



Community Events Grant Funding Guidelines



1. Cairns Regional Council Events Grants Programs

1.1 Background

Cairns Regional Council provides funding for events through their Community Grants Program. Council’s Community Grants Program provides an important avenue to support Councils strategic goals and outcomes including:

- A safe, active and healthy community
- A community with fair and reasonable access to services
- A culture, identity and heritage which is valued and enhanced
- An inclusive community which is motivated and involved in a range of social, cultural, recreation and learning activities
- An economy which supports and facilitates employment opportunities
- An attractive place to live, work, and visit through the encouragement of investment, development and employment
- An environmentally educated and empowered community

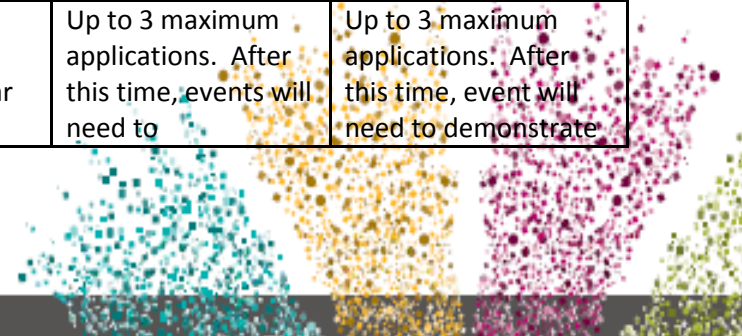
1.2 Funding available for Events

Funding for events is either payable as cash or in-kind, or may also be a mix of cash and in-kind.

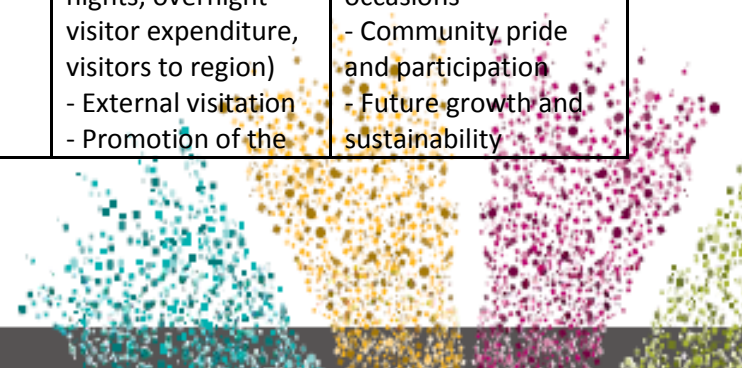
In-Kind assistance is where Council resources, materials and/or services are provided as a contribution towards an event. For example permit application fees, facility booking fees, and event infrastructure hire.

Cairns Regional Council’s event funding comprises of four tiers of event funding including:

	Local	Regional	Major	In-Kind	Sports Tourism	Christmas/New Year
FUNDING PERIOD	1 year only	From 1 to 3 years	The term of support will be considered on a case by case basis		1 year only	1 year only
MAXIMUM NUMBER OF APPLICATIONS	Up to 3 maximum applications. After this time, events will need to demonstrate	Up to 3 maximum applications. After this time events will need to	No maximum number of applications	Based on funding amount of \$3,000 maximum per year per event.	Up to 3 maximum applications. After this time, events will need to	Up to 3 maximum applications. After this time, event will need to demonstrate



	Local	Regional	Major	In-Kind	Sports Tourism	Christmas/New Year
	either: - Demonstrated effort to grow to a regional event; or - Reduced reliance on Council funding in an attempt to be financially self-sufficient and sustainable	demonstrate either: - Demonstrated effort to grow to a major event; or - Reduced reliance on Council funding in an attempt to be financially self-sufficient and sustainable			demonstrate either: - Growth to a regional or major event; or - Financially self-sufficient and sustainable	financially self-sufficiency and sustainability
FUNDING AMOUNT <i>N.B. funding amount is the combined total of cash and in-kind support. Combined amount not to exceed listed funding amount</i>	From \$2,000 to \$15,000 per year per application	From \$5,000 to \$50,000 per year per application	From \$50,000 per year per application. The maximum amount per application is dependent on the application and discretion of Council, assessed on a case by case basis	Up to \$3,000 per year per event (funding limit is based on the actual event, not a limit on how much the applicant organisation can access). The fund will provide In Kind assistance only	From \$5,000 to \$15,000 per year per application	From \$1,500 to \$5,000 per year per application
REQUIRED OUTCOMES	Case by case with focus on cultural and community outcomes	- Regional economic activity - External visitation into the region (500 – 1,000 overnight visitors staying 2-10 nights) - Enhance the appeal of the TNQ region	- Economic return to the TNQ region of \$3M - \$10M - 25,000 to 50,000 direct visitor nights - National and international media exposure and outcomes - Community pride		- Generated key economic outcomes for the Cairns Region (event attendance, visitor nights, overnight visitor expenditure, visitors to region) - External visitation - Promotion of the	- Delivery of Christmas or New Year's themed event - Celebration of important festive occasions - Community pride and participation - Future growth and sustainability



	Local	Regional	Major	In-Kind	Sports Tourism	Christmas/New Year
		<ul style="list-style-type: none"> - Social media outcomes - Future growth and sustainability 	<ul style="list-style-type: none"> - Environmental outcomes 		Cairns region <ul style="list-style-type: none"> - Environmental outcomes - Future growth and sustainability 	
APPROVED USES OF FUNDING	<ul style="list-style-type: none"> - Engagement of short term specialised personnel - Hire of temporary infrastructure - Use/Hire of Council resources and capabilities to support the delivery of the event - Marketing costs - Venue hire costs - Appearance fees and travel costs - Entertainment 	<ul style="list-style-type: none"> - Engagement of short term specialised personnel - Hire of temporary infrastructure - Use/Hire of Council resources and capabilities to support the delivery of the event - Marketing costs - Appearance fees and travel costs - Entertainment 	<ul style="list-style-type: none"> - Engagement of short term specialised personnel - Hire of temporary infrastructure - Use/Hire of Council resources and capabilities to support the delivery of the event - Marketing costs - Appearance fees and travel costs - Entertainment 	Council resources or services to support events such as: <ul style="list-style-type: none"> - Waiver of hire fees - Waste and recycling bins - Waiver of permit application fees - Equipment hire (limited to Council managed venues and availability at those venues) - Additional toilet cleaning of Council facilities - Additional mowing of areas outside of normal schedule 	<ul style="list-style-type: none"> - Engagement of short term specialised personnel - Hire of temporary infrastructure - Use/Hire of Council resources and capabilities to support the delivery of the event - Marketing costs - Venue hire costs - Appearance fees and travel costs - Entertainment 	<ul style="list-style-type: none"> - Engagement of short term specialised personnel - Hire of temporary infrastructure - Use/Hire of Council resources and capabilities to support the delivery of the event - Marketing costs - Venue hire costs - Appearance fees and travel costs - Entertainment
TIMING OF APPLICATIONS	Four rounds per financial year. For current grant rounds refer to the Grants webpage	Open all year round	Open all year round	Open all year round	Open all year round	One funding round per financial year
ELIGIBLE EVENT DATES	The event is to occur within the identified	Lodged at least six months before the	Lodged at least six months before the	Lodged at least one month to the start	Lodged at least six months before the	The event is to occur within the identified



	Local	Regional	Major	In-Kind	Sports Tourism	Christmas/New Year
	timeframes and eligible event dates, nominated each year and advertised on Council's website	proposed assistance is required. Only one successful application per year is permitted	proposed assistance is required. Only one successful application per year is permitted	of the event or activity	proposed assistance is required. Only one successful application per year is permitted	timeframes and eligible events dates, nominated each year

1.2.1 Definitions

A **Community event** serves to celebrate important occasions for the local community within Council boundaries

A **Regional event** aims to drive economic development of a region through a regionally significant event. Visitation tends to be from within Queensland and fostering community pride and culture remain an important factor.

