

ECONOMIC DEVELOPMENT COMMITTEE 20 JUNE 2012	6
--	----------

ECONOMIC DIVERSIFICATION FUND AND TOURISM DEVELOPMENT FUND 2010/2011 REPORT ON PROGRAM DELIVERY

Fiona Wilson: 1/8/2-07: #3613315v3

RECOMMENDATION:

It is recommended that Council:

- a. receives and endorses the project acquittal forms for the 2010/2011 Economic Diversification Fund and Tourism Development Fund.
- b. notes that a further report will be received in July on finalisation of the delivery of projects funded under the Economic Diversification Fund 2010/2011 by the Cairns Institute and by Super Yacht Group Export Development.
- b. endorses the re-naming of the funds previously called “The Economic Development Fund – Research, Diversification, Investment Attraction, Business Development” and “Tourism Development Fund” to the “Cairns Economic Diversification Fund” and “Cairns Tourism Development Fund” to be applied to future rounds of the funds.
- c. endorses amendments to the provisions of the Cairns Economic Diversification Fund and Cairns Tourism Development Fund to be applied to future rounds of the funds, as proposed in the report to Council’s Economic Development Committee 20 June 2012.

INTRODUCTION:

This report presents the project completion reports received from recipients of the 2010/2011 Economic Diversification Fund and Tourism Development Fund. The report also proposes amendments to the provisions of these two funds in future rounds, based on the findings of the fund assessment panel.

BACKGROUND:

Council’s 2010/2011 budget introduced two new grant funds available for application from external agencies, to support diversification projects within the broader economy and within the tourism industry specifically:

- The Economic Development Fund – Research, Diversification, Investment Attraction, Business Development (hereafter called Cairns Economic Diversification Fund or EDF)
2010/2011 budget: \$214,825.50; and

- The Tourism Development Fund (hereafter called the TDF) 2010/2011 budget: \$180,000.

In 2011/2012, Council deferred the second year of these grants until the 2012/2013 year due to budget constraints. Projects funded through the 2010/2011 grants have been delivered throughout the 2011/12 year.

The guidelines for the EDF and TDF are presented as Attachments 1 and 2 to this report. These guidelines include the following criteria:

- Grants will be available for the development and delivery of projects that will result in demonstrated economic benefit to the Cairns Region;
- Applicants will have explored all opportunities for State and Federal Government Funding;
- Support may be in the form of a cash grant or in-kind assistance from Council; and
- Requests can be made for up to \$20,000 (EDF) or \$50,000 (TDF); and
- In the case of the TDF, applicants are required to show matched funding from other sources to the same amount as that requested.

Examples of projects listed in the guidelines which are expected to qualify for funding include business development or employment generating activities; new industry feasibility studies; marketing of new innovative or inventive projects; projects supporting export development or investment attraction in the region; and research and collaboration. Ineligible items for funding are listed in the guidelines as follows:

- Ongoing salaries / wages for staff;
- Recurrent operational costs;
- Retrospective funding;
- Ventures solely benefiting a single business or a narrow collective of interests;
- Projects that do not involve the Cairns Regional Council community; and
- Projects involving the construction of infrastructure or purchase or capital equipment.

Assessment Process

The assessment panel for the EDF 2010/11 comprised the following:

- General Manager Corporate Services, Cairns Regional Council.
- Manager and Senior Economic Development Officer, Economic Development & Innovation, Cairns Regional Council.
- Principal Regional Development Officer, Qld Government, Department of Employment, Economic Development and Innovation.

The assessment panel for the TDF 2010/11 comprised the following:

- Manager and Senior Economic Development Officer, Economic Development & Innovation, Cairns Regional Council.
- Manager Marketing, Cairns Regional Council.
- Director of Tropics and Great Barrier Reef Department, Tourism Queensland.

The assessment of applications to the two funds involved:

- Individual review and matrix scoring of applications against application criteria.
- Collective panel review, assessment and recommendation on each application to Council.

COMMENT**Projects funded 2010/2011**

Sixteen projects were funded through the 2010/2011 EDF and TDF:

Economic Diversification Fund Available grant up to \$20,000	Tourism Development Fund Available grant up to \$50,000
<p>1. Future Workforce Needs Analysis: North Australian Research Group (Grant: \$19,800)</p> <p>2. Cairns Mining Industry FIFO Worker Attraction: Advance Cairns (Grant: \$18,000)</p> <p>3. FNQ Innovation Hub Scoping Study: JCU – Cairns Institute (Grant: \$20,000)</p> <p>4. Australian New Zealand Agents Conference: Study Cairns (Grant: \$11,190)</p> <p>5. Super Yacht Group Export Development: Cairns Super Yacht Group (Grant: \$20,000)</p> <p>6. Energy Opportunities Development: Troplinks Energy Group (\$20,000)</p> <p>7. Resource and Industrial Taskforce Support: Cairns Chamber of Commerce (\$20,000)</p> <p>8. Online Industry and Business Calendar: Advance Cairns (Grant: \$14,191)</p> <p>9. Babinda Business Expansion and Retention: Babinda Taskforce (Grant: \$13,000)</p> <p>10. Cairns Amateurs Fashion Expo: FNQ Qld Amateur Turf Club (Grant: \$15,000)</p>	<p>11. Social Media/ Website Viral Marketing Campaign: TPDD (Grant: \$10,000)</p> <p>12. Discover Paradise Marketing Campaign: TPDD (Grant: \$40,000)</p> <p>13. Continuing the Momentum: Tourism Palm Cove (Grant: \$10,000)</p> <p>14. Wedding & Romance Market Project: TTNQ (Grant: \$40,000)</p> <p>15. TTNQ Tropical Breaks for South East Qld: TTNQ (Grant: \$30,000)</p> <p>16. Naturewise – Creating Eco-Volunteerism Opportunities in the Cairns Region: Australian Trust for Conservation Volunteers (Grant: \$20,000)</p> <p>TTNQ: Tourism Tropical North Queensland TPDD: Tourism Port Douglas Daintree</p>

Project Acquittal Summary

Acquittal reports have been received for each project (unless otherwise stated) funded through the 2010/2011 EDF and TDF process. Project progress was reported to Council's September 2011 (EDF) and October 2011 (TDF) Council meetings. The full project completion reports for each project are presented as Attachments 3 and 4 available in Councillors Rooms.

Economic Diversification Fund

1. Future Workforce Needs Analysis – North Australian Research Group (Cummings Economics). Grant: \$19,800

Project fully completed as proposed

The Final Report on this project is presented in Attachment 3 to this report and was also presented to Councillors and representatives from the Local Government Co-ordination (LGC) Committee.

Project Aim (as stated on the application form)

To improve the response to changing workforce needs in the Cairns Regional Council area.

Project Outcome (as stated on received project assessment form)

Report produced involving two workshops with persons from employment agencies, training and education agencies and relevant government agencies and development organisations, with presentation to councillors, staff and above agencies also attending. Key organisations and agencies now have an appreciation of the scale and likely composition of workforce needs over the next decade based on past trends and assumptions about future trends and economic conditions.

Comment from CRC ED&I:

The key findings of the report include:

- Long term chronic need to attract skilled workers in:
 - Education, especially higher education;
 - Health and allied health services;
 - Professional and managerial staff; and
 - Engineering and skilled trades.
- There is a need to cope with volatility, especially in construction and related sectors with a need for businesses to factor this into their financial arrangements, and for the city/region to be ready with projects to quickly initiate if major downturns occur.
- Next ten years likely to see an upsurge in mining and associated workforce needs.
- Cairns faces a range of negatives in attracting workforce:
 - Wages and salaries not being high enough;
 - Being away from career path opportunities available in metropolitan centres;
 - Social problems of adaptation of employees and family members to a different climate and perceptions of that climate; and
 - Inferior availability compared to metropolitan centres if health, education, sporting and cultural facilities.

