

Invest Mackay Events and Conference Attraction Program Guidelines

1. About the program

1.1 Background

The Invest Mackay Events and Conference Attraction Program was introduced to support the attraction of major sporting and cultural events, concerts and conferences to stimulate the local economy. Since the program's inception in 2015 it has helped secure 156+ conferences and events for the region including the National Orchid Conference and Show, Indoor Netball Super Nationals, T20 Allstars Cricket Festival, The Footy Show, Pre-season AFL and NRL, Elton John and His Band – Once in a Lifetime Concert and more!

1.2 Aims & objectives

Events and conferences represent a cost-effective way of promoting our region and its attractions. Major events and conferences help boost the economy and provide wellbeing, lifestyle and cultural benefits to residents and beyond. Moreover, as an event or conference grows, it boosts tourism numbers and creates fantastic industry growth opportunities for local operators such as event or conference facilities, hotels, restaurants and retailers. Mackay Regional Council works to support major events and conferences that achieve the following outcomes:

- raise awareness of the Mackay region, contribute to destination image and appeal
- attract overnight visitation and expenditure from outside the region and increase length-of stay
- contribute to, enhance and grow the regional economy by generating new investment and developing business and industry
- fostering community pride.

While each of these objectives is important, it is recognised that each event and conference 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 aims and objectives of the program is crucial.

Successful applications for funding will also need to demonstrate plans for future growth and sustainability of the event. Please note that not all applications will receive funding as the process is competitive.

1.3 Strategic alignment

The Invest Mackay Events & Conference Attraction Program correlates with the following Mackay Regional Council Corporate Plan 2016-2021 guiding principles and Economic Development Strategy:

Economy

- Council working to support local businesses

Community Pride

- Regional and community events

Economic Development Strategy 2015-2020

- 4.5.1 Deliver a range of economic stimulus measures to boost the local economy
- 4.6.1 Support the delivery of significant regional events, including those outlined in the Mackay Region Events Strategy 2015

1.4 Key changes to the program

Since the inception of the Invest Mackay Events and Conference Attraction Program in 2015, the principal changes are as follows:

- The tiers of funding have been refined to support clearer growth pathways for events
- The conditions of funding have been reviewed and updated

2. Funding Available for Events

2.1 Event Funding Tiers & Determining the appropriate tier for your event

Mackay Regional Council’s Invest Mackay Events and Conference Attraction Program funding comprises of four categories of event funding, including:

- Emerging regional events
- Significant regional events
- Major events
- Hallmark events

Please note - Events that are primarily considered community-based events and thereby only attract local visitors and participants and generate local and regional media coverage are not considered eligible to apply for this funding. Applicants should consider other council funding options such as Community Grants or Regional Arts Development Funding (RADF). Community Grants, Regional Arts Development Funding and Sporting Grants can be found at the following website: <http://www.mackay.qld.gov.au/community/grants>

The following table provides a general guide to applicants on the appropriate category of funding for which their event may be eligible. Further eligibility detail is provided in section 3 below.

	Apply for ‘Emerging regional events’ funding if:	Apply for ‘Significant regional events’ funding if’	Apply for ‘Major events’ funding if:	Apply for ‘Hallmark events’ funding if:
Funding eligibility	Up to \$10,000 per year ¹	From \$10,000 - \$25,000 per year ¹	From \$25,000 - \$50,000 per year ¹	From \$50,000 - \$75,000 per year ¹
Your event achieves these outcomes:	Events or conferences that celebrate our locations and attract more than 10% of visitors and participants from outside the region. They generate regional media coverage.	Events or conferences that are distinctly Mackay-region focused that celebrate our locations and attract 30% of visitors and participants from outside the region. They generate regional and national media coverage.	Events or conferences which generate significant economic benefits with at least 40% of visitors and participants from outside the region and generate at least national, and ideally international, media coverage. Usually one-off or occasional events.	Events or conferences which are distinctly Mackay-region focused and celebrate our locations. Generally, a recurring event with 50% of visitors and participants from outside the region and that generate at least national, and ideally international, media coverage.
You can demonstrate that:	<ul style="list-style-type: none"> • Your event will benefit the whole community and destination appeal • Must be able to demonstrate the potential capacity of the event to grow. 	<ul style="list-style-type: none"> • Your event will benefit the whole community and destination appeal • Must be able to demonstrate the potential capacity of the event to grow 	<ul style="list-style-type: none"> • The event must have received a minimum of one year of support under the ‘Significant Regional Events’ funding tier and have met all the requirements 	<ul style="list-style-type: none"> • The event has received funding from Tourism & Events Queensland (TEQ) through their Destination or Significant Event Program and or must have received a minimum of one year of support