A **Major Tourism event** aims to drive economic development of the Tropical North Queensland region through a nationally significant event, which attracts international and interstate visitation and national media exposure.

In-Kind assistance is where Council resources, materials and/or services are provided as a contribution towards an event.

A **Sports Tourism** event aims to support local, regional, state or national sporting bodies to attract and grow quality sporting events.

A **Christmas/New Year** event aims to support events that celebrate community Christmas carol events, Christmas activities or New Year's festive events for the community.

1.3 Aims and Objectives of the program

Council's Community grant program supports community based groups and organisations which provide programs, activities, events and programs that enrich the diversity of cultural, social, sport and economic development opportunities available to the residents and businesses located in the Cairns region.

Local Events

- Drive community and social outcomes to enhance the overall quality of life in local communities
- Drive future growth and financial sustainability of the event
- Contribute to the region's balanced portfolio of community, arts & cultural and sporting events



- Showcase the importance of events for local communities and businesses
- Celebrate the rich traditions of communities and the importance of these to the Cairns region.

Regional and Major Events

- Generate key economic outcomes for the 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 sustainability
- Assist in the creation of a balanced events portfolio for the Cairns region.

Events In Kind

- Celebrate important occasions for the local community
- Foster community pride
- Contribute to the region's balanced portfolio of community, arts and cultural and sporting events
- Showcase the importance of events for local communities and businesses
- Support events that benefit charities and other worthwhile causes
- Celebrate the rich traditions of communities and the importance of these to the Cairns region.

Sports Tourism

- Generate key economic outcomes for the 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 sustainability
- Assist in the creation of a balanced events portfolio for the Cairns region.

Christmas/New Year

- Drive community and social outcomes to enhance the overall quality of life in local communities
- Drive future growth and financial sustainability
- Encourage community participation in festive celebrations and/or activities



- Contribute to the region's balanced portfolio of community, arts and cultural and sporting events
- Showcase the importance of events for the local communities and businesses
- Celebrate the rich traditions of communities and the importance of these to the Cairns region.

1.5 Role of events in the overall TNQ Event Prioritisation Strategy

The Tropical North Queensland Event Prioritisation Strategy 2015-2020 aims to drive visitation through the identification and creation of new events, the development and growth of existing events and the assessment of all events against clearly defined and transparent criteria. This framework for a diversified events portfolio ensures state and local government funding is prioritised, events are integrated into existing marketing initiatives, required economic, cultural and environmental and community outcomes are met, and events can continue to drive growth.

The framework identifies four types of events:

1. Sporting (professional and mass participation)
2. Cultural (arts, music, festivals and indigenous culture)
3. Community (local and civic ceremonies, festive events)
4. Business (conferences, meetings and incentives)

Cairns Regional Council's events grant program exists to provide funding to support these events that qualify as a Local, Regional or Major event with the exception of Business events. Business events are supported through Tourism Tropical North Queensland.

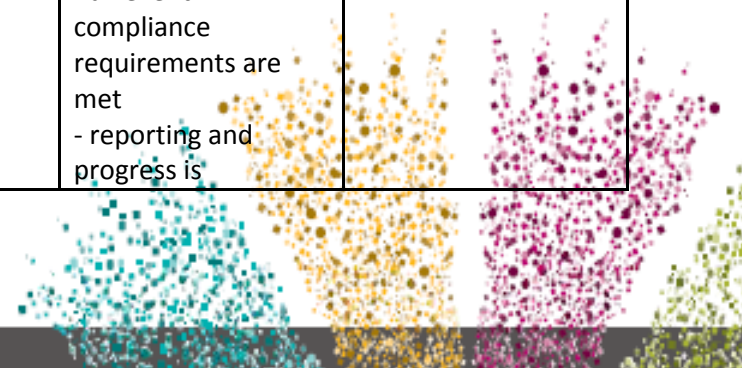


2. Determining the appropriate tier for your particular event

	Apply for Local funding if:	Apply for Regional funding if:	Apply for Major tourism funding if:	Apply for In Kind funding if:	Apply for Sports Tourism funding if:	Apply for Christmas/New Year funding if:
YOUR OVERALL OBJECTIVE IS TO ACHIEVE:	Generate community and social outcomes to enhance the overall quality of life in local communities	Nurture and grow an event that will drive economic development, raise the profile of Cairns nationally, generate positive social and cultural benefits and inspire residents of Cairns	Drive economic development of the Tropical North Queensland region through a nationally significant event which attracts international and interstate visitation		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	Enrich the lives of residents and celebrate important festive occasions for the community
YOU CAN DEMONSTRATE THAT:	<ul style="list-style-type: none"> - Your event will benefit the whole community - Your event has the potential to grow from its initial starting position (or first application to Council) 	<ul style="list-style-type: none"> - Your event has the capacity to grow from its initial starting position (or first application to Council) - You have applied for and/or received funding from Tourism and Events Queensland through their Destination Events Funding Program 	<ul style="list-style-type: none"> - You have received a minimum of one year of support under the Regional Event Program and have met all the requirements outlined in the agreement <p><i>N.B. – assessed on a case by case basis. Council acknowledges some major events or new</i></p>	<ul style="list-style-type: none"> - Your event will make a positive contribution to community and quality of life in the Cairns region 	<ul style="list-style-type: none"> - Your event must be a sporting event with a state, national or international component - Your event has the potential to grow from its initial starting position (or first application to Council) - Your event has the support of your sporting national 	<ul style="list-style-type: none"> - Your event will benefit the whole community - Your event has the potential to grow from its initial starting position (or first application to Council)



	Apply for Local funding if:	Apply for Regional funding if:	Apply for Major tourism funding if:	Apply for In Kind funding if:	Apply for Sports Tourism funding if:	Apply for Christmas/New Year funding if:
			<p><i>major events may never have received Regional Event funding from Council.</i></p> <ul style="list-style-type: none"> - You have received funding from Tourism and Events Queensland through their Destination, Significant or Major Events Program 		<p>body</p> <ul style="list-style-type: none"> -You can demonstrate the size of the event in terms of event audience, spectator numbers, participant numbers and/or media profile 	
YOUR APPLICATION HAS SUPPORT FROM:	- Local community groups	- Tourism Tropical North Queensland - Tourism and Events Queensland (where appropriate)	- Tourism Tropical North Queensland - Tourism and Events Queensland	Local community groups	- Sporting body (local, regional, state or national)	Local community groups
YOU ARE COMMITTED TO:	<p>Working with Council to ensure all event compliance requirements are met</p> <ul style="list-style-type: none"> - Promoting an inclusive event for the whole community 	<p>Working with Council and Tourism Tropical North Queensland to:</p> <ul style="list-style-type: none"> - ensure all event marketing opportunities are identified and leveraged - all event compliance requirements are met - reporting and progress is monitored 	<p>Working with Council, Tourism Tropical North Queensland and Tourism and Events Queensland to:</p> <ul style="list-style-type: none"> - ensure all event marketing opportunities are identified and leveraged - event risks are minimised - all event compliance 	<ul style="list-style-type: none"> - Working with Council to ensure all event compliance requirements are met - Promoting an inclusive event for the whole community 	<p>Working with Council and Tourism Tropical North Queensland to:</p> <ul style="list-style-type: none"> - ensure all event marketing opportunities are identified and leveraged - all event compliance requirements are met - reporting and progress is 	<ul style="list-style-type: none"> - Working with Council to ensure all event compliance requirements are met - Promoting an inclusive event for the whole community