2. Cairns Mining Industry FIFO Worker Attraction – Advance Cairns Ltd. Grant: \$18,000

Project completed in amended scope.

Project Aim (as stated on the application form)

The main aim of the project is to position Cairns as the major FIFO hub for Northern Australia. The project aims to coordinate a strategic effort to capture a larger slice of the mining and mining services pie for our region, thereby capitalising on the many benefits that would flow from that.

Advance Cairns are concerned that if capitalising on the mining opportunities is left simply to market forces it may not deliver the best results for our region or the nation. The project will develop a Mining Services Coordination Plan for Cairns to support the Northern Australia and PNG Resource Provinces.

Project Outcome (as stated on received project assessment form)

The objective of the original project was to “coordinate a strategic effort to capture a larger slice of the mining and mining services pie for the region”. This would be documented in a Mining Services Coordination Plan.

The methodology associated with the project changed during the course of the project due to the FIFO Coordinator tender, which was issued in May 2011, and was awarded to Skills DMC with Advance Cairns as a sub-contractor in August 2011.

Comment from CRC ED&I: This was noted at Council's September 2011 Meeting.

The following provides a summary of the key outcomes that were achieved through this project:

Forum held at the Shangri-La Hotel on 9th March 2011 to showcase the region's capability to the HR Managers of all the key resource organisations from the North East minerals province.

Organised and hosted Newcrest in Cairns on 9th May 2011 to showcase region as a point of hire, this involved meeting key stakeholders and partners, visiting the airport and training facilities, showcasing the regions liveability and a presentation on the employment demographic.

Newcrest used this forum as a fact-finding mission in which they were able to gain a better understanding of the potential of this region as a point of hire. Newcrest outlined future project expansions into PNG and Fiji

The intelligence gathered from these two events assisted with the development of the methodology, which was included in the Cairns FIFO Coordinator tender, that was successfully secured for the region in August 2011 from the Australian Government.

Advance Cairns also facilitated the development of two industry groups in this region that represent the Registered Training Organisations (RTOs) and Employment Service Providers (ESPs) over a six week period, commencing in September 2011. This has provided the FIFO Coordinator and the resources industry with single points of contact into both industry sectors, to promote the capacity of the region. Capability statements/profiles were developed for both industry sectors;

A number of engineering and manufacturing companies from the Cairns region also developed a capability profile to showcase their capabilities and this was distributed at the following showcase event;

The Queensland Government announced in September that it planned to organise and host a number of Mining and Gas Jobs Expos around Queensland during October and November 2011. Advance Cairns identified the opportunity to leverage off of this event to take the opportunity to showcase the region's industry capability whilst there were major resource organisations visiting the region;

Advance Cairns partnered with Skills Queensland on the Mining and Gas Jobs Expo on 2nd November in Cairns to leverage off of this event by organising a separate industry forum (TNQ Mining Capability Showcase) in conjunction with the expo at the Pullman Hotel. This region was the only area where this occurred. This event involved inviting the key resource organisations and stakeholders that have shown an interest in this region to showcase the capability of the region as a point of hire for the resources sector. This included: Vale, Bechtel, MMG – Century Mines, Queensland Nickel and Newcrest.

This forum also involved the key political decision makers in Queensland at that time and included the Premier of Queensland – Anna Bligh, Minister for Employment, Skills and Mining and Industry- Sterling Hinchcliffe and the Mayor of Cairns – Val Schier. A visit to the new Trade Skills Facility at TAFE was also included in the event;

This provided a number of direct leads for the Cairns FIFO Coordinator and organisations in this region that are being actively developed. This project also assisted in leveraging funds from the Queensland Government to develop the Cairns Mine Workers Attraction Strategy, which is being used to promote the region and support the role of the FIFO Coordinator: www.fifocairns.com.au

3. FNQ Innovation Hub Scoping Study – JCU-The Cairns Institute.

Grant: \$20,000

Final report currently being finalised. Project not yet complete.

Project Aim (as stated on the application form)

To scope operational and resource requirements to establish an innovation hub to support industry innovation in Far North Queensland.

Project Outcome (as stated on received draft project assessment form)

The FNQ Innovation Hub Business Case produced a number of project outcomes including a definition of innovation, an analysis of innovation in the region, structured engagement with regional stakeholders including local businesses and entrepreneurs and a business case recommending that “Building on key information from a review of earlier regional, national and international models and development in innovation, and discussions with stakeholders this report recommends the establishment of an innovation hub in Cairns” (P.5). Key features of the report also included:

- An analysis and alignment with local, regional and international plans and trends
- A sequenced approach to establishing a business innovation hub
- A project development budget
- The identification of potential risks involved with establishing the hub
- A series of comparative case studies to assist in the development of a hub

Draft Report

A draft report was presented to Council and partners in October 2011 incorporating the recommendations of the steering committee. Council felt that further input was required to demonstrate the demand for an innovation hub involving further interviews with potential users.

The project team is currently finalising the report which will be presented to Council in July 2012.

4. Australian New Zealand Agents Conference – Study Cairns.

Grant: \$11,190

Project completed as proposed.

Project Aim (as stated on the application form)

Assist Study Cairns to attend the 2011 Australian New Zealand Agents (ANZA) conference on the Gold Coast Australia and to host a Familiarisation Tour for up to 20 International Agents to showcase the Cairns region.

Project Outcome

Comment from CRC ED&I: This project was, by exception, funded retrospectively due to timing.

The application form for the project's funding set out the project delivery as follows: Study Cairns exhibited at the Australia New Zealand Education Agent International Workshop (ANZA) which was held on the Gold Coast in April 2011. It was the first time the workshop/conference was held in Queensland and as such, it was vital that Study Cairns attend and promote the Tropical North region to establish firmer relationships with agents at the workshop and to leverage upon the familiarisation tour that visited institutions and iconic tourist attractions in the Cairns region. Study Cairns members also participated in the workshop as educators and branded with the Study Cairns exhibitor booth to ensure the brand and Cairns Region were visible and recognised.

Prior to the ANZA workshop, Study Cairns hosted a familiarisation tour for ANZA Workshop delegates. As a result Study Cairns members have gained business, introductions to new and emerging markets and established new business contacts.

The ANZA Workshop 2011 hosted 519 participants from 357 organisations in 52 countries making it the largest International Consultants Educational Foundation (ICEF) event ever held in Australia. Study Cairns met with 40 key international agents face-to-face at this event and continues to collaborate with these agents via newsletter, updates and email. A long term outcome from participation in this annual event will be a future bid to host the conference in Cairns.

5. Super Yacht Group Export Development Project – Super Yacht Group.

Grant: \$20,000

Project completion report currently under review with the Super Yacht Group due to cancellation of Tahiti Yacht Rendezvous event, to be reported back to Council in July 2012.

Project Aim (as stated on the application form)

To attract more super yachts to Cairns to undertake maintenance and major refit works in any of the three major slipways in the region – Tropical Reef Shipyard, Cairns Slipways and Norship Marine and encourage super yachts to increase the duration of their visits and potential for chartering.

