Updated February 2022

Queensland Destination Events Program

Funding Guidelines

TOURISM & EVENTS Queensland

Queensland Destination Events Program

1 Background

1.1 Queensland Destination Events Program Overview

The Queensland Destination Events Program (QDEP), formerly the Regional Development Program, seeks to leverage the crucial link between events and the destinations in which they are staged, extending the flow of the economic, marketing and social benefits of events throughout metropolitan and regional Queensland.

Supported through Tourism and Events Queensland, QDEP has invested more than $15.5 million across 501 events since 2015.

The program was updated in 2015 to better reflect the importance of destination events and to streamline the aplication, allocation, remittance and acquittal processes related to the program.

The program continues to operate in close collaboration with Local Councils and Regional Tourism Organisations (RTOs).

1.2 Aims and objectives of the program

QDEP is an important element of the tourism and economic development strategy for Queensland, particularly regional Queensland.

Events are a crucial part of that strategy, representing a cost-effective way of promoting a region and its attractions. Moreover, as an event grows, it attracts tourists in its own right.

The positive economic impact and interest in a community that a successful event can provide not only helps to build a sense of local pride, but can also foster confidence and strengthen the community as a whole.

Events are also valuable in terms of local development and involvement. This is particularly relevant for recurring events which can demonstrate ongoing benefit to the community and provide long-term growth and development opportunities.

Within that context, the aims and objectives of the QDEP are as follows:

- Generate local economic activity and development in the host destination
- Attract external visitation to the destination
- Drive social and community outcomes for the host destination, noting the important link between community outcomes and economic benefits
- Enhance the profile and appeal of the host destination.

While each of these objectives is important, it is recognised that each event 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 objectives is crucial.

Successful applications for QDEP funding must clearly demonstrate:

- How QDEP funding would assist in enhancing tourism outcomes in addition to an event's current activities, and
- Plans for the future growth and sustainability of the event.

1.3 Growth pathway through tiers of funding (refer section 2)

- The tiers of funding support a clear growth pathway for destination events
- Destination event funding – for amounts between $10,000 and $25,000
- Significant event funding – for amounts between $25,000 and $100,000 per year.

Events are eligible to receive destination event funding for up to five consecutive years. At the conclusion of the fifth year of funding, events that demonstrate strong year on year growth and alignment with the QDEP objectives will be invited to apply for significant event funding or permitted to apply for another year of destination event funding. TEQ encourages all events to utilise the QDEP pathway to ensure that the event is strongly aligned and delivers desired outcomes in line with the program objectives.

Events that have not been able to demonstrate significant year on year growth will be required to take a one-year break from the QDEP, to ensure they aren't reliant on government investment for sustainability.

In light of COVID-19, QDEP supported events that were delivered or cancelled in 2020 will be exempt from counting 2020 as a consecutive year of funding.

1.4 The role of destination events in the overall TEQ Events Strategy

The TEQ Events Strategy 2025, published in 2017, provides the strategic framework to create a sustainable events portfolio that ensures government investment is prioritised, events are integrated into existing marketing initiatives, required economic and social outcomes are met and events continue to drive growth to achieve overnight visitor expenditure (OVE) targets.

The Events Strategy identifies three categories of tourism events:

- Major events
- Business events
- Destination events

The Queensland Destination Events Program exists to provide funding support to those events that qualify as destination events.

2022 funding rounds

Funding Round 22
Round Opens March 2022
Round Closes June 2022
Eligible events dates
January 2023 - January 2024

Funding Round 23
Round Opens July 2022
Round Closes October 2022
Eligible events dates
May 2023 - May 2024

Funding Round 24
Round Opens November 2022
Round Closes February 2022
Eligible events dates
September 2023 - September 2024

2 Funding available for QDEP Events

2.1 The two tiers of destination event funding

Destination event funding comprises two categories:

- Destination event funding – single year funding for developing events seeking growth
- Significant event funding – single year or up to three years of funding for events that can demonstrate a strong track record of growth or growth potential.

The QDEP website details the process for events to submit an expression of interest for Significant event funding. Please note, Significant funding applications will only be accepted following invitation by TEQ.