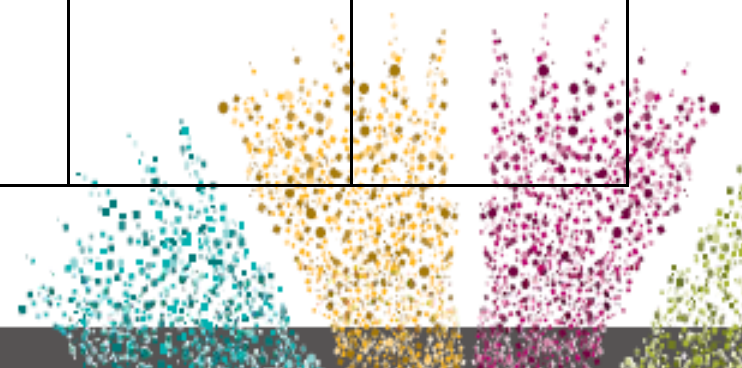


	Apply for Local funding if:	Apply for Regional funding if:	Apply for Major tourism funding if:	Apply for In Kind funding if:	Apply for Sports Tourism funding if:	Apply for Christmas/New Year funding if:
			requirements are met - reporting and progress is monitored		monitored	
YOU ARE SEEKING FUNDING OF UP TO:	\$15,000	\$50,000	From \$50,000. <i>Maximum amount per application is dependent on the application and discretion of Council</i>	\$3,000	\$15,000	\$5,000

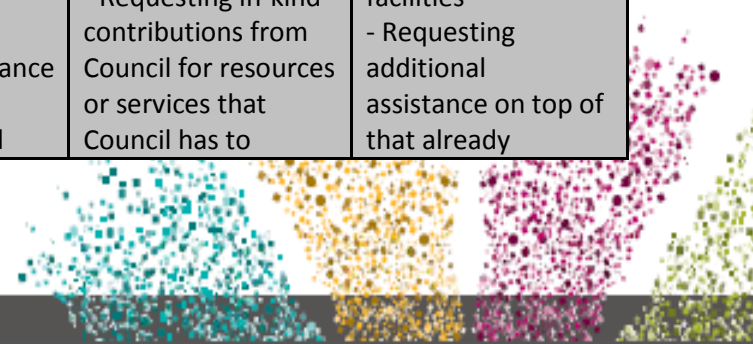
3. Applying for Council Funding

3.1 Eligibility

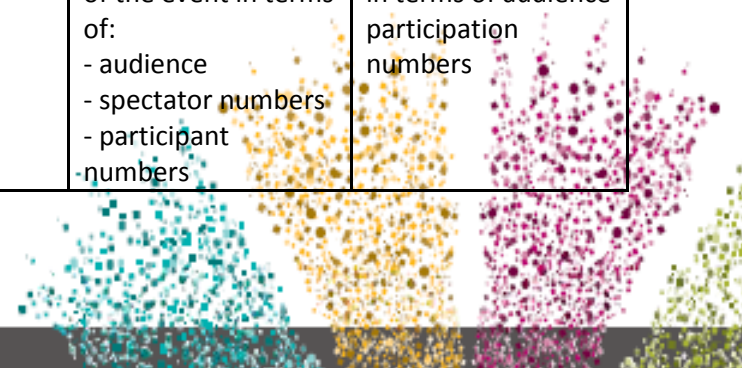
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LOCATION:	Wholly within the Cairns Regional Council boundaries	Wholly within the Tropical North Queensland region	Wholly within the Tropical North Queensland region	Wholly within the Cairns Regional Council boundaries	Wholly within the Tropical North Queensland region	Wholly within the Cairns Regional Council boundaries
PREVIOUS FUNDING FROM COUNCIL:			The event must have received a minimum of one year support under the Regional event program and have met all the requirements as outlined in the			



	Local	Regional	Major	In Kind	Sports Tourism	Christmas/New Year
			contract. <i>N.B. – assessed on a case by case basis. Council acknowledges some major events may never have received Regional Event funding from Council.</i>			
ELIGIBLE APPLICATION:	Applications must not be: - Requesting in-kind contributions from Council for resources or services that Council has to procure from outside organisations. As a general rule this includes anything that is not core Council business - For seasonal or regular bookings of Council managed facilities - Requesting additional assistance on top of that already received	Applications must not be: - Requesting in-kind contributions from Council for resources or services that Council has to procure from outside organisations. As a general rule this includes anything that is not core Council business - For seasonal or regular bookings of Council managed facilities - Requesting additional assistance on top of that already received	Applications must not be: - Requesting in-kind contributions from Council for resources or services that Council has to procure from outside organisations. As a general rule this includes anything that is not core Council business - For seasonal or regular bookings of Council managed facilities - Requesting additional assistance on top of that already received	Applications must not be: - Requesting in-kind contributions from Council for resources or services that Council has to procure from outside organisations. As a general rule this includes anything that is not core Council business - For seasonal or regular bookings of Council managed facilities - Requesting additional assistance on top of that already received	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 or national sporting association - Requesting in-kind contributions from Council for resources or services that Council has to	Applications must not be: - Requesting in-kind contributions from Council for resources or services that Council has to procure from outside organisations. As a general rule this includes anything that is not core Council business - For seasonal or regular bookings of Council managed facilities - Requesting additional assistance on top of that already



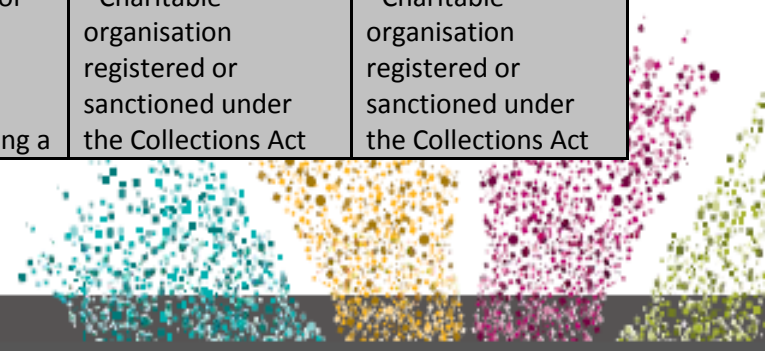
	Local	Regional	Major	In Kind	Sports Tourism	Christmas/New Year
	through another Council grant program for the event	through another Council grant program for the event	through another Council grant program for the event	through another Council grant program for the event	procure from outside organisations. As a general rule this includes anything that is not core Council business - 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 for the event.	received through another Council grant program for the event.
EVENT STARTING POINT:	- Community engagement -Promotion of event within the community The applicant must be able to demonstrate: - the size of the	The applicant must be able to demonstrate the historical size of the event in terms of: - audience - spectator numbers - participant numbers	The applicant must be able to demonstrate the historical size of the event in terms of: - audience - spectator numbers - participant numbers		The applicant must be able to demonstrate the size of the event in terms of: - audience - spectator numbers - participant numbers	The event must be able to demonstrate the size of the event in terms of audience participation numbers