Project Outcome (as stated on received project assessment form)

The Super Yacht Group (SYG) has embarked on four international visits to New Zealand and Tahiti. They have made contact with over 60 local suppliers and agents in these areas and 29 Superyacht Captains, which they have added to their growing database. From these contacts the following vessels have visited, made bookings and / or enquiries for Cairns: Superyacht Juliet, Maxiyacht Zeepaard, Maxiyacht Exuma, Superyacht Shamoon, Superyacht Kealoha and Maxiyacht Espiritu Santo, with a minimum spend in Cairns of \$57,000. SYG's intention is to visit Monaco in September 2012 and plan a visit to Fiji in August 2012.

Variation1: The plan to showcase Cairns Marine and Superyacht Capability at The Tahiti Yacht Rendezvous, scheduled for May 2012 has been shelved due to the shows cancellation.

Variation 2: Due to changes in the Management of the superyacht national body in Australia, Superyacht Australia and their amalgamation into AIMEX, SYGGBR has re-joined the national organisation to help facilitate federal legislative changes that will ultimately benefit our region. Cost: \$8,800.

Additional project information as presented to Council, September 2011:

The Super Yacht Group has successfully been supporting local business and assisting economic diversification through funding provided by the EDF. This has been achieved by:

- Providing regular advices forwarded to all members of Superyacht arrivals and departures to Cairns Port
- Networking function for all members in August 18th and plans for two further networking functions by the end of the year
- Promotion, in partnership with Ports North, at the Monaco International Boat Show and Hamilton Island race week
- Networking trips have been completed for Tahiti/New Zealand in August.
- Attendance by representative at the NZ Boat Show September 2011.
- International and domestic newsletters distributed August 2011
- Development of a dedicated 'South Pacific' website section collaborating with International agents, consortium groups and government bodies for benefit of yachts cruising the South Pacific
- Redeveloped exit surveys and conducting these with each departing yacht in order to identify expenditure of crew and vessel; identifying businesses that benefit financially from the visit and collecting information on any issues to address during visitation.

Comment from CRC ED&I: Discussions are currently in place with SYGGBR regarding variations to the milestones achieved due to cancelation of the Tahiti Yacht Rendezvous. This will be reported back to Council in July 2012.

6. Energy Opportunities Development Project – Troplinks.

Grant: \$20,000

Project completed with reduced scope. \$5,710.21 repaid to CRC.

Project Aim (as stated on the application form)

The specific aim of this project is to win approximately \$4 Million (stretch–target) of work in 4 specific targets markets within the next 12 months. The Troplinks Energy Group will work hard to achieve wins in these 4 selected projects, and the funds that may not be allocated by this grant will allow the acceleration of effort sooner than would otherwise be possible if the resources of member companies alone had to be utilised.

Project Outcome (as stated on received project assessment form)

Significant opportunities were identified that will turn into real commercial opportunities if followed through. A great deal of resources in time, effort and travel by Troplinks staff and members were made in pursuit of projects but with the unplanned and premature scaling down activities by Troplinks, potential opportunities could not be fully exploited. At the end of this project, the Troplinks and Troplinks member contribution is calculated at \$34,000. The CRC funding of \$20,000 did allow much activity to take place that could not have been initiated without this financial support. A number of Cairns-based SME's with specialisations in the energy/power sector now have a pathway to pursue a number of project areas. There have also been commercial opportunities identified for sectors that can provide support for these energy-based projects and these include significant opportunities in training that can be provided by public and private organisations and in equipment supply to projects.

The Troplinks members are extremely grateful for the CRC funding since the ability to pursue international projects and the associated relationship-building could not have taken place without this financial support. Although no concrete project has been won in this time-frame, there is confidence that wins will result, some in the short-term and others in the medium-longer term. The funding has given a number of Cairns-based businesses a great springboard to lock down real commercial opportunities.

Additional project information as presented to Council, September 2011:

Ken Ash, Project Coordinator, with strong support from the TropLinks team, has engaged in the following activities as per the project plan:

- Attended the Asian Development Bank (ADB) Clean Energy Forum in Manila in June 2011. Excellent interaction with key ADB staff regarding projects.
- Attended and presented at the Pacific Power Association Annual Conference in Guam in July 2011. Networked with high-level decision-makers from utilities throughout the Pacific. TropLinks CEO also attended with TropLinks delegation.
- Submissions have been made for projects in Bangladesh, Regional Pacific (multi-country), and Kiribati for Cairns-based consultants and suppliers. In addition, at least 20 other projects were reviewed. Projects assessed have primarily been in the area of energy-efficiency and renewable with associated effects on climate change.

7. Resource & Industrial Taskforce Support Project – Cairns Chamber of Commerce. Grant: \$20,000

Project completed as proposed.

Project Aim (as stated on the application form)

To increase the awareness of Tropical North Queensland's ability as a service hub within the resource and industrial sector.

Project Outcome (as stated on received project assessment form)

The project outcomes were met by the three activities as listed below:

Mine Managers Familiarisation was held on 2nd & 3rd September 2011 and hosted representatives from 12 resource companies in the region. The success was highlighted in the interviews conducted with the resource delegates after they were driven around and flown over the Cairns industrial area (including wharfs). They were 'surprised by the amount of industry in Cairns'.

Resource Briefing breakfasts were held for members and guests for the following: Silenworld Shipping (promoting their new service to PNG); Rio Tinto Alcan and South of Embley Project; Macarthur Coal presented by Keith DeLacey

Economic Development Activities (in place of Purchasing Officers Familiarisation):

The chair of the Resource & Industrial Taskforce, Sharon Dawson, was a guest speaker at the Austropex Conference presenting about 'what is' the Resource & Industrial Taskforce and what the resource sector represents to the Cairns region.

We also participated in round table meetings with Rio Tinto and Vale (reinforcing the benefit of opening an office in Cairns) and hosted a breakfast meeting with Newcrest. Other projects that this grant contributed to were the PNG Trade Mission, the Regional Business Tour through Cape York and the Mt Isa Business Tour.

The Cairns Chamber's Resource and Industrial Taskforce was very active in engaging with the resource sector and collaborating with other agencies, like Advance Cairns to ensure the regional message was concise about the capabilities on offer to service this sector in all areas, i.e. training, education, lifestyle, aviation access, transport and suppliers etc.

8. Online Industry & Business Calendar – Advance Cairns. Grant: \$14,191

Project cancelled – funding fully returned to Council.

Project Aim (as stated on the application form)

The project aims to consolidate and co-ordinate all industry and business events, workshops, showcases, awards, conferences, seminars, presentations, public forums, courses and other professional events related to the Cairns business community.

Report update as presented to Council in September 2011

At the time of application by Advance Cairns for funding for the Online Business and Industry Calendar, significant synergies were identified with the development of the Austropex website and the timing when it was being upgraded. Current indications are that this opportunity for marketing is happening through the market itself. As a result, Advance Cairns proposes to defer the project and to re-assess the market position in three months. Should an opportunity arise in the next 3 months to make efficient use of resources and the grant, Advance Cairns will raise the opportunity with Council. It is proposed that this will be reviewed with Council at the December project report.

Comment from CRC ED&I: Following the proposal to defer and amend the scope of the project, the opportunity to add significant value to existing business event information was not considered sufficient to achieve the project aims and the project was withdrawn, with funding returned to Council.

9. Babinda Business Expansion and Retention Project – Babinda Taskforce.

Grant \$13,000

Project completed with amended scope.

Project Aim (as stated on the application form)

To support business growth and identification of new business opportunities in Babinda.

Background

This project developed in direct response to the closure of the Babinda Sugar Mill and associated employment loss as a community-based approach to local economic development. The project was also funded by Maryborough Sugar Factory Ltd.

