



BENDIGO
TOURISM

APPLICATION FOR A TOURISM GRANT IN THE BENDIGO REGION

Tourism grants principles

Bendigo Tourism Inc. is an independent body comprised of tourism and hospitality businesses within the Bendigo region. The Tourism Board has around 250 members and raises over \$180,000 each year to promote and expand tourism.

The Board of Bendigo Tourism Inc. allocates some funds, each year to assist the development of new, creative and innovative projects to increase visitation to the region, the length of stay by tourists, the potential to improve the return on investment for members of Bendigo Tourism and enhance the Bendigo region's reputation as a tourist destination.

The Board reserves the right to accept or reject applications for grants, ranging between \$1,000 and \$5,000, depending on the synergy with the objectives of the grant program, current Government and Board policies, and the amount of funds available. The Board understands that the applicant may have also sought funding from other sources and may be prepared to invest its own resources in the project. The Board meets and deals with applications on a monthly basis and may reject or fund projects on the basis of eligibility and availability of funds.

In the consideration of applications, the Board will evaluate the project's eligibility criteria and preference will be given to proposals from Bendigo Tourism members.

Eligibility criteria

Please indicate (tick) the criteria below that your project proposal satisfies (it is not necessary to meet all of these criteria):

- I am a member, or represent members, of Bendigo Tourism
- This is a new project not previously executed in the region
- This is an innovative and creative project
- The project supports the **Region's Destination Management Plan**[#]
- The project encourages visitation from outside the region*
- The project encourages stays of more than 1 night
- The project is likely to occur annually or periodically
- The project is likely to attract visitors from similar bodies
- The project involves collaboration with other local businesses
- The project involves several sectors of the tourism industry

[#] The Destination Management Plan will change periodically but currently concentrates on the Bendigo region's heritage, arts culture, and food and wine industries. The plan can be viewed via this link www.bendigotourism.com/destination-management-plan

* The Tourism Board is most interested in where tourists come from and a condition of any Grant will be a requirement that the Project Manager records the postcodes of patrons.

Application details

Group/body making the application:

Incorporated (Yes/No):

Name of applicant and office held:

Postal address:

Phone number:

Email address:

Area of activity and type of project proposed (25 words or less):

.....

Please attach a detailed description of your proposal
(250 words or less) and attach any business plan,
budget or other supporting information.

Amount of money (if any) already procured for the project:

Source of funding (if any):

Amount of money your group or body is contributing to the project:

The amount of the grant sought from Bendigo Tourism (\$1,000 to \$5,000):

Estimated number of visitors from outside the region attending as a result of the proposed project:

Estimated monetary benefit to the regional economy:

Complete both sides of this application form and submit
with your business plan and supporting information via:

email: bendigotourism@bendigo.vic.gov.au

post: Bendigo Tourism Grants, PO Box 1376, Bendigo,
VIC 3552

hand deliver: 41-43 Myer Street, Bendigo

phone enquiries: (03) 5434 6123