

OVERVIEW

Intent/Purpose

To nurture and grow a diverse portfolio of events that will drive economic development, raise the profile of the Cairns region nationally and internationally, generate positive social and cultural benefits and inspire the residents of Cairns. Regional events build a sense of local pride, foster confidence and strengthen the local community. They have the potential to develop into major events within three to five years. Visitation tends to be intrastate and interstate focused, typically attracting 500-1000 participants/overnight visitors staying 2 to 10 nights and has 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 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 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
- Provide a three year financial forecast for the organisation.

Eligibility Criteria

To be eligible to apply for funding through the Regional Event 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;
 - Size and type of media coverage for the event
- The applicant must receive event support from Tourism Tropical North Queensland
- The applicant has received support from Tourism and Events Queensland through their Queensland Destination Events Funding Program, or where unsuccessful in receiving funding through Tourism and Events Queensland's Event Funding Program, show demonstrated effort to have applied through the program.

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
Maximum Number of successful applications	Up to a maximum of 3 applications. After this time, events will need to demonstrate either: <ul style="list-style-type: none">• Demonstrated effort to grow to a major event; or• Reduced reliance on Council funding in an attempt to be financially self-sufficient and sustainable.
Funding Amount	From \$5,000 to \$50,000 per year per application
Approved Funding Uses	<ul style="list-style-type: none">• Engagement of short term (maximum 6 months) specialised personnel to further develop and/or market the event• Hire of temporary infrastructure that will improve access, visitor experience or the safety of the event• Use/Hire of Council resources and capabilities to support the delivery of the event• Marketing costs associated with the event that increases awareness of the Cairns region and increases visitors to Cairns• Appearance fees and travel costs• Entertainment Council may, at its absolute discretion, consider a degree of flexibility to the uses of funds with appropriate justification.

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 kit 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 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>

REGIONAL EVENT GRANT APPLICATION FORM

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 applicable to this event? (e.g. park hire, food permits, temporary entertainment permit, Council facility venue hire etc.)											
EVENT DATES FOR PROPOSED FUNDING (10% weighting)											
<i>Assessment criteria 1 – Contribute to a balanced events 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 (40% Weighting)

Assessment Criteria 2 – Contribute to the Cairns economy (20% weighting)
 Assessment Criteria 3 – Attract visitors to the region (20% weighting)

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
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 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

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	

Has TTNQ confirmed its support to your event? If yes, what are the details of TTNQ's support	Yes	No
Have you applied to Tourism and Events Queensland for support to your event? If yes, what are the details of this support	Yes	No

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 GST exclusive)

Details of other funding	Amount	Cash or In-Kind	Confirmed?
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

FOSTER COMMUNITY PRIDE (10% weighting)

Assessment Criteria 5 – Foster 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 (20% weighting)

Assessment Criteria 6 – Enhance the profile of the Cairns region

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 (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	
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?

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

	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
	Three year financial forecast for the organisation
	Evidence of listing with Cairns Regional Council's What's on Calendar
	Evidence of listing with the Australian Tourism Data Warehouse

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.