Project Outcome (as stated on received project assessment form)

Funding was initially sought for the engagement of a Business Expansion and Retention (BEAR) project program coordinator. Upon further discussion amongst the Steering Group it was decided to go with another Research Management team costing less and leaving a balance available for smaller and immediate improvements to Babinda, such as signage.

Last Report Update

Babinda Mill Site Redevelopment Working Group continues to meet and is developing strategic planning options for site (Council; private sector; community; DEEDI).

Babinda Business Expansion and Retention Program (BEAR) funded by Council Economic Development Fund and Maryborough Sugar Factory have received a formal submission from Cummings Economics to undertake a survey of businesses to develop an economic and employment strategy for Babinda. It is anticipated this project will commence in October.

Comment from CRC ED&I: Council's Economic Development and Strategic Planning teams have worked closely with the Babinda Taskforce and Babinda Chamber of Commerce throughout the development of this project.

Key findings-

- Establishing connectivity with and services to movements along the highway.
- Establishing a 'sense of arrival'.
- Building up town tourism attractions and facilities.
- Improving connectivity with Cairns.
- Developing the Boulders as a 'famous' hub attraction with other attractions clustered around it close by and throughout the district.
- Improving connectivity between the Boulders and Babinda as a town.
- Opportunity to develop further accommodation facilities – three star motel.
- Further develop Babinda as a grey nomad/recreational vehicle 'friendly' town
- Need for signage, especially on the highway.
- That land owners be encouraged to bring back into production for sugar (or other crops) areas that went out of production during periods of low prices.
- The broad direction of the proposed redevelopment of the mill land be proceeded with in four areas as identified in the *Master Plan*. That this lead to Babinda being marketed as having substantial affordable industrial and residential land available.
- That a range of other suggestions raised in the survey to improve Babinda's prospects be reviewed including NBN connectivity, attraction of services including a nursing home

**10. Cairns Amateurs Fashion Expo – Far North Queensland Amateur Turf Club.
Grant: \$15,000**

Project completed with amended scope.

Project Aim (as stated on the application form)

Host a Fashion Expo to profile the Cairns Fashion Industry; and to retain peak fashion expenditure in Cairns. The project aims to deliver immediate and ongoing economic benefit to the burgeoning local fashion industry and support local emerging and existing fashion businesses development as a significant creative industry for the region.

Project Outcome (as stated on the received project assessment form)

The Fashion Passport was designed to profile the Cairns Fashion Industry; and to retain peak fashion expenditure in Cairns. The project aimed to deliver immediate and ongoing economic benefit to the burgeoning local fashion industry and support local emerging and existing fashion business development as a significant creative industry for the region. As a result of the Fashion Passport combined with the Cairns Amateurs Carnival a survey by Cummings Economics found that \$3.9 million was spent on clothing, accessories, hair and makeup local Retail Fashion Industry.

Our original proposal was to give designers the opportunity to showcase their work at the Fashion Passport through expo style booths where they could sell their designs, however we deviated away from these due to lack of time. Designers still had the opportunity to showcase their designs on the catwalk and live mannequin displays at the Fashion Passport and were given pop-up booths to display and sell their collections at the Cairns Amateurs Fashion events during the Carnival in September.

Additional project information as presented to Council, September 2011:

The Fashion Passport was a warm up to the Cairns Amateurs Carnival. Local and Emerging Designers were given the opportunity to showcase their products in fashion shows to help grow the Fashion Industry in Cairns and keep spending local.

Designers were also given the chance to showcase and sell their products at the Ladies Fashion High Tea. Expo style booths and displays were set up giving the public direct access to the retailers and fashion parades during the High Tea increased exposure of the designer's garments. Designers that participated included VIVA Boutique, Vivienne Francine, Bella Rose, Tea Lily, Attitudes, Jewel, Sonlia, Grace Lee, Shine, Karlie Jay Designs, Victor Mellick, Tokunai Hair, and Adam & Eva.

Tourism Development Fund

11. Social Media/ Website Viral Campaigns - Tourism Port Douglas Daintree. Grant: \$10,000

Project completed as proposed

Project Aim (as stated on application)

To promote the Port Douglas and Daintree region via an online tourism marketing campaign incorporating digital technology, social media channels and the Tourism Port Douglas Daintree regional website for the overall economic benefit of the community and region.

Project Outcome

The Social Media / Website Viral Marketing Campaign was successfully implemented, with final website statistics to be gathered at the end of the 2012 Financial Year. From the \$10,000 provided by CRC, TPDD was able to implement a new regional website, which in the first year has provided over 23,000 additional visitors to the site (more statistics provided in the report). This alone demonstrates the effectiveness of the funding. Additionally, TPDD implemented two major marketing campaigns, in both consumer and industry markets to win major holidays to the region. TPDD will continue to invest in online marketing and website development, given the significant impact it has made to the region's tourism.

Additional project information as presented to Council, September 2011:

The website is complete and was launched at the end of March. TPDD report that significant improvements to visitation statistics were seen almost immediately, with visitation to the site increased by 9% in April (compared with April 2010), page views increased by 27%, pages/visits increased by 17% and a drop in the bounce rate by 38%. TPDD report that this shows that more people visited the site, looked at more pages, stayed for longer and found what they were looking for from the home page of the site. This very positive result occurred in the first month after the launch and these results have continued to improve over time supporting the website as important marketing tool for the region.

**12. Discover Paradise Marketing Campaign - Tourism Port Douglas Daintree.
Grant: \$40,000**

Project completed with amended scope

Project Aim (as stated on application)

To provide a high quality supplement that primarily promotes the region to our major markets. To provide the opportunity for small operators to market directly to our prime markets at a rate that is within small operators budgets. To support the increased flight capacity into Cairns.

Project Outcome (as stated on received project assessment form)

The Discover Paradise publication was successfully produced and distributed on time and within budget allocations. A total of 118,500 copies were inserted into The Australian (Melbourne, Sydney, Brisbane, Gold Coast, Sunshine Coast) Port Douglas and Mossman Gazette, Townsville Bulletin and selected tourism outlets, resorts and restaurants.

There were alterations to the initial project goals, as the total funded amount requested was \$10,000 more than provided by CRC. This prevented TPDD from distributing the publication into New Zealand as originally planned. Tourism Queensland did not provide assistance funding to TPDD and with the occurrence of further earthquakes in New Zealand at the time of printing, TPDD made the decision to pull the publication from that market. Instead, additional copies were sent into the major domestic market of Victoria and specifically into Melbourne.

The Discover paradise publication continues to be successful and in 2012 a total of 125,000 copies were inserted into The Australian (Sydney, Melbourne and Townsville) the Port Douglas and Mossman Gazette and the selected tourism outlets, resorts and restaurants. Plans for a 2013 edition have started.

Additional project information as presented to Council, September 2011:

TPDD members were offered a discounted advertising rate to participate and in addition to this there was strong support by local operators, with advertising space selling out. The success of the campaign was gauged through with accommodation providers reporting bookings resulting from the campaign. Feedback from industry and travellers was very positive with mention of the quality and depth of the production.

**13. Continuing the Momentum - Domestic and Website - Tourism Palm Cove.
Grant: \$10,000**

Project completed with amended scope

Project Aim (as stated on application)

Strengthen the Palm Cove brand through co-operative partnerships across the TNQ region, with an emphasis on "Culinary Tourism" and Queensland re-branding.

Project Outcome (as stated on the received project assessment form)

The project was executed over the year September 2010 / August 2011. Funds were physically received in December 2010. Outcomes have been very successful for the advertising, events and website milestones which complemented the TTNQ marketing activities in support of Palm Cove in the prior year.

