

# Queensland Destination Events Program Funding Guidelines



# Queensland Destination Events Program

## 1 Background

### 1.1 Queensland Destination Events Program Overview

The Queensland Destination Events Program (QDEP), formerly the Regional Development Program, seeks to leverage the crucial link between events and the destinations in which they are staged, extending the flow of the economic, marketing and social benefits of events throughout metropolitan and regional Queensland.

Since its establishment, some 1,157 events have been assisted by the investment of more than \$25.3 million under the auspices of the fund.

In 2015, the program was updated to better reflect the importance of destination events and to streamline the application, allocation, remittance and acquittal processes related to the program.

The program continues to operate in close collaboration with Local Councils and Regional Tourism Organisations (RTOs).

### 1.2 Aims and objectives of the program

The Queensland Destination Events Program is an important element of the tourism and economic development strategy for Queensland, particularly regional Queensland.

Events are a crucial part of that strategy, representing a cost-effective way of promoting a region and its attractions. Moreover, as an event grows, it attracts tourists in its own right.

The positive economic impact and interest in a community that a successful event can provide not only helps to build a sense of local pride, but can also foster confidence and strengthen the community as a whole. Events are also valuable in terms of local development and involvement. This is particularly relevant for recurring events which can demonstrate ongoing benefit to the community and provide long-term growth and development opportunities.

Within that context, the aims and objectives of the Queensland Destination Events Program are as follows:

- Generate local economic activity and development in the host destination
- Attract external visitation to the destination
- Drive social and community outcomes for the host destination, noting the important link between community outcomes and economic benefits
- Enhance the profile and appeal of the host destination.

While each of these objectives is important, it is recognised that each event has unique characteristics and therefore the relative importance of these objectives will vary from event to event. The means for quantifying and measuring outcomes related to these objectives is crucial.

Successful applications for QDEP funding will also need to demonstrate plans for the future growth and sustainability of the event.

### 1.3 Key changes to the program

The principal modifications to the Queensland Destination Events Program in 2015 are as follows:

- Aims and objectives (refer section 1.2)
  - The aims and objectives of the program have been updated to recognise explicitly the importance of the social and community outcomes of events.
- Growth pathway through tiers of funding (refer section 2)
  - The tiers of funding have been refined to support a clearer growth pathway for destination events:
  - Destination event funding (for amounts between \$10,000 and \$25,000).
  - Significant event funding (for amounts of between \$25,000 and \$100,000 per year).

- Application process (refer section 3)
  - The application form to be submitted by applicants for destination funding is significantly streamlined.
  - A more detailed application form must be submitted by applicants for significant funding.
  - There will be a significant reduction in the timeframe between the lodgement of an event funding application and the announcement of successful applicants.
  - There will also be three opportunities each year to apply for funding (previously two).
  - RTO and Council support will be independently verified by TEQ, therefore the applicant is no longer required to provide letters of support.
- Eligibility for events located in Brisbane City Council area
  - The QDEP is open to applicants located in the Brisbane City Council area, unlike the former Regional Development Program.
- Outcomes measurement (refer section 2)
  - From 2015, recipients of all funding will be required to report on event outcomes using standardised measurement tools provided by TEQ. This will be a key part of the acquittal process.
- Stronger stakeholder engagement
  - TEQ will identify a range of events across Queensland, in conjunction with local stakeholders, to participate in a series of stakeholder meetings to identify opportunities for additional leveraging activity to enable the event to grow and achieve QDEP outcomes. Successful applicants will be notified of expectations upon contracting with TEQ.

#### 1.4 The role of destination events in the overall TEQ Events Strategy

The TEQ Events Strategy 2020, published in January 2014, provides the strategic framework to create a sustainable events portfolio that ensures government investment is prioritised, events are integrated into existing marketing initiatives, required economic and social outcomes are met and events continue to drive growth to achieve overnight visitor expenditure (OVE) targets.

The Events Strategy identifies three categories of tourism events:

- Major events
- Business events
- Destination events

The Queensland Destination Events Program exists to provide funding support to those events that qualify as destination events.