			<p>outlined in the agreement.</p> <p><i>Please note – this will be assessed on a case by case basis. Council acknowledges some Major events or new Major events will never have received funding previously from Council.</i></p> <ul style="list-style-type: none"> You must be able to demonstrate the potential capacity of the event to grow 	<p>under the ‘Major event’ funding tier and have met all the requirements outlined in the agreement.</p> <p><i>Please note – this will be assessed on a case by case basis. Council acknowledges some Hallmark events or new Hallmark events will never have received funding previously from TEQ or Council.</i></p> <ul style="list-style-type: none"> You must be able to demonstrate the potential capacity of the event to grow
Your application has support from:	<ul style="list-style-type: none"> Mackay Tourism Governing body/partners (if applicable) 	<ul style="list-style-type: none"> Mackay Tourism Governing body/partners (if applicable) 	<ul style="list-style-type: none"> Mackay Tourism Tourism Events Queensland (desirable) Governing body/partners (if applicable) 	<ul style="list-style-type: none"> Mackay Tourism Tourism Events Queensland (desirable) Governing body/partners (if applicable)
You are committed to:	<ul style="list-style-type: none"> Working with Council and other relevant organisations to ensure all event compliance requirements are met and ensure event risks are minimised Raising the awareness of the Mackay region and contributing to a positive destination appeal Ensure all event marketing opportunities are identified and leveraged 	<ul style="list-style-type: none"> Working with Council and other relevant organisations to ensure all event compliance requirements are met and ensure event risks are minimised Raising the awareness of the Mackay region and contributing to a positive destination appeal Ensure all event marketing opportunities are identified and leveraged 	<ul style="list-style-type: none"> Working with Council and other relevant organisations to ensure all event compliance requirements are met and ensure event risks are minimised Raising the awareness of the Mackay region and contributing to a positive destination appeal Ensure all event marketing opportunities are identified and leveraged 	<ul style="list-style-type: none"> Working with Council and other relevant organisations to ensure all event compliance requirements are met and ensure event risks are minimised Raising the awareness of the Mackay region and contributing to a positive destination appeal Ensure all event marketing opportunities are identified and leveraged

Please note: Funding approval and level of funding under this program is at the sole discretion of Council.

¹ Council’s support for the event will be as a financial co-contributor and requests for 100% of an events budget will not be provided.

3. Applying for funding

3.1 Eligibility Criteria

To be eligible to apply, applicants must:

	<u>'Emerging regional events' funding</u>	<u>'Significant regional events' funding</u>	<u>'Major events' funding</u>	<u>'Hallmark events' funding</u>
Location	This event takes place wholly within Mackay Regional Council Boundaries	This event takes place wholly within Mackay Regional Council Boundaries	This event takes place wholly within Mackay Regional Council Boundaries	This event takes place wholly within Mackay Regional Council Boundaries
Previous Funding from Council	-	-	<p>Must have received a minimum of one year of support under the 'Significant Regional Events' funding tier and have met all the requirements outlined in the agreement.</p> <p><i>Please note – this will be assessed on a case by case basis. Council acknowledges some Major events or new Major events will never have received funding previously from Council.</i></p>	<p>Must have received funding from Tourism & Events Queensland (TEQ) through their Destination or Significant Event Program and/or must have received a minimum of one year of support under the 'Major event' funding tier and have met all the requirements outlined in the agreement.</p> <p><i>Please note – this will be assessed on a case by case basis. Council acknowledges some Hallmark events or new Hallmark events will never have received funding previously from TEQ or Council.</i></p>
Event Profile baseline	<p>The applicant must be able to demonstrate the size of the event in terms of:</p> <ul style="list-style-type: none"> • Audience • Spectators numbers • Participant numbers • Media profile 	<p>The applicant must be able to demonstrate the size of the event in terms of:</p> <ul style="list-style-type: none"> • Audience • Spectators numbers • Participant numbers • Media profile 	<p>The applicant must be able to demonstrate the size of the event in terms of:</p> <ul style="list-style-type: none"> • Audience • Spectators numbers • Participant numbers • Media profile 	<p>The applicant must be able to demonstrate the size of the event in terms of:</p> <ul style="list-style-type: none"> • Audience • Spectators numbers • Participant numbers • Media profile
Event Growth Potential	The applicant must be able to demonstrate the capacity of the event to grow against the baseline and	The applicant must be able to demonstrate the capacity of the event to grow against the baseline and	The applicant must be able to demonstrate the capacity of the event to grow against the baseline and	The applicant must be able to provide evidence to demonstrate the capacity of the event

