



# Tourism Events Grant Policy

## 1. POLICY STATEMENT

Balonne Shire Council recognises the role Tourism Events play in the long-term economic development and sustainability of communities in the Shire. Tourism Events can stimulate the local economy and employment through increased visitation, length of stay and expenditure while simultaneously encouraging business partnerships, creating a positive destination image of a region and building a sense of pride within the community.

## 2. PRINCIPLES

The Balonne Shire Council's Tourism Events Grant aims to:

- Position the Shire and grow its reputation as a tourism and events destination
- Maximise the economic, media and community values of events
- Promote and enhance the appeal of the Shire as a region of opportunity for families and businesses
- Encourage best practice in the development and implementation of events
- Create a vibrant and diverse calendar of events within the Balonne Shire.

## 3. SCOPE

The Tourism Events Grant Program is developed with a philosophy of partnership, whereby Council provides a grant to encourage, engage and support Event Organisers and Organisations to make a positive and ongoing tourism contribution to the Shire.

The policy is to provide a framework which guides the administration of the Balonne Shire Council's Tourism Events Grant.

### Funding Priorities

Preference will be given to events that:

- Increase visitation and length of stay from audiences outside the Shire, particularly during low visitation periods
- Generates positive state-wide or national media coverage for the event and the Shire
- Stimulate the local economy through community and business partnerships and involvement.

## 4. RESPONSIBILITY

Council will not act in an event coordinator capacity with the exception of delivering its own civic events (e.g. citizenship ceremonies). Council's role is to facilitate the assessment of Tourism Event Grant applications, provide funding support where possible and aligned to priorities, and to provide event organisers with the assistance required to foster effective planning of events in the Shire.

## 5. DEFINITIONS

**Council:** Means Balonne Shire Council, its elected members, its management and staff.



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**Economic Impact:** Means new expenditure into the Balonne Shire as calculated by the total number of attendees to event from outside the Shire, the average length of stay for visitors attending the event and estimated daily expenditure for these visitors (currently determined as \$130 per person per night for the Balonne Shire by Tourism Research Australia),

**Validated Evidence:** Means verifiable information which substantiates an event organiser's assertions in relation to the number of visitors to an event and the average length of stay - examples of Validated Evidence includes surveys (minimum of 100 surveys or 10% of attendance figures; whichever is greater), registration lists, ticket sales reports, gate counts, and attendance records.

**Data Collection Plan:** Means a well thought out strategy for the collection of basic data on attendees such as postcodes, length of stay, types of accommodation, and average daily spend.

**Grant:** Means financial support provided to an Event Organiser for a specific purpose and for a fixed length of time.

**Fee Waiver:** Means the waiver of the fees and charges that Council would usually charge for providing a service or product.

**In Kind Support:** Means the provision of Council services or infrastructure such as waste management, venue and equipment hire fees and other event related services.

**Sponsorship:** Means a business agreement with the Event Organiser where Council receives benefits in relation to the sponsorship, which must be clearly outlined on the application form.

**Auspicings:** Means that an organisation with a legal not-for-profit status takes responsibility for ensuring grant funds are used as specified in the grant allocation.

**Tourism Events:** Means events that attract significant numbers of visitors and participants from outside the Shire and result in substantial and measurable economic outcomes in the region or town in which they are held.

**Hallmark Event:** Means a high-quality event that is in essence a vehicle to give back to the community, through either direct donation or revenue, which in turn generates a strong sense of community pride and identity.

**Major Event:** Means a nationally significant event which drives economic development of the Shire through the attraction of international and interstate visitation and national media exposure.

**Destination Event:** Means an event that promotes a positive image of the Shire and benefits the Shire economically through the attraction of intrastate and interstate tourists.

**Regional Event:** Means community events that attract both local and regional patronage and delivers economic and social benefits to a wide section of the community.

**The Shire:** Means the geographic area defined within the Balonne Shire Council local government boundary.



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## 6. POLICY

### 6.1 Funding Types

Council has developed a tiered funding approach to supporting current Tourism Events of economic benefit to the Shire, see 'definitions' for further details of each funding category.