Partly reflecting the commitment of expenditures under the Grant prior to receipt in December 2010 in order to gain the maximum possible momentum from the grant, Milestone Two was de-prioritised in preference for Milestones One and Three which could be more effectively managed and controlled with greater impact.

Additional project information as presented to Council, September 2011:

Tourism Palm Cove reports that Taste of Palm Cove was very successful with significant expansion on prior year results. Related aspects, website and social media projects are underway and expected for completion by end of year.

14. Attracting the Wedding and Romance Market – Tourism Tropical North Queensland. Grant: \$40,000

Project completed as proposed**Project Aim (as stated on application)**

Increase the number of high yielding visitors to the region from the very important weddings and romance market who in turn have the potential to bring visitors who may otherwise be attracted to other destinations.

Project Outcome (as stated on the received project assessment form)

Tourism Tropical North Queensland (TTNQ) is pleased to have delivered on the original aims of the project as prescribed below and was successful in working with the wedding/romance sector within the tourism industry to implement a marketing project finally valued at over \$100,000 in direct buy in and \$800,000 in media publicity value for the region.

TTNQ ask that CRC recognise that Cyclone Yasi and the major flooding events that occurred within the TNQ region and across the targeted intrastate market of Queensland, as well as the negative impact of media reports nationally, had an impact on all domestic markets in the reporting period. This included adverse effects on those operators who provide services and products for the wedding market to the region.

These natural disasters resulted in the TNQ region coming under extreme pressure as tourism operations in key locations either closed for extended periods or permanently, and the tourism industry virtually stopped for six months. While this funding did target the specific niche wedding/honeymoon market, the funding was also used to target broader consumer markets to contribute to the arrest of the decline in visitors from the region's key source markets as a result of the cyclone and flooding events and some of the campaign activity was directed to help the region's tourism industry could recover as soon as possible. Despite this pressure TTNQ achieved growth out of our core source market, Brisbane and South East Queensland.

Additional project information as presented to Council, September 2011:

TTNQ has incorporated strategic marketing activities to engage the growing destination wedding market in Australia. Two examples of these activities include a cooperative campaign with accommodation, touring and wedding suppliers to target the 50,000 readers of leading national publication Holidays for Couples. TTNQ report a new partnership with Magellan Travel Group and Sunlover Holidays which has been forged to deliver an incentive campaign targeting the 1,500 travel agents within the group to sell TNQ Romance packages specifically throughout the month of Oct/Nov.

15. Tropical Breaks for South East Queensland – Tourism Tropical North Queensland. Grant: \$30,000

Project completed as proposed

Project Aim (as stated on application)

Increase visitation to Tropical North Queensland.

Project Outcome (as stated on the received project assessment form)

Tourism Tropical North Queensland (TTNQ) is pleased to have delivered on the original aims of the project as prescribed below and was successful in providing the tourism industry with a marketing project valued at over \$380,000.

TTNQ ask that CRC recognise that Cyclone Yasi and the major flooding events that occurred within the TNQ region and across the targeted intrastate market of Queensland, as well as the negative impact of media reports nationally, had an impact on all domestic markets in the reporting period. These effects resulted in the National Visitor survey for the year to June 2011 reporting a decline in visitors to TNQ, a fact that has been well documented through state and regional reports throughout the last 12 months. Project outcomes include;

- Create awareness of the diversity of TNQ precincts and the variety of holiday options amongst the retail and wholesale trade, as well as the Brisbane / SEQ consumer.
- To work with members to target the intrastate market via drive and fly/drive campaigns with motoring organisations and regional airlines
- To initiate consumer direct , media and co-operative advertising campaigns with a focus on precincts and experiences
- Secure the message that Tropical North Queensland is the leading premier tropical holiday destination both internationally and domestically
- Protect local jobs and maintain the economic viability of our region

Additional project information as presented to Council, September 2011:

In partnership with Tourism Queensland, TTNQ report on the delivery of tactical campaigns to Brisbane and South East Queensland throughout the first quarter. These included TNQ Qantas Holidays campaign which targeted Brisbane amongst our key source markets, cooperative advertising with industry to target the 750,000 readers of QantasLink inflight, the 1.3 million readers of Queensland Shine and the 45,000 readers of leading domestic journal Australian Traveller magazine. In March, TTNQ joined forces with our industry partners and travelled through Brisbane and the Gold Coast, Sydney and Melbourne conducting direct media and trade activities to promote our new brand – Adventurous by nature

16. Naturewise – Creating Eco-Volunteerism Opportunities in the Cairns Region - Australian Trust for Conservation Volunteers t/as Conservation Volunteers Australia. Grant: \$20,000

Project completed as proposed

Project Aim (as stated on application)

To diversify the local economy by introducing a new tourism product which will meet a growing demand from eco-voluntarists, an identified emerging market segment.

Project Outcome (as stated on the received project assessment form)

- The project has successfully undertaken a feasibility study to establish a business case for Naturewise Voluntours in North Queensland. The project has:
- Identified and developed new partnership opportunities
- Scoped and identified new voluntourism product opportunities
- Tested a series of experiences to determine tourism product potential and operating capacity i.e. departures and frequency of tour operations, equipment requirements, tour itineraries, conservation activities etc.
- Generated additional product and partnership opportunities beyond the Cairns Regional Council Grant. The grant funds were used to leverage additional funding through the Competitive Commonwealth Grant Scheme – TQUAL Tourism Grants. The additional funding has been used to:
 - Continue the project and product development process through until early 2013. This will enable greater partnerships and product opportunities to be developed
 - Expand opportunities both in the Cairns Regional Council area and broader Far North Queensland. This will provide greater benefits to the Cairns region as traveller's gateway through Cairns as they travel on a Naturewise voluntour in far North Queensland.
- The Commonwealth TQUAL Grant would not have been possible without the Cairns Regional Council funding.
- A series of new product opportunities have been identified and, either audited to determine their suitability for the marketplace, or are in the process of being audited. Product opportunities will continue to be identified across 2012 as the project continues under the commonwealth tourism funding program – TQAL. Opportunities identified and currently being finalised as potential commercial voluntourism products include:
 - Daintree Rainforest Botanical Surveys
 - Mahogany Glider surveys
 - Wairuna Station
 - Atherton Tablelands Robson Super Site
 - Summer of Discovery. A series of programs were tested in the marketplace over the summer period offering international, domestic travellers and locals to join short experiences over a few hours. Examples include basket weaving with indigenous representatives combined with local conservation activities and toad busting.