The Events Strategy was been updated in February 2015 to reflect the greater importance of destination events to Queensland and the introduction of the Queensland Destination Events Program.

| Funding Round | Round Opens   | Round Closes    | Eligible event dates         |
|---------------|---------------|-----------------|------------------------------|
| 5             | 11 July 2016  | 19 October 2016 | May 2017 – June 2018         |
| 6             | November 2016 | February 2017   | October 2017 – November 2018 |

## 2 Funding available for QDEP Events

### 2.1 The two tiers of destination event funding

Destination event funding comprises two categories:

- Destination event funding – single year funding for developing events seeking growth
- Significant event funding – single year or up to 3-years of funding for events that can demonstrate a strong track record of growth or growth potential.

Following is a summary of the key features of each funding category:

|  | DESTINATION EVENT FUNDING   | SIGNIFICANT EVENT FUNDING  |
|--|---|--|
| <b>FUNDING PERIOD</b>                            | 1 year only   | From 1 to 3 years  |
| <b>MAXIMUM NUMBER OF SUCCESSFUL APPLICATIONS</b> | Up to a maximum of 3 applications   | No maximum number of applications  |
| <b>FUNDING AMOUNT</b>                            | From \$10,000 to \$25,000 per year (please note, funding of no more than 25% of the total event cash expense budget may be applied for)   | From \$25,000 to \$100,000 per year  |
| <b>APPROVED FUNDING USES</b>                     | <ul style="list-style-type: none"> <li>• Marketing costs</li> <li>• Strategic plan development</li> <li>• Engagement of short-term specialised personnel</li> <li>• Hire of temporary infrastructure</li> </ul> | Flexibility within appropriate boundaries and with appropriate justification |
| <b>APPLICATION PROCESS</b>                       | Standard online form  | More detailed submission online  |
| <b>TIMING OF APPLICATIONS</b>                    | Three rounds per year with applications due March, July and November.   | Three rounds per year with applications due March, July and November.        |

### 2.2 Determining the appropriate tier for a particular event

The following table provides a general guide to applicants on the appropriate category of funding for which to apply. Further detail is provided in section 3 below.

|  | APPLY FOR DESTINATION EVENT FUNDING IF:   | APPLY FOR SIGNIFICANT EVENT FUNDING IF:  |
|--|---|--|
| <b>YOUR OVERALL OBJECTIVE IS TO ACHIEVE:</b> | General assistance to enhance the professional presentation of your event to enable growth  | Growth in all aspects of the event, in particular visitor numbers  |
| <b>YOU ARE ABLE TO COMPLETE:</b>             | A simple online form that provides general detail about the event history, governance, performance and aspirations  | A detailed submission, including a business case for larger sums, demonstrating how the funding will enable growth to be achieved  |
| <b>YOU CAN DEMONSTRATE THAT:</b>             | <ul style="list-style-type: none"> <li>• Your event is in (at a minimum) its second year</li> <li>• If you have received funding previously from this program (including the former Regional Development Program) you have provided a satisfactory outcomes report</li> </ul> | <ul style="list-style-type: none"> <li>• Your event is in (at a minimum) its third year</li> <li>• If you have received funding previously you have provided a satisfactory outcomes report</li> </ul>   |
| <b>YOUR APPLICATION HAS SUPPORT FROM:</b>    | <ul style="list-style-type: none"> <li>• Local Council</li> <li>• RTO</li> </ul>  | <ul style="list-style-type: none"> <li>• Local Council</li> <li>• RTO</li> </ul>   |
| <b>YOU ARE COMMITTED TO:</b>                 | Working with your RTO to: <ul style="list-style-type: none"> <li>• Ensure risks are minimised</li> <li>• Ensure all opportunities for leveraging are identified</li> </ul>  | Working with TEQ and your RTO through a structured schedule of meetings to: <ul style="list-style-type: none"> <li>• Monitor progress</li> <li>• Ensure risks are minimised</li> <li>• Ensure all opportunities for leveraging are identified</li> </ul> |
| <b>YOU ARE SEEKING FUNDING OF UP TO:</b>     | \$25,000  | \$100,000  |