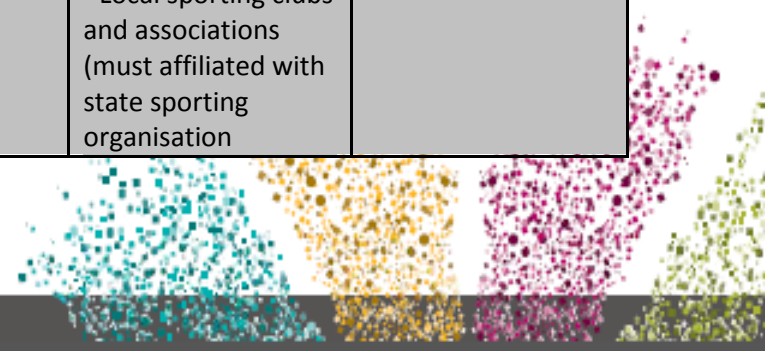
	Local	Regional	Major	In Kind	Sports Tourism	Christmas/New Year
	event in terms of: - audience - spectator numbers - participant numbers	- media profile	- media profile		- media profile	
EVENT GROWTH POTENTIAL:	The applicant must be able to demonstrate the capacity of the event to grow from its starting position and decrease the reliance on Council funding over time. After a maximum of 3 applications the event will need to demonstrate either: - Demonstrated effort to grow to a regional event; Or - Reduced reliance on Council funding in an attempt to be financially self-sufficient and sustainable	The applicant must be able to demonstrate the capacity of the event to grow from its starting position and decrease the reliance on Council funding over time. After a maximum of 3 applications the event will need to demonstrate either: - Demonstrated effort to grow to a major event; Or - Reduced reliance on Council funding in an attempt to be financially self-sufficient and sustainable	The applicant must demonstrate a desire to grow the event through increased spectator attendance or participants entries where appropriate. <i>N.B. Council acknowledges some major events are limited with growth capacity due to infrastructure or event restrictions.</i>		The applicant must be able to demonstrate the capacity of the event to grow from its initial starting position (or first application to Council). After a maximum of 3 applications the event will need to demonstrate either: - Growth to a regional or major event; or - Financially self-sufficient and sustainable	After a maximum of 3 applications the event will need to demonstrate financial self-sufficiency and sustainability.
TYPE OF EVENT:	The following types of events are <u>NOT</u>	The following types of events are <u>NOT</u>	The following types of events are <u>NOT</u>	The following types of events are <u>NOT</u>	The following types of events are <u>NOT</u>	The following types of events are <u>NOT</u>



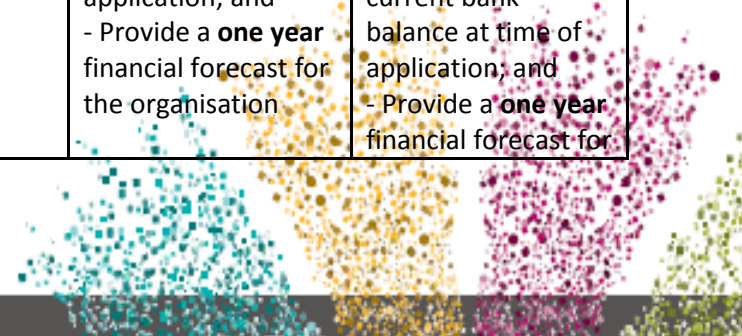
	Local	Regional	Major	In Kind	Sports Tourism	Christmas/New Year
	<p>eligible to apply for Council funding:</p> <ul style="list-style-type: none"> - Religious or political purpose events - Reunions - Any events that have received financial support from Council under any other funding source - Events that have outstanding Council acquittals or events that have previously not been satisfactorily acquitted - Events that show little differentiation to similar events delivered by Council 	<p>eligible to apply for Council funding:</p> <ul style="list-style-type: none"> - Religious or political purpose events - Reunions - Any events that have received financial support from Council under any other funding source - Events that have outstanding Council acquittals or events that have previously not been satisfactorily acquitted - Events that show little differentiation to similar events delivered by Council 	<p>eligible to apply for Council funding:</p> <ul style="list-style-type: none"> - Religious or political purpose events - Reunions - Any events that have received financial support from Council under any other funding source - Events that have outstanding Council acquittals or events that have previously not been satisfactorily acquitted - Events that show little differentiation to similar events delivered by Council 	<p>eligible to apply for Council funding:</p> <ul style="list-style-type: none"> - Religious or political purpose events - Reunions - Any events that have received financial support from Council under any other funding source - Events that have outstanding Council acquittals or events that have previously not been satisfactorily acquitted - Events that show little differentiation to similar events delivered by Council 	<p>eligible to apply for Council funding:</p> <ul style="list-style-type: none"> - School based regional, state of national championship event - Any events that have received financial support from Council under any other funding source - Events that do not have the support of the recognised state and national sporting association 	<p>eligible to apply for Council funding:</p> <ul style="list-style-type: none"> - Religious or political purpose events - Any events that have received financial support from Council under any other funding source - Events that have outstanding Council acquittals or events that have previously not been satisfactorily acquitted - Festive events that are not inclusive to the whole local community
STATUS OF EVENT ORGANISER	<p>The applicant must be a:</p> <ul style="list-style-type: none"> - Not-for-profit organisation; or - Charitable organisation registered or sanctioned under the Collections Act 	<p>The applicant must be a:</p> <ul style="list-style-type: none"> - Not-for-profit organisation; or - Charitable organisation registered or sanctioned under the Collections Act 	<p>The applicant must be a:</p> <ul style="list-style-type: none"> - Not-for-profit organisation; or - Charitable organisation registered or sanctioned under the Collections Act 	<p>The applicant must be a:</p> <ul style="list-style-type: none"> - Group that carries on activities for a public purpose; or - another entity whose primary object is not directed at making a 	<p>The applicant must be a:</p> <ul style="list-style-type: none"> - Not-for-profit organisation; or - Charitable organisation registered or sanctioned under the Collections Act 	<p>The applicant must be a:</p> <ul style="list-style-type: none"> - Not-for-profit organisation; or - Charitable organisation registered or sanctioned under the Collections Act



	Local	Regional	Major	In Kind	Sports Tourism	Christmas/New Year
	<p>1996; or</p> <ul style="list-style-type: none"> - Group that undertakes activities for a public purpose or whose primary objective is not directed at making a profit; or - Group that demonstrates strong community benefit or need and support for a project or activity 	<p>1996; or</p> <ul style="list-style-type: none"> - Group that undertakes activities for a public purpose or whose primary objective is not directed at making a profit; or - Group that demonstrates strong community benefit or need and support for a project or activity 	<p>1996; or</p> <ul style="list-style-type: none"> - Group that undertakes activities for a public purpose or whose primary objective is not directed at making a profit; or - Group that demonstrates strong community benefit or need and support for a project or activity; or - Commercial organisations that primarily support events or activities that are considered by Council to be in the public interest and to be of substantial benefits to the Cairns region. <p>These groups can include:</p> <ul style="list-style-type: none"> - Incorporated organisation; or - Group sponsored by an incorporated 	<p>profit</p>	<p>1996; or</p> <ul style="list-style-type: none"> - Group that undertakes activities for a public purpose or whose primary objective is not directed at making a profit; or - Group that demonstrates strong community benefit or need and support for a project or activity - State sporting associations (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 affiliated with state sporting organisation) 	<p>1996; or</p> <ul style="list-style-type: none"> - Group that undertakes activities for a public purpose or whose primary objective is not directed at making a profit; or - Group that demonstrates strong community benefit or need and support for a project or activity



