

## OVERVIEW

### Intent/Purpose

The Sports Tourism Event Grant program provides funding to support eligible local, regional, state or national sporting bodies to develop and deliver successful sports tourism events that contribute to the region's economic prosperity, community wellbeing and diverse lifestyle.

A sports tourism event is a sporting event of regional, state or national significance that provides economic, social, media and community outcomes for the region. The goal of the grant program is to assist communities in attracting and growing quality sporting events.

### Objectives

- Generate key economic outcomes for the Cairns region (event attendance, visitor nights, overnight visitor expenditure, visitors to the 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 in 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 \$15,000. At Council's sole discretion, assistance provided may be cash or works performed directly by Council.

### 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 must 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. The delegation level for decisions will be the full Council.

## ELIGIBILITY

### Applicants must be

- Not-for-profit organisations, as defined in the Community Grant Policy; or
- Groups that demonstrate strong community benefit or need and support for a project or activity
- State sporting associations (must be recognised by Queensland Sport and Recreation)
- National sporting organisations (must be recognised by the Australian Sports Commission)
- Private event organisations (sanctioned or supported by a national sporting organisation and/or state sporting association)
- Local sporting clubs and associations (must be affiliated with state sporting association recognised by Queensland Sport and Recreation).

### Eligible groups must

- Submit the organisation's previous 2 years financial statement (as submitted to the Office of Fair Trading) or the latest treasurer's report covering previous 24 months; and
- Submit the organisation's current bank balance at the time of application.

### Eligible Applicants must not:

- Have outstanding Council grants that have not been acquitted within required timeframes, or grants that have previously not been satisfactorily acquitted
- Have overdue outstanding payments to Council (e.g. rents, rates, fees, Council guarantor loan repayments etc.)
- Be a registered political party
- Be a school, University or TAFE College or other form of an education institution
- Be an individual.

### Eligible Applications must not be:

- For School based Regional, State or National championship events
- For costs of event bids
- For events already supported through Council's Grant program
- For events that do not have the support of the recognised state and national sporting association
- For seasonal or regular bookings of Council managed facilities
- For recurrent operating costs, for example rent and utility costs
- Requesting additional assistance on top of that already received through another Council grant program.

### Eligible Events must:

To be eligible to apply for funding through the Sports Tourism Event Grant program, an event must meet the following criteria:

- The event must be a sporting event with a state, national or international component such as:
  - Regional, state or national championships
  - Regional, state or national youth or master's event
  - Event that supports the outcomes of a state and/or national body strategic plan

- The event must take place within the Cairns region
- The applicant must demonstrate the size of the event in terms of:
  - Event audience
  - Spectator numbers
  - Participant numbers, and/or
  - Media profile
- Be able to demonstrate the capacity of the event to grow from its initial starting position (or first application to Council).

#### ASSISTANCE AVAILABLE

<b>Funding Period</b>	From 1 year to 3 years
<b>Maximum Number of successful applications</b>	Up to a maximum of 3 applications. After this time, events will need to demonstrate either: <ul style="list-style-type: none"> <li>• Growth to a regional or major event; or</li> <li>• Financially self-sufficient and sustainable</li> </ul>
<b>Funding Amount</b>	From \$5,000 to \$15,000 per year per application
<b>Ineligible Funding Uses</b>	<ul style="list-style-type: none"> <li>• Gifts</li> <li>• Prize money</li> <li>• Usual business operating expenses for the organisation</li> <li>• Alcohol and tobacco products</li> </ul> <p>Council may, at its absolute discretion, consider a degree of flexibility to the uses of funds with appropriate justification</p>

#### 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 full Council 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 within three months of the completion of the event.

##### Applicant must provide:

- Proof that the project, activity or event took place (e.g. photograph of attendees participating).
- Proof of expenditure (e.g. copy of receipts).
- Proof of the acknowledgement of Council assistance (e.g. including Cairns Regional Council logo on website, event program, newsletter or plaque).
- Evaluation of project, activity or event (e.g. copies of participant feedback, surveys)

#### 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 Events Team, Planning and Environment

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							
<small>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 <a href="http://www.ato.gov.au/uploadedFiles/Content/MEI/downloads/BUS38509n3346_5_2012.pdf">http://www.ato.gov.au/uploadedFiles/Content/MEI/downloads/BUS38509n3346_5_2012.pdf</a></small>											
Is the organisation GST Registered?				Incorporation No							
<small>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 <a href="https://www.ato.gov.au/general/other-languages/in-detail/information-in-other-languages/gst-for-small-business/">https://www.ato.gov.au/general/other-languages/in-detail/information-in-other-languages/gst-for-small-business/</a> for further information on GST.</small>											
APPLICANT CONTACT DETAILS											
Applicant Contact Name				Position in Organisation							
Postal Address				Suburb		State		Postcode			
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:											
<div style="border: 1px solid black; height: 40px; width: 100%;"></div>											
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 applicable to this event? (E.g. park hire, food permits, temporary entertainment permit, Council facility venue hire etc.)											
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<div style="border: 1px solid black; height: 20px; width: 100%;"></div>											
EVENT DATES FOR PROPOSED FUNDING (15% weighting)											
<small>Assessment criteria 1 – Contribute to a balanced events portfolio</small>											
Year 1				Event Start Date:				Event End Date:			