PROPOSED APPROACH – FUTURE ROUNDS OF EDF AND TDF

Following a review of the 2010/2011 EDF and TDF grant and acquittal process, the Assessment Panel for the EDF proposes the following amendments to future rounds of the grants (noting that the 2012/2013 EDF and TDF will be determined through Council's budget process):

1. Both EDF and TDF to be advertised in one round – supporting consistency between the two funds and administrative efficiency;
2. Allocation of \$35,000 from the Economic Diversification Fund to support a separate fund within the Economic Development and Innovation budgets to support Business Cluster Activity – supporting small scale initiatives by the business clusters throughout the financial year, at the discretion of the Manager Economic Development & Innovation, but not excluding the same business clusters from applying for grants through the EDF and TDF for specific projects;
3. Equal allocations of funding to EDF and TDF to \$180,000 per fund (the difference providing for the proposed 'Cluster Support' budget allocation (above));
4. Amendments to the grant level available through each fund to “up to \$30,000” – enabling more projects to be part-funded through the TDF and enabling greater levels of funding to support economic diversification projects;
5. Both the EDF and TDF to require at least matched direct funding;
6. That an information presentation on the grants is held in Cairns and in Port Douglas to promote the availability of the Funds to the business community;
7. That all funding through the EDF and TDF will be in accordance with Council's procurement guidelines and that Council retains the right to go to market where it is considered that alternative proponents could deliver the same project (for example where a general economic development research is proposed);
8. That each project will be case-managed throughout its delivery by a senior economic development officer, with progress reported monthly to Council.
9. The project acquittals show all amounts of expenditure (including tax invoice receipts and evidence of matched funding) within the overall grant expended.
10. That the funds will not support repeat funding of a project previously funded through the EDF or TDF;
11. That applications for funding should deliver against Council's priority Economic Development Objectives;

12. That the Funds will not support the delivery of events;
13. That funds will be paid as a 50% instalment upon commencement of the project; with two 25% instalment payments paid upon evidence of completion of agreed milestones; and
14. That payment of grants will be subject of a binding agreement between Cairns Regional Council and the fund recipient.

CONSIDERATIONS:

Corporate and Operational Plans:

Council's Corporate Plan Goal 5 states:

To increase the region's capacity for long-term economic growth by supporting opportunities for local business and local employment

Key Projects, Services and Actions under Goal 5 include:

- *Strengthen Council's support for economic development including tourism and economic diversification*
- *Establish policy and guidelines that enable Council to better respond to economic development related proposals seeking Council support*
- *Review Council's role in stimulating economic activity through its own policies and operations*

Statutory:

The Local Government Act 2009 outlines key principles including good governance and transparent and efficient processes and decision making in the public interest. This report aims to provide good governance as part of a transparent assessment and reporting process for the EDF and TDF.

Policy:

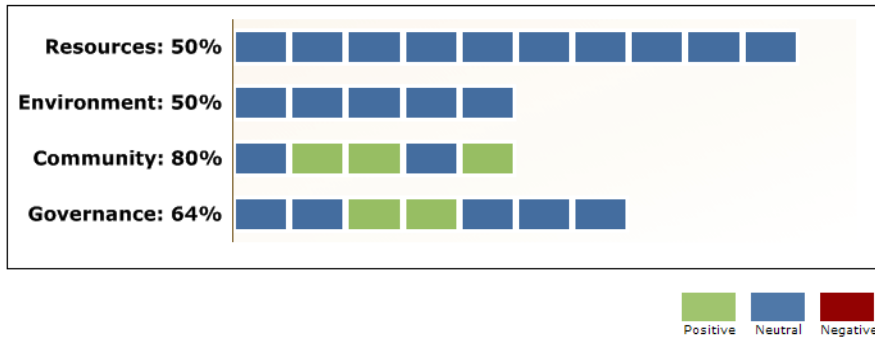
General Policy 1:05:02 states that Council recognises that there is value in Council supporting specific initiatives or projects that will have significant economic benefits for all, or parts of, the local government area. This policy provides for both direct delivery by Council and for assistance through the EDF and TDF for external applications.

Financial and Risk:

As a report on funding for the 2010/2011 year this report raised no direct funding implications.

Sustainability:

The Economic Diversification Fund and Tourism Development Fund is focussed on sustainable economic development, both in terms of a robust, diverse and resilient economy and in terms of development appropriate to the region's natural environment.



CONSULTATION:

The recommendations presented in this report result from the considerations of the EDF and TDF Assessment Panels.

OPTIONS:

Council may consider two options in relation to this report:

- *That Council receives and supports the recommendations; or*
- *That Council receives and supports an amendment to the recommendations.*

CONCLUSION:

It is recommended that Council receives the recommendations of the report to endorse the acquittal of funded projects in 2010/2011 and to endorse the proposed amendments to future rounds of the EDF and TDF.in the region to develop and to improve the EDF and TDF process.

ATTACHMENTS:

Attachment 1 Economic Diversification Fund Guidelines #2675267 v2

Attachment 2 Tourism Development Fund Guidelines #2675400

Fiona Wilson
Manager Economic Development & Innovation

Lyn Russell PSM
Chief Executive Officer

Attachment No. 1

InvestCairns
Where business meets paradise

Economic Development
119 – 145 Spence Street
Cairns 4870
Phone: 07 4044 3347
Fax: 07 4044 3099
Email: economicdevelopment@cairns.qld.gov.au

Economic Diversification Fund Grant Program Guidelines

Introduction

Grants will be available from Cairns Regional Council for the development and delivery of projects that will result in demonstrated economic benefit to the Cairns Region.

All applicants are encouraged to refer to Council's Corporate Plan 2009 to 2014 prior to submitting an application, to obtain a sense of the strategic directions determined for the Local Government Area.

It is also expected that applicants will have explored all opportunities for State and Federal Government Funding before making a decision to approach Council for support.

Multiple applications are acceptable from eligible organisations in any given financial year.

Prospective applicants may find it useful to discuss their concepts with the Economic Development Officer prior to the lodgement of any application to ensure that their project fits within the scope of the Economic Diversification Fund.

Form and Type of Application

The form of application will be regardless of the total amount of financial support being sought.

Support may however be in the form of a cash grant or in-kind assistance from Council or a combination of the two. In general, in-kind assistance means that Council provides materials or services in support of the requested project from within Council's core business at no direct charge to the applicant.

Applicants seeking in-kind assistance will need to have a pre-lodgement discussion with the Economic Development Officer in order to obtain a quote from Council for the provision of the in-kind assistance sought. The details of this quote can then be used in completing the application to this Fund.

In adherence with Council policy, it is required that applicants also provide evidence of three written quotes for services or products relevant to the project.

Requests can be made for up to \$20,000

Applications can be made at any time between 4 January and 21 March 2011 for round 2 of applications. Applicants must use the Economic Diversification Fund Grant Application (attached) together with a covering letter.

- 2nd round of funding (4 January – 21 March 2011)
- Council will have 2 months to process each round of applications
- Applicants will be notified in May

Assessment Criteria

As set out in the attachment to these Guidelines, all applications should provide statements addressing the following. However, please note that it will not necessarily be a requirement of funding that all criteria be met (applicants should state where the criteria is not relevant).

Immediate Potential:

- Potential of the project to deliver immediate economic benefit
- Potential for the project to support employment and local business development
- Potential for the project to attract investment to the region and/or support export growth

Medium/Long term Potential:

- Potential for project outcomes to provide a lasting legacy for the economy
- Potential for the funded activity to grow in size over time and to become sustainable (without ongoing government support)

Strategic Development potential:

- Potential of the project to impact the diversity of the local economy
- The significance of Council's support in the applicant's decision to proceed with the project
- Capacity to generate favourable media coverage for the community or region

Risk:

- Demonstrated feasibility in responding to an identified need or opportunity of economic benefit to the community (show links to strategic directions identified by Council)
- Demonstrated success with previous projects of this type

Cost of the Investment:

- Requirement for direct support from or involvement of staff from Council in delivering the project
- Level of financial support from partners, other sources and from the organisation itself (ie the greater the leveraging of other funds, the better the application will be viewed). Applicants are required to show proof of additional funding from alternative sources
- Level of potentially negative impacts on surrounds, environment, others

Other:

- Letters or statements of support from relevant Government Departments
- Compliance with general eligibility criteria outlined below

General Eligibility Criteria

Groups/organisations are required to:

- be either a properly constituted not-for profit organisation or a group sponsored by an incorporated organisation or a for-profit group where the funded project is not projected to return a profit in the short term (includes industry associations, chambers of commerce, industry clusters)
- have a majority of members of the group/organisation resident in the Cairns Regional Council area
- operate within Cairns Regional Council boundaries
- have acquitted any previous Cairns Regional Council grant satisfactorily
- be free of debt with Cairns Regional Council
- have a valid public liability certificate to cover any proposed program or project
- submit a detailed budget for the program or project
- submit the organisation's most current financial statement (as submitted to the Office of Fair Trading) or the latest treasurer's report covering previous 12 months.