## 3 Applying for QDEP funding

### 3.1 Eligibility

The following eligibility criteria apply for destination events funding:

|  | DESTINATION EVENT FUNDING   | SIGNIFICANT EVENT FUNDING  |
|--|---|--|
| <b>LOCATION</b>                                  | The event must take place wholly within Queensland  | As for destination event funding   |
| <b>PREVIOUS FUNDING FROM TEQ</b>                 | N/A   | The event must have received a minimum of one year of support under the Destination Event program and have met all the requirements as outlined in the contract  |
| <b>EVENT PROFILE BASELINE</b>                    | <ul style="list-style-type: none"> <li>• The applicant must be able to demonstrate the historical size of the event in terms of:               <ul style="list-style-type: none"> <li>• Audience</li> <li>• Spectator numbers</li> <li>• Participant numbers, and/or</li> <li>• Media profile</li> </ul> </li> </ul>  | As for destination event funding   |
| <b>EVENT GROWTH POTENTIAL</b>                    | The applicant must be able to demonstrate the capacity of the event to grow the event against the baseline  | <p>The event must provide a recent report showing evidence of the total number of event attendees (including participants and spectators), specifically detailing the breakdown and number of visitors from outside the region; this information must be independently gathered and reported, or independently verified<sup>1</sup></p> <p>The event must present a strong opportunity for Queensland and demonstrate extensive recognition outside the region in which it is held in terms of visitation and/or media profile</p> |
| <b>TYPE OF EVENT</b><br>(Continued on next page) | <p>The following types of events are NOT eligible:</p> <ul style="list-style-type: none"> <li>• Business events (conferences, seminars, symposiums, etc.)</li> <li>• Charity events or fundraising activities</li> <li>• State championships</li> <li>• Anniversaries / centenaries</li> <li>• Trade shows</li> <li>• New Year's Eve celebrations</li> <li>• Christmas pageants</li> <li>• Fireworks displays</li> <li>• Tours</li> <li>• Open gardens</li> <li>• Open days</li> <li>• Dedicated markets</li> <li>• Reunions</li> <li>• Any events currently receiving financial support from TEQ under QDEP and/or any other source</li> <li>• Events that have previously failed to acquit a TEQ grant (such events will be ineligible to apply until 2 further editions of the event have taken place)</li> <li>• Please note, Cultural Festivals (including National Celebration Days and Memorial Days) that show little differentiation to similar events in other regions, or do not present a unique experience that will attract visitors to the region will not be eligible to receive funding under QDEP. Applications are assessed on their ability to meet the QDEP aims and objectives, which includes driving visitation and generating</li> </ul> | As for destination event funding   |

<sup>1</sup> Contact the TEQ Destination Events team for guidance on who is qualified to provide independent verification of data

|                                  |   |  |
|----------------------------------|---|--|
|                                  | economic activity and development for the destination. If you are unsure whether your event is eligible, or you feel your event should be considered for funding, please contact us on the details provided.  |  |
| <b>STATUS OF EVENT ORGANISER</b> | The applicant must have an Australian Business Number (ABN) <u>and</u> be either a Corporation registered with ASIC or an Incorporated Association or Queensland Government body or other body corporate  | As for destination event funding   |
| <b>EVENT HISTORY</b>             | The event must have been held at least once previously<br><br>If the event is at a concept stage, planning must be advanced to the point where there is significant, demonstrated Local Council support for the event   | As for destination event funding<br><br>Please note for the <b>application history</b> , if an application has been submitted for Significant funding in a round, and the applicant is successful for Destination funding in that same round; an application may still be submitted for the subsequent years in future funding rounds. |
| <b>TIMING OF EVENT</b>           | The event must take place in the timeframe relevant to the round to which the application is submitted, with a minimum window of <b>six months</b> lead time to utilise funding to help develop and grow the event in line with the objectives of the program | The event must take place in the timeframe relevant to the round to which the application is submitted, with a minimum window of <b>six months</b> lead time to utilise funding to help develop and grow the event in line with the objectives of the program  |
| <b>TIMING OF APPLICATION</b>     | Funding will not be granted retrospectively or outside of a funding round<br><br>Applicants are not permitted to apply for funding more than once in the same year (assuming the first application is unsuccessful) unless advised by TEQ to do so.           | As for destination event funding   |
| <b>LOCAL SUPPORT</b>             | Preference will be given to applications that include evidence of confirmed cash or budget-relieving VIK from the community, Local Council <u>and</u> RTO. TEQ will independently seek confirmation of this support   | As for destination event funding<br><br>Confirmation of the type and extent of the support must be supplied on an annual basis for each year of funding support  |
| <b>PROMOTION</b>                 | The event must be listed with the Australian Tourism Data Warehouse (ATDW) and evidence of this listing must be submitted with the application  | As for destination event funding   |
| <b>LEGALITY OF APPLICATION</b>   | The application must be completed in full and on time<br><br>The application form is a legal document and as such must not be altered in any way or the event will become ineligible for funding  | As for destination event funding   |