Category	Criteria	Funding Amount
<i>Please note, in-kind support is available subject to Council approval</i>		
Hallmark Event	<ul style="list-style-type: none"> <li>❖ Evidence of capacity to generate in excess of \$600,000 economic impact for the Shire; <b>OR</b></li> <li>❖ Event attracts in excess of 3000 attendees with substantial visitor numbers from outside the Shire as supported by Validated Evidence.</li> <li>❖ High state and national media profile.</li> </ul>	Up to \$10,000
Major Event	<ul style="list-style-type: none"> <li>❖ Evidence of capacity to generate in excess of \$350,000 economic impact for the Shire; <b>OR</b></li> <li>❖ Event attracts between 2000-3000 attendees with substantial visitor numbers from outside the Shire as supported by Validated Evidence.</li> <li>❖ High state and national media profile.</li> </ul>	Up to \$7,000
Destination Event	<ul style="list-style-type: none"> <li>❖ Evidence of capacity to generate in excess of \$200,000 economic impact for the Shire; <b>OR</b></li> <li>❖ Event attracts between 1000-2000 attendees with sizeable visitor numbers from outside the Shire as supported by Validated Evidence.</li> <li>❖ High media profile outside of the Shire.</li> </ul>	Up to \$4,000
Regional Event	<ul style="list-style-type: none"> <li>❖ Evidence of capacity, or <b>potential</b> capacity, to generate in excess of \$100,000 economic impact for the Shire; <b>OR</b></li> <li>❖ Event attracts up to 1000 attendees, with reasonable visitor numbers from outside the Shire, as supported by Validated Evidence.</li> </ul>	Up to \$3,000



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Additionally, one-off funding will be made available to help development of a new Tourism Event.

Category	Criteria	Funding Amount
<i>Please note, in-kind support is available subject to Council approval</i>		
New Event Development Fund	<ul style="list-style-type: none"> <li>❖ Application must be from a reputable and experienced event organiser/organisation</li> <li>❖ Evidence of strong project planning must accompany application</li> <li>❖ Event must have a strong tourism focus, funding not sought for community event grants.</li> </ul>	One-off funding of up to \$3,000

## 6.2 Eligibility

Applications for Tourism Event Grants must meet the eligibility criteria below:

- Be based within the boundaries of the Balonne Shire Council area; **or** able to demonstrate that the event will directly benefit Balonne Shire residents
- Must have an Australian Business Number (ABN) and be either a Corporation registered with ASIC or an Incorporated Body
- Must have appropriate insurance such as public liability insurance
- Provide services or arrange events, activities or opportunities within the Shire.

Eligible Applicants must not:

- Be a political group or organisation
- Be a discriminatory group or organisation
- Have outstanding Council grants that have not been acquitted satisfactorily
- Have outstanding payments due to Council for rates, fees, rents or other charges.

## 6.3 Funding Criteria

### Regional, Destination, Major, and Hallmark Event Funding

- Event's economic impact and its ability to inject **new** money from outside the Shire – greater than \$100,000 (Regional), \$200,000 (Destination), \$350,000 (Major) and \$600,000 (Hallmark)
- Event goals align to Council's principles outlined in this policy
- Evidence of adequate and well thought out Event Management Plan (budget, marketing plan, risk management etc.)
- Evidence of an acceptable Data Collection Plan
- Financial statements
  - contribution requested from Council limited to less than 50% of total budget
  - organisation is financially viable
- Copy of Certificate of Currency of Public Liability Insurance
- Demonstrated commitment to purchasing from local providers where possible.



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## New Event Development Fund

- Event goals align to Council's principles in this policy
- Evidence of experience to deliver the event
- Evidence of adequate and well thought out Event Management Plan (budget, marketing plan, risk management etc.)
- Evidence of an acceptable Data Collection Plan
- Reasonable economic impact predictions, including a reasonable prediction of potential to grow into a Tourism Event as per this policy
- Financial statements
  - contribution requested from Council limited to less than 50% of total budget
  - organisation is financially viable
- Copy of Certificate of Currency of Public Liability Insurance
- Demonstrated commitment to purchasing from local providers where possible.

## 6.4 Funding Timelines

The opportunity to apply for Tourism Events Grants will be available three times annually and will be promoted in the media and on Council's website, outlining the selection criteria, the availability of application forms and guidelines, and the closing date.

