



# Victorian Entertainment Program

**BUSINESS PACK**

# Introduction

The Victorian Government is running the \$30 million Victorian Entertainment Program.

It encourages people to seek out our world-class entertainment experiences. This will help boost the entertainment industry after the recent Omicron wave.

From Tuesday 29 March, your customers can claim a rebate of 25 per cent of their purchase when they spend \$40 (including GST) or more on eligible entertainment experiences. These include cinemas, live performances, museums, galleries, amusement parks, zoos and more, anywhere in Victoria on any day of the week.

The Victorian Entertainment Program is running alongside the Victorian Dining Program, which also has a fund of \$30 million. It offers customers a 25 per cent rebate on their dining bill when they spend \$40 or more between Monday and Thursday.

Individuals can claim a maximum of \$125 through the [Victorian Entertainment and Dining Program](#). Rebates are on a first-come-first-served basis until all the funds are gone.

## Victorian Entertainment Program

# Which businesses are included?

## Customers can claim back 25 per cent of entry fees, tickets or memberships to the following in-person entertainment experiences within Victoria:

- theatre, live music and performing arts (includes comedy, fashion, literary and music events)
- cinema (includes movie screenings, open air cinemas, drive-in cinemas, roof top cinemas)
- museums, galleries and zoos
- conferences, exhibitions, expos and other events
- amusement parks, arcades, and centres (includes water parks, theme parks, arcades, mini golf and go-kart venues)

## The Victorian Entertainment Program covers:

- eligible entertainment experiences anywhere in Victoria on any day of the week
- food, drink and merchandise purchased with an eligible entertainment expense in a single transaction on one receipt. For example: cinema tickets, popcorn and drinks purchased together and on one receipt
- purchases made online and in-person

## The following purchases are not covered by the Victorian Entertainment Program:

- gift cards or vouchers
- food, drinks and merchandise (unless purchased with an eligible entertainment expense)
- sport and sporting events (including entry to sporting facilities, season passes, sport classes, personal fitness and any sport events)
- venue hire and entertainment for private parties, private events or at private clubs not accessible to the public
- gaming (includes entertainment at gaming venues, casinos and gambling)
- transport costs (includes rental vehicles, taxis, rideshare, public transport and parking)
- out of school hours care (includes after school programs and holiday programs)
- personal and group services (includes massage, hair, beauty, makeup, nail, skin and sex services)
- political events and political fundraisers
- ticket resale

# How do my customers claim?

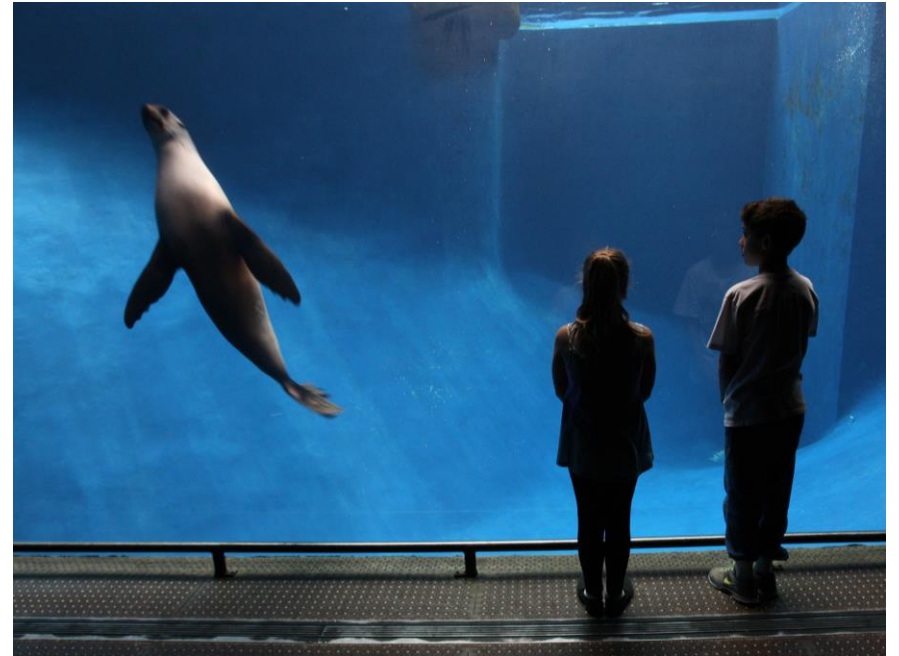
From Tuesday 29 March, your customers can claim back 25 per cent when they spend more than \$40 on eligible entertainment purchases in a single transaction.

