

**FUNDING PROGRAM – APPLICATION FORM**

MAJOR EVENT FUNDING

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| **OVERVIEW** |
| **Intent/Purpose**To drive economic activity in Cairns & Great Barrier Reef. It aims to nurture and grow a diverse portfolio of events that will drive positive economic returns for the Cairns community, raise the profile of the Cairns region nationally and internationally, generate positive social and cultural benefits and inspire the residents of Cairns. Major events attract interstate and international visitors (typically 25,000 to 50,000 visitor nights), national media exposure and produce a $3m to $10m economic return to the region. Events securing Major Event funding will provide a lasting legacy to the TNQ region.**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**This stream can provide assistance through cash or in-kind contributions or a combination of both cash and in-kind. The minimum amount per application is $50,000.**Logistics**Applications can be lodged at any time during the course of the financial year and will be assessed subject to available budgets. The application should be lodged at least six months before the proposed assistance is required. Only one successful application per year is permitted.**Assessment & Approval Responsibilities**The application will be assessed by a panel of two Council officers in consultation with Tourism Tropical North Queensland.The delegation level for decisions will be the full Council. |

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| **ELIGIBILITY** |
| **Application eligibility:****Eligible Applicants must*** Submit the organisation's current previous two years financial statements (as submitted to the Office of Fair Trading) or the latest treasurer's report covering previous 24 months; and
* Provide evidence of the organisation’s current bank balance at the time of application; and
* Provision of evidence to demonstrate the organisation’s operational and financial capacity to deliver the event. This may include provision of an event budget and details of the applicants’ previous experience and capabilities delivering events of a similar scale and nature.
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| **Eligibility Criteria**To be eligible to apply for Major Event funding, an event must meet the following:* The event must take place within the Cairns region.
* The applicant must demonstrate the historical size of the event in terms of:
* Event audience
* Spectator numbers
* Participant numbers, and/or
* Media profile
* The applicant must be able to demonstrate the capacity of the event to grow from its initial starting position (or first application to Council)
* In respect of the event, the applicant must be able to accurately estimate the following information:
* Total number of attendees (and by location);
* Average length of stay of attendees (excluding locals);
* The daily expenditure of attendees (excluding locals);
* Economic impact data for the event;
* Alternative sources of income through sponsorship;
* Commentary on how the event will positively enhance the region’s profile as a visitor destination;
* Size and type of media coverage for the event
* The applicant must receive event support from Tourism Tropical North Queensland and Tourism and Events Queensland.
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| **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.
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| **ASSISTANCE AVAILABLE** |
| **Funding Period** At the discretion of Council**Funding Amount** From $50,000 per year per application**Ineligible Funding Items**  Gifts* Standard Business operating expenses
* Alcohol and tobacco products
* Council may choose to exclude additional items from time-to-time as deemed appropriate and under delegation of management
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| **APPLICATION APPROVAL PROCESS** |
| 1. The applicant is advised to consult with the Council contact officer prior to submitting a funding application. Applications can be submitted on this form or via a tailored proposal document that contains all the information required in this form.
2. The completed application will be submitted by the applicant to the Council email address, within the designated application submission time frame.
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.
5. Applications will be submitted for assessment to the designated selection panel. Once assessed a list of recommendations will be produced to submit to Council.
6. Recommendations will be submitted to the full Council. 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.
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| **FUNDING ACQUITTAL REQUIREMENTS** |
| A detailed outcomes report must be submitted within three months of the completion of the event. |
| **CONDITIONS** |
| **Successful funding 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 time frame.
* Submit the agreed acquittal documents within the agreed time frame (as specified in the funding agreement) to demonstrate that the funding has been utilised for the intended purpose.
* Return any unspent 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, noting Council as an interested party (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.
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| **APPLICATION SUBMISSION** |
| Application must be completed and submitted electronically as an email attachment to Email Address: | **events@cairns.qld.gov.au** |
| **ENQUIRIES** |
| Contact the Economic Events Partnerships Team | **Phone: 1300 69 22 47****Email:** **events@cairns.qld.gov.au** |

For further information of available Council grants please visit the Community Grants page on the Council website ([www.cairns.qld.gov.au/payments/grants).](http://www.cairns.qld.gov.au/payments/grants%29)



