Destination Event - Application Form
Form Preview

Part A - Organisation Eligibility

* indicates a required field

Destination Event Fund

Before you begin please indicate your organisation's eligibility to apply for the Destination Event Fund.

Destination Event funding provides Support for events that are well established, well designed, and clearly demonstrate return on investment, building community pride, return visitation, regional profile, economic stimulus and attract over 5,000 participants, with 15% out-of-region visitors. Your application should demonstrate alignment to the following objectives:

- **Social & Community** - Drives social and community outcomes, including community pride and cohesion.
- **Destination**- Enhances the profile and appeal of the Gladstone Region.
- **Financial Sustainability** - Demonstrates financial sustainability.
- **Environmental Sustainability**- Demonstrates environmental sustainability.
- **Economic Impact**- Generates economic activity in the Gladstone Region.
- **Overnight Visitation**- Attracts external visitation specifically generating overnight visitor expenditure.

Before completing this application form, you should have read the Gladstone Regional Council Destination Event Fund guidelines.

Incomplete applications and/or applications received after the closing date of the funding round will not be considered.

This section of the application form is designed to help you, and us, understand if you are eligible for to apply for the Destination Event Fund.

If you have any questions in regards to these eligibility criteria, please contact **Gladstone Regional Council's Community Partnerships team on 4976 6300.**

Does your organisation identify with any of the following categories?

Your application will not be eligible to proceed to assessment if your organisation does not meet the funding eligibility requirements. Please indicate your organisation's eligibility in the checklist below;

Must be one of the following: *
☐   a not-for-profit sporting club or active recreational group based in or servicing the Gladstone Regional Council area
☐   Be a not-for-profit community organisation based in or servicing the Gladstone Regional Council area (other than a sporting club).
☐   Be a commercial business based in and servicing the Gladstone Regional Council area.
☐   Be an educational institution based in and servicing the Gladstone Regional Council area.

and must: *

☐   be financially solvent;
☐   be incorporated (not applicable for businesses).
At least 2 choices and no more than 2 choices may be selected.

Does your organisation have an ABN?
☐   Yes
☐   No
One must be selected to proceed. If you do not have an ABN you will need to submit a Statement by a Supplier form.

ABN *

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	More information
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN.

File Upload: Statement by a supplier form

You can access and download this form at the link below. Please attached the completed form to this application for processing.

https://www.ato.gov.au/uploadedfiles/content/mei/downloads/statement%20by%20a%20supplier.pdf

Statement by a supplier form
Attach a file:

Written advice from the Australian Tax Office advising no withholding tax is required (this is required for Organisations who do not have ABN).

File Upload: Certificate of Incorporation

Certificate of Incorporation *
Attach a file:

Please upload a copy of your organisation's Certificate of Incorporation here.

File Upload: Financials

Most Recent Profit and Loss Statement *
Attach a file:

Please upload your organisations most recent profit and loss statement here.

Current Audited Financial Statement *
Attach a file:

Please upload your organisations current audited financial statement.

Part B - Organisation Information

* indicates a required field

Organisation Details

Organisation Name *
Organisation Name

Former Organisation Name

Advise former name of organisation if there has been a name change.

Physical Address *
Address

Postal Address *
Address

Contact Name *

Title	First Name	Last Name

Contact Position *

E.g. president, secretary, treasurer.

Preferred Contact Number *

Preferred Email Address *

Please provide a brief summary of your organisation and its history/purpose *

Part C - Event Details

* indicates a required field

Event Description

Event title *

Event start date *

Must be a date and held at least 16 weeks after application submission.

Event end date *

Must be a date.

Is this a 'one off' or 'annual' event? *
○ One off event   ○ Annual event

Is this a new or existing event in the Gladstone Region? *
○ New
○ Existing

Event Description

Provide a description of the event and what the event aims to achieve *

Provide a short description (100 words recommended) of your project - what are you out to do?

