

# **EVENT DEVELOPMENT FUND (EDF) PROSPECTUS**



## WHAT IS THE EVENT DEVELOPMENT FUND (EDF)?

A competitive funding program that allows for Tourism Fiji to invest in, the Event Development Fund is targeted at Fijian owned and operated events that need support getting established. These are events usually in their concept phase, or in the early stages of their development. The fund is provided to help Fiji's event owners achieve financial sustainability. As such, EDF funding will be provided for a maximum of three years.

To be eligible for EDF funding, events must:

- Be held in Fiji,
- Be owned and operated by a Fijian business or entity,
- Clearly demonstrate how it will deliver increasing numbers of overseas visitors over time

Please note that the following types of events will not be eligible for EDF funding:

- Markets, community fairs, school fetes and carnivals,
- Regular community gatherings such as club meetings, religious gatherings, classes (eg: cooking or craft classes),
- Performances by community theatre or performance groups (eg: choirs),
- Local sporting leagues or competitions
- Any business events such as Meetings, Incentives, Conferences or Exhibitions



## ELIGIBILITY ASSESSMENT

Provided the event is a good brand fit for Fiji, and is staged at a favorable time of year, Tourism Fiji will assess an appropriate level of support for an event using the following criteria:

### 1. Economic Impact:

- Visitation and Spend – The number of international visitors the event can deliver, their anticipated length of stay, and their likely expenditure on items such as accommodation, food and beverage, retail purchases, travel and transfers etc.
- Event budget – The size and origin of event revenues and the amount spent with Fiji businesses.

### 2. Marketing Impact:

- Brand alignment – The extent to which the event aligns with Fiji's brand values.
- Reach – The volume and quality of media coverage the event delivers into Fiji's key tourism markets.

### 3. Strategic Impact:

- Capacity building – The extent to which the event will build on Fiji's event delivery capacity, knowhow and infrastructure.

- Local employment – Whether the event employs and actively upskills locals.
- Event content – The quality of the content for use in Tourism Fiji's marketing activities.
- Environmental impact – The way the event interacts with the natural environment.

### 4. Community Impact:

- Community support – The extent to which the event has the support of and engages with the local community.



## CRITERIA AND ASSESSMENT

Event Development Fund is determined via a submission and assessment process. All applications will be assessed against mandatory criteria to ensure that they align with Fiji's brand values and bring overseas visitors to Fiji that otherwise would not have visited. This implies that Tourism Fiji (TF) will consider two factors first and foremost.

1. The extent to which the event fits with Fiji's brand values. To be considered, the event must demonstrate that it aligns with, or at the very least does not contradict, Fiji's brand values.
2. The time of year the event will be staged. Tourism Fiji invest in events to fill our hotels and motels when they need it most.

When preparing a funding application, it is also important for event owners to:

- Tells us what Tourism Fiji funding will be used for. This will be particularly important for event owners that are applying for funding via the Marquee Event Fund. Tourism Fiji will need to understand precisely what our funding will be spent on, and how that spend will drive additional visitation to Fiji,
- Provide a well-articulated, event delivery, project management plan,
- Demonstrate financial stability and capacity of the event organizer to manage event budgets

- Show how they will collect key data such as visitor numbers and length of stay data to provide to Tourism Fiji as part of the post-event reporting,
- Be able to verify and demonstrate how estimates in relation to visitation and media coverage have been calculated. Event owners will be asked to achieve certain KPIs to access all the agreed funding. The figures provided by the event owner will be important in establishing those KPIs.
- Articulate whether the event has or is seeking support from other Government departments.

Events staged in December, January or February will be viewed favorably. Conversely, funding events staged in June, July or August will be difficult to justify.



## HOW TO APPLY?

To apply for Tourism Fiji's Event Development Fund, follow these steps:

1. Review the Event Development Fund Prospectus to understand the objectives, guidelines, and criteria for the funding. This document provides key information on the types of events eligible for funding and the process involved.
2. Fill out the Event Development Fund Application Form with all required details. Make sure the information provided is accurate and complete, as any missing or incorrect details could delay the process.
3. Carefully read the mandatory requirements listed in the prospectus. Ensure that your event aligns with these criteria, as failure to comply with these requirements may result in your application being rejected.
4. Gather all necessary documents and materials to support your application, such as event budgets, marketing plans, and proof of previous successful events (if applicable).

Once your application form and supporting documents are ready, submit them through the prescribed submission channel.

Please note that submitting a request for event funding, even if the minimum criteria is met, it does not guarantee that the investment will be granted under this. This will be determined by Tourism Fiji at its discretion.



# FAQs

## 1. Who can apply for event funding?

Event owners that will run their event in Fiji under a registered business can apply for funding. In the case of our Event Development Fund (EDF) only Fiji registered businesses can apply. For our Marquee Event Fund (MEF), Fiji registered businesses as well as overseas registered businesses can apply.

## 2. How much money can I apply for?

Our Event Development Fund is designed to assist events that are getting established. Event owners can apply for up to FJD\$20k under this funding category. This fund is targeted at securing high value events for Fiji that deliver more than 100 international visitors to Fiji or generates significant media coverage in our key markets. Event owners can apply for any amount over FJD\$20k under this funding category.

## 3. What sort of events does Tourism Fiji support?

All sorts. Artistic, Cultural, Lifestyle, Sport and Music events are just some of the types of events we are open to investing in.

Most importantly though, we will consider investing in an event applying under EDF and MEF if our money goes directly towards achieving the following two key objectives:

- Bringing new visitors to our country that otherwise would not have come,
- Showcasing the best of Fiji to potential international visitors via international media coverage

## 4. What if our event is small and doesn't attract many international visitors?

Every single one of the world's great major events has started with an idea. If you believe your event could grow into something big, we'd like to hear about your vision. Specifically, we'll want to hear about how it will turn into something that will attract hundreds, if not thousands of international visitors.

## 5. How do I apply?

Every event assessed by Tourism Fiji for funding goes through the same online application process. The first step is to thoroughly read through our event investment program information.

This details the key objectives we look to achieve by investing in events and goes through the criteria upon which your funding application will be assessed. If you think your event can help us deliver on our key objectives, then you can start the application process by following the links at the bottom of that page.

## 6. When should I apply for funding?

We are open to hearing about great investment opportunities at any time of year.

## 7. How will my application for funding be assessed?

Providing your event is deemed eligible for funding via our online process, the Tourism Fiji team will take all the information you provide, and make an assessment across four key criteria, namely:

- Economic Impact: The amount of new money your event brings into Fiji via international visitation. We are particularly interested in events that fall outside of June – August, our peak tourism period,





- Marketing Impact: The extent to which your event aligns with Fiji brand values, coupled with the volume and quality of media coverage your event generates in our key international tourism markets (e.g.: Australia, China, Singapore, New Zealand and the USA).
- Strategic Impact: Amongst other factors, we’re interested in the extent to which your event will:
  - Use local Fijian produce and workers,
  - Interact with, and minimize impact upon Fiji’s natural environment, and
  - Provide great content for our international marketing teams to use.
- Community Impact: Any successful, sustainable event will need the support of the local community. The extent to which your event engages with and has the support of locals will also be a key factor in our assessment process.

**8. How will I know if my application has been successful?**

Tourism Fiji will inform you as to the outcome of your application via email. We will ask for your email address in the online application process.

**9. How long will it take for Tourism Fiji to notify me as to whether my application has been successful?**

Provided your application contains all the relevant information we need to conduct a full assessment; we will usually respond within one month. Should we require additional information to conduct our assessment, we will be in touch to ask some additional questions before being able to decide. In this case, our decision on funding your event may take longer.

