



TOURISM EVENTS GRANT FUNDING POLICY

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Department:	Corporate and Community Services

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1	GRC 0086	22/03/2017	Review March 2018
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COUNCIL OBJECTIVES

Goondiwindi Regional Council has created this policy in recognition of the role we can play in supporting events of economic benefit to the Region.

Tourism events within the Region can increase visitor spending, encourage the uptake of overnight accommodation as well as facilitate partnering with local businesses to stimulate local business revenue and local employment.

This funding program aims to:

- Position the Region and grow its reputation as a tourism and events destination
- Maximise the economic, media and community values of tourism events
- Promote the Region as an area of preference for families, lifestyle and business opportunity
- Encourage best practice in the development and implementation of events
- Facilitate a culture that supports a vibrant events calendar within the Goondiwindi Region.

DEFINITIONS

Economic Impact Data – The basic data required for a comparable economic impact includes: length of event; attendance each day; postcodes of attendees; average length of overnight stays; type of accommodation; entry fees; and estimated average daily spend. Attendance data should be reasonably accurate based on gate entry, competition participant numbers etc. Generally to qualify data such as average spend, and average length of overnight stays, a minimum of 100 surveys or 10% (whichever is greater) of the attendance population is required.

Post Event Survey – To be statistically valid a post event survey must include a minimum of 100 surveys or 10% of the attendance (whichever is greater) at the event, in a bid to gauge

the event's marketing and tourism benefit to the Region. Survey should also address key success and challenge questions for the event organisers to reflect and improve where possible for future years.

Region – the Goondiwindi Local Government Region as defined under the Australian Standard Geographical Classification (ASGC).

FUNDING PRIORITIES

Preference will be given to events that:

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

COUNCIL'S ROLE

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 Region.

This is achieved by the following:

- Provision of a transparent and simplified process for the consistent assessment of tourism event funding
- Applying a streamlined approach to the compliance
- Provision of advice and support on event management and local factors (e.g. facilities and local contacts)

FUNDING AVAILABILITY

The Goondiwindi Regional Council Tourism Event grant funding is a limited fund. Once allocated funds are exhausted, applications are considered by a full Council meeting, and depending on the financial considerations may not be supported regardless of merit.

COUNCIL'S SERVICES INCLUDING IN-KIND CONTRIBUTION

All applications approved under this policy will automatically be entitled to request a number of Council services in-kind.

The fees that can be waived as part of the in-kind services are:

- Water consumption and standpipe installation
- Sewerage disposal (note transfer of sewerage via truck to a treatment plant is a third party cost to the event organiser)
- Hire of basic traffic control equipment (e.g. barricades, witches hats)
- Hire of generator (excluding pick up & delivery)
- Hire of Council managed facilities, and assistance with site plan and site management (e.g. sprinkler locations and timing)

- Development of basic traffic management plans

The following are services that event organisers can approach Council to quote and deliver on, however these services will incur a charge and are subject to availability of staff. Please note there are other businesses in town that also provide these services and may do so at a more cost effective rate. Should the event organiser be successful in their Tourism Event grant application they can use the cash allocated from this grant to pay Council invoices for these pay-for-service expenses.

Items included as Pay-for-services include, but are not limited to:

- dust suppression
- complex traffic management plans
- additional mowing
- traffic controlling

Please note several services and products, are delivered by a third party external to Council, and quotes and payments for these services are entirely the responsibility of the event organiser. These include, but are not limited to:

- cleaning of facilities
- waste management
- portable toilet hire

FUNDING TYPES

Council has developed a tiered funding approach to supporting events of economic benefit to the Region, see definitions for further details of each funding criteria.

Minor Event

- Up to \$1,500 cash available per event
- Some economic impact for the Region
- Can include a one-off event where evidence supports the economic impact
- Event must genuinely attract reasonable visitor numbers from outside the Region with an estimated economic impact greater than \$150,000 for the Region

Destination Event

- Up to \$3,000 cash available per event per year
- Evidence of capacity to generate in excess of \$250,000 economic impact for the Region
- Can include a one-off event where significant evidence supports the economic impact

Major Event

- Up to \$6,000 cash available per event per year
- Evidence of capacity to generate in excess of \$500,000 economic impact for the Region
- Can include a one-off event where significant evidence supports the economic impact
- Funding is ideally focused on marketing, promotion and maximising visitor experience

Development Funding

- One off funding of up to \$1,500 for the establishment of a new event
- Application must be from a reputable and experienced event organiser
- Significant evidence of strong project planning must accompany application
- Event must have a strong tourism focus, not available for community events.