### 3.2 Conditions of funding

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

|  | <b>DESTINATION EVENT FUNDING</b>   | <b>SIGNIFICANT EVENT FUNDING</b>   |
|--|--|--|
| <b>USE OF FUNDS TO ACHIEVE GROWTH</b>    | The application must demonstrate how the funds would assist the event to develop and grow in line with the aims and objectives of the QDEP   | As for destination event funding   |
| <b>APPLICATION OF FUNDS</b>              | The application must outline proposed activities that will elevate the event and present specific and measurable outcomes to meet the program's objectives   | As for destination event funding   |
| <b>ELIGIBLE USES OF FUNDS</b>            | <ul style="list-style-type: none"> <li>• Marketing costs associated with the event that increase awareness and visitation (including online marketing, webcasts, brochures, posters, TV or radio advertising)</li> <li>• Strategic plans to address the long-term development of the event, including business plans or succession plans</li> <li>• Engagement of short-term (up to six months) specialised personnel to further develop and/or market the event</li> <li>• Hire of temporary infrastructure such as disability equipment that improve access, visitor experience or the safety of the event (typically not temporary toilets or fencing)</li> </ul> | Flexible use with appropriate justification, within reasonable parameters (at the absolute discretion of TEQ)  |
| <b>INELIGIBLE USES OF FUNDS</b>          | Funds may not be used for the following: <ul style="list-style-type: none"> <li>• Insurance and legal costs</li> <li>• Capital or equipment costs</li> <li>• Prize money</li> <li>• Appearance fees and travel costs</li> <li>• Sanctioning fees</li> <li>• Entertainment</li> <li>• Full-time employment costs</li> <li>• Administration expenses / sundries</li> </ul>   | As for destination event funding   |
| <b>FUNDING QUANTUM</b>                   | Funding of no more than 25% of the total event cash expense budget may be applied for  | As for destination event funding   |
| <b>FUNDING LIMIT</b>                     | The funding application must be for a minimum of \$10,000 (plus GST) and a maximum of \$25,000 (plus GST)  | The funding application must be for a minimum of \$25,000 (plus GST) and a maximum of \$100,000 (plus GST) per year                                  |
| <b>RECOGNITION TO BE PROVIDED TO TEQ</b> | The event organiser must provide the opportunity for the RTO and TEQ (should they desire) to arrange destination signage for their event   | The event organiser must provide full recognition of QDEP support before and during the event (with details to be outlined in the Funding Agreement) |
| <b>ACQUITTAL OBLIGATIONS</b>             | A brief, standardised outcomes report must be submitted upon completion of the event   | A detailed outcome report must be submitted upon completion of the event   |