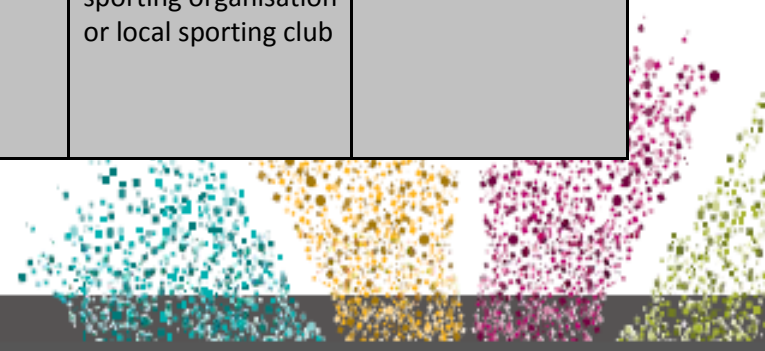
	Local	Regional	Major	In Kind	Sports Tourism	Christmas/New Year
			organisation; or - For profit group where the funded event is not projected to return a profit in the short term (includes industry associations, chambers of commerce, and industry clusters)		recognised by Queensland Sport and Recreation	
FINANCIAL REQUIREMENTS	Eligible groups must: - Submit the organisation's previous 2 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 time of application; and - Provide a one year financial forecast for the organisation	Eligible groups must: - Submit the organisation's previous 2 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 time of application; and - Provide a three year financial forecast for the	Eligible groups (excluding Commercial organisations) must: - Submit the organisation's previous 2 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		Eligible groups must: - Submit the organisation's previous 2 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 time of application; and - Provide a one year financial forecast for the organisation	Eligible groups must: - Submit the organisation's previous 2 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 time of application; and - Provide a one year financial forecast for



	Local	Regional	Major	In Kind	Sports Tourism	Christmas/New Year
		organisation	- Provide a three year financial forecast for the organisation Commercial organisations will be required to: - Submit an event budget detailing revenue and expenditure forecasts for the term of the proposed support			the organisation
TIMING OF EVENT	The event must take place within the timeframe relevant to the round to which the application is submitted	Minimum six month lead time to utilise funding to appropriately deliver and grow the event against the baseline	Minimum six month lead time to utilise funding to appropriately deliver and grow the event against the baseline	Events and activities are to commence and occur within 12 months of the application being lodged	Minimum six month lead time to utilise funding to appropriately deliver and grow the event against the baseline	The event is to occur within the identified timeframes and eligible event dates, nominated each year
TIMING OF APPLICATION	Funding will not be granted retrospectively or outside of a funding round. There will be four funding rounds per year. Applicants are NOT permitted to apply for funding more	Funding will not be granted retrospectively. Applications can be lodged at any time during the course of the financial year and will be assessed subject to available budgets.	Funding will not be granted retrospectively. Applications can be lodged at any time during the course of the financial year and will be assessed subject to available budgets.	Funding will not be granted retrospectively. Applications can be submitted at any time during the year; however the application must be lodged at least one month period to the	Funding will not be granted retrospectively. Applications can be lodged at any time during the course of the financial year and will be assessed subject to available budgets.	Funding will not be granted retrospectively or outside of a funding round. There will be one funding round per financial year



	Local	Regional	Major	In Kind	Sports Tourism	Christmas/New Year
	than once in the same year for the event across any Council funding programs (assuming the first application was successful)	Applications must be lodged six before the proposed assistance is required. Applicants are NOT permitted to apply for funding more than once in the same year for the event across any Council funding programs (assuming the first application was successful)	Applications must be lodged six before the proposed assistance is required	state of the event or activity	Applications must be lodged six before the proposed assistance is required	
LOCAL SUPPORT	Preference will be given to applications that include evidence of confirmed support from the local community i.e. sponsorship, letters of support	Preference will be given to applications that include evidence of confirmed cash or in-kind from the community, Tourism Tropical North Queensland and Tourism and Events Queensland through their Queensland Destination Events Funding Program. Where unsuccessful in receiving funding	Preference will be given to applications that include evidence of confirmed cash or in-kind from Tourism Tropical North Queensland and Tourism and Events Queensland's Event Funding Program. Where unsuccessful in receiving funding from Tourism Events Queensland, show		Preference will be given to applications that include evidence of confirmed support from the local community i.e. sponsorship, letters of support and support by either the state or national sporting organisation or local sporting club	Preference will be given to applications that include evidence of confirmed support from the local community i.e. sponsorship, letters of support

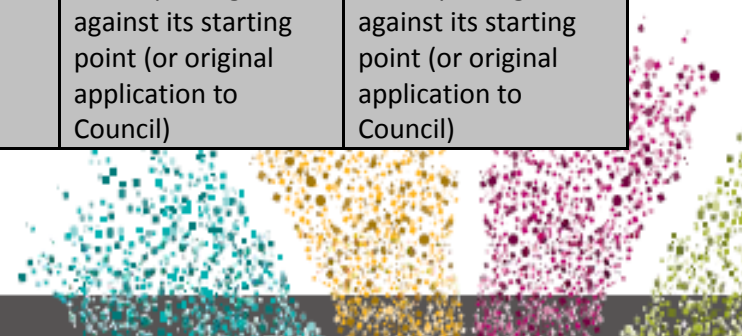


	Local	Regional	Major	In Kind	Sports Tourism	Christmas/New Year
		from Tourism Events Queensland, show demonstrated effort to have applied to their program	demonstrated effort to have applied to their program			
COUNCIL PROMOTION	The event must be listed on Councils What's On Calendar and evidence of this listing must be submitted with the application	The event must be listed on Councils What's On Calendar and the Australian Tourism Data Warehouse (ATDW) and evidence of both listings must be submitted with the application	The event must be listed on Councils What's On Calendar and the Australian Tourism Data Warehouse (ATDW) and evidence of both listings must be submitted with the application	The event marketing should show Council's logo in recognition of the support supplied	The event must be listed on Councils What's On Calendar and evidence of this listing must be submitted with the application	The event must be listed on Councils What's On Calendar and evidence of this listing must be submitted with the application

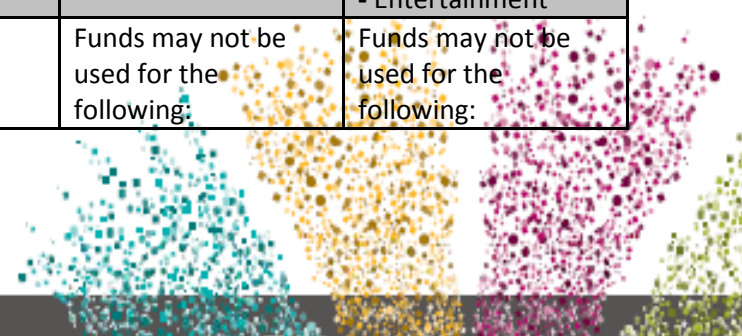
3.2 Conditions of funding

Once the eligibility of an event is confirmed, the following conditions of funding apply for all events funding:

	Local	Regional	Major	In Kind	Sports Tourism	Christmas/New Year
USE FUNDS TO ACHIEVE GROWTH:	The applicant must demonstrate: - How the funds will assist the event to develop and grow against its starting point (or original application to Council)	The applicant must demonstrate: - How the funds will assist the event to develop and grow against its starting point (or original application to Council)	The applicant must demonstrate: - How the funds will assist the event to develop and grow against its starting point (or original application to Council)		The applicant must demonstrate: - How the funds will assist the event to develop and grow against its starting point (or original application to Council)	The applicant must demonstrate: - How the funds will assist the event to develop and grow against its starting point (or original application to Council)



