

CULTURAL TOURISM ACCELERATOR Frequently Asked Questions

These hints and tips have been compiled to support you as you work through a Cultural Tourism Accelerator grant application form. It answers the questions we get asked the most.

Before working through this document, you must [read the guidelines specific to the grant that you are applying for](#), and talk to a Regional Arts WA Project Officer to make sure your project is eligible and appropriate for the grant.

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Key Information

Website	https://regionalartswa.org.au/funding/tourism
Project Officers	Amber Launay: 08 9200 6207 Shandell Cummings: 08 9200 6204 investment@regionalartswa.org.au
Technical Support	Rachel Rainford: 08 9200 6203
First Nations Support Officer	Shandell Cummings: 08 9200 6204
Regional Freecall	1800 811 883
Dates	Opens 22 November 2021 Closes 23 January 2022 All funded campaigns and initiatives must be acquitted by 31 October 2022
Grant Categories	Flash Marketing Campaign – \$2,500 Targeted Marketing Campaign – \$10,000 Experience Initiative – \$10,000 Partnership Initiative – \$15,000

Before you begin

1. Read the Guidelines

All four Cultural Tourism Accelerator grants have the same guidelines, make sure you read them carefully for all the information you'll need. The guidelines cover eligibility, what we fund, how much you can apply for, and the assessment criteria. You can download the guidelines from the [Regional Arts WA website](#).

2. Allow enough time

Start as early as possible to give yourself enough time to create a detailed application. Having plenty of time will also help you avoid making mistakes.

3. Request letters of peer and/or industry support

Letters of support are letters written by those who are important in the project. It is a way for them to show their support and confirm that you have the skills to deliver. Letters of support should be current and clearly show knowledge of your activity. These can be letters, emails, or quotes from communities, key individuals, events, venues, and suppliers. Give yourself plenty of time to talk to people so they can get their letters to you before the deadline.

4. Check to see that you have no outstanding acquittal reports

If you have an outstanding acquittal from a previous grant, you may not be eligible to apply for a new grant. Please contact a Regional Arts WA Project Officer at investment@regionalartswa.org.au if you require help with your acquittal.

5. Contact a Regional Arts WA Project Officer

Please make sure you have read the [funding guidelines](#) and spoken to the nominated Project Officer about your potential project. The Project Officer will be available to answer any questions as you work through the application form.

The Project Officers looking after the Cultural Tourism Accelerator are:

Amber Launay: 08 9200 6207

Shandell Cummings: 08 9200 6204

Email: investment@regionalartswa.org.au

Regional Freecall: 1800 811 883

About the Applicant

Applicant Details

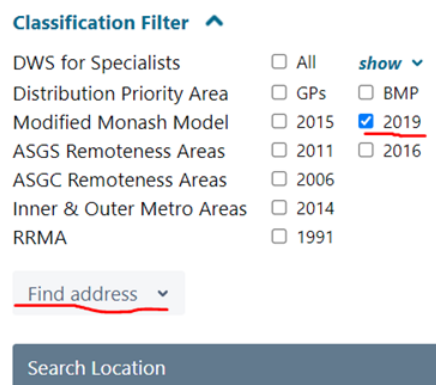
The applicant is the person or organisation applying for funding. You will need to tell us who the applicant is and provide details including street address and, if applicable, ABN.

What is MM2 – MM7?

MM stands for Monash Model; it is an Australian Government regional classification system that is used by the Regional Arts Fund to determine eligibility.

To find out if your location is eligible:

1. Go to <https://www.health.gov.au/resources/apps-and-tools/health-workforce-locator/health-workforce-locator>
2. Click on Modified Monash Model 2019
3. Enter your address in the 'find address' button
4. Click 'search location' and you MM classification will be shown



Classification Filter ^

DWS for Specialists	<input type="checkbox"/> All	show v
Distribution Priority Area	<input type="checkbox"/> GPs	<input type="checkbox"/> BMP
Modified Monash Model	<input type="checkbox"/> 2015	<input checked="" type="checkbox"/> 2019
ASGS Remoteness Areas	<input type="checkbox"/> 2011	<input type="checkbox"/> 2016
ASGC Remoteness Areas	<input type="checkbox"/> 2006	
Inner & Outer Metro Areas	<input type="checkbox"/> 2014	
RRMA	<input type="checkbox"/> 1991	

Find address v

Search Location

ABN Details

This is where you enter the applicant's ABN details. This will have a 'look-up' button, so that it checks you have entered the correct ABN details. To be eligible to apply through Regional Arts WA your ABN must be registered to a regional WA postcode. If you do not have an ABN, are unincorporated, or under 18 years of age, you will require an organisation to auspice your project.