Following is a summary of the key features of each funding category:

	Destination Event Funding	**Significant Event Funding**
Funding Period	1 year only	From 1 to 3 years
Maximum Number of Successful Applications	Up to a maximum of 5 applications	No maximum number of applications
Funding Amount	From $10,000 to $25,000 per year (please note, funding of no more than 25% of the total event cash expense budget may be applied for)	From $25,000 to $100,000 per year (please note, funding of no more than 25% of the total event cash expense budget may be applied for)
Approved Funding Uses	◦ Marketing costs ◦ Strategic plan development ◦ Engagement of short-term specialised personnel ◦ Hire of temporary infrastructure (refer to 3.2 conditions of funding for more information.)	Flexibility within appropriate boundaries and with appropriate justification
Application Process	Standard online form	More detailed submission online
Timing of Applications	Three rounds per year with applications due February, June, October	Three rounds per year with applications due February, June, October

2.2 Determining the appropriate tier for a particular event

The following table provides a general guide to applicants on the appropriate category of funding for which to apply. Further detail is provided in section 3 below.

	Apply for Destination Event Funding if:	**Apply for Significant Event Funding if:**
Your Overall Objective is to Achieve:	General assistance to enhance the professional presentation of your event to enable growth	Growth in all aspects of the event, in particular visitor numbers
You are able to complete:	A simple online form that provides general detail about the event history, governance, performance and aspirations	A detailed submission, including a business case for larger sums, demonstrating how the funding will enable growth to be achieved
You can demonstrate that:	◦ Your event is in (at a minimum) its second year ◦ If you have received funding previously from this program (including the former Regional Development Program) you have provided a satisfactory outcomes report	◦ Your event is in (at a minimum) its third year ◦ If you have received funding previously you have provided a satisfactory outcomes report
Your Application has Support from:	◦ Local Council ◦ RTO	◦ Local Council ◦ RTO
You are committed to:	Working with your RTO to: ◦ Ensure risks are minimised ◦ Ensure all opportunities for leveraging are identified	Working with TEQ and your RTO through a structured schedule of meetings to: ◦ Monitor progress ◦ Ensure risks are minimised ◦ Ensure all opportunities for leveraging are identified
You are seeking funding of up to:	$25,000	$100,000

3 Applying for QDEP funding

3.1 Eligibility

Is my event eligible?

- Yes my event is being held in the same Queensland destination (it has not moved locations)
- Yes my event is in at least its second year
- Yes my current event has been held prior to completing this application*
- Yes my event dates fit within the eligible event dates for this funding round
- Yes I am seeking QDEP funding to boost existing activity to further drive tourism outcomes.

* EG If you are applying for QDEP funding for your September 2022 event, you will need to wait until after your 2021 event is held before applying.

	Destination Event Funding	**Significant Event Funding**
Location	The event must be held in the same location each year Please note, if an event is new to the host destination it will be considered a new event proposition, and therefore not eligible. The second staging of the event will be eligible	As for destination event funding
Funding Request	Funding of no more than 25% of the total event cash expenditure budget may be applied for. Applications for amounts over 25% of your budget will be deemed **ineligible** and will **NOT** be considered for assessment EG for a $10,000 funding request the minimum event budget would be $40,000 ($40,000 / $10,000 *100 = 25%)	As for destination event funding
Previous Funding from TEQ	N/A	The event must have received destination event support for at least one year and successfully acquitted and fulfilled all contract requirements
Event Profile Baseline	The applicant must be able to demonstrate the historical size of the event in terms of: ° Audience ° Spectator numbers ° Participant numbers, and/or ° Media profile	As for destination event funding
Event Growth Potential	The applicant must be able to demonstrate the capacity for the event to grow against its baseline outcomes.	The event must provide a recent report showing evidence of the total number of event attendees (including participants and spectators), specifically detailing the breakdown and number of visitors from outside the region; this information must be independently gathered and reported, or independently verified[1]. The event must present a strong opportunity for Queensland and demonstrate extensive recognition outside the region in which it is held in terms of visitation and/or media profile
Type of Event (Continued on next page)	The following types of events are NOT eligible: ° Business events (conferences, seminars, symposiums, etc.) ° State championships ° Anniversaries / centenaries, commemorative events ° Trade shows, award ceremonies ° New Year's Eve celebrations	As for destination event funding.

