

OVERVIEW

Intent/Purpose

The Economic Event Partnerships grant aims to nurture and grow a diverse portfolio of events that will drive positive economic returns for the Cairns community, raise the profile of the Cairns region nationally and internationally, generate positive social and cultural benefits and inspire the residents of Cairns. Economic Event Partnerships facilitate visitation growth to the region to achieve positive community and economic outcomes. Visitation tends to be intrastate and interstate focused, typically attracting a minimum of 500 participants/overnight visitors staying 2 to 10 nights. Events securing Economic Event Partnership funding will also have strong local support.

Objectives

- Generate key economic outcomes for the Cairns region (event attendance, visitor nights, overnight visitor expenditure, visitors to region)
- Attract external visitation to the Cairns region
- Promote and enhance the appeal of the Cairns region
- Drive community and social outcomes to enhance the overall quality of life for the Cairns region
- Drive future growth and financial sustainability
- Assist in the creation of a balanced event portfolio for the Cairns region

Assistance Type

The minimum amount per application is \$5,000 the maximum amount per application is \$50,000.

Logistics

Applications can be lodged at any time during the course of the financial year and will be assessed subject to available budgets. The application should be lodged at least six months before the proposed assistance is required. Only one successful application per year is permitted.

Assessment & Approval Responsibilities

The application will be assessed by a panel of two Council officers in consultation with Tourism Tropical North Queensland. The delegation level for decisions will be the full Council.

ELIGIBILITY

Application eligibility

- Not-for-profit organisations, as defined in the Community Grants Policy; or
- Community Organisations as defined in the Community Grants Policy

Eligible Applicants must

- Submit the organisation's current previous two years financial statements (as submitted to the Office of Fair Trading) or the latest treasurer's report covering previous 24 months; and
- Provide evidence of the organisation's current bank balance at the time of application; and
- Provision of evidence to demonstrate the organisation's operational and financial capacity to deliver the event. This may include provision of an event budget and details of the applicants' previous experience and capabilities delivering events of a similar scale and nature.

Eligibility Criteria

To be eligible to apply for funding through the Economic Event Partnerships Grant, an event must meet the following:

- The event must take place within the Cairns region
- The applicant must demonstrate the historical size of the event in terms of:
 - Event audience
 - Spectator numbers
 - Participant numbers, and/or
 - Media profile
- The applicant must be able to demonstrate the capacity of the event to grow from its initial starting position (or first application to Council)
- In respect of the event, the applicant must be able to accurately estimate the following information:
 - Total number of attendees (and by location);
 - Average length of stay of attendees (excluding locals);
 - The daily expenditure of attendees (excluding locals);
 - Economic impact data for the event;
 - Alternative sources of income through sponsorship;
 - Commentary on how the event will positively enhance the region's profile as a visitor destination;
 - Size and type of media coverage for the event
- The applicant must receive event support from Tourism Tropical North Queensland
- Committed funding support for the event from Tourism and Events Queensland (TEQ), whilst not mandatory, will be considered favourably

Eligible Applications must not be

- For seasonal or regular bookings of Council managed facilities
- Requesting additional assistance on top of that already received through another Council grant program for the event.

ASSISTANCE AVAILABLE

Funding Period From 1 to 3 years

Funding Amount From \$5,000 to \$50,000 per year per application

Ineligible Funding Items

- Gifts
- Standard Business operating expenses
- Alcohol and tobacco products
- Council may choose to exclude additional items from time-to-time as deemed appropriate and under delegation of management

APPLICATION APPROVAL PROCESS

1. The application will be prepared by the applicant using the appropriate application form. The applicant is advised to consult with the Council contact officer for advice and guidance on filling out the application.
2. The completed application will be submitted by the applicant to the Council email address, within the designated application submission timeframe.
3. Applications will be received and collated by the designated Council contact officer. After the application is received, the Council contact officer will acknowledge receipt of application.
4. Applications will be reviewed by the Council contact officer to determine eligibility and completeness. The Council contact officer will notify the applicant if it is considered ineligible or appears incomplete. The applicant has one opportunity to alter and resubmit the application. The resubmission must be received within five working days of the applicant being notified of the incomplete or ineligible application.
5. Collated applications will be submitted for assessment to the designated selection panel. Once assessed a list of recommendations will be produced indicating the order of preference for approving the applications.
6. Recommendations will be submitted to the delegated authority for approval or rejection. The Council contact officer will inform all applicants of the approval or rejection of their application once final approval has been made.
7. The Council contact officer will complete arrangements for successful applications.