**GRANTS PROGRAM – APPLICATION FORM**

MAJOR EVENT GRANT

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| **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?** | YES | **ABN** |  |  |  |  |  |  |  |  |  |  |  |
| *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*](http://www.ato.gov.au/uploadedFiles/Content/MEI/downloads/BUS38509n3346_5_2012.pdf) |
| **Is the organisation GST Registered?** | YES |  | **Incorporation No** |  |
| *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-](https://www.ato.gov.au/general/other-languages/in-detail/information-in-other-languages/gst-for-small-business/) [business/](https://www.ato.gov.au/general/other-languages/in-detail/information-in-other-languages/gst-for-small-business/) *for further information on GST.* |
| **APPLICANT CONTACT DETAILS** |
| **Applicant Contact Name** |  | **Position in Organisation** |  |
| **Phone** |  | **Mobile** |  | **Email** |  |
| **Alternative Contact Name** |  | **Position in Organisation** |  |
| **Phone** |  | **Mobile** |  | **Email** |  |
| **EVENT DETAILS** |
| **Event Name** |  |
| **Proposed Location/Venue(s) of the event?** |  |
| **Tell us in 30 words or less what your event is about** |
| **Does your event take place on Council owned or controlled land?** | **Yes** | **No** |
| **Is this a new or existing event?** | **New** |  |  | **Existing** |  |  |
| **Event Frequency** | **Annual** | **Bi-annual** | **Other:** |  |  |
| **When was the event first held?** |  | **How many times has it been held?** |  |
| **Are there any Council permits/ fees are applicable to this project, activity or event? (e.g. park hire, food permits, temporary entertainment permit, Council facility venue hire etc.)** |
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| **EVENT DATES FOR PROPOSED FUNDING (20% weighting)***Assessment criteria 4 – Contribute to a balanced Economic Event Partnerships portfolio* |
| **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* |

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| **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** |
| **ECONOMIC AND TOURISM BENEFIT (55% Weighting)***Assessment Criteria 1 - Demonstrate economic return via visitor expenditure to the Cairns Economy (55%) including:** *attracting significant intrastate and interstate visitors to the Cairns region;*
* *enhance the profile of the Cairns region through media awareness and reach.*
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| **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****Support Staff, media, sponsors, officials, stall holders and volunteers****Athletes/Performers -** *For sporting events, please list the number of athletes/performers who will be participating in your event*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)] = 0.7The average length of stay will describe the number of nights each visitor will spend in the Cairns region. |

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| **Year** | **Amount** | **Funding Uses** |
| *e.g. 2014* | *$10,000* | *Marketing and Promotions* |
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| **Location** | **Number** |
| Local |  |
| Intrastate (from within Queensland) |  |
| Interstate (from outside of Queensland) |  |
| International (from overseas) |  |
| **TOTAL** | 0 |

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| **Location** | **Number** |
| Local |  |
| Intrastate (from within Queensland) |  |
| Interstate (from outside of Queensland) |  |
| International (from overseas) |  |
| **TOTAL** | 0 |

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

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| **Visitor Nights** |
| Number of attendees who stay overnight |  |
| Ratio of attendees who stay overnight |  |
| Possible length of stay for overnight visitors in Queensland |  |

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|  | **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.
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| **GROWTH STRATEGIES (10% weighting including event budget)***Assessment Criteria 3 – Demonstrate future growth and sustainability* |
| **Tell us how you will grow the value of your event in future years?** |
| **EVENT BUDGET*****\*all figures are to be shown as GST exclusive\**** |
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|  | **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 $** |  |
|  | Please list (e.g. Venue Hire, Equipment Hire, Marketing and Promotion, Catering, Staff Costs, Admin) |  |  |
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|  | **TOTAL EXPENSES** |  |  |
|  | ***NET GAIN / (LOSS)*** |  |  |
|  |  |  |  |
|  | **External In-Kind Contributions (non-council in-kind)** | **$** |  |
|  | Volunteer Time |  |  |
|  | Donated Materials |  |  |
|  |  |  |  |
|  | **TOTAL IN-KIND** |  |  |

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| **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** |  |
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| **Other budget relieving funding sources** (all figures are GST exclusive) |
|  | **Details of other funding** | **Amount** | **Cash or In Kind** | **Confirmed?** |  |
|  | *Ticket Sales* | *$30,000* | *Cash* | *Yes* |  |
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| **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 2 – 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** |

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| **Is your event inclusive and accessible by all? If so, how?** |
| **How does your event assist in making the community an interesting place to live and work?** |
| **Does your event bring ‘feel good’ factors such as enjoyment, satisfaction and happiness? If so, how?** |
| **MARKETING AND PROMOTIONS (55% combined weighting)***Assessment Criteria 1 – Enhance the profile of the Cairns region through media awareness and reach* |
| **Event Website** |  | **Facebook** |  |
| **Twitter** |  | **YouTube or other video sites** |  |
| **Instagram** |  |  |
| **Tell us how you will** |
| **Promote the event to encourage positive publicity and promotion exposure for the community?** |
| **Promote the event to maximise attendance?** |
| **Leverage the event and brand the region to create atmosphere, local pride, exposure to visitors?** |
| **Details of past marketing efforts***Please attach***Details of past media coverage***Please attach***Plan to achieve future media coverage***Please attached completed marketing and/or promotional plan template* |
| **ENVIRONMENTAL BENEFIT (5% weighting)***Assessment Criteria 5 – Demonstrate no adverse environmental impact* |
| **Tell us how your event will pursue a more environmentally friendly event through** |
| **Waste management and recycling** |  |
| **Promotion and or/use of public transport** |  |

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| **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 |
|  | Evidence of listing with Cairns Regional Council’s What’s on Calendar |
|  | Evidence of listing with the Australian Tourism Data Warehouse |
|  | Yes, I am having food stalls/vendors/ entertainment at my event |
|  | Yes, I think I may need a Road Closure or traffic management at my event |
| **DECLARATION/AUTHORISATION** |
| * 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 |
| ***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.*** |