**Regional Tourism Boost Fund**

**Application Form – February 2025**

We recommend you review the Regional Tourism Boost Fund (RTBF) Guidance documentation and the introductory webinar material available on the MBIE website before completing this application form.

The RTBF elibility criteria and evaluation criteria are attached at Annex One of this application form:

* Applications must meet all of the RTBF eligibility criteria.
* The RTBF is a contestable fund and applications will be recommended for funding based on how well they meet the evaluation criteria.

**Section 1: Applicant key details**

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| **Applicants’ key details**  |
| **Applicant details** | **Lead RTO***Note: this RTO will be the contracted party for this funding and be responsible for delivery of the project****.*** |  |
| **Other RTOs***Note: at least one other* *RTO must be included.*  |  |
| **Please list all other parties included in this collaborative project**  |  |
| **Lead RTO contact person details**This will be the only person who receives the correspondence relating to the proposal.  |
| **Contact person details**  | **Full name** |  |
| **Job title or Role**  |  |
| **Contact phone** |  |
| **Contact email address** |  |
| **Contact postal address including postcode** |  |

**Section 2: Proposed Activity**

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| **Description of proposed activity** |
| **What is your plan for this additional promotion?**Describe, in detail, each promotional activity you intend to undertake and its budget. All activities must be delivered between April and July 2025 and target Autumn/Winter visitation.You may wish to attach your plan separately. |  |
| **If you have several activities in your plan, please rank these activities from most to least important.** |  |
| **If the proposed activity builds on existing activity, please detail the existing activity including funding sources and quantities and outcomes to date.** |  |
| **Please outline how this proposal is a collaborative effort between all organisations involved in this application.** |  |
| **Please demonstrate that the regions participating have capacity to receive the projected increased visitation.** |  |

**Section 3: Budget Details**

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| **Details of Budget for planned activity** |
| **What is the cost of this proposal excluding GST?** Please provide a budget for the proposal including each activity you propose to undertake.You may wish to attach your budget separately. |   |
| **This funding may not be used to substitute existing funding for promotional activity. Please confirm this.** |  |

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| **Section 4: Monitoring and Evaluation** |
| **Projections** |
| **Please describe the metric/s you intend to use to project and measure outcomes of your proposed activities during Autumn/Winter 2025.** |  |
| **Please demonstrate how many additional international visitors you expect your proposal will attract.** |  |
| **Please demonstrate how much additional regional dispersal of international visitors you expect your proposal will achieve.** |  |
| **Evaluation** |
| **Describe how do you intend to monitor and evaluate the impact of the marketing activity (this should be delivered in the form of an evaluation report by 31 December 2025).** |   |

**Section 5: Declaration by applicant**

I declare on behalf of the applicant(s), that:

* This declaration outlines the basis on which this application is made;
* I confirm that I have read the principles relating to funding for the Regional Tourism Boost Fund on the MBIE website;
* the statements in this application are true and the information provided is complete and correct and there have been no misleading statements or omission of any relevant facts nor any misrepresentation made;
* I understand MBIE and its advisers may disclose to or obtain from any government department or agency, private person or organisation, any information about the applicant(s) or promotional activity(s) for the purposes of gaining or providing information related to the processing and assessment of this application;
* the applicant(s) will, if requested by MBIE or its advisers in connection with this funding process, provide any additional information sought and provide access to its records and suitable personnel;
* I understand MBIE may undertake due diligence checks as needed to meet government requirements, and I consent to checks required being carried for those purposes;
* I consent to the public release, including publishing on the Internet, of the name of the applicant(s), the amount of grant sought, and a general statement of the nature of the promotional activity(s)/project and undertake to cooperate with MBIE on communications relating to this application;
* I understand MBIE’s obligations under the Official Information Act 1982 and that, notwithstanding any relationship of confidence created as a result of this application, the provisions of this Act apply to all of the information provided in this application;
* the application involves a promotional activity(s) that is a lawful activity that will be carried out lawfully;
* the applicant(s) is not in receivership or liquidation nor will the project be managed by an undischarged bankrupt or someone prohibited from managing a business;
* where external providers are being employed as part of the promotional activity/s, the relevant providers will not be employees or directors of the applicant, and nor do they have any other direct or indirect interest in the applicant, whether financial or personal unless specifically stated in the application;
* I am authorised to make this application on behalf of the applicants identified in section 1**;**

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| **Signature of applicant****This acknowledgment must be signed by a person with the legal authority to commit your organisation to a transaction (e.g. Chief Executive)** |
| **Name** |  |
| **Title** |  |
| **Organisation** |  |
| **Signature** |  |
| **Date** |  |

**Annex One: Evaluation Criteria and Evaluation Criteria**

**Eligibility Criteria**

Applications must:

* be led by an RTO which will be the contracted party for this funding and be responsible for delivery of the project
* include at least two RTO members in the application group
* deliver all funded activities between April and July 2025
* demonstrate collaboration between all organisations involved in the application
* deliver new promotional activity—either by enhancing existing activities or delivering new activities
* demonstrate how planned activities will boost international visitor numbers quickly
* demonstrate how planned activities will increase regional dispersal of international visitors quickly
* demonstrate regions have capacity to host the additional international visitors
* deliver an evaluation of the impact of the funded activities by 31 December 2025

**Evaluation Criteria**

Applications will be considered by an independent panel with expertise in tourism promotion.

Priority will be given to those applications that can demonstrate:

* the ability to increase international visitor numbers quickly
* the ability to increase regional dispersal of international visitors quickly
* high levels of collaboration between stakeholders
* a robust measure of the impact of the effectiveness of the activities, ideally in terms of visitor numbers and/or visitor spend