GRANT ACQUITTAL REQUIREMENTS

A detailed outcomes report must be submitted on the acquittal form provided to successful applicants within three months of the completion of the event.

CONDITIONS

Successful grant recipients will be required to:

- Sign a funding agreement and provide Council with applicant organisation bank details for payment of the funding.
- Complete the activity or event within the agreed timeframe.
- Submit the agreed grant acquittal documents within the agreed timeframe (as specified in the funding agreement) to demonstrate that the grant has been utilised for the intended purpose.
- Return any unspent grant funds to Council within twenty one days of the completion of the project, activity or event.
- Conduct a risk assessment and obtain Public Liability Insurance cover (if the project, activity or event includes participation by members of the general public).
- Undertake that no changes to the approved project, activity or event (that will alter the level of community benefit that will be delivered compared to that declared in the application) will be made without the prior agreement of Council.

APPLICATION SUBMISSION

Application must be completed and submitted electronically as an email attachment to email address:

events@cairns.qld.gov.au

ENQUIRIES

Contact the Economic Event Partnerships Team

Phone: 1300 69 22 47

Email: events@cairns.qld.gov.au

For further information of available Council grants please visit the Community Grants page on the Council website <http://www.cairns.qld.gov.au/payments/grants>

ORGANISATION (GRANT BENEFICIARY) DETAILS												
Organisation Name												
Postal Address				Suburb			State		Postcode			
Email				Website								
Is this a community or commercial organisation?												
Does the organisation have an ABN?				ABN								
<i>If no, include a 'Statement by Supplier' form advising why an ABN has not been quoted. Council is required to withhold 48.5% tax if an ABN or a Statement by Supplier form is not supplied. See http://www.ato.gov.au/uploadedFiles/Content/MEI/downloads/BUS38509n3346_5_2012.pdf</i>												
Is the organisation GST Registered?				Incorporation No								
<i>Note that even if the organisation is not registered for GST, it will still have to pay GST on any expenses that are incurred whilst delivering the activity or event as per federal legislation. See https://www.ato.gov.au/general/other-languages/in-detail/information-in-other-languages/gst-for-small-business/ for further information on GST.</i>												
APPLICANT CONTACT DETAILS												
Applicant Contact Name				Position in Organisation								
Phone		Mobile			Email							
Alternative Contact Name				Position in Organisation								
Phone		Mobile			Email							
EVENT DETAILS												
Event Name												
Proposed Location/Venue(s) of the event?												
Tell us in 30 words or less what your event is about												
Does your event take place on Council owned or controlled land?				Yes				No				
Is this a new or existing event?				New				Existing				
Event Frequency			Annual			Bi-annual			Other:			
When was the event first held?						How many times has it been held?						
Are there any Council permits/ fees are applicable to this project, activity or event? (e.g. park hire, food permits, temporary entertainment permit, Council facility venue hire etc.)												
EVENT DATES FOR PROPOSED FUNDING (20% weighting)												
<i>Assessment criteria 4 – Contribute to a balanced Economic Event Partnerships portfolio</i>												
Year 1			Event Start Date				Event End Date					
Year 2			Event Start Date				Event End Date					
Year 3			Event Start Date				Event End Date					
N.B. Events that are held during the low and shoulder seasons have greater value to the region												

NATURE OF FUNDING REQUESTED

Cash (excluding GST)	\$
Hiring of Council venues/resources	\$
Total amount requested from Council	\$

COUNCIL FUNDING HISTORY

Have you previously received funding from Cairns Regional Council

Year	Amount	Funding Uses
e.g. 2014	\$10,000	Marketing and Promotions

ECONOMIC AND TOURISM BENEFIT (55% Weighting)

Assessment Criteria 1 - Demonstrate economic return via visitor expenditure to the Cairns Economy (55%) including:

- attracting significant intrastate and interstate visitors to the Cairns region;
- enhance the profile of the Cairns region through media awareness and reach.