	<p>decrease the reliance on Council funding over time.</p> <p>Applicants must demonstrate the growth of the event to a 'Significant Regional Event' level within three years in order to be eligible to apply for further funding.</p>	<p>decrease the reliance on Council funding over time.</p>	<p>decrease the reliance on Council funding over time.</p>	<p>to grow against the baseline. This needs to be independently gathered and reported or independently verified.</p> <p><i>Please note – Council acknowledges some Hallmark events are limited with growth capacity.</i></p>
Support	<p>Preference will be given to applicants that include evidence of confirmed support (both cash and in-kind) from the community, Mackay Tourism and or a governing body/partners (if applicable)</p>	<p>Preference will be given to applicants that include evidence of confirmed support (both cash and in-kind) from the community, Mackay Tourism and or a governing body/partners (if applicable)</p>	<p>Preference will be given to applicants that include evidence of confirmed support (both cash and in-kind) from the community, Mackay Tourism, Tourism Events Queensland (if applicable) and or a governing body/partners (if applicable)</p>	<p>Preference will be given to applicants that include evidence of confirmed support (both cash and in-kind) from the community, Mackay Tourism, Tourism Events Queensland (if applicable) and or a governing body/partners (if applicable)</p>
Type of Event	<p>The following types of events are not eligible:</p> <ul style="list-style-type: none"> • Events that are primarily considered community-based events and thereby only attract local visitors and participants • Anniversaries/centenaries • Reunions • Community Show • Memorial Days • New Year's Eve celebrations • Christmas Celebrations • Applicants/events are to be free of debt to Mackay Regional Council and have no outstanding acquittals from previous Mackay Regional Council grant applications; • Events that show little differentiation to similar events held within the region 			
Timing of expression of interest	<p>Funding will not be granted retrospectively or outside a funding round.</p> <p>Expressions of interest are to be submitted with a minimum window of six months lead time to utilise the funding to help develop and grow the event in line with the objectives of the program.</p> <p>Applicants are not permitted to apply for funding more than once in the same year.</p>			
Promotion	<p>The event must be listed on Mackay Regional Council's What's on calendar and the Australian Tourism Data Warehouse (ATDW) and evidence of the listing must be submitted with the application.</p>			

3.2 Conditions of funding

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

	<u>'Emerging regional events' funding</u> <u>'Significant regional events' funding</u> <u>'Major events' funding</u> <u>'Hallmark events' funding</u>
Use of the funds to achieve growth	The applicant must demonstrate how the funds would assist the event to develop and grow in line with the aims and objectives of the of the program.
Application of funds	The applicant must outline how the event will achieve the programs objectives.
Eligible uses of funds	Funds can be used for the following: <ul style="list-style-type: none"> • Strategic plans with a professional contractor to address the long-term development of the event (applicant must provide a copy of the contractors CV and or professional experience) • Marketing costs associated with the event that increase awareness and visitation of both the event and region • Hire of temporary infrastructure • Appearance fee and travel costs • Entertainment Funds must be used for the purpose which they are granted and any variations in the use of funds must be approved in writing by council.
Ineligible uses of funds	Funds may not be used for the following: <ul style="list-style-type: none"> • Insurance and legal costs • Capital or equipment purchase costs • Full-time employment costs • Administration expenses / sundries
Recognition of funding	Successful applicants will be notified of expectations upon contracting with Council.
Acquittal obligations	Funding recipients will be required to complete a post-event outcome report within 30 days of the event using Council's provided outcome report template.

