



Invest Mackay Events & Conference Attraction Program

About the Program

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!

Please note that not all applications will receive funding as the process is competitive.

Aims and 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.

Event Funding Tiers

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

The following 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 the Invest Mackay Events and Conference Attraction Program Guidelines.

Emerging regional events

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.

Significant regional events

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.

Major events

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.

Hallmark 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.

Ineligible - Community events

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, Regional Arts Development Funding (RADF) or Sporting Grants, which can be found at the following [website](#).

Evaluation Criteria

1. Eligibility

The event satisfies the eligibility criteria contained in section 3.1 of the guidelines.

2. Economics

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. Please note organisers who use local suppliers will be favourably viewed.

3. Tourism

Event timing – whether the event or conference intends to complement other events/ conferences or attract visitors in off-peak tourism periods.
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).

Balanced events portfolio – whether the event contributes to a balanced events portfolio.

4. Financial stability

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.

5. Media and marketing

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.

6. Social/community benefit

The extent of social enrichment and potential benefits to the local community brought about by the event or conference.

7. Development and sustainability

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.

8. Event permits and licenses

The ability to obtain all relevant event licenses and approvals

9. Risk profile

The extent to which risks have been reasonably minimised and/or mitigated. Ability to obtain public liability to a minimum of \$20,000,000.

Application Process

Council will consider supporting events and conference that meet the criteria for one of the four event categories above. 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).