Project Evaluation Criteria		Score	Description	Weight /100
Alignment with RTO 9 Mandate & Program Objectives	The proposal should demonstrate alignment with RTO 9's Operations Plan and should highlight how it will contribute to measurable tourism growth, including increased overnight stays. Consideration should be given to the potential to strengthen existing partnerships and establish new collaborations, and improve the overall visitor experience. Higher priority should be given to innovative or new initiatives and ensure the project demonstrates sustainability. All applications should be in alignment with the relevant category definitions	**21–25 (Excellent)**	Strong alignment; project directly advances multiple RTO 9 objectives; clear regional benefit.	**25**
		16–20 (Good)	Clear alignment; strengthens tourism but moderate in scope.	
		10–15 (Adequate)	Partial alignment; benefits unclear or limited.	
		0–9 (Weak/Fail)	Minimal or no alignment to objectives.	
Project Impact & Tourism Value	Priority is placed on applications that introduce new initiatives with the potential to increase tourism receipts, deliver regional benefits, and enhance the visitor experience. Applications should be based on their ability to improve visitor experiences, strengthen digital presence, visibility, and accessibility, and deliver high-quality visual storytelling (for the Photography & Videography stream) or enhance wayfinding and brand presence (for the Marquee & Wayfinding Signage stream). Consideration should be given for the project's sustainability beyond the funded year and the broader regional impact.	**21–25 (Excellent)**	High potential impact; measurable benefits; supports overnight stays, visibility, visitor engagement; strong sustainability.	**25**
		16–20 (Good)	Solid benefit with moderate long-term value.	
		10–15 (Adequate)	Some impact, but unclear ROI.	
		0–9 (Weak/Fail)	Minimal or unpersuasive impact.	
Feasibility, Readiness & Budget Integrity	Projects should demonstrate readiness and financial feasibility, ensuring a clear plan and timeline (within the window of May 1, 2026 – Feb 17, 2027) and the use of vetted vendors (mandatory for Photography & Videography, and for training providers in Digital Capacity Building). Applications should express compliance with procurement requirements, provide a realistic budget, and the applicant's ability to provide the required 50% contribution within 30 days. Applicants should confirm that necessary approvals are in place (Marquee & Wayfinding Signage), and that the applicant is prepared to source appropriate quotes and complete all required documentation.	**17–20 (Excellent)**	Highly feasible; budget realistic; vendors confirmed; timeline achievable; fully compliant.	**20**
		13–16 (Good)	Solid plan with minor risk or gaps.	
		8–12 (Adequate)	Uncertainties in budget, vendors, or timelines.	
		0–7 (Weak/Fail)	Unclear plan, unrealistic budget, no vendor, or missing approvals.	
Eligibility & Compliance	The application should meet all mandatory eligibility and compliance requirements. This includes valid legal business status, a project located within RTO 9, $2M general commercial liability insurance, and a support letter from the relevant DMO/DMP/DMMO. Priority should be placed on applicants that are new to the program or have not received funding in the past three years and that all vendor requirements are satisfied. Priority should be given to applicants who attended an information session or a 1:1 meeting.	**13–15 (Excellent)**	Meets ALL eligibility criteria; documentation complete and accurate.	**15**
		9–12 (Good)	Minor missing info but meets core eligibility.	
		5–8 (Adequate)	Some concerns requiring follow-up; eligibility mostly met.	
		0–4 (Weak/Fail)	Does not meet required eligibility → automatic disqualification.	
Applicant Capacity & Quality of Submission	The applicant should demonstrate their capacity to successfully deliver the proposed project and meet reporting requirements. The quality and clarity of the application should also be taken into considerations, including the completeness of all required uploads, and the applicant's demonstrated ability to deliver the project. For past participants, review previous accountability and reporting performance.	**13–15 (Excellent)**	Very strong capacity; exceptional clarity; all documentation complete.	**15**
		9–12 (Good)	Some minor gaps but generally strong.	
		5–8 (Adequate)	Concerns about capacity or clarity.	
		0–4 (Weak/Fail)	Poorly written, incomplete, or high risk of non-delivery.	