Auspice (if required)

An auspice is a legally constituted organisation that will take financial responsibility for a grant if awarded. The auspice body is responsible for accepting the grant monies on behalf of the grant recipient, paying the grant monies to the grant recipient, and ensuring, to the best of its ability, that the funds are used for the purpose for which the grant is intended.

The following organisations can auspice your application if required:

- Local Government Authority
- Not for Profit Organisation

Applicant Commitment to First Nations' Inclusion and Reconciliation

This section covers applicant commitment to working with First Nations Inclusion and Reconciliation.

Regional Arts WA's vision for Reconciliation is an Australia that will embrace unity between First Nations and other Australians, to develop a national culture representing equality and equity. Regional Arts WA's Reconciliation Action Plan encourages grant recipients to consider or include First Nations inclusion within project delivery.

Example responses: Please explain how you, your project and/or your organisation demonstrate a commitment to reconciliation and First Nations inclusion.

- "We always engage a local Elder to deliver a Welcome to Country at our events."
- "We include an Acknowledgement of Country on our website, in our event programs and at the beginning of any significant gatherings."
- "We currently don't include an Acknowledgement of Country on our printed materials, however we will be adding one in the near future."
- "We aim to hire First Nations artists and suppliers for our events."
- "Our organisation supports the Uluru Statement From the Heart."
- "Our organisation participated in National Reconciliation Week in 2021."

Visit [Reconciliation Australia](https://www.reconciliation.org.au) for other examples of steps that can be taken to demonstrate a commitment to reconciliation.

Within the application form you can also upload any organisational policies that support your explanation: e.g. a Reconciliation Action Plan, Cultural Protocols or a Statement of Intent.

If you need further information about how to respond to these questions, please speak to a Regional Arts WA Project Officer.

Strategy Details

This section refers to the following question found in the Targeted Marketing Campaign, Experience Initiative and Partnership Initiative application forms:

Outline the strategy in detail. What will you do? Who will be involved? Who are you trying to attract?

Describe in detail the stages or steps in planning, developing, and carrying out your activity. Include as many specific details as possible that will help your activity succeed. Provide details on the partnerships, collaborations and/or networks that you can use to deliver the project and outline your ideas and what is involved. Explain who you will be working with and how they will contribute.

Project Timeline

This section asks you to provide dates for when the project will start and end. You will need to include the key milestones and estimated project timeline.

Fill the table with appropriate milestones/key activities for the project. We understand things change, so these can be estimated to ensure flexibility is available for delivery of your project.

Example of a project timeline:

Activity	Person/s responsible	Timing
Confirm videographer	Mary Jones	01/04/2022
Promo video shoot	Mary Jones, James Parker	09/04/2022
Social media campaign starts	Mary Jones	11/04/2022
Confirm First Nations involvement. Example: Welcome to Country	Greg Mac & Mary Jones	15/04/2022
Opening of the Lights Festival	Festival Committee	05/05/2022

Note: Ensure your project start and end dates match the dates of the first activity in your timeline, and the project end date matches the final activity date in your timeline.

All projects must be completed by 31 October 2022, however as this is also the date that you will need to submit your final report by, we recommend that you aim to have your project completed by mid-October so that you have time to complete and submit your final report.

Visitation

How will you know you've succeeded? How will you measure the increased visitation?

Consider the methods, processes, or tools you will use to measure and report your progress and/or achievement towards the activity outcomes.