	Local	Regional	Major	In Kind	Sports Tourism	Christmas/New Year
	- How the fund will assist the event achieve the programs objectives	- How the fund will assist the event achieve the programs objectives	- How the fund will assist the event achieve the programs objectives - How the funds will leverage and amplify event outcomes		- How the fund will assist the event achieve the programs objectives	- How the fund will assist the event achieve the programs objectives
APPLICATION OF FUNDS:	The application must outline how the event will achieve the program's objectives	The application must outline how the event will achieve the program's objectives	The application must outline how the event will achieve the program's objectives	In Kind only	The application must outline how the event will achieve the program's objectives	The application must outline how the event will achieve the program's objectives
ELIGIBLE USES OF FUNDS:	<ul style="list-style-type: none"> - Engagement of short term specialised personnel - Hire of temporary infrastructure - Use/Hire of Council resources and capabilities to support the delivery of the event - Marketing costs - Venue hire costs - Appearance and travel costs - Entertainment 	<ul style="list-style-type: none"> - Engagement of short term specialised personnel - Hire of temporary infrastructure - Use/Hire of Council resources and capabilities to support the delivery of the event - Marketing costs - Appearance and travel costs - Entertainment 	<ul style="list-style-type: none"> - Engagement of short term specialised personnel - Hire of temporary infrastructure - Use/Hire of Council resources and capabilities to support the delivery of the event - Marketing costs - Appearance and travel costs - Entertainment 	In Kind only	<ul style="list-style-type: none"> - Engagement of short term specialised personnel - Hire of temporary infrastructure - Use/Hire of Council resources and capabilities to support the delivery of the event - Marketing costs - Appearance and travel costs - Entertainment 	<ul style="list-style-type: none"> - Engagement of short term specialised personnel - Hire of temporary infrastructure - Use/Hire of Council resources and capabilities to support the delivery of the event - Marketing costs - Venue hire costs - Appearance and travel costs - Entertainment
INELIGIBLE USES OF FUNDS	Funds may not be used for the following:	Funds may not be used for the following:	Funds may not be used for the following:		Funds may not be used for the following:	Funds may not be used for the following:



	Local	Regional	Major	In Kind	Sports Tourism	Christmas/New Year
	<ul style="list-style-type: none"> - General operating costs - Purchase of equipment (hire accepted) - Administration expenses - Full time employment costs - Legal fees 	<ul style="list-style-type: none"> - General operating costs - Purchase of equipment (hire accepted) - Administration expenses - Full time employment costs - Legal fees 	<ul style="list-style-type: none"> - General operating costs - Purchase of equipment (hire accepted) - Administration expenses - Full time employment costs - Legal fees 		<ul style="list-style-type: none"> - General operating costs - Purchase of equipment (hire accepted) - Administration expenses - Full time employment costs - Legal fees 	<ul style="list-style-type: none"> - General operating costs - Purchase of equipment (hire accepted) - Administration expenses - Full time employment costs - Legal fees
FUNDING LIMIT	From \$2,000 to \$15,000 per year per application	From \$5,000 to \$50,000 per year per application	From \$50,000 per year per application. The maximum amount is dependent on the application and discretion of Council	Up to \$3,000 per year per event	From \$5,000 to \$15,000 per year per application	From \$1,500 to \$5,000 per year per application
RECOGNITION TO BE PROVIDED TO COUNCIL	Details to be outlined in the funding agreement	Details to be outlined in the funding agreement	Details to be outlined in the funding agreement	The event marketing should show Council's logo in recognition of the support supplied	Details to be outlined in the funding agreement	Details to be outlined in the funding agreement
KEY PERFORMANCE OUTCOMES	<ol style="list-style-type: none"> 1. Engagement with the community 2. Promotion of event to whole community 3. Demonstrated effort to source additional investment/funding 	<ol style="list-style-type: none"> 1. Capacity of the event to grow 2. Event outcomes (i.e. reporting on number of participants and spectators) 3. Engagement with Tourism and Events 	<ol style="list-style-type: none"> 1. Tourism outcomes 2. Event outcomes 3. Council outcomes 4. Event activation, marketing and promotion 5. Destination marketing 6. Community 		<ol style="list-style-type: none"> 1. Capacity of the event to grow 2. Event outcomes (i.e. reporting on number of participants and spectators) 3. Engagement with Tourism and Events 	<ol style="list-style-type: none"> 1. Engagement with the community 2. Promotion of event to whole community 3. Demonstrated effort to source additional investment/funding



	Local	Regional	Major	In Kind	Sports Tourism	Christmas/New Year
	from other organisations 4. Event outcomes (i.e. number of participants & spectators) 5. Council outcomes (i.e. compliance with Council obligations, engagement with Councillors)	Queensland's Destination Events Program 4. Tourism outcomes (i.e. destination marketing) 5. Council outcomes (i.e. compliance with Council obligations, engagement with Councillors) 6. Event activation, marketing and promotion	engagement outcomes (i.e. volunteerism, business for local traders, bringing community together)		Queensland's Destination Events Program 4. Tourism outcomes (i.e. destination marketing) 5. Council outcomes (i.e. compliance with Council obligations, engagement with Councillors) 6. Event activation, marketing and promotion	from other organisations 4. Event outcomes (i.e. number of participants & spectators) 5. Council outcomes (i.e. compliance with Council obligations, engagement with Councillors)
ACQUITTAL OBLIGATIONS	A detailed outcomes report must be submitted to Council within two months of the completion of the event.	A detailed outcomes report must be submitted to Council within three months of the completion of the event.	A detailed outcome report must be submitted to Council within three months of the completion of the event.	Nil	A detailed outcome report must be submitted to Council within three months of the completion of the event.	A detailed outcomes report must be submitted to Council within two months of the completion of the event.

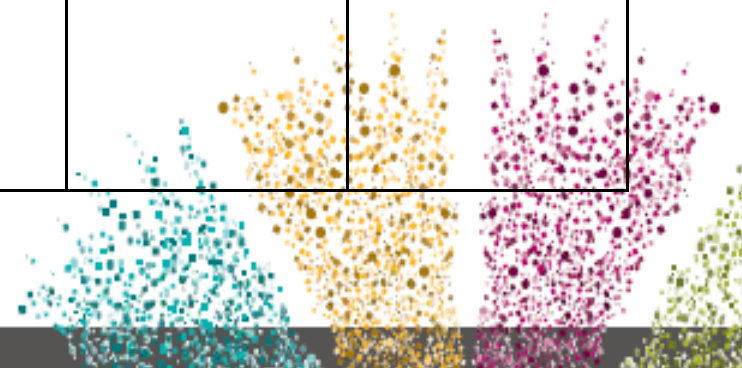
4. Evaluation Criteria

The following general evaluation criteria will apply to the assessment of applications:

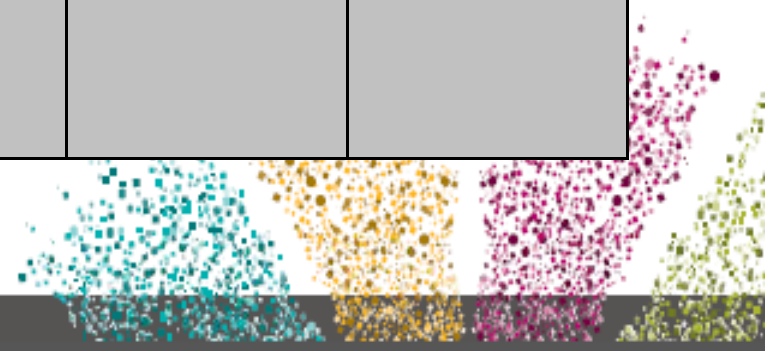
	Local	Regional	Major	In Kind	Sports Tourism	Christmas/New Year
BALANCED EVENTS PORTFOLIO	Does the event contribute to a balanced events	Does the event contribute to a balanced events	Does the event contribute to a balanced events		Does the event contribute to a balanced events	