**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 use
<i>e.g. 2014</i>	<i>\$10,000</i>	<i>Marketing and Promotions</i>

**ECONOMIC AND TOURISM BENEFIT (40% weighting)**

*Assessment Criteria 2 – Contribute to the Cairns economy 20%*  
*Assessment Criteria 3 – Attract visitors to the region 20%*

How many people do you expect at your event?

**EVENT ATTENDEES**

*Attendees refers to spectators, accompanying partners, support staff, media, sponsors, officials and volunteers*

**Spectators and accompanying partners**

Location	Number
Local	
Intrastate (from within Queensland)	
Interstate (from outside of Queensland)	
<b>TOTAL</b>	

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

Location	Number
Local	
Intrastate (from within Queensland)	
Interstate (from outside of Queensland)	
<b>TOTAL</b>	

**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)	
<b>TOTAL</b>	

**GROWTH STRATEGIES (10% weighting including event budget)**

*Assessment Criteria 4 – 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\**

**Total event budget is required, not just the estimated spend of Council's grant funding**

<b>Revenue/Income</b>	<b>Budgeted *</b>
Requested grant from Council	
Other grant sources (please list individually)	
•	
Sales (please list e.g. sale revenue from tickets, merchandise, retail outlets, food and beverage)	
•	
Donations/sponsorships received (please list individually)	
•	
Other funding sources (please list individually)	
•	
<b>TOTAL INCOME</b>	
<b>Operating Expenses</b>	<b>Budgeted *</b>
Please list (e.g. Venue Hire, Equipment Hire, Marketing and Promotion, Catering, Staff Costs, Admin)	
<b>TOTAL EXPENSES</b>	
<b>NET GAIN / (LOSS)</b>	
<b>External In-Kind Contributions (non-Council in-kind)</b>	
Volunteer Time (estimate of time at an applicable hourly rate)	
Donated Materials	
<b>TOTAL IN-KIND</b>	

Please list what expenditure items will be covered utilising Council's grant funding

Short description of funding use	Amount
e.g. Marketing and Promotions	\$10,000

Other budget relieving funding sources (all figures are to be shown as GST exclusive)

Details of other funding			
e.g. Voucher donation from McDonalds	\$2,500	In-Kind	Yes

Outline any initiatives to grow funding sources for future years.

Proposed use of any profit or surplus generated?

**FOSTERING COMMUNITY PRIDE (10% weighting)**

*Assessment Criteria 5 – Fostering community pride*

Why is your event important to the local economy?

How does your event enhance the overall quality of life in the local community?

Will your event benefit the whole community or a segment of the community:

Whole

Segment

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 (15% weighting)**

*Assessment Criteria 6 – Enhance the profile of the Cairns region*

<b>Event Website</b>		<b>Facebook</b>	
<b>Twitter</b>		<b>YouTube or other video sites</b>	
<b>Instagram</b>			

**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 to create atmosphere, local pride, exposure to the whole community**

**If you have run an event in the past, please detail past media and marketing coverage:**

**Plan to achieve future media coverage:**

*Please attach a completed marketing and/or promotional plan template*

**ENVIRONMENTAL BENEFIT (10% weighting)***Assessment Criteria 7 – 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****Are you aware of any Environmental, Conservation or Heritage issues that may impact on your event? If yes, what are they?**

***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



**MANDATORY SUPPORTING DOCUMENTATION**

*(All supporting documents are required to be submitted. If all required documents are not submitted, the application will not be assessed)*

**Checklist**

<input type="checkbox"/>	Certificate of Incorporation; or proof of charitable organisation status
<input type="checkbox"/>	State Sporting Association certificate; or National Sporting organisation certificate; or proof of Private Event organisation sanctioned/supported by either state or national sporting organisation; or Local Sporting Club affiliation certificate with state sporting association
<input type="checkbox"/>	Certificate of Public Liability Insurance
<input type="checkbox"/>	Marketing and/or Promotional plan template
<input type="checkbox"/>	Letters of support from the community (a letter of support is not required from your divisional Councillor or Mayor); and letter of support from state/national sporting association
<input type="checkbox"/>	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
<input type="checkbox"/>	Current Bank Balance at the time of application

**DECLARATION/ AUTHORISATION**

- 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
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*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.*