Examples of how you can measure increased visitation:

1. Capturing postcodes of ticket buyers or event attendees
2. Tracking pre and post social media engagement
3. Increased ticket sales from marketing campaigns
4. Elevated response to promotional material

In addition, you will be required to collect a minimum of 30 survey responses from visitors. Regional Arts Australia will provide successful applicants with the survey that you will need to use for your evaluation and you will need to provide this data in your final acquittal report.

You may of course wish to use your own evaluation tools and methods for your own purposes as well.

First Nations People and Cultural Materials

- If you are planning to work with First Nations people / cultural material and are not a First Nations individual or organisation yourself, you must explain how you will appropriately engage with these communities and their cultural material.
- You can provide evidence by uploading letters or documents that demonstrate how you will achieve this.
- You may also refer to [Australia Council's First Nations Protocols Guide](#) for more information

Example support materials include:

- A support letter from a First Nations artist/community that will be involved in your project
- Correspondence outlining consultation/commitment from First Nations individuals or communities
- Confirming delivery of a Welcome to Country at the proposed event
- Confirmation of First Nations presentations/tours/cultural workshops etc.

If you need further support with this section, please contact Regional Arts WA's First Nations Officer Shandell Cummings on 08 9200 6204 or investment@regionalartswa.org.au

Working with Children

If your activity directly involves children under the age of 18, or if you and/or others involved in the activity will be responsible for, or supervising children you must confirm your understanding and compliance with current legislative requirements.

Refer to the [Working with Children Check website](#) for more information.

Working with Vulnerable Persons

A vulnerable person means an individual aged 18 years and above who is or may be unable to take care of themselves or is unable to protect themselves against harm or exploitation for any reason.

If your activity directly involves working with Vulnerable Persons, you and/or others involved in the activity will need to provide an Australian Federal Police Clearance dated within the last 12 months.

Refer to the [AFP website](#) for more information.

Project Budget

In this section of the form, you will need to provide a cash expenditure budget for the items that you are requesting funding for. When filling out the budget make sure that you have considered the following:

- Refer to appropriate rates of pay or negotiated fees based on industry standards of your profession
- If you, your organisation, or your auspice is registered for GST - do not include GST in your budgeted expenses
- Consider providing quotes for major expenditure items under the support material section

Cash Expenditure

In this section, you must show us any cash expenses that your project will have. Please list each cash expense individually. There are strict criteria about what items can be funded. Read the Guidelines for more information.

Example of a project budget:

Expenditure Item - please describe	\$ amount
Social media advertising – 4 week promo	\$600
Videographer - 3 hours + editing	\$2,500
Welcome to Country	\$750

Taxation

The Australian Taxation Office (ATO) considers any grant payment to be taxable income for the purposes of your annual income tax return. If you receive a grant, you are encouraged to discuss your tax implications with your tax agent or the ATO.

Registered for Goods and Services Tax (GST)

If you are registered for GST, you must show your expense items without the GST component. For example, you have been quoted \$550 including GST for equipment hire. In your expenditure budget you would only show venue hire of \$500. If your activity is funded, the grant payment will include a 10% GST component to cover those items on which GST is payable.

If you get stuck, you can use [MoneySmart.gov.au's handy online GST calculator](https://moneysmart.gov.au/gst-calculator).

Not Registered for Goods and Services Tax

If you are not registered for GST, you must show your expenditure items with the GST component. For example, you have been quoted \$550 including GST for equipment hire. In your expenditure budget you would show venue hire of \$550. If your activity is funded, the grant payment will include the GST component for those items on which GST is payable.

If you get stuck, you can use [MoneySmart.gov.au's handy online GST calculator](https://moneysmart.gov.au/gst-calculator).

Support Material

Support materials can be an indicator of a well-planned project and are essential for assessors to fully understand the value of your activity. Pay close attention to the support material you choose and make sure it offers the best support for your application. Ensure that your choice of support material demonstrates that you have addressed the grant criteria.

To support your application, the following support material (but not limited to) can be uploaded:

- Evidence or past examples of the existing event or project that the Initiative supports, this could include past programs, photographs or images, documents such as reviews, media coverage etc.
- Evidence of your capacity and ability to deliver the Initiative. This could be the resumes of key people involved.
- Any significant quotes from contractors or businesses you plan to work with in the design and delivery of the Initiative or Campaign. Such as: quotes from a videographer, graphic designer, marketing company etc.
- Letters of commitment from partners you have identified.
- Any market research or consultation that you may have previously undertaken which identified the new audiences that you are hoping to engage, this could include your marketing plan / communication plan, confirmation of television commercial airtime etc.