Some examples of projects that are expected to qualify for the funding are

- Business development or employment generating activities
- New industry feasibility studies
- Marketing or promotion of new innovative or inventive projects
- Projects which support export development or investment attraction in the region
- Research and collaboration

Assessment Process

Applications will be reviewed by Councils' Economic Development Team and will be decided on by the full Council. It could be expected that this process will take up to two months to complete.

Funding Arrangements

- Council will have a finite level of funding available for this grants program in any given financial year, determined through its annual budget process
- Ideally all grants are to be expended in a 12 month period (and acquitted within 3 months of the project completion); however this aspect may be negotiable around the specifics of particular applications.
- Successful applicants will be required to publicly acknowledge Council's support in a manner acceptable to Council (to be determined taking into account the nature of the funded project)
- Grant acquittal arrangements will include;
 - An acquittal report that relates to expenditure associated with the project, the grant monies and the applicant's own contributions by the stated due date for completion of the project and will include documentation substantiating all expenditure incurred.
 - An evaluation report to Council demonstrating the success or otherwise of the project relative to its initial objectives outlined in the application questions. A short response to each question detailing the outcome of the project will be sufficient. Evidence to support these statements will also be required.
 - If required, a presentation of the product or programme and its relevant success or otherwise for Councillors and Council Officers.

Ineligible items: The following will not be considered for funding

- Ongoing salaries/wages for staff (a position created for the length of a project may be considered)
- Recurrent costs associated with day-to-day operations of the organisation/group
- Retrospective funding
- Items/programs that are the core business of a Government Department
- Business/commercial ventures solely benefiting a single business or a narrow collective of interests
- Projects that do not involve the Cairns Regional Council community
- Projects involving the construction of infrastructure or purchase of capital equipment

Assistance

- Assistance in the application of these Guidelines may be obtained from Council's Economic Development Team
– Tel: 4044 3347

Applications are to be addressed to the attention of

Economic Development Unit,
Cairns Regional Council
PO Box 359
Cairns Qld 4870

Fax: 07 4044 3099

In person:
Economic Development Unit
119 – 145 Spence Street
Cairns Qld 4870

Email: economicdevelopment@cairns.qld.gov.au

Attachment No. 2



InvestCairns
Where business meets paradise

Economic Development
119 – 145 Spence Street
Cairns 4870
Phone: 07 4044 3347
Fax: 07 4044 3099
Email: economicdevelopment@cairns.qld.gov.au

ECONOMIC DIVERSIFICATION FUND GRANT APPLICATION

Please attach a covering letter to the completed application

Please provide details of your organisation

Organisation Name: _____

Postal Address: _____

Telephone: _____ Fax: _____ Email: _____

Total Funds (\$) Requested:

Cash: \$ _____

In-Kind Support: \$ _____

TOTAL: \$ _____

Please provide details of the person most able to answer questions regarding this proposal

Contact Name: _____

Position in Organisation: _____

Telephone: _____ Fax: _____ Email: _____

Please Provide details of your proposed project

Project Name: _____

Date of Proposed Project: _____

Project Background: _____

Project Aim: _____

Scope of Project/Milestones: _____

Project Activities: _____

Please provide details of the budget calculations; estimates should be based on competitively sought quotations from suppliers

a. Project Budget Item (categories of expenditure)	Council Funding (ex GST)		d. Additional Funding (ex GST)	e. Source of additional funding
	b. Cash	c. In-Kind		
Total (ex GST)	\$	\$	\$	

Total Funding (b+c+d) (ex GST)	\$
-----------------------------------	----

Please provide a statement in respect of as many of the following as is considered relevant to your project (enter "not applicable" if that is the case)

Proposed timing (month/year) of receipt of Council cash assistance if approved _____

Potential of the project to deliver immediate economic benefit _____

Potential of the project to support employment and local business development

Potential of the project to attract investment to the region and/or support export growth

Potential for project outcomes to provide a lasting legacy for the economy

Potential for the funded activity to grow in size over time and to become sustainable (without ongoing government support)

Potential of the project to impact the diversity of the local economy

The significance of Council's support in the applicant's decision to proceed with the project

Capacity to generate favourable media coverage for the community or region

Demonstrated feasibility in responding to an identified need or opportunity of economic benefit to the community (show links to strategic directions identified by Council)

Demonstrated success with previous projects of this type

Requirement for direct support from or involvement of staff from Council in delivering the project

Level of financial support from partners, other sources and from the organisation itself (ie the greater leveraging of other funds, the better the application will be viewed) Applicants are required to show proof of additional funding from alternative sources

Level of potentially negative impacts on surrounds, environment, others

Please confirm that you meet the general eligibility criteria			
Be either a properly constituted not-for-profit organisation, or			
A group sponsored by an incorporated association, or			
A for-profit group where the funded project will not return an immediate profit			
Have a majority of members of the group/organisation reside in the Cairns Regional Council area			
Operate within Cairns Regional Council Boundaries			
Have acquitted any previous Cairns Regional Council grant satisfactorily			x
Be free of debt with Cairns Regional Council			x
Have a valid public liability certificate to cover any proposed program/project/event			x



InvestCairns
Where business meets paradise

Economic Development
119 – 145 Spence Street
Cairns 4870
Phone: 07 4044 3347
Fax: 07 4044 3099
Email: economicdevelopment@cairns.qld.gov.au

Tourism Development Fund Grant Program Guidelines

Introduction

Grants will be available from Cairns Regional Council for the development and delivery of projects that will result in demonstrated economic benefit to the Cairns Region.

All applicants are encouraged to refer to Council's Corporate Plan 2009 to 2014 prior to submitting an application, to obtain a sense of the strategic directions determined for the Local Government Area.

It is also expected that applicants will have explored all opportunities for State and Federal Government Funding before making a decision to approach Council for support. Applications which require the formation of partnerships will also be viewed favourably.

Multiple applications are acceptable from eligible organisations in any given financial year.

Prospective applicants may find it useful to discuss their concepts with the Economic Development Officer prior to the lodgement of any application to ensure that their project fits within the scope of the Tourism Development Fund.

Form and Type of Application

The form of application will be generic for each application regardless of level of financial assistance required.

Support may be in the form of a cash grant or in-kind assistance from Council or a combination of the two. In general, in-kind assistance means that Council provides materials or services in support of the requested project from within Council's core business at no direct charge to the applicant.

Applicants seeking in-kind assistance will need to have a pre-lodgement discussion with the Economic Development Officer in order to obtain a quote from Council for the provision of the in-kind assistance sought. The details of this quote can then be used in completing the application to this Fund.

In adherence with Council policy, it is required that applicants also provide evidence of three written quotes for services or products which are relevant to the project.

Requests can be made up to \$50,000

Applications can be made at any time between 4 August and 17 September 2010 using the Tourism Development Fund Grant Application (attached) together with a covering letter.

- 1 round of funding (4 August – 17 September)
- Council will have 2 months to process
- Applicants will be notified in November.