Opening Date	Closing Date	Notification to Applicants
1 March	1 April	May
1 July	1 August	September
1 November	1 December	January

**NB: All event applications MUST be submitted a minimum of 6 months in advance of the event.**

## 6.5 Funding Availability

The Tourism Event Grant Fund is a limited fund. Once the allocated funds are exhausted, no additional funding will be available within the financial year.

## 6.6 Duration of Funding

Destination, Major and Hallmark Events are eligible to enter into three-year agreements with the Balonne Shire Council. These will be awarded at Council's discretion.

With the exception of those events with a three-year funding agreement, all other events are required to submit an application for funding annually.

Applicants are not to assume that past success is a guarantee of future funding approval. Each application is assessed on merit against the most recent application information and relative to other applications.

## 6.7 Assessment

All applications will be assessed against the funding criteria. Applications will be assessed and approved by Council staff subject to available funds and satisfaction of criteria with all funding requiring full Council approval.

## 6.8 Funding Conditions

- Event must be staged within the Shire.
- All amounts in this document are exclusive of GST.



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- The event organiser conducts an event at their own risk and must indemnify and hold harmless the Council against all claims resulting from any damage, loss, death or injury in connection with the event and venue used.
- Successful applicants under the Tourism Events Grant are NOT eligible to apply for funds to support the event from the Balonne Shire Council Community Grants. They are however eligible to apply for other Council grants including, but not limited to, Drought funding and RADF.
- Council may at its discretion, attach special conditions to the grant offer and the amount of financial assistance offered may vary from that requested.
- Any request from Council regarding proof of expenditure or similar is agreed to
- Funds cannot be used for past events.
- Funds cannot be used to remunerate the Event Organiser or for prize money, awards or activities associated with prizes and awards (e.g. trophies).
- In the event that an event does not proceed, all funds will be returned to the Balonne Shire Council.
- Organisations that receive funds from Council **MUST** acknowledge Council's contribution by providing corporate exposure in all advertising and promotional material associated with the event. This means that Council's promotional logo should appear in a prominent position on any brochures, flyers, posters, press advertisements, invitations and programs associated with the event.
- Events **MUST** be listed by the Event Organiser on the Australian Tourism Data Warehouse.
- Event Organisers and Organisations grant the Balonne Shire Council a perpetual, worldwide, royalty-free, transferable license to use, reproduce, distribute, prepare derivative works of, display and perform images provided to Council by the event organiser, in any media formats and through any media channels.
- Events or activities within an event that discriminate against any individual or groups within the community will not be supported.
- Event does not duplicate or significantly compete with an existing event within the Shire.
- Event Organisers are to maintain a productive relationship with Balonne Shire Council Tourism Officers.
- Event Organisers of Hallmark events must work closely with Balonne Shire Council's Tourism Manager to ensure proper and effective promotion and staging of the event.
- An event that brings the Shire or Council into disrepute may result in future support, including honouring the three-year funding agreement, being withdrawn.
- For Hallmark and Major Events, it is expected that Tourism and Events Queensland funding is also actively sought.

## 6.9 Acquittal

Successful applicants **MUST** provide to Council an evaluation report within **8 weeks** of completion of the event.

Information for acquittals of events to include:

- Summary of event success/challenges
- Data on attendees as per the Data Collection Plan, or as specified by Council
- Financial Acquittal including a copy of the budget and receipts relating to the total expenditure of the Grant provided by the Balonne Shire Council
- Brief summary of the outcomes and benefits of the event
- Media clippings, copies of promotional and advertising material acknowledging Council's sponsorship of the event
- A selection of digital (photo and video) images that Council can use freely for promotion of the Shire



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Events with Council funding that fail to provide the required acquittal report; will be deemed ineligible to apply for future rounds of funding. For those groups with three-year agreements, payment of annual grant amount will be withheld until the acquittal report is received.

## **6.10 Lodgement**

Applications are to be made using the Tourism Events Grant Application Form and are to be lodged by the advertised closing date.

## **7. LEGAL PARAMETERS**

NIL

## **8. ASSOCIATED DOCUMENTS**

Tourism Events Grant Application Form