How many people do you expect at your event?

EVENT ATTENDEES

Attendees refers to athletes/performers, support staff, media, sponsors, officials and volunteers

Spectators and accompanying partners

Location	Number
Local	
Intrastate (from within Queensland)	
Interstate (from outside of Queensland)	
International (from overseas)	
TOTAL	

Support Staff, media, sponsors, officials, stall holders and volunteers

Location	Number
Local	
Intrastate (from within Queensland)	
Interstate (from outside of Queensland)	
International (from overseas)	
TOTAL	

Athletes/Performers - For sporting events, please list the number of athletes/performers who will be participating in your event

Location	Number
Local	
Intrastate (from within Queensland)	
Interstate (from outside of Queensland)	
International (from overseas)	
TOTAL	

Visitor Nights

Number of attendees who stay overnight	
Ratio of attendees who stay overnight	
Possible length of stay for overnight visitors in Queensland	

N.B. The ratio of attendees who stay overnight, is the proportion of event attendees who stay overnight because of your event. For example, if your 2,000 event attendees are made up of 1,400 overnight visitors and 600 day trip visitors, then the ratio is $[1400 / (1,400+600)] = 0.7$

The average length of stay will describe the number of nights each visitor will spend in the Cairns region.

Visitors Expenditure

Average expenditure for overnight visitors

How did you arrive at the above estimate? Describe if any, previous attendee surveys or research conducted?

N.B. Visitor expenditure may include:

- Accommodation for overnight guests
- Meals, food and beverage
- Tourism and leisure activities
- Transport such as taxis, public transport, petrol, car hire
- Any other expenses such as groceries, supplies, clothing etc.

GROWTH STRATEGIES (10% weighting including event budget)

Assessment Criteria 3 – Demonstrate future growth and sustainability

Tell us how you will grow the value of your event in future years?

EVENT BUDGET

all figures are to be shown as GST exclusive

Revenue/Income	Budgeted \$
Requested grant from Council	
Other grant sources (please list individually)	
•	
Sales (including sale revenue from tickets, merchandise, retail outlets, food and beverage)	
•	
Donations/sponsorships received (please list individually)	
•	
Other Funding Sources (please list individually)	
•	
TOTAL INCOME	
Operating Expenses	Budgeted \$
Please list (e.g. Venue Hire, Equipment Hire, Marketing and Promotion, Catering, Staff Costs, Admin)	
TOTAL EXPENSES	
NET GAIN / (LOSS)	
External In-Kind Contributions (non-council in-kind)	\$
Volunteer Time	
Donated Materials	
•	
TOTAL IN-KIND	

<p>Has TTNQ confirmed its support to your event? If yes, what are the details of TTNQ's support</p>	Yes	No	
<p>Have you applied to Tourism and Events Queensland for support to your event? If yes, what are the details of this support</p>	Yes	No	
<p>Please list what expenditure items will be covered utilising Council's grant funding</p>			
<p>Short Description of funding use</p>		<p>Amount</p>	
<p>e.g. Marketing and Promotions</p>	<p>\$10,000</p>		
<p></p>	<p></p>		
<p></p>	<p></p>		
<p></p>	<p></p>		
<p>Other budget relieving funding sources (all figures are GST exclusive)</p>			
<p>Details of other funding</p>	<p>Amount</p>	<p>Cash or In Kind</p>	<p>Confirmed?</p>
<p>e.g. Voucher donation from McDonalds</p>	<p>\$2,500</p>	<p>In-Kind</p>	<p>Yes</p>
<p></p>	<p></p>	<p></p>	<p></p>
<p></p>	<p></p>	<p></p>	<p></p>
<p></p>	<p></p>	<p></p>	<p></p>
<p>Outline any initiatives to grow funding sources for future years</p>			
<p>Proposed use of any profit or surplus generated</p>			
<p>FOSTER COMMUNITY PRIDE (10% weighting)</p>			
<p><i>Assessment Criteria 2 – Foster community pride</i></p>			
<p>Why is your event important to the local economy?</p>			
<p>How does your event enhance the overall quality of life in the local community?</p>			
<p>Will your event benefit the whole community or a segment of the community</p>	<p>Whole</p>	<p>Segment</p>	