Assessment Criteria

As set out in the attachment to these Guidelines, all applications should provide statements addressing the following. However, please note that it will not necessarily be a requirement of funding that all criteria be met (applicants should state where the criteria is not relevant).

Immediate Potential:

- Potential of the project to deliver immediate economic benefit
- Estimated size of the expected boost to the local and/or regional economy through direct and indirect expenditure generated

Medium/Long term Potential:

- Potential for project outcomes to provide a lasting legacy for the economy
- Potential for the funded activity to grow in size over time and to become sustainable (without ongoing government support)

Strategic Development potential:

- Potential for attracting more visitors to the region
- Potential to impact the 'tourism' diversity of the local economy
- The significance of Council's support in the applicant's decision to proceed with the project
- Capacity to generate favourable media coverage for the community or region

Risk:

- Demonstrated feasibility in responding to an identified need or opportunity of economic benefit to the community (show links to strategic directions identified by Council)
- Demonstrated success with previous projects of this type

Cost of the Investment:

- Requirement for direct support from or involvement of staff from Council in delivering the project
- Level of financial support from partners, other sources and from the organisation itself (applicants are required to show proof of matched funding from other sources to the same amount as that requested)
- Level of potentially negative impacts on surrounds, environment, others

Other:

- Letters or statements of support from relevant Government Departments
- Compliance with general eligibility criteria outlined below.

General Eligibility Criteria

Groups/organisations are required to:

- be either a properly constituted not-for profit organisation or a group sponsored by an incorporated organisation or a for-profit group where the funded project is not projected to return a profit in the short term (includes industry associations, chambers of commerce, industry clusters)
- have a majority of members of the group/organisation resident in the Cairns Regional Council area
- operate within Cairns Regional Council boundaries
- have acquitted any previous Cairns Regional Council grant satisfactorily
- be free of debt with Cairns Regional Council
- have a valid public liability certificate to cover any proposed program or project
- submit a detailed budget for the program or project
- submit the organisation's most current financial statement (as submitted to the Office of Fair Trading) or the latest treasurer's report covering previous 12 months.

Some examples of projects that are expected to qualify for the funding are

- Tourism marketing and promotional campaigns
- Research and development

Assessment Process

Applications will be reviewed by Councils' Economic Development Team and will be decided on by the full Council. It could be expected that this process will take up to two months to complete.

Funding Arrangements

- Council will have a finite level of funding available for this grants program in any given financial year, determined through its annual budget process
- Ideally all grants are to be expended in a 12 month period (and acquitted within 3 months of the project completion); however this aspect may be negotiable around the specifics of particular applications.
- Successful applicants will be required to publicly acknowledge Council's support in a manner acceptable to Council (to be determined taking into account the nature of the funded project)
- Grant acquittal arrangements will include;
 - An acquittal report that relates to expenditure associated with the project, the grant monies and the applicant's own contributions by the stated due date for completion of the project and will include documentation substantiating all expenditure incurred.
 - A requirement for a detailed report to Council demonstrating the success or otherwise of the project relative to its initial objectives outlined in the application questions. A short response to each question detailing the outcome of the project will be sufficient. Evidence to support these statements will also be required.
 - If required, a presentation of the product or programme and its relevant success or otherwise for Councillors and Council Officers.

Ineligible items: The following will not be considered for funding

- Ongoing salaries/wages for staff (a position created for the length of a project may be considered)
- Recurrent costs associated with day-to-day operations of the organisation/group
- Retrospective funding
- Items/programs that are the core business of a Government Department

- Business/commercial ventures solely benefiting a single business or a narrow collective of interests
- Projects that do not involve the Cairns Regional Council community
- Projects involving the construction of infrastructure or purchase of capital equipment

Assistance

- Assistance in the application of these Guidelines may be obtained from Council's Economic Development Team –
Tel: 4044 3347

Applications are to be addressed to the attention of

Economic Development Unit,
Cairns Regional Council
PO Box 359
Cairns Qld 4870

Fax: 07 4044 3099

In person:
Economic Development Unit
119 – 145 Spence Street
Cairns Qld 4870

Email: economicdevelopment@cairns.qld.gov.au



InvestCairns
Where business meets paradise

Economic Development
119 – 145 Spence Street
Cairns 4870
Phone: 07 4044 3347
Fax: 07 4044 3099
Email: economicdevelopment@cairns.qld.gov.au

TOURISM DEVELOPMENT FUND GRANT APPLICATION

Please attach a covering letter to the completed application

Please provide details of your organisation

Organisation Name: _____

Postal Address: _____

Telephone: _____ Fax: _____ Email: _____

Total Funds (\$) Requested:

Cash: \$ _____

In-Kind Support: \$ _____

TOTAL: \$ _____

Please provide details of the person most able to answer questions regarding this proposal

Contact Name: _____

Position in Organisation: _____

Telephone: _____ Fax: _____ Email: _____

Please Provide details of your proposed project

Project Name: _____

Date of Proposed Project: _____

Project Background: _____

Project Aim: _____

Scope of Project/Milestones: _____

Project Activities: _____

Please provide details of the budget calculations; estimates should be based on competitively sought quotations from suppliers

a. Project Budget Item (categories of expenditure)	Council Funding (ex GST)		d. Additional Funding (ex GST)	e. Source of additional funding
	b. Cash	c. In-Kind		
Total (ex GST)	\$	\$	\$	

Total Funding (b+c+d) (ex GST)	\$
---	----

Please provide a statement in respect of as many of the following as is considered relevant to your project (enter "not applicable" if that is the case)

Potential of the project to deliver immediate economic benefit _____

Estimated size of the expected boost to the local and/or regional economy through direct and indirect expenditure generated _____

Potential for project outcomes to provide a lasting legacy for the economy _____

Potential for the funded activity to grow in size over time _____

Potential for attracting more visitors to the region (tourism marketing potential) _____

Potential to impact the 'tourism' diversity of the local economy _____

The significance of Council's support in the applicant's decision to proceed with the project _____

Capacity to generate favourable media coverage for the community or region _____

Demonstrated feasibility in responding to an identified need or opportunity of economic benefit to the community (show links to strategic directions identified by Council)

Demonstrated success with previous projects of this type

Requirement for direct support from or involvement of staff from Council

Level of financial support from partners, other sources and from the organisation itself (applicants are required to show proof of matched funding from other sources to the same amount as that requested)

Level of potentially negative impacts on surrounds, environment, others

Please confirm that you meet the general eligibility criteria

	Y	N	N/A
Be either a properly constituted not-for-profit organisation, or			
A group sponsored by an incorporated association, or			
A for-profit group where the funded project will not return an immediate profit			
Have a majority of members of the group/organisation reside in the Cairns Regional Council area			
Operate within Cairns Regional Council Boundaries			
Have acquitted any previous Cairns Regional Council grant satisfactorily			x
Be free of debt with Cairns Regional Council			x
Have a valid public liability certificate to cover any proposed program/project/event			x

Please list here the support material attached to this application, including any quotes, proof of additional funding and/or support letters from overarching bodies

Please attach the organisation's most current financial statement (as submitted to the Office of Fair Trading) or the latest treasurer's report covering the previous 12 months

Cairns Regional Council – Information Privacy Statement

Your personal information is being collected for the purpose of assessing your Tourism Development Fund Grant Application. You are providing personal information which will be used for the purpose of delivering services and carrying out Council business. Your personal information is handled in accordance with the *Information Privacy Act 2009* and will be accessed by persons who have been authorised to do so. Your information will not be given to any other person or agency unless you have given Council permission or the disclosure is required by law.

2675400