

### About the applicant

\* indicates a required field

#### Applicant Details

##### Applicant \*

Individual       Organisation

Organisation Name

First Name

Last Name

##### Applicant Position (if applicant is Organisation)

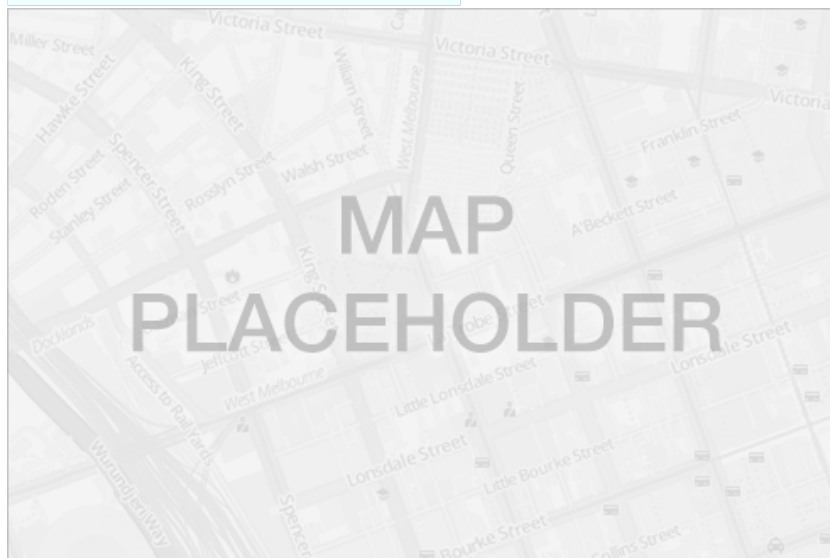
##### If the applicant is an organisation, is your organisation an Indigenous or Non-Indigenous organisation?

- Indigenous  
 Non-Indigenous

Indigenous organisation: Any organisation where 50 per cent or more of its Board Directors are Aboriginal or Torres Strait Islander people.

##### Applicant Primary Address - must be a physical address, not postal \*

Address

Address Line 1, Suburb/Town, State/Province, Postcode, and Country are required. Coordinates Required. Country must be Australia



# CTA Application Form: Flash Marketing Campaign TEMPLATE 02

## Form Preview

Please contact the Australian Business Register to update your details here: <https://www.abr.business.gov.au/Help/UpdateABNDetails>

RAF can only be paid to applicants whose physical address matches their ABN 'main business location'.

You can submit this form and then proceed with updating your 'main business location'. We will still process your application.

### Applicant Type

**What type of applicant are you? \***

**Do you require an auspice? \***

Yes  No

Individuals with no ABN, individuals under the age of 18 and unincorporated groups require an auspice

### Auspice Information

#### Auspice

Individual  Organisation

Organisation Name

Title First Name Last Name

<input type="text"/>	<input type="text"/>	<input type="text"/>
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#### Auspice ABN

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	<a href="#">More information</a>
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN.

**Auspice Primary Address \***

# CTA Application Form: Flash Marketing Campaign TEMPLATE 02

## Form Preview

Address

Address Line 1, Suburb/Town, State/Province, Postcode, and Country are required.

**Auspice Primary Phone Number**

Must be an Australian phone number.

**Auspice Primary Email**

Must be an email address.

**Auspice Primary Website**

Must be a URL.

**Auspice Postal Address**

Address

Applicant's history with the Regional Arts Fund

**What is the applicant's history with the RAF? \***

## About the Campaign

\* indicates a required field

**Campaign Title \***

This should be suitable for publication and give the reader a concept of what your campaign is trying to achieve.

**Campaign Summary - Suitable for publication \***

Word count:

Must be no more than 100 words.

Please write in third person. Do not refer to or attach additional information to this section

# CTA Application Form: Flash Marketing Campaign TEMPLATE 02

## Form Preview

**What is the existing event/ festival/ program/ project/ venue that you are wanting to accelerate visitation to?**

**Outline the Flash Marketing Campaign strategy in detail. What will you do? Who will be involved? Who are you trying to attract? \***

Word count:

Must be between 200 and 400 words.

**Campaign Start Date \***

Must be a date and no earlier than 1/1/2022.

**Campaign End Date \***

Must be a date and no later than 31/10/2022.

## Audience and Participants

\* indicates a required field

### Project Location

**What is the town/ suburb/ city of the project location? \***

Name one main location only please.

**What is the location postcode? \***

Must be a number.

**What is the federal electorate of the main project location? \***

if you do not know, please look it up on this website: <https://electorate.aec.gov.au/>

**What is the MM of the main project location? \***

Please use this website to find your MM. Select Modified Monash Model 2019 and enter a physical address. <https://www.health.gov.au/resources/apps-and-tools/health-workforce-locator/health-workforce-locator>

### Visitation

# CTA Application Form: Flash Marketing Campaign TEMPLATE 02

## Form Preview

The RAF Cultural Tourism Accelerator will support additional marketing and promotional activity to target increased visitation. Activities can encourage any type of visitation: local, day trip, overnight, weekend, extended visit and/or connecting a visit across regions. The "visitor" should be from a different postcode to that of the project location.

