Eligibility

* indicates a required field

General information

Before applying, make sure your event:

- Has been held in Queensland at least twice.
- Does **not** rotate between different locations.
- Takes place within the specified eligible event dates for this funding round.
- Has taken place in the current year before applying.
- Needs support for things like: promoting to visitors outside your region, improving your event program, hiring short-term staff or temporary infrastructure or developing strategic plans.

Eligibility criteria

Has your event been held in Queensland before? *

○ Yes ○ No

Events must have been staged on at least two occasions to be eligible for Destination Signature funding.

Does your event take place in multiple destinations? *

○ Yes ○ No

Events that rotate to multiple destinations are not eligible for Homegrown funding.

Has the most recent edition of your event been held before submitting this application? *

○ Yes ○ No

You must have delivered your most recent event before applying for funding for a future event.

Does your event take place within the specified eligible event dates for this funding round? *

○ Yes ○ No

Please refer to the guidelines for relevant eligible event dates.

Are you applying for eligible funding uses? *

○ Yes ○ No

Funding is available for out of region marketing costs, event enhancements, temporary infrastructure, short-term personnel and event growth and development initiatives.

TEQ funding history

Let us know if we've worked together before, as this helps us understand your funding history and experience.

Has your event previously received funding from TEQ? *

○ Yes ○ No

Please provide additional details about your previously funded event.

How much did you receive? *

Must be a dollar amount.

What event date was your most recent funding received? *

Must be a date.
Enter the date of the most recent event for which you received funding through this program.

How was this funding used?

☐ Out of region marketing costs
☐ Event program enhancements
☐ Short-term specialised personnel
☐ Event growth development plan
☐ Hire of temporary infrastructure

Please select any that apply.

Has your previous TEQ funding agreement been successfully acquitted? *

○ Yes ○ No

If your previous event has not yet been acquitted, please contact the Homegrown team, as you may still be required to submit this application.

Your answers have indicated you do not meet the above criteria and are therefore ineligible for funding under the Destination Signature Funding stream in this round.

Please double check your responses. If they are accurate, please do not continue with this application.

Contact details

* indicates a required field

Organisation Name *

Organisation Name

Organisation 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.

Organisation Address *
Address

Organisation Website *

Must be a URL.

Organisation contact

This person will be the main contact.

Contact name *

Title	First Name	Last Name

Position *

Contact Number *

Must be an Australian phone number.

Contact Email *

Must be an email address.

Event details

* indicates a required field

Event Name *

Should be consistent with your Australian Tourism Data Warehouse listing.

Tell us about your event *

Word count:
Must be no more than 50 words.
This may be used to promote your event via official Tourism and Events Queensland channels.

Event website *

Facebook

Must be a URL.

Instagram

Must be a URL.

TikTok

Must be a URL.

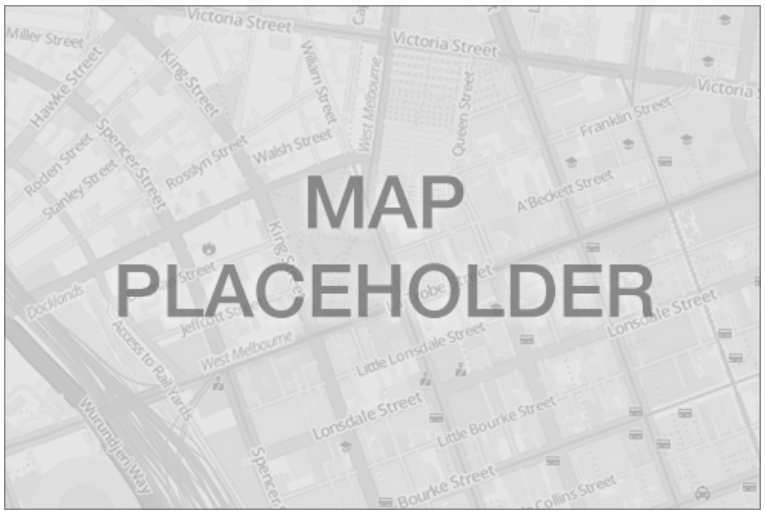
YouTube

Must be a URL.

ATDW Listing *

Must be a URL.
Please note, the ATDW listing must be for your current event, not a previous event. Click here to access ATDW website.

Address of Event Location *
Address



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

When was it first held?