Is there a community need / interest for this event and what is the evidence to support this *

Hint: Why does this event need to happen? Is there an interest from the community for this event? Why does the town/region need this event to happen?

How will the event source local businesses and support local community groups? *

Hint: How will your organisation encourage the use of supporting local businesses and community groups? Provide example that can be supported. Are there any other partners that have committed to supporting you in delivering this event and if so, in what capacity? and what will their role be? Attach any written commitment in the non-mandatory document section to support these claims.

Event Location Details

Who owns the land/ facility of where the event will take place? *
○ Council
○ State Government
○ Applicant
○ Other

If your event is being held at a Council owned facility or park please ensure you have the appropriate approval or letter of consent to carry out the event. Please contact Council via email info@gladstone.qld.gov.au requesting a park booking or letter of consent for the project. For more information contact Council on 07 4970 0700.

Address/location of where the event will take place *
Address

Address Line 1, Suburb/Town, State/Province, Postcode, and Country are required.

Landowner Approval

Has approval by the land owner/ facility been granted to carry out this event as the above mentioned location? *
☐ Yes   ☐ No
Hint: Booking approval is required to complete the application.

Event Location Approval (If event is to be held at GECC, any estimates for INKIND support and tentative reservations must be in writing from the GECC PRIOR to the application) *
Attach a file:

Hint: Upload booking confirmation, approval from land owner/ facility, or letter of support. Please note that approval is required before funds can be released or paid.

Event Objectives

Who is the target audience? *

Hint: Who will be attending your event? What is the target age/demographic? Tell us who you want to see at your event. Is it young adults, families, people between the ages of 25-35, interstate travellers etc.

How will the event be marketed/communicated to the target audience? *

Hint: How will your organisation promote the event to the audience detailed above? E.g. Outside broadcast from Radio Station, through your website, branded flyers etc. If you have a marketing plan for the event please attach it in the additional supporting documentations field at the end of the application.

What is the proposed number of attendees/participants for the event?

Volunteers *

Hint: Number of volunteers that are supporting the event. This includes people from inside and outside your organisation.

Store Holders *

Hint: Number of vendors that will be selling goods/ services at the event where profits will not go back into the organisation, group or club. I.e. Food vendors.

Paid Suppliers (e.g artists, technicians, food vendors) *

int: The number of paid suppliers. I.e. Technicians, judges, musicians etc.

Gladstone Region Residents *

Hint: How many Gladstone Region residents will be attending the event? Supporting evidence may be requested to support this claim in your acquittal application.

Intrastate visitors (from outside the Gladstone region, but within Queensland) *

How many people do you expect to travel to the Gladstone Region from other areas of Queensland. Evidence may be required in your acquittal.

Interstate visitors (from outside Queensland) *

How many people do you expect to travel to the Gladstone Region from outside of Queensland. Due to COVID-19 boarder restrictions Council understand that Interstate visitor numbers may not be relevant or difficult to calculate.Evidence may be required in your acquittal.

International visitors *

Hint: How many people do you expect to travel to the Gladstone Region from outside of Australia? Due to COVID-19 boarder restrictions Council understand that International visitor numbers may not be relevant or difficult to calculate.Evidence may be required in your acquittal.

TOTAL *

This number/amount is calculated.

What measures will be put into place to obtain accurate number of attendees/ participants? *

Hint: How will the organisation track attendance/ participation? What systems will be put in place to track numbers? E.g. Attendance will be monitored via website ticket sales. This will also track residential addresses to provide stats on interstate vs local attendance numbers. Will there be a cap on attendance numbers? Is there a minimum attendance number for the event to proceed?

Event History

What year did this event begin and how many consecutive years has this event been operating? *

Summarise the success of previous events *

Historical Attendance

Complete the table below detailing the number of attendees/participants for previous years:

Last Year	2 Years ago	3 Years ago
Volunteers	**Volunteers**	**Volunteers**
Must be a number.	Must be a number.	Must be a number.
Stall Holders	**Stall Holders**	**Stall Holders**
Must be a number.	Must be a number.	Must be a number.