They can do this in three simple steps:

- Customer pays for their ticket in full and receives a digital or printed, itemised receipt (including ABN, purchase date, item description and total price) from you. Please note, receipts must be in English. Handwritten and EFTPOS merchant receipts cannot be accepted.
- Customer uploads their receipt and contact information, bank details, date of purchase and total bill amount to the secure Victorian Entertainment Program website.
- The customer's 25 per cent rebate is credited to their nominated Australian bank account within five business days of their claim being approved.

The program will be popular and funds may go quickly.

Customers can check the Victorian Entertainment Program website to see how much of the funds remain.



# Telling your customers

You can promote this program to your customers by word of mouth or online.

We have included digital assets for you to use on your websites, in newsletters, emails or on social media.

Post copy:

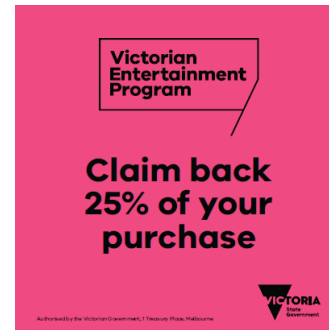
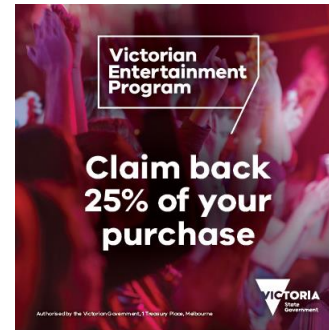
**We're taking part in the Victorian Entertainment Program.**

**This means you can claim back 25% of your purchase (up to \$125) when you spend \$40 or more.**

**Just keep your receipt and apply for your rebate at [www.entertainment.business.vic.gov.au](http://www.entertainment.business.vic.gov.au)**

**Act fast! The program will close once funds are exhausted.**

## [Download social media files](#)



# FAQs

## **When will the Victorian Entertainment Program end?**

Rebates will be available on a first-come-first-served basis until funds run out. The Victorian Dining and Entertainment Program is expected to be very popular, so customers are encouraged to submit their claims quickly.

Regular updates on funds will be published on the [website](#).

Before submitting a claim, we encourage customers to check the website to see if funds are available.

If funding runs out for either the dining or entertainment program, the other will remain open until its funding is also exhausted.

## **Who can apply for a rebate?**

All residents and visitors to Victoria who spend \$40 or more on an eligible entertainment experience and have an Australian bank account can claim back 25 per cent on their purchase.

Receipts dated earlier than Tuesday 29 March 2022 will not be accepted.

## **Who is administering the program?**

The program is being administered by the Victorian Government and WAIVPAY Ltd. WAIVPAY is an Australian-based software company that provides gifting, loyalty, rewards and digital payment solutions.

## **Can customers claim food through the Victorian Entertainment Program?**

Food, drinks and merchandise purchased with an entertainment experience on the same receipt can be claimed through the Victorian Entertainment Program. For example, dinner accompanying a show or snacks and drinks to be taken into the cinema.

## **If a group chooses to split the bill, can they each claim from the program using the same receipt?**

No. Only one claim can be made per group or receipt. The claim will be declined if the same receipt is used more than once.

If a rebate payment was capped due to the maximum rebate amount being reached, the same receipt cannot be resubmitted by another individual to claim the full rebate or remaining rebate amount.

## **Where can I find more information?**

[www.entertainment.business.vic.gov.au](http://www.entertainment.business.vic.gov.au)