Please note:

The eligibility of an event and any approved funding uses are at the sole discretion of Council. No applicant is guaranteed funding nor can any applicant be guaranteed to receive the full amount requested.

3.3 Evaluation Criteria

Expressions of interest are assessed against how well they meet the following general evaluation criteria:

	<u>'Emerging regional events' funding</u> <u>'Significant regional events' funding</u> <u>'Major events' funding</u> <u>'Hallmark events' funding</u>
Eligibility (Essential)	The event satisfies the eligibility criteria contained in section 3.1 of the guidelines.
Economics (20%)	<p>The propensity of the event or conference to generate direct and incremental expenditure to the region by visitors and the event organiser in relation to the total spending generated.</p> <p>Please note organisers who use local suppliers will be favourably viewed.</p>
Tourism (20%)	<p>Event timing – whether the event or conference intends to complement other events/conferences 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 (An Economic Impact Assessment will be generated by Council).</p> <p>Balanced events portfolio – whether the event contributes to a balanced events portfolio.</p>
Financial stability (20%)	The financial viability of the event, including the strength of the budget and the management and financial skills of the event organisers. The level of confirmed cash and in-kind support from community and corporate organisations, other sponsors, etc. Other sources of income will be favourably viewed.
Media and marketing (20%)	The potential of the event to raise the profile and appeal of Mackay region through media coverage. The strength and extent of the marketing strategy and its willingness to recognise Mackay Regional Council as an event sponsor/partner if funding is approved.
Social/community benefit (10%)	The extent of social enrichment and potential benefits to the local community brought about by the event or conference.
Development and sustainability (10%)	The extent to which the funding will assist with the enhancement and development of the event or conference. The potential of the event or conference to develop into a significant and strategically important event for Mackay region.
Event permits and licenses (Essential)	The ability to obtain all relevant event licenses and approvals
Risk profile (Essential)	<p>The extent to which risks have been reasonably minimised and/ or mitigated.</p> <p>Ability to obtain public liability to a minimum of \$20,000,000.</p>

Please note that compliance with this criterion does not guarantee funding approval and approval under the program is at the sole discretion of Council.