Must be a number.

Paid Suppliers (e.g. artists, technicians)

Must be a number.
Must be a number.

Gladstone Region residents

Must be a number.
Must be a number.

Intrastate visitors (from outside the Gladstone region, but within QLD)

Must be a number.

Interstate visitors

Must be a number.

International visitors

Must be a number.

TOTAL

This number/amount is calculated.

Paid Suppliers (e.g. artists, technicians)

Must be a number.

Gladstone Region residents

Must be a number.

Intrastate visitors (from outside the Gladstone region, but within QLD)

Must be a number.

Interstate visitors

Must be a number.

International visitors

Must be a number.

TOTAL

This number/amount is calculated.

Paid Suppliers (e.g. artists, technicians)

Must be a number.

Gladstone Region residents

Must be a number.

Intrastate visitors (from outside the Gladstone region, but within QLD)

Must be a number.

Interstate visitors

Must be a number.

International visitors

Must be a number.

TOTAL

This number/amount is calculated.

Complementary projects or programs

Is there a specific Council project/program that you are aware of, that may complement the event? *

○ Yes   ○ No   ○ Unsure

Hint: Check the Community Event Calendar or the Our Gladstone Region Facebook Page.

Conflicts or Duplicates

Does the event conflict or duplicate with other events held in the region? *

○ Yes   ○ No   ○ Unsure

Hint: Check the Community Event Calendar or the Our Gladstone Region Facebook Page.

Provide details *

Eligibility Criteria

Please explain how your event will demonstrate alignment to the following objectives:

☐   Social & Community- Drives social and community outcomes, including community pride and cohesion.
☐   Destination - Enhances the profile and appeal of the Gladstone Region.
☐   Financial Sustainability - Demonstrates financial sustainability.
☐   Environmental Sustainability - Demonstrates environmental sustainability.
☐   Economic Impact - Generates economic activity in the Gladstone Region.
☐   Overnight Visitation - Attracts external visitation specifically generating overnight visitor expenditure.

Hint: It is recommended that you provide a response to each objective to ensure your application is assessed on the highest score possible. Further information on key selection criteria can be found in the Destination Event Fund guidelines.

Social & Community *

Hint: How would this event benefit the local community? Does it have the potential to boost community pride and social cohesion? How will it do this?

Destination *

Hint: How does this event showcase the Gladstone Region? Will the event showcase the region as a place to live, holiday or compete in? How will it do this? Will it showcase your facility? If so, how? If other events have been hosted, how did they enhance the profile and appeal of the Gladstone Region? Explain how this event could achieve similar outcomes?

Financial Sustainability *

Hint: Is this event financially sustainable? If yes, explain how it is or how you are working to achieve this?

Environmental Sustainability *

Hint: Are there ways the event could be environmentally sustainable? If so, explain how? How will these initiatives benefit the organisation, event and region?

Economic Impact *

Hint: What is the projected economic impact of this event? How have you calculated this? Can you support this claim (facts, figures, statements etc). Research how other regions have hosted an event comparable to yours. How has this region benefited economically? Can your event provide similar benefits? Explain how. Note: GAPDL is a useful resource in this area.

Overnight Visitation *

Hint: Address how the event will increase overnight visitor stays in the region. How will your organisation promote staying in the region to those attending? Will there be any incentives to stay across the whole event or are people more than likely to attend for a specific purpose and leave? Please estimate the overnight visitation numbers and nightly accommodation rate. e.g. 2 x nights at approx $160 per night x 50 participants.

Reconciliation Action Plan (RAP) Initiative

Gladstone Regional Council's Reconciliation Action Plan (RAP) is about developing strong foundations on which to build relationships to achieve a lasting and successful investment in reconciliation.