Must be a number.
Enter year as YYYY.

How many times has it been held? *

Must be a number.

Are you applying for multi year funding? *

○ Yes ○ No

How many years are you applying for? *

☐ Year 1
☐ Year 2
☐ Year 3

Please select all that apply. Applications can be submitted for one year of funding or up to three years of funding.

Year 1 start and end dates

Event start date *

Must be a date and no earlier than 1/4/2027.
Event dates only - not including set up dates.

Event end date *

Must be a date and no later than 30/6/2028.
Event dates only - not including pack down up dates.

Year 2 start and end dates

Event start date *

Must be a date.
Event dates only - not including set up dates.

Event end date *

Must be a date.
Event dates only - not including pack down up dates.

Year 3 start and end dates

Event start date *

Event end date *

Must be a date.
Event dates only - not including set up dates.

Must be a date.
Event dates only - not including pack down up dates.

Regional Tourism Organisation

Who is your Regional Tourism Organisation (RTO)? *

Please select one. If event footprint spans multiple regions, please list RTOs below.

If your event footprint spans multiple regions, please specify the other RTOs involved

Click here for RTO lookup

Does your RTO provide any financial or in-kind support for your event? *

○ Yes ○ No

Does your RTO provide cash support, marketing support, and/or other support.

Please provide details of RTO support *

Word count:
Must be no more than 100 words.
Does your RTO provide cash support, marketing support, and/or other support. If you do not receive any financial or in-kind support, please provide any comments on your engagement with your RTO.

Council

Local Council Area

Does your event need Council approval to take place? *

○ Yes ○ No

Please provide details of required Council approval *

Word count:
Must be no more than 100 words.

Has Council provided funding for your event? *

○ Yes ○ No

Please provide details of Council funding *

Word count:
Must be no more than 100 words.

Event Budget

* indicates a required field

Budget upload

Please upload a copy of your budget, ensuring that cash and in-in-kind are detailed correctly, and all figures are GST exclusive. *
Attach a file:

Must attach a file. Must not include Homegrown funding request in event budget. Government and other grant funding programs successfully received are to be clearly identified.

If applying for multi-year funding, please upload your event budget for Year 1 only. If your application is successful, you will be required to submit an updated event budget for each subsequent year of funding.

Please ensure all figures are GST exclusive.

Total revenue (exclusive of in-kind support) *	Total expenditure (exclusive of costs that are covered by in-kind support) *	Profit/Deficit
Must be a dollar amount.	Must be a dollar amount.	This number/amount is calculated.

Please let us know if you anticipate any major variations in your budget for year 2 and/or year 3 *

Is there anything else you would like to tell us about the event budget?

Funding Request Year 1

Please refer to the Homegrown Funding Guidelines for a detailed outline of eligible funding uses.

Consider how the funding will be used to maximise your event's growth potential and tourism outcomes such as attracting out-of-region visitors, enhancing your event program, improving the visitor experience, expanding marketing reach or building the event's long-term sustainability. For the purposes of Homegrown, an out-of-region visitor is a person whose usual place of residence is outside the host Local Government Area.

Homegrown can fund up to 25% of your event's total cash expenditure budget (excluding GST).

The total funding available across all categories is a minimum $15,000 and maximum $40,000 per year.

Applications requesting more than 25% of your event's cash expenditure or over $40,000 will be considered ineligible and will not proceed to assessment.

Please "add more" to create more rows.

Funding uses	Funding request	Funding use description	Funding rationale
	Must be a dollar amount.	What are you using the funding on (i.e. billboard advertising)	How does this achieve event and program objective outcomes.

Totals

These figures are calculated based on the amounts in the tables above and the total cash expenditure listed in the budget section.

Total Amount Requested Year 1

What is the amount (in dollars only) of the total requested funds committed in the first year?

% of total cash expenditure requested

Requests for more than 25% of your total cash expenditure will not be eligible for assessment.

Funding Request Year 2

Please refer to the Homegrown Funding Guidelines for a detailed outline of eligible funding uses.

Consider how the funding will be used to maximise your event's growth potential and tourism outcomes such as attracting out-of-region visitors, enhancing your event program, improving the visitor experience, expanding marketing reach or building the event's long-term sustainability. For the purposes of Homegrown, an out-of-region visitor is a person whose usual place of residence is outside the host Local Government Area.