[1] Contact the TEQ Destination Events team for guidance on who is qualified to provide independent verification of data

	◦ Christmas pageants, markets, festivals or celebrations ◦ Fireworks displays ◦ Tours ◦ Open gardens ◦ Open days ◦ Dedicated markets ◦ Reunions ◦ Charity events or fundraising activities. Events where the purpose is to raise funds for charity, or where the entire event surplus is going to charity are not be eligible for QDEP ◦ Any events currently receiving financial support from TEQ under QDEP and/or any other source ◦ Events that have previously failed to acquit a TEQ grant (such events will be ineligible to apply until two further editions of the event have taken place) ◦ Please note, Cultural, Multicultural and Religious Festivals (including National Celebration Days and Memorial Days), Regional Race Meetings and Community Shows/Exhibitions that show little differentiation to similar events in other regions, or do not present a unique experience that will attract visitors to the region will not be eligible to receive funding under QDEP Applications are assessed on their ability to meet the QDEP aims and objectives, which includes driving visitation and generating economic activity and development for the destination. If you are unsure whether your event is eligible, or you feel your event should be considered for funding, please contact us on the details provided	
Status of Event Organiser	The applicant must have an Australian Business Number (ABN) and be either a Corporation registered with ASIC or an Incorporated Association or Queensland Government body or other body corporate. Applications from individuals will only be accepted at the absolute discretion of TEQ	As for destination event funding
Event History	The event must have been held at least once previously in the host destination	As for destination event funding Please note for the **application history**, if an application has been submitted for Significant funding in a round, and the applicant is successful for Destination funding in that same round; an application may still be submitted for the subsequent years in future funding rounds
Timing of Event	The event must take place in the timeframe relevant to the round to which the application is submitted, with a minimum window of **six months** lead time to utilise funding to help develop and grow the event in line with the objectives of the program The current event must be staged before applying for future event funding	The event must take place in the timeframe relevant to the round to which the application is submitted, with a minimum window of **six months** lead time to utilise funding to help develop and grow the event in line with the objectives of the program
Timing of Application	Funding will not be granted retrospectively or outside of a funding round Applicants are not permitted to apply for funding more than once in the same year (assuming the first application is unsuccessful) unless advised by TEQ to do so	As for destination event funding
Local Support	Preference will be given to applications that include evidence of confirmed cash or budget-relieving value in kind from the community, Local Council and RTO. TEQ will independently seek confirmation of this support	As for destination event funding Confirmation of the type and extent of the support must be supplied on an annual basis for each year of funding support
Promotion	The event must be listed with the Australian Tourism Data Warehouse (ATDW) and evidence of this listing must be submitted with the application	As for destination event funding

3.2 Conditions of funding

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

	Destination Event Funding	Significant Event Funding
Use of Funds to Achieve Growth	The application must demonstrate how the funds would assist the event to develop and grow in line with the aims and objectives of the QDEP	As for destination event funding
Application of Funds	The application must outline proposed activities that will elevate the event and present specific and measurable outcomes to meet the program's objectives	As for destination event funding
Eligible Uses of Funds	° Marketing costs associated with the event that increase awareness and visitation (including digital and print marketing, TV or radio advertising, photography and videography for future promotion of the event) ° Strategic plans to address the long-term development of the event, including business plans or succession plans (TEQ to select a pre-approved contractor to complete the plan) ° Engagement of short-term specialised personnel to further develop and/or market the event ° Hire of temporary infrastructure to drive increased visitation outcomes and disability services (excluding but not limited to temporary toilets, fencing, marquees, stages, audio, lighting etc)	Flexible use with appropriate justification, within reasonable parameters (at the absolute discretion of TEQ)
Ineligible Uses of Funds	Funds may not be used for core operational expenses including: ° Insurance and legal costs ° Capital or equipment costs ° Prize money ° Appearance fees, cost for talent and travel cost ° Ambassador travel/appearance fees ° Sanctioning fees ° Entertainment ° Full time employment costs (including Event Manager, Event Coordinator) ° Administration expenses / sundries ° Printing, signage, graphic design, AV, sound, lighting, staging, seating, marquees, fencing, toilets, security (all of which are core operational expenses) ° Livestreaming ° Postage/distribution costs	As for destination event funding
Funding Limit	The funding application must be for a minimum of $10,000 (plus GST) and a maximum of $25,000 (plus GST)	The funding application must be for a minimum of $25,000 (plus GST) and a maximum of $100,000 (plus GST) per year
Recognition to be provided to TEQ	The event organiser must provide the opportunity for the RTO and TEQ (should they desire) to arrange destination signage for their event Use of TEQ logos and integration of the It's Live! in Queensland partner stamp into Event marketing and communications activity	The event organiser must provide full recognition of QDEP support before and during the event (with details to be outlined in the Funding Agreement) Use of TEQ logos and integration of the It's Live! in Queensland partner stamp into Event marketing and communications activity
Acquittal Obligations	A brief, standardised outcomes report must be submitted upon completion of the event	A detailed outcome report must be submitted upon completion of the event