4. Application Process

4.1 Lodging the expression of interest

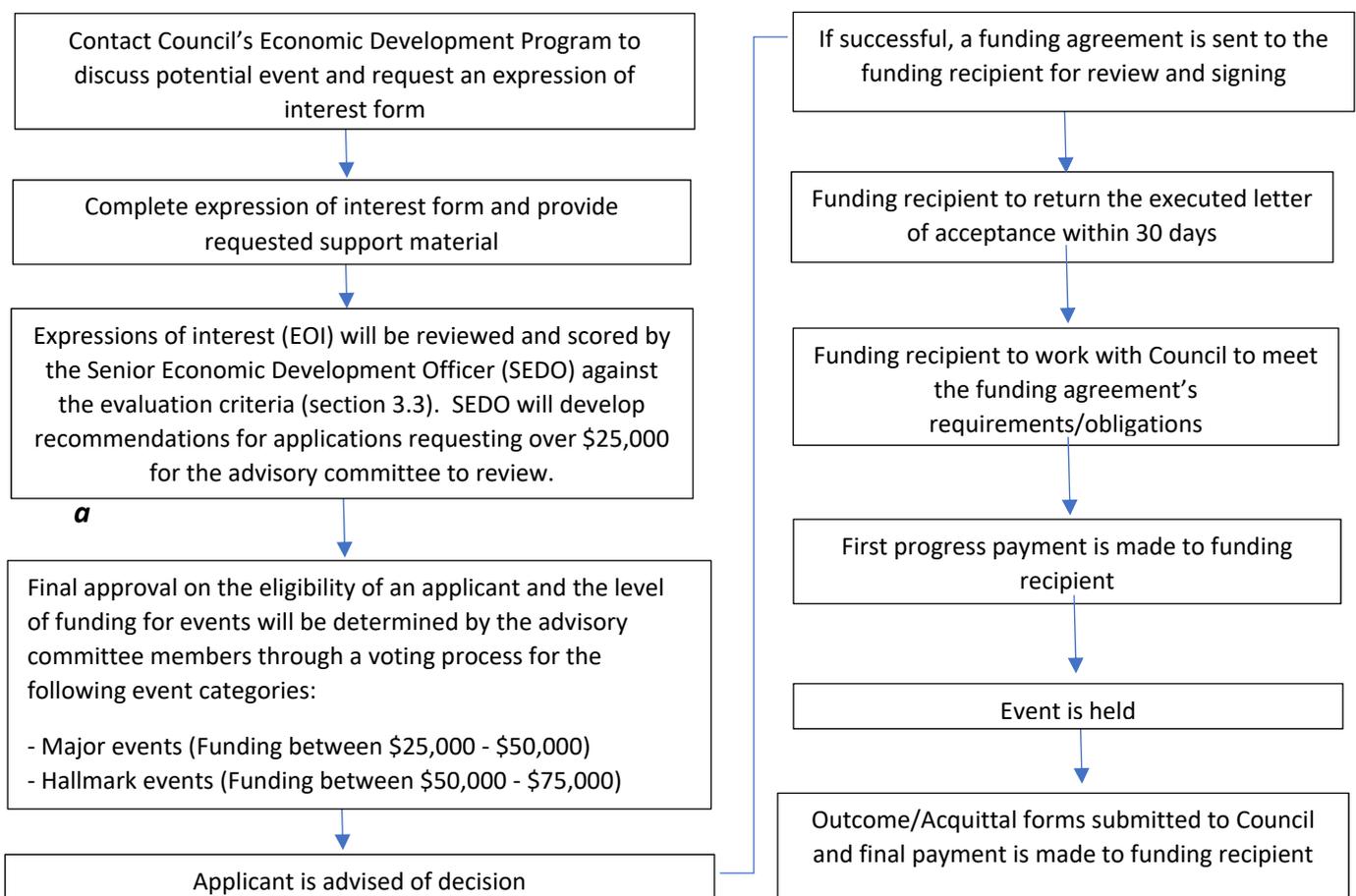
Mackay Regional Council will consider supporting events and conference that meet the criteria for one of the four event categories - Emerging regional events, Significant regional events, Major events and Hallmark events. An expression of interest form is to be submitted by applicants who wish to be considered for funding. To obtain a copy of the expression of interest form please contact Council's Economic Development on – email business@mackay.qld.gov.au or call 1300 MACKAY (622 529).

All expressions of interest must address the eight evaluation criteria points (refer to section 3.3) and must include the following additional support material:

- Risk Management Plan for the event and a copy of your Public Liability
- Detailed event budget (including all incomes and expenditure)
- Marketing and PR Plans
- Letters of support
- The event must be listed on Mackay Regional Council's What's on calendar and the Australian Tourism Data Warehouse (ATDW) calendar and evidence of both listing must be submitted with the application.
- Any other relevant information or material

Expressions of interest are to be submitted with a minimum window of **six months** lead time to utilise the funding to help develop and grow the event in line with the objectives of the program.

Please note – The assessment duration for applications can take up to 8 weeks to process.



4.2 Assessment process

Expressions of interest (EOI) will be reviewed against the evaluation criteria (section 3.3) by the Senior Economic Development Officer, with final approval being provided by Manager Economic Development and Tourism, Director Development Services, Manager MECC & Events and/or Manager Corporate Communications. Applicants will be notified as to the success or otherwise of their EOI. Funding recipients will be required to execute the letter of offer as part of their funding agreement within 30 days of the date of the letter of offer or the agreement will be deemed void.

Disclaimer: The eligibility of an event and any approved funding uses are at the sole discretion of Council. No applicant is guaranteed funding nor can any applicant be guaranteed to receive the full amount requested.

5. Post-event Acquittal

5.1 Performance Measure

Funding recipients will be required to complete a post-event outcome report using Council's provided outcome report template.

The outcomes will be measured through an event evaluation and will be recorded in a matrix to benchmark future events and funding.

Important Notice

Mackay Regional Council reserves the right to amend or alter these guidelines from time to time in its absolute discretion.

Mackay Regional Council is under no obligation to accept applications which are deemed incomplete or ineligible and/or received after the application deadline. No applicant is guaranteed funding nor can any applicant be guaranteed to receive the full amount requested.