Homegrown can fund up to 25% of your event's total cash expenditure budget (excluding GST).

The total funding available across all categories is a minimum $15,000 and maximum $40,000 per year.

Applications requesting more than 25% of your event's cash expenditure or over $40,000 will be considered ineligible and will not proceed to assessment.

Please "add more" to create more rows.

Funding uses	Funding request	Funding use description	Funding rationale
	Must be a dollar amount.	What are you using the funding on (i.e. Billboard advertising)	How does this achieve event and program objective outcomes.

Totals

These figures are calculated based on the amounts in the tables above and the total cash expenditure listed in the budget section.

Total Amount Requested Year 2

This number/amount is calculated.
What is the amount (in dollars only) of the total requested funds committed in the second year?

% of total cash expenditure requested

This number/amount is calculated.
Requests for more than 25% of your total cash expenditure will not be eligible for assessment.

Funding Request Year 3

Please refer to the Homegrown Funding Guidelines for a detailed outline of eligible funding uses.

Consider how the funding will be used to maximise your event's growth potential and tourism outcomes such as attracting out-of-region visitors, enhancing your event program, improving the visitor experience, expanding marketing reach or building the event's long-term sustainability. For the purposes of Homegrown, an out-of-region visitor is a person whose usual place of residence is outside the host Local Government Area.

Homegrown can fund up to 25% of your event's total cash expenditure budget (excluding GST).

The total funding available across all categories is a minimum $15,000 and maximum $40,000 per year.

Applications requesting more than 25% of your event's cash expenditure or over $40,000 will be considered ineligible and will not proceed to assessment.

Please "add more" to create more rows.

Funding uses	Funding request	Funding use description	Funding rationale
	Must be a dollar amount.	What are you using the funding on (i.e. Billboard advertising)	How does this achieve event and program objective outcomes.

Totals

These figures are calculated based on the amounts in the tables above and the Total Cash Expenditure listed in the budget section.

Total Amount Requested Year 3

What is the amount (in dollars only) of the total requested funds committed in the third year?

% of total cash expenditure requested

Requests for more than 25% of your total cash expenditure will not be eligible for assessment.

Total Amount Requested

This number/amount is calculated.

What is the total financial support you are requesting in this application?

Economic and Tourism Benefit Forecast Year 1

* indicates a required field

Event Attendance Definitions

Total Attendance: The total number of visits to an event. Total Attendance includes repeat visits by the same individual (i.e. over multiple event days or several occasions on the same day).

Unique Attendees: The number of people who attend an event. Each unique attendee is counted only once, regardless of the number of times they attended over the course of an event.

Please show how the event will benefit the local economy by forecasting how many people will attend, based on evidence of historical data.

What is the expected total attendances at your event? *

Must be a number.

What is the number of unique attendees at your event? *

Must be a number.
Not including people attending more than once.

Expected unique attendees from outside the local government area: *

Must be a number.
Includes attendees from outside Queensland.

Expected unique attendees from outside of Queensland (interstate and international): *

Must be a number.

Average length of stay for attendees who stay overnight: *

Number of days.

How did you calculate these figures? For example, did you use postcode reports, attendee surveys, or a tourist impact report? *

Most recent post event report *
Attach a file:

Economic and Tourism Benefit Forecast Year 2

* indicates a required field

Event Attendance Definitions

Total Attendance: The total number of visits to an event. Total Attendance includes repeat visits by the same individual (i.e. over multiple event days or several occasions on the same day).

Unique Attendees: The number of people who attend an event. Each unique attendee is counted only once, regardless of the number of times they attended over the course of an event.

Please show how the event will benefit the local economy by forecasting how many people will attend, based on evidence of historical data.

What is the expected total attendances at your event? *

Must be a number.

What is the number of unique attendees at your event? *

Must be a number.
Not including people attending more than once.

Expected unique attendees from outside the local government area *

Must be a number.
Includes attendees from outside Queensland.

Expected unique attendees from outside of Queensland (interstate and international) *

Must be a number.

Average length of stay for attendees who stay overnight *

Must be a number.

How did you calculate these figures? For example, did you use postcode reports, attendee surveys, or a tourist impact report? *

Event Growth

How will you grow your forecasted results (attendance and visitor nights) in year 2? *

Economic and Tourism Benefit Forecast Year 3

* indicates a required field

Event Attendance Definitions

Total Attendance: The total number of visits to an event. Total Attendance includes repeat visits by the same individual (i.e. over multiple event days or several occasions on the same day).