Your organisation **may** be respectfully requested to include an Acknowledgement or Welcome to Country at the opening of your event.

This request aligns with Council's Aboriginal and Torres Strait Islander Cultural Protocol - Events Policy.

An **Acknowledgement to Country** is a statement of recognition of the Traditional Owners of the land.

An Acknowledgement to Country is an opportunity for anyone to show respect for Traditional Owners and the continuing connection between Aboriginal and Torres Strait Islander peoples to Country. It can be given by both non-Indigenous people and Aboriginal and Torres Strait Islander people.

A **Welcome to Country** is a cultural welcoming facilitated by approved representatives of Traditional Owners for the area in which the event is held.

Protocols for welcoming visitors to Country have been part of Aboriginal and Torres Strait Islander cultures for thousands of years.

A Welcome to Country occurs at the beginning of a formal event and can take many forms including singing, dancing, smoking ceremonies, or a speech in traditional language or English. A Welcome to Country is delivered by Traditional Owners, or Aboriginal and Torres Strait Islander people who have been given permission from Traditional Owners to welcome visitors to their Country.

Council officers will provide further information surrounding this request following assessment of the application.

In addition to any Funding Agreement that your organisation may be required to enter into, you understand and accept that in submitting your Application, your organisation may be required to include an Acknowledgement or Welcome to Country within the opening of your event *

☐   Yes, I understand that our event may be required to incorporate an Acknowledgement or Welcome to Country into the opening of our event.

Acknowledgement

List the sponsorship entitlements that your organisation would be prepared to offer Gladstone Regional Council for their support *

For further information about Council's acknowledgement expectations refer to the Gladstone Regional Council Fundseeker Toolkit.

Other suggestions:

☐ Acknowledgement Statement published on the organisation's Social Media platform using approved graphic and text provided by Council

☐ Acknowledgement Statement published in Organisation newsletter using approved graphic and text provided by Council

☐ Council acknowledgement on the day of the event via the PA system

☐ Approved Council logo on event merchandise

Hint: Suggestions only. Please tick the boxes that are applicable to your event.

Part D - Event Budget

* indicates a required field

Type of Funding Request *

☐ Monetary   ☐ In-Kind   ☐ Monetary & In Kind

At least 1 choice and no more than 1 choice may be selected.

Monetary Amount *

$

Must be a dollar amount.
Please note that all figures exclude GST.

Provide a specific breakdown of what the monetary sponsorship will be used for? *

Hint: Detail how the organisation will use the sponsorship funding at the event. Refer to guidelines for details on eligible and ineligible expenses.

In-Kind Amount (Estimate) *

$

Must be a dollar amount excluding GST. In-kind assistance will need to be costed. If unsure, leave blank and Council will do a costing based on the details provided below as to what in-kind assistance is being requested of Council.

Provide details of what in-kind support is being requested from Council. Requests MUST include a quote from GECC and tentative reservation obtained PRIOR to application *

Hint: Please outline what type of in-kind support you require. This is any support you would ask Council to provide for the event. E.g services, labour, marquee hire.

Total Funding Request *

$

Hint: This should be the total amount of support that you are seeking. Combine monetary and in-kind value.

Total Event Cost *

$

Hint: Please include the total cost to run the event.

Percentage (%) of contribution

This number/amount is calculated.

If successful with the funding, what are the goals/objectives of the event and how will these be measured? *

Hint: Identify the goals and objectives of the event? How will your organisation measure the success of this event? How will your organisation determine the event has delivered on what the organisation is trying to achieve?

Has the event received any previous assistance (monetary and/or in-kind) from Gladstone Regional Council in the past 3 years? *

☐ Yes   ☐ No

At least 1 choice must be selected.

Provide details of the type of assistance (monitary and/or in-kind), amount and the year of funding? *

Hint: Provide specific details of the funding received by the organisation over the last 3 years. Name of the fund, value of funding received, project or event that it went towards.

