



Tourism Events Grant Policy

1. PURPOSE

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

2. SCOPE & AUTHORITY

The policy is to provide a framework which guides the administration of the Balonne Shire Council's Tourism Events Grant in a manner that is aligned with Council's Corporate and Operational Plans and in accordance with Section 4 of the Local Government Act 2009 and Local Government Regulation 2012.

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.

3. POLICY STATEMENT

BSC 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.

4. RESPONSIBILITIES

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. RISK

The Funding Criteria for the Tourism Events Grant has been developed to mitigate several key risks, including financial mismanagement, event feasibility, public safety, and reputational damage. These criteria ensure that funded events are financially sound, realistically achievable, safe for attendees, and positively contribute to the community's image and tourism sector.

6. IMPACTS

Corporate Plan: 2. Economy Goal; 2.5 Grow Tourism

Human Rights Compatibility Statement: Consistent to the Human Rights Act 2019

Engagement: This policy has been developed in consultation with the Senior Leadership Group.

Climate change: NA

Sustainability: NA

7. RELATED LAWS

- Local Government Act 2009
- Local Government Regulation 2012

8. RELATED DOCUMENTS

- Tourism Events Grant Guidelines (Attachment A).



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9. REVISION HISTORY

Revokes: Tourism Events Grant Policy and Guidelines # 562833 15/07/21

Previous approved versions: #73846 16/05/19

Suggested to review by: 30/06/26

10. DEFINITIONS

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

Economic Impact: 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 \$166 per person per night for the Balonne Shire by Tourism Research Australia). Therefore: No. Attendees X No. Nights X \$166 = Economic Impact.

Validated Evidence: 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: 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: Financial support provided to an Event Organiser for a specific purpose and for a fixed length of time.

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

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

Sponsorship: 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.

Tourism Events: 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: 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: A nationally significant event which drives economic development of the Shire through the attraction of international and interstate visitation and national media exposure.



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

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

11. ATTACHMENTS

Attachment A: Tourism Events Grant Guidelines.



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ATTACHMENT A

TOURISM EVENTS GRANT GUIDELINES

A 1. Funding Categories

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"> ❖ Evidence of capacity to generate in excess of \$600,000 economic impact for the Shire; OR ❖ Event attracts in excess of 3000 attendees with substantial visitor numbers from outside the Shire as supported by Validated Evidence. ❖ High state and national media profile. 	Up to \$10,000
Major Event	<ul style="list-style-type: none"> ❖ Evidence of capacity to generate in excess of \$350,000 economic impact for the Shire; OR ❖ Event attracts between 2000-3000 attendees with substantial visitor numbers from outside the Shire as supported by Validated Evidence. ❖ High state and national media profile. 	Up to \$7,000
Destination Event	<ul style="list-style-type: none"> ❖ Evidence of capacity to generate in excess of \$200,000 economic impact for the Shire; OR ❖ Event attracts between 1000-2000 attendees with sizeable visitor numbers from outside the Shire as supported by Validated Evidence. ❖ High media profile outside of the Shire. 	Up to \$5,000
Regional Event	<ul style="list-style-type: none"> ❖ Evidence of capacity to generate in excess of \$100,000 economic impact for the Shire. ❖ Favourable regional media coverage. 	Up to \$4,000



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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"> ❖ Application must be from a reputable and experienced event organiser/organisation ❖ Evidence of strong project planning must accompany application ❖ Event must have a strong tourism focus, funding not sought for community event grants. 	One-off funding of up to \$3,000

A.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.

A.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.

A.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 August	1 September	October
1 November	1 December	January

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

A.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.

A.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.

A.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.



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A.8 Funding Conditions

- Event must be staged within the Shire.
- 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 Balonne Shire Council Community Grants such as the Community Grant or RADF Grant. They are however eligible to apply for other Council Fee Waivers and Traffic Management grants.
- 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.

A.9 Acquittal

Successful applicants **MUST** provide to Council an evaluation report within **6 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.

A.9 Lodgement

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