Is your event inclusive and accessible by all? If so, how?

How does your event assist in making the community an interesting place to live and work?

Does your event bring 'feel good' factors such as enjoyment, satisfaction and happiness? If so, how?

MARKETING AND PROMOTIONS (55% combined weighting)

Assessment Criteria 1 – Enhance the profile of the Cairns region through media awareness and reach

Event Website		Facebook	
Twitter		YouTube or other video sites	
Instagram			

Tell us how you will

Promote the event to encourage positive publicity and promotion exposure for the community?

Promote the event to maximise attendance?

Leverage the event and brand the region to create atmosphere, local pride, exposure to visitors?

Details of past marketing efforts

Please attach

Details of past media coverage

Please attach

Plan to achieve future media coverage

Please attached completed marketing and/or promotional plan template

ENVIRONMENTAL BENEFIT (5% weighting)

Assessment Criteria 5 – Demonstrate no adverse environmental impact

Tell us how your event will pursue a more environmentally friendly event through

Waste management and recycling

Promotion and or/use of public transport

Minimising water and energy consumption		
Protection of natural environment		
Are you aware of any Environmental, Conservation or Heritage issues that may impact on your event? If yes, what are they?		
<i>N.B Where appropriate, additional outcomes may be taken into account for assessment purposes. These include increased sports participation, health and wellbeing, education and cultural benefits, multiculturalism, indigenous culture, environment and sustainability, trade relations, and upgrades to, and utilisation of public infrastructure such as stadiums, arenas, parks and transport systems. In particular, development, awareness and acceptance of cultural ideals and customs should be favourably viewed</i>		
MANDATORY SUPPORTING DOCUMENTATION <i>(All supporting documents are required to be submitted. If all required documents are not submitted, the application will not be assessed)</i>		
Checklist		
	Certificate of Incorporation	
	Certificate of Public Liability Insurance	
	Event Budget	
	Marketing and/or Promotional plan template	
	Community engagement plan	
	Letters of support from the community (a letter of support is not required from your divisional Councillor or Mayor)	
	Financial statements from the last two financial years and (as submitted to the Office of Fair Trading) or the latest treasurers report covering previous 24 months	
	Current bank balance at the time of application	
	Evidence of listing with Cairns Regional Council's What's on Calendar	
	Evidence of listing with the Australian Tourism Data Warehouse	
	Yes, I am having food stalls/vendors/ entertainment at my event	
	Yes, I think I may need a Road Closure or traffic management at my event	
DECLARATION/AUTHORISATION		
<ul style="list-style-type: none"> • By signing this application form I certify that I am authorised by the organisation to prepare and submit this application • I have read the guidelines relating to the grant and certify that to the best of my knowledge the information provided in this is correct and disclose full and accurate information of expenditure and activity proposed • I agree to provide Council with any additional information required to assess this application • I agree to comply with all requirements of the Grant funding stream • I will acknowledge the support of Council in all relevant promotional and printed material • I confirm that the appropriate level of Public Liability Insurance will be arranged for the event that is described in this application. 		
Name	Signature	Date
<i>Cairns Regional Council is collecting your personal information for the purpose of processing your grant application. The collection of this information is authorised under the Local Government Act 2009. Your personal information will not be disclosed to any other person or agency unless you have given your permission or Council is required to by law.</i>		