Budget Breakdown

The event budget should predict the total cost of hosting the event. Don't forget to value any in-kind support you may be receiving including any volunteer hours charged at an average hourly rate. The event budget should reflect the total cost to your organisation or business to host the event.

Budget

Income	$	Expenditure	$
Amount requested	$	Salaries, Wages, Labour Hire	$
Government Grants	$	Administration Costs (eg. Office, phone, fax)	$
Income (ie ticket sales etc)	$	Advertising and Promotion	$
Other Income	$	Equipment, Venue Hire & other logistics	$
	$	Other Expenditure	$
	$		$
	$		$
	$		$

Budget Totals

Total Income Amount

$

This number/amount is calculated.

Total Expenditure Amount

$

This number/amount is calculated.

Income - Expenditure

$

This number/amount is calculated.

Provide a breakdown of event/ticket entry price, including the categories *

Hint: How much is it to attend/ register at the event? What are the categories of entry/ competition. How much does it cost to attend each event etc.

If the budget indicates a profit, how will these funds be utilised? *

Hint: Specifically explain how the projected profit will be spent by the organisation? Will it be reinvested into next year's event?

If the budget indicates a loss, how will this be covered and how is the event working toward future sustainability? *

Hint: If due to unforseen circumstances this event does run at a loss, what is the contingency plan?

Has other funding been applied for or received in relation to this event? *
☐ Yes
☐ No

Provide details *

Include organisation name and level of funding sought/received.

Part E - Lodgement

* indicates a required field

Mandatory Attachments

Certificate of Currency (Public Liability) *
Attach a file:

Event Plan *
Attach a file:

Hint: This should outline the event activities or a timetable of events.

Event Strategy *
Attach a file:

Risk Assessment Strategy *
Attach a file:

Sponsorship Proposal *
Attach a file:

Marketing/ Communications Plan *
Attach a file:

Hint: This should outline how you plan to promote your event/ activity to the community. E.g. via social media, radio, print.

Income and Expenditure *
Attach a file:

> Hint: This should be event specific.

Cash Flow Forecast *
Attach a file:

Organisation Strategic Plan *
Attach a file:

Other supporting documents

Please upload other documents that support your application to receive the Destination Event Fund.

File Upload
Attach a file:

Hint: Omcp,e & Expand

File Upload
Attach a file:

File Upload
Attach a file:

File Upload
Attach a file:

Privacy Collection Statement

The Gladstone Regional Council is collecting your personal information on this form to process this request. The information will only be used by authorised council employees for the purposes of this request, or for the purpose of performing other Council functions and responsibilities. Your personal information will not be given to any other person or agency unless you have given us permission to do so or we are required to do so by law.

Do you give permission for your email address to be added to the Community Investment Program mailing list for future funding updates? *
○ Yes ○ No

Declaration

I/We, the applicant:-

- Declare that the above information is true and correct in all respects (to the best of my knowledge) at the time of lodgement of this application with the Gladstone Regional Council;
- Submit the application with the full knowledge and agreement of the management of the organisation;
- Have read the associated Policy and Guidelines;
- Agree that I/we will make contact with Gladstone Regional Council immediately if any of the details given in relation to this application change or are incorrect; and
- Provide consent for Council to:-
    - Advertise projects that have been successfully funded by Council (i.e media release, social media); and
    - Advertise successful recipient details on Council's website (including but not limited to, project description, name of recipient, amount funded).

COVID19 *
○ In submitting this application I/we acknowledge that I/we accept responsibility to comply with all laws, Government directions and health directives in respect to COVID19; and will supply a copy of any relevant COVID Safe Event or Industry Plan if requested by Council Officers for consideration in the assessment of this application.

Submitting Officer's Name *

Submitting Officer's Position *

E.g. president, secretary, treasurer.

IMPORTANT: Once your application has been submitted you can no longer edit this online application form. Please ensure all details are true and correct and all supporting information has been attached.