	Local	Regional	Major	In Kind	Sports Tourism	Christmas/New Year
	<p>portfolio that drives visitation in low and shoulder seasons?</p> <ul style="list-style-type: none"> - November – May - June – October <p>What is the type of event?</p> <ul style="list-style-type: none"> - Sporting - Cultural - Community 	<p>portfolio that drives visitation in low and shoulder seasons?</p> <ul style="list-style-type: none"> - November – May - June – October <p>What is the type of event?</p> <ul style="list-style-type: none"> - Sporting - Cultural - Community 	<p>portfolio that drives visitation in low and shoulder seasons?</p> <ul style="list-style-type: none"> - November – May - June – October <p>What is the type of event?</p> <ul style="list-style-type: none"> - Sporting - Cultural - Community 		<p>portfolio that drives visitation to the Cairns region and increase sports participation</p> <p>What is the type of event?</p> <ul style="list-style-type: none"> - Regional - State - National 	
CONTRIBUTE TO THE ECONOMY		<ul style="list-style-type: none"> - Number of attendees (including participants, spectators, sponsors, media and event support staff such as volunteers, officials and caterers) - Average daily spend - Length of stay - Direct visitor nights (primary purpose for event only) 	<ul style="list-style-type: none"> - Number of attendees (including participants, spectators, sponsors, media and event support staff such as volunteers, officials and caterers) - Average daily spend - Length of Stay - Direct and incremental spending - Direct visitor nights (primary purpose for event only) - Economic contribution to region 		<ul style="list-style-type: none"> - Number of attendees (including participants, spectators, sponsors, media and event support staff such as volunteers, officials and caterers) - Average daily spend - Length of stay - Direct visitor nights (primary purpose for event only) 	



	Local	Regional	Major	In Kind	Sports Tourism	Christmas/New Year
			<3m >3m -4.5m >4.5m – 6m >6m – 8.5m >8.5m – 10m >10m			
ATTRACT VISITORS		- Number of visitors (including participants, spectators and sponsors) >1,000 >1,500 >2,000 - Origin of attendees above (intrastate, interstate, international) - Number of Visitor Nights >2,500 >5,000 >7,500 >10,000 >15,000	- Number of visitors (including participants, spectators, sponsors, media and event support staff such as volunteers, officials and caterers) - Origin of attendees above (intrastate, interstate, international) - Number of Visitor nights <20,000 >20,000 -30,000 >31,000 – 40,000 >41,000 – 50,000 >50,000 - Overnight visitor expenditure <3m >3m -4.5m >4.5m – 6m >6m – 8.5m		- Number of visitors (including athletes/ performances), spectators and accompanying partners, support staff, media, sponsors, officials, stall holders and volunteers) >1,000 >1,500 >2,000 - Origin of attendees above (intrastate, interstate, international)	



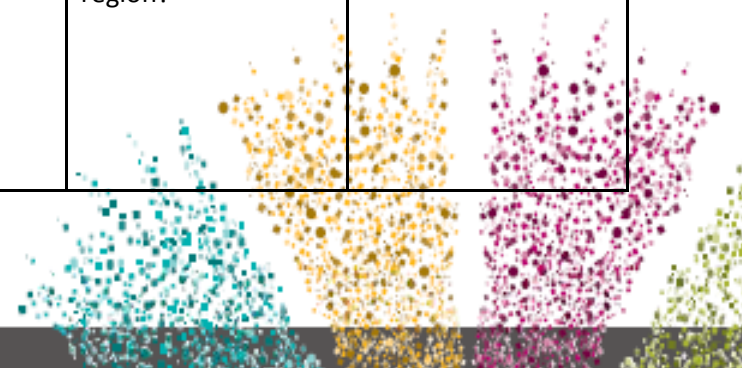
	Local	Regional	Major	In Kind	Sports Tourism	Christmas/New Year
			>8.5m – 10m >10m			
FUTURE GROWTH & SUSTAINABILITY (Regional and Major events will need to attach their draft event budget to the application)	<ul style="list-style-type: none"> - Does the event have the capacity to decrease the reliance on Council funding over time? - Does the event demonstrate capacity to grow? - Is the event budget realistic? - Can the event proceed without Council funding? - Does the event have the capacity to ever become self-sufficient? - Does the event receive support (cash or budget relieving in kind) from other organisations, corporates or government? 	<ul style="list-style-type: none"> - Does the event identify areas of opportunity and growth? - Does the event have the capacity to decrease the reliance on Council funding over time? - Does the event demonstrate a capacity to grow? - Can the event proceed without the support of Council? - Does the event have the capacity to ever become self-sufficient? - What is the level of support (cash or budget relieving in kind) received from State government and corporate sponsors - Expertise and skills of event organisers 	<ul style="list-style-type: none"> - Does the event identify areas of opportunity and growth? - Does the event have the capacity to decrease the reliance on Council funding over time? - Does the event demonstrate a capacity to grow? - Can the event proceed without the support of Council? - Does the event have the capacity to ever become self-sufficient? - What is the level of support (cash or budget relieving in kind) received from State government and corporate sponsors - Expertise and skills of event organisers 		<ul style="list-style-type: none"> - Does the event identify areas of opportunity and growth? - Does the event have the capacity to decrease the reliance on Council funding over time? - Does the event demonstrate a capacity to grow? - Can the event proceed without the support of Council? - Does the event have the capacity to ever become self-sufficient? - What is the level of support (cash or budget relieving in kind) received from State government and corporate sponsors - Expertise and skills of event organisers 	<ul style="list-style-type: none"> - Does the event have the capacity to become financially self-sufficient and sustainable? - Does the event demonstrate capacity to grow? - Is the event budget realistic and adequate for the expected audience numbers and participants involved in the event? - Can the event proceed without Council funding? - Does the event receive support (cash or budget relieving in kind) from other organisations, corporates or government ? - Is the event well planned, financial viable and have



