

Conferences, Conventions & Championships Incentives - Guidelines

Aim of the Incentive Program

Conference, Conventions and Championship Incentives are available to encourage associations, corporate organisations and local/state government to host their conferences, conventions or championships within the City of Launceston municipality during the tourism off-peak and shoulder seasons.

Eligibility Criteria

- The conference, or at least one major component of the conference, must be held in the City of Launceston municipality.
- There must be a minimum of 50 intrastate/interstate and/or international registered delegates/participants (not including partners and family members) who are staying a minimum of 2 nights in paid accommodation;
- Only conferences, conventions and championships held in Launceston for the first time or those which have not been in Launceston within the last 3 years are eligible for funding under this program.
- Applications must be received no later than 90 days prior to the conference/convention or championship;

Amount Available

The City of Launceston's Incentive Program offers the following incentives subject to eligibility criteria and available funding:

01 May - 31 August: incentive of \$20 per delegate up to a maximum of \$15,000.

01 September - 30 September: incentive of \$10 per delegate up to a maximum of \$10,000.

No further payment or in-kind support (e.g. Event Sponsorship, Community Grant, road closure fees, hire of The City of Launceston venues or Civic Receptions) will be provided beyond that detailed above.

Available incentive funding in any given year will be subject to budget allocation by the Council for that financial year.

Other Assistance

The City of Launceston Visitor Information Centre is available to all delegates and offers a full state-wide information and booking service including individual accommodation and individual pre/post tour options. Additionally a range of vibrant Destination Launceston postcards can be provided for delegate packs, to organise collection please liaise with the, Visitor Information Centre Coordinator via email at travelcentre@launceston.tas.gov.au.

Approval Process

- All applications will be assessed by the Grants & Sponsorship Officer against the eligibility criteria with final approval from the Director Development Services;
- A commitment to provide funds can be made up to 3 years in advance of the date of the conference, convention or championship;
- Funding will be provided post conference, convention or championship upon receipt of a registered delegate/participant report (submitted within 3 months of the conference, convention or championship end date) which includes:
 - Registered delegate/participant name and origin
 - Accommodation venue
 - Check-in/out dates

Benefits to the City of Launceston

Funding is subject to the following acknowledgement of the City of Launceston's support:

- The City of Launceston logos must be included on all conference collateral (printed & online);
- A link to the [Northern Tasmania website](#) must be included on the conference website;
- City of Launceston sponsorship signage to be displayed at the conference, convention or championship venue;
- Where appropriate, the Mayor or an elected representative to launch the conference/event;
- Verbal acknowledgement of City of Launceston support at the conference, convention or championship;
- Two conference/convention places to be made available for a City of Launceston representative (nominated by the General Manager and only if relevant for the City of Launceston staff or Councillors).

Lodging your Application

Applications should be made via the on-line application form located on the [City of Launceston Website](#) (www.launceston.tas.gov.au).

If you have any questions or require further information, please contact Cherie Holmes, Grants & Sponsorship Officer by telephone on 03 6323 3351 or via email at Cherie.Holmes@launceston.tas.gov.au