CRITERIA FOR ASSESSING

Minor, Destination and Major Event Funding

- Events economic impact on the town and its ability to inject NEW money from outside the Region – \$150,000 (Minor), \$250,000 (Destination) and greater than \$500,000
- Event goals align to Councils objectives in this policy
- Evidence of adequate and well thought out event management plan (budget, marketing plan etc.)
- Evidence of an acceptable data collection plan
- Financial statements
 - o contribution requested from Council limited to less than 50% of total budget
 - o organisation is financially viable
- Copy of Certificate of Currency of Public liability insurance
- A copy of the organisations local purchasing policy, with demonstrated weighting to local providers

Development Funding

- Event plan and goals align to Councils objectives in this policy
- Evidence of experience to deliver event
- Evidence of adequate and well thought out event management plan (budget, marketing plan, risk management, site plan 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
 - o contribution requested from Council limited to less than 50% of total budget
 - o organisation is financially viable
- A copy of the organisations local purchasing policy, with demonstrated weighting to local providers

DURATION OF FUNDING

Minor, Destination and Major Events are eligible to enter into three-year agreements with Goondiwindi Regional Council.

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.

TIMING OF FUNDING

All event applications should be submitted a minimum of 6 months in advance of the event.

Applications will be assessed as they arrive.

Where a three-year funding agreement exists and is due to expire, applicants must have submitted a new application by March of the previous financial year, to align with budget allocation cycles.

PANEL FOR ASSESSING APPLICATIONS

All applications will be assessed against the funding criteria. Recommendations may be referred to the Regional Tourism body for further discussion or input.

Development Funding will require full Council approval. Applications for Minor, Destination and Major Events can be approved by delegated Council employees subject to available funds and satisfaction of criteria. Applications received after budget allocation is exhausted are to be presented to a full Council for approval in light of financial considerations.

FUNDING CONDITIONS

- Event must be staged within the Region
- All amounts in this document are exclusive of GST
- 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 Goondiwindi Regional Council Community Grants and Donations grant. They are however eligible to apply for Community Development Grants and Donations for activities unrelated to the event, and they are also eligible to apply for other Council grants including, but not limited to, Drought funding and RADF.
- Successful Tourism Event applicants who distribute profits from Tourism events to charities will not receive any additional support from Council for items such as infrastructure investment.
- Council may at its discretion, attach special conditions to the grant offer and the amount of financial assistance offered may vary from that requested
- Council reserves the right to award a larger sum in the case of an exceptional project
- Any request from Council regarding proof of expenditure or similar is agreed to
- Funds cannot be used for past events
- In the event that an event does not proceed, all funds will be returned to Goondiwindi Regional Council
- Organisations that receive funds from Council are required to reasonably acknowledge Council's contribution 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 your event.

- Events must be listed by the Event organiser on the Australian Tourism Data Warehouse
- Organisations to grant Goondiwindi Regional 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
- Where an event has sponsorship packages available, Council and the Event organiser to negotiate the applicable sponsorship package for the funding available and any terms/ conditions that may not align to this policy
- 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 Region
- Organisations are to maintain a productive relationship with the Goondiwindi Regional Council Events Coordinator
- If applicant not an incorporated body, the application must be auspiced by an incorporated body
- An event that brings the Region or Council into disrepute may result in future support, including honouring the three year funding agreement, being withdrawn
- For Major events it is expected that Tourism and Events Queensland funding is actively sought

INVOICING/ PAYMENT OF GRANTS

Successful applicants with a three year agreement do NOT need to submit an invoice, and can expect payment to be made no later than the end of July. However, failure to provide an annual acquittal report will result in delayed payment under the three year funding agreement.

All other applicants will be required to submit an invoice with payment terms of 30 days.

ACQUITTAL REPORT

Successful applicants must provide to Council an evaluation report within 90 days (3 months) of completion of the event.

Information for acquittals of events to include:

- Summary of event success/ challenges
- Data as per the data collection plan, or as specified by Council
- Post Event Survey
- No of volunteers involved
- Summary of dollars contributed to local groups (e.g. \$250 to P&C to run food stall)
- Income and expenditure report
- List of expenditure external to region
- Media clippings, copies of promotional and advertising material
- A selection of digital (photo and video) images that Council can use freely for promotion of the Region

Events with Council funding that fail to provide the required acquittal report; will likely 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.

POLICY REVIEW

April 2020