out in your grant agreement
- provide timely administration of the grant
- evaluate the grantee's performance.

The progress of your project will be monitored by assessing the acquittal reports you submit. Occasionally the Regional Program Administrator may need to re-examine claims or seek further information.

## Acquittal

Each recipient must provide an acquittal to Regional Arts Australia at the completion of the project, and by **31 October 2022**.

Recipients will be asked to provide:

1. An evaluation of the success of the campaign
2. Evidence of increased visitation
3. Images
4. Participation in an RAA co-ordinated survey of visitors (minimum of 30 surveys completed per project)

## Acknowledgement

All recipients must acknowledge the support of Regional Arts Australia and the Australian Government in all media releases and promotional activities, with the logos and text provided.

## Commonwealth Child Safe Framework

The Royal Commission into Institutional Responses to Child Sexual Abuse highlighted the need for organisations to adopt child safe practices. The Australian Government is working together with its grant recipients to do all it can to ensure the safety of children that staff may come in contact with in the context of their work and activities.

If you are successful in receiving funding through the program, your grant agreement will include a provision regarding compliance with applicable state, territory and Commonwealth laws relating to employment or engagement of any project personnel who work with children.

The grant agreement will also include a provision regarding complying with applicable state, territory and Commonwealth laws before any project personnel commences an activity that involves vulnerable people.

## Protocols for working with Indigenous artists

Applicants funded under the Regional Arts Fund who are working with Indigenous Australian artists, need to comply with the Australia Council's Protocols for Using First Nations Cultural and Intellectual Property in the Arts: [www.australiacouncil.gov.au/programs-and-resources/Protocolsfor-using-First-Nations-Cultural-and-Intellectual-Property-in-the-Arts](http://www.australiacouncil.gov.au/programs-and-resources/Protocolsfor-using-First-Nations-Cultural-and-Intellectual-Property-in-the-Arts).

### Enquiries and feedback

Complaints regarding the grant process can be made in writing to the Regional Program Administrator in your state/territory or Regional Arts Australia. The Department also has a complaints procedure. If you have a complaint, please follow the steps outlined at this link: [www.infrastructure.gov.au/department/about/charter.aspx](http://www.infrastructure.gov.au/department/about/charter.aspx)

It is expected that all communications between applicants, potential applicants, Regional Program Administrators, Regional Arts Australia and the Department are professional. Where this is not the case from any party, this may result in the termination of communications.

### Conflicts of interest

Any conflicts of interest could affect the performance of the grant. There may be a conflict of interest, or perceived conflict of interest, if Regional Program Administrator staff involved in the Regional Arts Fund, external assessors, Regional Arts Australia staff, Department staff, any advisor and/or you or any of your personnel:

- has a professional, commercial or personal relationship with a party who is able to influence the application selection process, such as one of the Regional Program Administrator's staff or an assessment panel member involved in the Regional Arts Fund;
- has a relationship with, or interest in, an organisation or individual which is likely to interfere with or restrict the applicants from carrying out the proposed activities fairly and independently; or
- has a relationship with, or interest in, an organisation or individual from which they will receive personal gain because the organisation or individual receives a grant under the grant program.

You will be asked to declare, as part of your application, any perceived or existing conflicts of interests or that, to the best of your knowledge, there is no conflict of interest. If there is the possibility of a perceived conflict of interest, applicants should include a statement addressing this and demonstrate why a conflict of interest would not result from the funding of a project, or how the conflict will be managed. If you later identify an actual, apparent or potential conflict of interest, or one that may arise in relation to your grant application, you must immediately inform the Program Officer in writing. If the Regional Program Administrator establishes that a conflict of interest exists, it may decide not to consider the application.

Assessors and other officials, including the decision maker must also declare any conflicts of interest. Conflicts of interest for Australian Government staff will be handled as set out in the Australian Public Service Code of Conduct (Subsection 13(7)) of the Public Service Act 1999.)

## Privacy

Your personal information is treated according to the Privacy Act 1988 and the Australian Privacy Principles. This includes letting you know:

- what personal information the Regional Program Administrator, Regional Arts Australia or Department collects
- why the Regional Program Administrator, Regional Arts Australia or Department collects your personal information
- who the Regional Program Administrator, Regional Arts Australia or Department gives your personal information to Your personal information can only be disclosed to someone else for the primary purpose for which it was collected, unless an exemption applies.

The Australian Government may also use and disclose information about grant applicants and grant recipients under this grant opportunity in any other Australian Government business or function. This includes disclosing grant information on GrantConnect as required for reporting purposes and giving information to the Australian Taxation Office for compliance purposes. We may share the information you give us with other Commonwealth entities for purposes including government administration, research or service delivery, according to Australian laws. As part of your application, you declare your ability to comply with the Privacy Act 1988 and the Australian Privacy Principles and impose the same privacy obligations on officers, employees, agents and subcontractors that you engage to assist with the activity, in respect of personal information you collect, use, store, or disclose in connection with the activity. Accordingly, you must not do anything, which if done by the Department would breach an Australian Privacy Principle as defined in the Act.

## What will the Program **not** support?

- Applications for projects that do not have an arts and cultural outcome or connection.
- Applications from applicants located at an MM1 address<sup>2</sup>.
- Projects principally benefitting a major city or metropolitan location.
- Components of projects that are also funded by other programs administered by the Australian Government (for the same costs).
- Projects that do not substantially align with the objectives of the program.
- Projects that commence before funding is approved.
- Academic activity, including wages or course work that is required as part of any tertiary academic program.
- Touring projects that involve touring from major urban centres to regional communities.
- Infrastructure projects and projects involving the purchase of assets.
- Applicants who have any outstanding reports, acquittals or serious breaches relating to

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any Australian Government funding.

Regional Arts Australia will cross-check applications against existing Regional Arts Fund programs and the Festivals Australia program to ensure that funding is not being sought to cover the same costs twice.

**If in doubt about eligible activities, please contact the RAF Manager to discuss your situation, [rafmanager@regionalarts.com.au](mailto:rafmanager@regionalarts.com.au)**

## Regional Arts Fund Objectives

The objectives of the Regional Arts Fund are to support and promote participation in, and access to, Australia's arts and culture in regional and remote Australia, and through doing so:

- encourage and support sustainable economic, social and cultural outcomes in regional communities;
- develop partnerships and networks which leverage financial and/or in-kind support for regional arts projects and encourage ongoing collaboration;
- develop audiences and broaden community engagement with the arts;
- increase employment and professional development opportunities for, and raise the profile of, regional and remote artists; and
- support quality and viability of artistic and cultural activity.

## For more information

Regional Arts Australia will run online information sessions for the Program on the following dates/times:

**Tuesday, 23 November 2021 at 8.30pm AEDT\* – [click here to register](#)**

**Thursday, 25 November 2021 at 1.30pm AEDT\* – [click here to register](#)**

\*please note time is in Australian Eastern Daylight Savings Time, please adjust for your location.

## The Regional Arts Fund

The Regional Arts Fund is an Australian Government Program that supports sustainable cultural development in regional and remote communities in Australia. The Regional Arts Fund is designed to benefit regional and remote arts practitioners, arts workers, audiences and communities. The program is managed nationally by Regional Arts Australia, and by Regional Program Administrators in each State and Territory.



**Australian Government**  
**Regional Arts Fund**