### 3.3 General evaluation criteria

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

|                                       | <b>DESTINATION EVENT FUNDING</b>   | <b>SIGNIFICANT EVENT FUNDING</b>   |
|---------------------------------------|--|--|
| <b>FINANCIAL STABILITY</b>            | <p>The level of confirmed cash and in-kind support from community and corporate organisations, other sponsors, Local Councils and RTOs</p> <p>The financial viability of the event, including the strength of the budget and the management and financial skills of the event organisers</p> | As for destination event funding, plus a clear succession plan for key members of the event organisation team  |
| <b>TOURISM</b>                        | <p>Event timing – whether the event intends to complement other events or attract visitors in off-peak tourism periods</p> <p>Visitor potential – the extent to which the event will attract intrastate, interstate and international visitors and increase their length of stay</p>         | As for destination event funding, plus demonstrable evidence of sustained growth over the past two editions of the event (based on verifiable information on participants, spectators, sales, sponsorship, media coverage or other factors that evidence event growth)   |
| <b>MEDIA AND MARKETING</b>            | <p>The potential of the event to raise the profile of the destination through media coverage</p> <p>The strength and extent of the marketing strategy</p>  | <p>As for destination event funding, plus demonstrable evidence of recognition outside the event's geographical region, including:</p> <ul style="list-style-type: none"> <li>• Details of how the event has gained prominence outside its immediate geographical region</li> <li>• Verifiable information on intrastate, interstate or international visitations (or other relevant information) that demonstrates the status the event has attained</li> </ul> |
| <b>SOCIAL AND COMMUNITY BENEFITS</b>  | The extent of social enrichment and potential benefits to the local community brought about by the event   | As for destination funding, as well as demonstrable evidence of tangible community support, including documentation outlining the type of support, investment and/or sponsorship and the amount of cash and/or in-kind assistance being provided by the RTO, Local Council and the general business community for the proposed funding period  |
| <b>DEVELOPMENT AND SUSTAINABILITY</b> | <p>The extent to which the funding will assist with the enhancement and development of the event</p> <p>The potential of the event to develop into a significant and strategically important event for the State</p>   | As for destination funding, as well as an explanation of how the funding will build the event to a position of long-term financial sustainability within the term of the funding (as evidenced primarily through business plans, marketing plans and succession plans)   |
| <b>ECONOMICS</b>                      | The propensity of the event to generate direct and incremental expenditure to the region by visitors and the event organiser in relation to the total spending generated.  | As for destination funding, but a greater expectation on the magnitude and proportion of the direct and incremental component of the total spending generated by the event. The outcomes will be measured through an event evaluation study that aligns to TEQ's definitions.  |
| <b>RISK PROFILE</b>                   | The extent to which risks have been reasonably minimised and/or mitigated  | The extent to which risks have been appropriately minimised and/or mitigated   |

### 3.4 Lodging the application

#### 3.4.1 Completing the application process

All applications must be lodged online. Applicants will be sent a confirmation email within 48 hours of application submission to confirm receipt by TEQ.

#### 3.4.2 Provision of support material

Applicants are required to submit the following additional material in support of their application:

|  | DESTINATION EVENT FUNDING | SIGNIFICANT EVENT FUNDING |
|--|---------------------------|---------------------------|
| Support material, including: <ul style="list-style-type: none"><li>• Photos of past events</li><li>• A summary of past media coverage, including examples</li><li>• Letters of support or endorsement</li><li>• Copies of past brochures/programs</li><li>• Any other relevant information or material</li></ul> | Yes                       | Yes                       |

### 3.5 Contacting TEQ

Requests for further information should be directed to:

Queensland Destination Events Program  
Tourism and Events Queensland  
Level 10, 30 Makerston Street  
Brisbane QLD 4000  
Telephone: 07 3535 3535

**Email:** [events@queensland.com](mailto:events@queensland.com)  
**Website:** [teq.queensland.com](http://teq.queensland.com)  
**Twitter:** [twitter.com/teqld](https://twitter.com/teqld)  
**Facebook:** [facebook.com/visitqueensland](https://facebook.com/visitqueensland)  
**Youtube:** [youtube.com/queensland](https://youtube.com/queensland)

### 3.6 Important Notice

Tourism and Events Queensland reserves the right to amend or alter these guidelines from time to time in its absolute discretion.

Tourism and Events Queensland is under no obligation to accept applications which are deemed incomplete or ineligible and/or received after the application deadline.