



Tourism Events Grant

FREQUENTLY ASKED QUESTIONS



What is a Tourism Event?



- An event that attracts a significant number of visitors and participants from outside the Shire and results in substantial and measurable economic outcomes in the region or town in which it is held.

Funding Priorities

Events that:



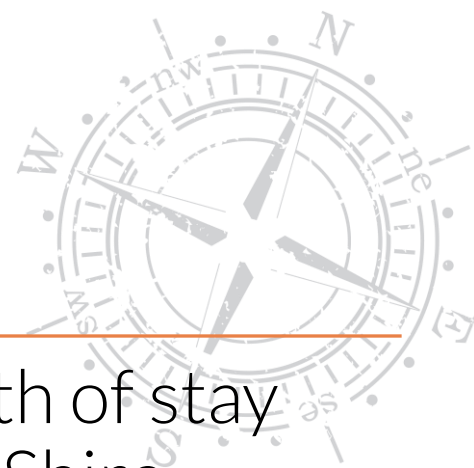
Increase visitation and length of stay from audiences outside the Shire



Generates positive state-wide or national media coverage for the event and the Shire



Stimulates the local economy through community and business partnerships and involvement.



Eligibility



Applicants must:

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

Funding Categories

Category	Criteria	Amount
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 ShireHigh state and national media profile.	Up to \$10,000
Major Event	<ul style="list-style-type: none">Generates in excess of \$350,000 economic impact; orAttracts in excess of 2000 unique attendees with substantial visitor numbers from outside the Shire.High state and national media profile.	Up to \$7,000
Destination Event	<ul style="list-style-type: none">Generates in excess of \$200,000 economic impact; orAttracts between 1000-2000 unique attendees with substantial visitor numbers from outside the Shire.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.Favourable regional media coverage.	Up to \$4,000
New Event Development	<ul style="list-style-type: none">Application must be from a reputable and experienced event organiser/organisationEvidence of strong project planning must accompany applicationEvent must have a strong tourism focus, funding not sought for community even grants.	Up to \$3,000



How do I work out Economic Impact?



* Unique attendance is the number of individuals who attend the event, counted once only, regardless of whether they attend multiple days or participate in multiple activities within the event.
** Currently determined as \$166 per person per night for the Balonne Shire by Tourism Research Australia




Example 1

Balonne Camel Races - 1 Day Event/2 Nights' Stay


Total Unique Attendees: 1000
Total Locals: 600 (from Balonne Shire)
Total Visitors: 400 (from outside Balonne Shire)


400
Unique
Visitors




2
Nights' Stay




\$166




\$132,800 Economic Impact

= Regional Event


Example 2

Balonne Golf Tournament - 5 Day Event/7 Nights' Stay


Total Competitors + Officials: 250
Total Locals: 30 (from Balonne Shire)
Total Visitors: 220 (from outside Balonne Shire)



220
Unique
Visitors



7
Nights' Stay



\$166



\$255,640 Economic Impact

= Destination Event





Example 3

Balonne Music Festival - 2 Day Event/3 Nights' Stay

Total Attendees: 3000


Total Unique Attendees: 2200

Total Locals: 1400 (from Balonne Shire)


Total Visitors: 800 (from outside Balonne Shire)


800
Unique
Visitors




3
Nights' Stay




\$166



\$398,400 Economic Impact

= Major Event

What can funds be used for?



Marketing and advertising



Contracting tradespeople, professional, external suppliers to help deliver project



Transport such as bus or coach hire



Entertainment/Main Acts such as bands, musicians, speakers, performers etc.



Venue/equipment hire such as port-a-loos, lights, sound equipment etc.



Remunerate the Event
Organiser



Prize money, awards or
activities associated
with prizes and awards

What Funds
CAN'T be
used for