3.3 General evaluation criteria

The following general evaluation criteria will apply to the assessment of applications:

	Destination Event Funding	Significant Event Funding
Financial Stability	The level of confirmed cash and in-kind support from community and corporate organisations, other sponsors, Local Councils and RTOs The financial viability of the event, including the strength of the budget and the management and financial skills of the event organisers Preference will be given to applications that demonstrate a balanced budget and that clearly demonstrate how QDEP funding would assist in enhancing tourism outcomes in addition to an event's current activities	As for destination event funding, plus a clear succession plan for key members of the event organisation team
Tourism	Event timing – whether the event intends to complement other events 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	As for destination event funding, plus demonstrable evidence of sustained growth over the past two editions of the event (based on verifiable information on participants, spectators, sales, sponsorship, media coverage or other factors that evidence event growth)
Media and Marketing	The potential of the event to raise the profile of the destination through media coverage The strength and extent of the marketing strategy	As for destination event funding, plus demonstrable evidence of recognition outside the event's geographical region, including: ° Details of how the event has gained prominence outside its immediate geographical region ° Verifiable information on intrastate, interstate or international visitations (or other relevant information) that demonstrates the status the event has attained
Social and Community Benefits	The extent of social enrichment and potential benefits to the local community brought about by the event	As for destination funding, as well as demonstrable evidence of tangible community support, including documentation outlining the type of support, investment and/or sponsorship and the amount of cash and/or in-kind assistance being provided by the RTO, Local Council and the general business community for the proposed funding period
Development and Sustainability	The extent to which the funding will assist with the enhancement and development of the event The potential of the event to develop into a significant and strategically important event for the State	As for destination funding, as well as an explanation of how the funding will build the event to a position of long-term financial sustainability within the term of the funding (as evidenced primarily through business plans, marketing plans and succession plans)
Economics	The propensity of the event to generate direct and incremental expenditure to the region by visitors and the event organiser in relation to the total spending generated	As for destination funding, but a greater expectation on the magnitude and proportion of the direct and incremental component of the total spending generated by the event. The outcomes will be measured through an event evaluation study that aligns to TEQ's definitions
Risk Profile	The extent to which risks have been reasonably minimised and/or mitigated	The extent to which risks have been reasonably minimised and/or mitigated

3.4 Lodging the application

3.4.1 Completing the application process

All applications must be lodged online. Applicants will be sent a confirmation email within 48 hours of application submission to confirm receipt by TEQ.

3.4.2 Provision of support material

Applicants are required to submit the following additional material in support of their application:

	Destination Event Funding	Significant Event Funding
Support material, including: ° Photos of past events ° A summary of past media coverage, including examples ° Copies of past brochures/programs ° Any other relevant information or material ° Most recent post event report including event attendance data ° Event budget, including income and expenditure items ° Marketing plan for the relevant event	Yes	Yes

3.5 Contacting TEQ

Requests for further information should be directed to:

Queensland Destination Events Program
Tourism and Events Queensland
Level 8, Green Square North Tower
515 St Pauls Terrace
Fortitude Valley QLD 4006
Telephone: 07 3535 3535

Email: events@queensland.com
Website: teq.queensland.com
Twitter: twitter.com/teqld
Facebook: facebook.com/visitqueensland
Youtube: youtube.com/queensland

3.6 Important Notice

Tourism and Events Queensland reserves the right to amend or alter these guidelines from time to time in its absolute discretion.

Tourism and Events Queensland is under no obligation to accept applications which are deemed incomplete or ineligible and/or received after the application deadline.