



TRADE SUPPORT SCHEME

MARKETING GROUPS 2007 GUIDELINES



Fáilte Ireland
National Tourism Development Authority



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ABOUT US

Fáilte Ireland, the National Tourism Development Authority, was established under the National Tourism Development Authority Act, 2003. We provide strategic and practical support to develop and sustain Ireland as a high-quality and competitive tourist destination. In this context, our mission is broadly:

“To increase the contribution of tourism to the economy by facilitating the development of a competitive and profitable tourism industry.”

Our key role is to support and help the industry to meet the challenges facing the entire global tourism market and to sustain, or increase, the level of activity in the sector. We support the industry in its efforts to be more competitive and more profitable. Our emphasis is on strategic partnership, with all the interests in Irish tourism at national, local and regional levels working together towards a common goal.



Our strategic objectives for the coming year are:

- To guide and support the development and promotion of world-class tourism products and services.
- To foster an internationally competitive tourism enterprise base.
- To promote a public policy environment conducive to tourism growth.

More specifically, our marketing support strategy is as follows:

To encourage a greater range of marketing activity, primarily undertaken on a partnership or co-operative approach and with a strategic focus.

Purpose of the Trade Support Scheme

The Trade Support Scheme is administered by Fáilte Ireland's Product Marketing Division with the intention of providing marketing support to the Irish Special Interest and Business Tourism Industry. It is intended to increase the exposure of defined areas of the tourism industry to potential new customers/target markets.

Scheme Eligibility Criteria

- Only co-operatives are eligible to apply for this scheme. The only circumstances where applications will be considered from individual operators will be where it can be demonstrated that a co-operative/partnership is not feasible and that the activity will benefit the sector as a whole and not just the individual operator.
- Membership of the cooperative body must be open to all operators in the applicable sector who meet an agreed criteria.
- The application for funds must be made in the context of the following activities:
 - Angling
 - Business Tourism
 - Culture & Heritage incl. Gardens & Genealogy
 - Eco Tourism & Outdoor Pursuits
 - Equestrian Activities incl. Horse Racing
 - Other appropriate product related activities
 - Golf
 - Health & Wellness
 - Learning English in Ireland
 - Walking & Cycling
 - Water-based Activities
- Activities that duplicate what Fáilte Ireland is currently performing (in a particular market, region) will not be considered eligible.
- The activity should enhance the regional and/or seasonal spread of tourism in Ireland.
- If any of the proposed activities in your application has received support from another source/agency (such as Tourism Ireland, Enterprise Ireland Asia-Pacific Fund) Fáilte Ireland must be informed. Expenses already supported by another agency will not be supported by Fáilte Ireland.

Eligible Expenses for Funding

The following overseas marketing costs are eligible for funding:

- Advertising - Print Media (including newspaper, magazine, directory and billboard).
- Advertising - Broadcast/Electronic Media (including radio, television, web based media).
- Collateral Material (brochures, visitor guides, travel guides, direct mail).
- Development of eCommerce (set up and marketing of websites).
- Trade show (booth space, registration). Expenses incurred attending Fáilte Ireland/Tourism Ireland sponsored promotions will, where allowed, attract a lower level of support because these promotions are already heavily subsidised.
- Specialist media visits (not covered by Fáilte Ireland/Tourism Ireland).
- Research (dedicated research).
- Site inspections/familiarisation trips.
- Certain domestic marketing initiatives will be considered if they support the overall strategy being pursued by Fáilte Ireland.



Ineligible Expenses for Funding

The following costs are ineligible for funding:

- Overhead/Administrative Expenses: salaries, rent, phone, supplies, postage, photocopying, membership or other overhead associated with the ongoing normal administrative functions of any organisation.
- Items for resale.
- Commissions.

Support

- Maximum support provided will be up to 50% of eligible expenditure and is based on the evaluation of the application submitted.
- Payment will only be made for approved activities. Any proposed changes must be submitted in writing, prior to the change, for re-approval.

Completing the Application Form

- Only fully completed application forms will undergo the assessment process.
- Applications received past the deadline date will not be accepted.
- All figures provided must be broken down into their individual components.

Criteria for Assessing Applications

The following factors will be important in assessing your Trade Support applications:

Strategic/Approach

- Whole strategic marketing approach and plan.
- Realistic goals and objectives.
- The relative strategic importance of the product to tourism.
- Strategies to reduce the dependence on Fáilte Ireland funding for year-on-year activities.