**What is the estimated attendance number (before/without the Campaign)? \***

Must be a whole number (no decimal place).  
If your project has no audience please put '0'

**What is the expected increase to visitation from this Campaign?**

Must be a number.  
must be a number

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

Word count:  
Must be between 100 and 200 words.

Dates Project is accessible to the public

**What date is your project publically accessible?**

Must be a date.

**What date does your project stop being publically accessible?**

Must be a date.

## Project Personnel

\* indicates a required field

**What is the total number of employment opportunities created by this project?**

Must be a number.  
Paid opportunities only. These should be reflected in your budget.

**Does your project involve Aboriginal and/ or Torres Strait Islander people or cultural content? \***

Yes  No

please answer yes if the applicant, any project staff, artists, participants or content is ATSI

**Does the applicant identify as Aboriginal and/or Torres Strait Islander? \***

Aboriginal and Torres Strait Islander People and Cultural Materials

**How will you appropriately engage with Aboriginal and Torres Strait Islander people and/ or cultural content?**

Word count:

Must be no more than 150 words.

**Please provide evidence in the form of supporting document, letters or videos confirmation from elders or other relevant statement.**

Attach a file:

Vulnerable Persons

**Does your project (at any stage) involve working with Vulnerable Persons? \***

Yes  No

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, including age, physical or mental illness, trauma or disability, pregnancy, the influence, or past or existing use, of alcohol, drugs or substances or any other reason.

Vulnerable Persons National Police Checks

**I understand that if successful I will need to provide a list of all personnel who will work with Vulnerable People and copies of Australian Federal Police checks and a signed declaration, before funds can be released. \***

Yes, I understand and agree

You can include the \$42 cost of each AFP check in the budget of your application.

Working with Children

**Does your project (at any stage) involve working with children? \***

Yes  No

Children means individuals under the age of 18 years.

Working with Children Checks and Training in National Principles

**I understand that if successful I will need to provide a list of all Child-related Personnel and verification of their Working with Children Checks. At least one lead person from the project will undertake training in the National Child Safety Principles.**

Yes, I understand and agree

### How the Project Meets the Assessment Criteria

\* indicates a required field

**Please select one or more of the RAF Objectives \***

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

**Please tell us how your Flash Marketing Campaign aligns with the selected RAF Objective/s \***

Word count:

Must be between 100 and 200 words.

### Budget

\* indicates a required field

All successful Flash Marketing Campaign projects will receive \$2500.  
Please request below the full \$2500 available

**Total Amount Requested \***

\$

Must be a whole dollar amount (no cents) and equal to 2500.

What is the total financial support you are requesting in this application?

### Budget

Please provide a list of the expenses of your 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)



# CTA Application Form: Flash Marketing Campaign TEMPLATE 02

## Form Preview

- Additional communications support
- Documentation, data collection and evaluation.

<b>Expenditure Item - please describe</b>	<b>\$ amount</b>
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$

Total Campaign Expenditure - must equal \$2500

### Total Cash Expenditure Amount \*

\$

This number/amount is calculated.

## Privacy Statement and Declaration

\* indicates a required field

### Privacy Statement

The information requested in this application form is to be used for the purposes of determining whether or not an individual or organisation is eligible for funding. NTRA (Northern Territory Regional Arts) also uses the information supplied to distribute mail of interest, such as: newsletters, events, and funding opportunities. Organisations that do not wish to be on this mailing list should notify NTRA.

NTRA values your privacy. For details on how we collect, store and use information, you should review our Privacy Policy here ... or contact us for a copy.

### I agree to the following:

The Australian Government stipulates that application details and applicant contact information may be provided to the Australian Government (including the Minister and the Department), Members of Parliament, Regional Arts Australia, and other Regional Program Administrators (such as NTRA) and may be published on the internet by any of them. This will include the applicant's name/organisation name, funded project description, funded amount, state/territory, location and electorate. This information may also be used for promotion and reporting purposes. The Directors of NTRA and their representatives may also use this information to conduct research so that we may better understand community needs and can improve service delivery. I understand my contact details may be provided to Members of Parliament.

\*

yes

### Declaration

I certify that:

- 1.I have read the Regional Arts Fund guidelines for the program that I am applying to.
- 2.All details supplied in this application and in any attached documents are true and correct to the best of my knowledge.
- 3.I understand the application will not be accepted if it is submitted late or subject to outstanding acquittals.
- 4.That the application has been submitted with the full knowledge and agreement of my organisation/group board.
- 5.I agree that I will contact **RPA** immediately if any information provided in this application changes or is incorrect.
- 6.I understand that all assessment decisions are final.

#### **Name of person making declaration \***

First Name

Last Name

#### **Date of declaration \***

Must be a date.

### Feedback

This is the end of the application form.

We would value any feedback you may have regarding our online grants application process. This information will not in any way be used to assess your application.

#### **How was the application process? What worked? How can we improve?**

### Before you Submit...

Once you click "**Submit**" you will not be able to re-open your application form. We advise saving your application form and using the "**Download PDF**" button on the Review and Submit page to preview your application to make sure everything is correct and that you are happy with the content you are about to submit. Once you are ready, hit "Submit".

**Thank you for applying to the Regional Arts Fund.**