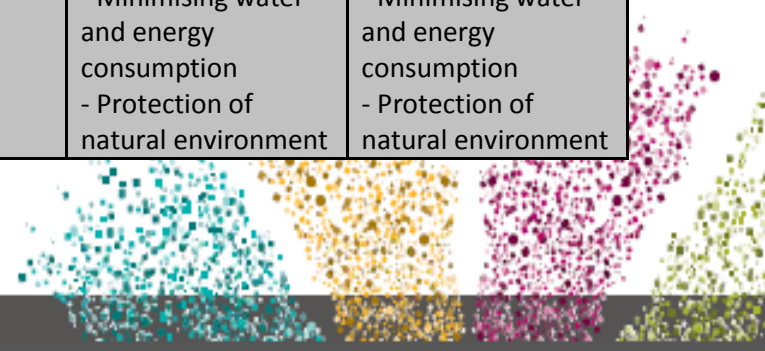
	Local	Regional	Major	In Kind	Sports Tourism	Christmas/New Year
						suitable skilled people involved?
COMMUNITY PRIDE (Regional and Major events need to attach a community engagement plan which details meaningful and integrated engagement with the community across traders, media, business etc.)	<ul style="list-style-type: none"> - Is the event important to the local economy? - Will the event benefit the whole community or a segment of the community - Will the event bring people together; give a sense of identity and belonging? - Is the event inclusive and open to all of the community? - Does the event assist in enhance the overall quality of life in the local community? - Does the event assist in making the community an interesting place to live and work? - Does the event bring 'feel good' 	<ul style="list-style-type: none"> - Will the event bring people together; give a sense of identity and belonging? - Is the event inclusive and open to all of the community or just a segment? - Does the event assist in making the community an interesting place to live and work? - Does the event bring 'feel good' factors such as enjoyment, satisfaction and happiness? - Will the event leave a legacy impact i.e. skills and capacity building for locals - Does the event improve the appearance of the local area? 	<ul style="list-style-type: none"> - Will the event leave a legacy impact i.e. skills and capacity building for locals - Will the event bring people together; give a sense of identity and belonging? - Is the event inclusive and open to all of the community or just a segment? - Does the event assist in making the community an interesting place to live and work? - Does the event bring 'feel good' factors such as enjoyment, satisfaction and happiness? - Does the event improve the appearance of the 		<ul style="list-style-type: none"> - Will the event bring people together; give a sense of identity and belonging? - Is the event important to the local economy? - Is the event inclusive and open to all of the community or just a segment? - Does the event assist in making the community an interesting place to live and work? - Does the event bring 'feel good' factors such as enjoyment, satisfaction and happiness? 	<ul style="list-style-type: none"> Will the event benefit the whole community or a segment of the community? - Is there an identified and demonstrated need for the event? - Is there community support for the event? - Will the event bring people together; give a sense of identity and belonging? - Is the event inclusive and open and accessible to the community? - Does the event bring 'feel good' factors such as enjoyment, satisfaction and happiness? - Does the event involve the local businesses,



	Local	Regional	Major	In Kind	Sports Tourism	Christmas/New Year
	factors such as enjoyment, satisfaction and happiness?		local area?			suppliers, school etc.?
ENHANCE CAIRNS' PROFILE (Organisations are required to attach a marketing plan/strategy that: - promotes the event to maximise the event attendance and visitation - profiles the region to encourage visitors to stay longer and undertake alternate activities - leverages the event and brands the region to create atmosphere, local pride, exposure to visitors)	- Will the event encourage positive publicity and promotion exposure for the community? - Will the event create atmosphere, local pride, exposure to the whole community? - Will the event assist in improving the perception or positioning of the Cairns community?	- Will the event amplify the regions brand and create future connectivity with visitors? - Will the event profile the region in a way that encourages visitors to stay longer and undertake other experiences and attractions? - Will the event assist in improving the perception or positioning of Cairns? - Will the event demonstrate the promotion of environmentally friendly practices in line with the regions natural attractions? - Does the event present leverage opportunities for the region?	- What is the broadcast media value of the event and what mediums does it incorporate? -What is the advertising space rate for the event (what would be the cost to purchase the equivalent amount of media space and or time for the coverage) - Will the event demonstrate the promotion of environmentally friendly practices in line with the regions natural attractions? - Will the event amplify the regions brand and create future connectivity with visitors? - Will the event profile the region in		- Will the event encourage positive publicity and promotion exposure for the community? - Will the event profile the region in a way that encourages visitors to stay longer and undertake other experiences and attractions? - Will the event create atmosphere, local pride, exposure to the whole community? - Does the event present media and marketing leverage opportunities for the region?	- Does the event activate, enliven and engage the local area and facilities? - Does the event improve the perception and positioning of the suburb within the local community? - Does the event bring the festive spirit to the local community?



	Local	Regional	Major	In Kind	Sports Tourism	Christmas/New Year
			<p>a way that encourages visitors to stay longer and undertake other experiences and attractions?</p> <ul style="list-style-type: none"> - Will the event assist in improving the perception or positioning of Cairns? - Does the event present leverage opportunities for the region? 			
ENVIRONMENTAL IMPACT	<p>Is the event demonstrating initiatives to pursue a more environmentally friendly event through:</p> <ul style="list-style-type: none"> - Waste management and recycling - Promotion of public transport - Minimising water and energy consumption - Protection of natural 	<p>Is the event demonstrating initiatives to pursue a more environmentally friendly event through:</p> <ul style="list-style-type: none"> - Waste management and recycling - Promotion of public transport - Minimising water and energy consumption - Protection of natural environment 	<p>Is the event demonstrating initiatives to pursue a more environmentally friendly event through:</p> <ul style="list-style-type: none"> - Waste management and recycling - Promotion of public transport - Minimising water and energy consumption - Protection of natural environment 		<p>Is the event demonstrating initiatives to pursue a more environmentally friendly event through:</p> <ul style="list-style-type: none"> - Waste management and recycling - Promotion of public transport - Minimising water and energy consumption - Protection of natural environment 	<p>Is the event demonstrating initiatives to pursue a more environmentally friendly event through:</p> <ul style="list-style-type: none"> - Waste management and recycling - Promotion of public transport - Minimising water and energy consumption - Protection of natural environment



	Local	Regional	Major	In Kind	Sports Tourism	Christmas/New Year
	environment					

5. Lodging the application

Application forms are made available on Council's website www.cairns.qld.gov.au/community-information/community-grants. Grant round openings (if applicable) are advertised through the local paper, Council's Facebook page and Council's website. Applications must be completed and submitted electronically. Handwritten applications will not be accepted. When lodging your application:

- It is important to ensure your application form is 100% complete prior to lodging
- Ensure all information provided is succinct and relevant to the information requested on the form. Special attention needs to be made to the completion of the selection criteria
- Applications are to be lodged electronically. Council requests that you complete the forms electronically rather than handwriting
- Ensure that you are aware of the required timeframes for lodging applications, and where applicable, funding rounds
- Applicants need to be aware that the grant assessment process can take three to four months from the closure of the funding round, or from application lodgement (for year round applications). This should be factored into the planning of your events.

6. Contacting Cairns Regional Council

Requests for further information should be directed to:

Cairns Regional Council

Events Team - 1300 69 22 47 / events@cairns.qld.gov.au



7. Your guide to Events Terminology

Terminology	Description
Local	Event that serves to celebrate important occasions for the local community within Council boundaries
Regional	Event that aims to drive economic development of a region through a regionally significant event. Visitation tends to be from within Queensland and fostering community pride and culture remain an important factor
Major Tourism	Event that aims to drive economic development of the Tropical North Queensland region through a nationally significant event, which attracts international and interstate visitation and national media exposure
In-Kind Assistance	In-Kind assistance is where Council resources, materials and/or services are provided as a contribution towards an event. For example permit application fees, facility booking fees, and event infrastructure hire
Sports Tourism	Event is a sporting event of regional, state or national significance that provides economic, social, media and community outcomes for the region
Christmas and New Years	Events that celebrate important festive occasions for the community
Intrastate visitors	Visitors from within Queensland
Interstate visitors	Visitors from outside of Queensland
International visitors	Visitors from outside of Australia
Visitor Nights	Total number of nights spent by overnight visitors on overnight trips. Visitor nights = number of visitors x number of nights of their stay e.g. 100 delegates staying 3 nights = 300 visitor nights
Average length of Stay	Average number of days/nights a guests stays in an establishment during the event period. It is calculated by dividing the number of overnight stays by the number of arrivals. = $\frac{\text{number of overnight stays}}{\text{Number of guest arrivals}}$