Benefits

- Expected benefits (number of visitors, €'s generated etc.).
- Reasonable cost/benefit ratio.
- Additional outcomes.
- Reliable tracking mechanism.
- Benefits to geographical areas of the country that are currently classed for special development.
- Activity enhances regional and seasonal spread of tourism in Ireland and benefits the sector overall.
- Whether plan includes one off activities of long term benefit, particularly in the eCommerce area.
- Innovation of activity.

Target Markets/Segment

- Plans that target high yield markets/segments and/or new markets.
- Whether the activity is carrying out a role that Fáilte Ireland wouldn't otherwise take.

Evaluation and Capability

- Capability of delivering the activity.
- Previous performance.
- Whether the activity has been funded by Fáilte Ireland over previous years.

Thoroughness

- Application specifications followed.
- Responses clear and complete.
- Support documents provided.

Submission Details

- Applications are to be submitted to the Fáilte Ireland office and marked as follows “Trade Support Scheme – Marketing Groups”.
- Only fully completed application forms will undergo the assessment process.
- Fully completed applications must be received into the Fáilte Ireland offices **by 5.00 pm 8th January 2007**.
- If you were granted Trade Support funding for 2006 but haven't submitted your final claim **by 29th January 2007** you will not be considered for 2007 funding.

Assessment Process

Activity	Date
Closing date for submission of applications	8th January 2007
Product Officer evaluation of applications	15th January 2007
Trade Support Committee evaluates and approves funding	31st January 2007
Applicants informed of decision	9th February 2007
Closing date for submission of claim*	16th November 2007

**We recognise that in certain circumstances the activities funded are not conducted until the month of December. If this arises we require that you forward the relevant Product Marketing Officer your best estimate of the costs that will be incurred (by 30th November 2007). The actual claim for December must be sent to Fáilte Ireland no later than 31st January 2008.*

Payment Guidelines

This scheme is a reimbursement scheme. Fáilte Ireland will not pay for marketing costs or reimburse an invoice that has not been paid. This is important when planning your budget.

The following payment guidelines shall apply:

- If you are approved for support, you will receive an invoice log attached with the letter informing you of the decision.
- This invoice log should be completed with the list of all relevant invoices. Invoices will only be reimbursed for the amount we approve.

- Once the activity is completed you should forward the completed invoice log (with a Post Evaluation Report - see below). If you are receiving an amount greater than €10,000 an auditor's certificate is also required before payment will be made.
- Please note that the trade support payment will not be paid until after a Post Evaluation Report is submitted.
- Interim payments may be possible for claims in excess of €20,000, but only in exceptional circumstances.
- For grants under €10,000 evidence of expenditure and cross checking of invoices will be required.

Tax Clearance

The need for a tax clearance certificate applies to all monies awarded under this scheme over €6,500. Successful applicants will be required to submit a tax clearance certificate in advance of receiving monies under this scheme.

Post Evaluation Report

Once the Programme of Activity is complete, a Post Evaluation Report (a template will be provided) needs to be submitted with your claim. We require the evaluation because the information can:

- Determine future emphasis for trade support.
- Provide input for future trade support seeking decisions.
- Determine if intended target customers were reached.
- Understand factors that promote or limit success.

In reporting your activities effectiveness we request that you outline not only the tangible and financial impacts (such as number of visitors, revenue generated, visitors to website etc) but also outcomes (intangible benefits to the marketing group members).

The Post Evaluation Report needs to be provided with your final submission on 16th of November 2007 (except where activity is scheduled for December, in which case final date for report is 31st of January 2008).



Access to Market Research

To ensure that we can provide an effective service to the industry we are continuing to strive to collate and leverage all sources of market intelligence in the marketplace. Therefore, we require that as a condition of funding you will provide us with a copy of any relevant market research data that you have collected or have access to.

Please ensure that the following documents are included in your application pack:

- Application Form.
- Marketing Plan (not necessary where submission is for support of less than €5,000).
- Activity Description.

On submitting your claim for reimbursement please ensure to attach the following:

- Invoice log.
- Auditor Certificate if receiving an amount greater than €10,000.
- Tax Clearance Certificate (where applicable).
- Completed evaluation report.



Further Information

Further Information on this scheme can be obtained from the following:

Trade Support Scheme - Marketing Groups

Product Marketing Division

Fáilte Ireland

Amiens Street

Dublin 1

Tel: + 353 1 884 7700

Fax: + 353 1 885 6821

E-Mail: tss.mg@failteireland.ie

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