You can submit your support material in the following formats:

- Written Material
- Photographs or Images
- URLs
- Audio Files

Handy tips for when uploading support material:

- If you are planning on submitting a video or audio file, the panel will only view the first 3 minutes or the timeframe you have indicated.
- Please also combine similar types of support material into a single pdf document. For example, combine all resumes into one document. You can use [Adobe's free online PDF merger](#) to merge PDFs together.

Privacy Statement and Declaration

This section outlines the Privacy Policy and will ask for the Declaration to be read and signed by an authorised representative of the applicant. If you have nominated an Auspice Organisation, then they must also sign the declaration.

Draft Review (Optional)

Draft reviews are available for Targeted Marketing Grants, Experience Initiative Grants and Partnership Initiative Grants only. They are not available for Flash Marketing Grants.

If you would like a Project Officer to review your draft before you submit, then download your application as a PDF and email it to the Project Officer for review **before 9am Monday 10 January 2022**. You can continue to edit your application while waiting for your draft review feedback.

How to request a draft review:

1. Go to the 'Review' page and select 'Download PDF'
2. Email the PDF to investment@regionalartswa.org.au
3. Include your application number in the subject of your email

Regional Arts WA can provide feedback on whether eligibility criteria has been met, your budget, and your general responses.

You are strongly encouraged to make your draft review request well before the review deadline to give staff enough time to provide quality feedback for you to update your application. You will be unable to request a review after 9am Monday 10 January 2022.

Please be aware that depending on the volume of draft review requests, staff may not be able to provide feedback. In the unlikely event that this happens, it is up to you to ensure that you submit your application before the submission deadline.

Final Check

You can download a copy of your draft application in SmartyGrants at any stage to share with others for their feedback.

- In SmartyGrants select 'My Submissions'. There will be a list of any draft applications you have started at the top of the page. You will be able to export your application as a PDF.
- Show your application to a colleague or friend. Ask them how exciting and clear your application is, make sure to take change your application based on their advice.
- Edit your work and make sure to fix spelling mistakes and bad grammar.
- Check and check again! Go over your application multiple times and don't be scared to ask people to help you edit it. Make sure everything you need to submit is there. Once you have submitted there is no changing or adding anything extra.

What next?

Assessment Process

All applications are assessed against the criteria outlined in the grant guidelines. Assessors will consider how well your application addresses the criteria, as well as the objectives of the Regional Arts Fund. The Initiative and Campaign funding programs will be assessed by an independent, external panel of artists and cultural workers from across the state, selected by Regional Arts WA, and the Flash Marketing Campaign will be assessed internally by Regional Arts WA Staff. You can learn more about the assessment process in our [Assessment FAQs](#).

Notification

Once the assessment process is complete, applicants will be notified about the outcome of their application in writing. Successful applicants will receive a contract, which needs to be signed and returned before grant funds are paid.

Acquittal Report

Successful recipients will be required to submit a funding acquittal report as specified in the funding agreement. The relevant report will be available for you to access in SmartyGrants once a copy of your signed funding agreement has been received.

All Campaigns and Initiatives must be completed AND acquitted by 31 October 2022.

Assistance for Applications

Project Officers are available on telephone and email to answer questions about your application. If you need extra assistance due to factors that may disadvantage you in completing your application, please contact us.

The advice provided by Project Officers does not guarantee the success of your application. Due to the high number of applications received, each funding round is highly competitive. All applications are considered on their own merits and against the assessment criteria and program objectives.

Contact us

Regional Arts WA

For enquiries relating to the Grants, including advice or assistance with your application

Telephone: 08 9200 6200

Regional Freecall: 1800 811 883

Email: investment@regionalartswa.org.au

SmartyGrants Support

For any login or technical issues with the grants system

Phone: +61 3 9320 6888 (Australia or international customers).

Email: service@smartygrants.com.au