Unique Attendees: The number of people who attend an event. Each unique attendee is counted only once, regardless of the number of times they attended over the course of an event.

Please show how the event will benefit the local economy by forecasting how many people will attend, based on evidence of historical data.

What is the expected total attendances at your event? *

Must be a number.

What is the number of unique attendees at your event? *

Must be a number.
Not including people attending more than once.

Expected unique attendees from outside the local government area *

Must be a number.
Includes attendees from outside Queensland.

Expected unique attendees from outside of Queensland (interstate and international) *

Must be a number.

Average length of stay for attendees who stay overnight *

Must be a number.

How did you calculate these figures? For example, did you use postcode reports, attendee surveys, or a tourist impact report? *

Event Growth

How will you grow your forecasted results (attendance and visitor nights) in year 3? *

Enhance the profile and appeal of the Destination

* indicates a required field

This section helps us understand how your event will promote the destination, reach audiences beyond the local area, and strengthen the region's profile as a place to visit.

How will your event enhance the profile and appeal of the destination? *

- ☐ Generate media coverage beyond the local area
- ☐ Promote the destination to out-of-region audiences
- ☐ Target visitor markets with growth potential
- ☐ Showcase unique destination experiences and attributes
- ☐ Strengthen the destination's reputation as a tourism and events destination

Select all applicable options and provide supporting rationale. For activities that are still in progress, respond based on the information currently available.

Please describe what media coverage you are anticipating for your event *

A full marketing plan is not required at this stage. Please submit a short overview demonstrating how your marketing activities will achieve your forecast attendance figures. If your funding application is successful, a full marketing plan will be required before your first payment.

Overarching Aim of Marketing Activity *

Key Marketing Objectives *

Proposed Timings *

Outline the channels you plan to use in your marketing mix and be as specific as possible (e.g., if using press, include the titles you'll work with). *

This should cover: Paid: Channels you pay for, like press, TV, digital display, social media, out-of-home ads, etc. Owned: Channels you control, such as your website, social media accounts, email lists, blogs, etc. Earned: Channels you don't pay for, such as PR coverage.

Please outline your Marketing Budget *

Include proposed breakdown across all marketing activity and split by geographical location

Describe and prioritise the target demographics you aim to attract to your event *

For example: Primary: Adults, no kids, household income over $80,000, around 40 years old. Secondary: Young families, household income over $80,000, youngest child under 12.

Outline the markets you will target and how you're prioritising them *

For example: 50% Cairns 30% Townsville 20% Mackay.

How does your event profile the destination? *

E.g. Showcasing the region's unique attractions, culture, or experiences through destination content in event programming.

Please describe how your event will strengthen the region's reputation as a tourism and events destination *

Consider: engagement with your RTO, local tourism operators, and community stakeholders. Enhancing visitor experience and destination advocacy. Packaging opportunities or experiences to extend length of stay.

Drive Social and Community Outcomes

* indicates a required field

This section helps us understand the benefits your event delivers for the local community, local participation, social inclusion, celebration of Aboriginal and Torres Strait Islander cultures, and environmentally sustainable practices.

How will your event deliver positive social and community outcomes for the region? *

- ☐ Community participation and engagement opportunities
- ☐ Partnerships with local suppliers, businesses, clubs and community organisations
- ☐ Recognition and celebration of Aboriginal and Torres Strait Islander peoples and cultures
- ☐ Accessible and inclusive event experiences
- ☐ Environmentally sustainable practices

Select all applicable options and provide supporting rationale. For activities that are still in progress, respond based on the information currently available.

Please describe how your event engages local businesses, suppliers, volunteers, community groups, and clubs to create positive social and community outcomes for the region. *

Aboriginal and Torres Strait Islander Cultures

Events are a powerful platform for recognising and celebrating the cultures of Aboriginal and Torres Strait Islander peoples. Working with Traditional Owner groups allows event organisers to thoughtfully incorporate Indigenous cultures into their programs, creative work, and content. Reconciliation Australia provides advice on Acknowledgement of Country and Welcome to Country, and Creative Australia offers additional guidance on Indigenous arts protocols.

For ideas and best practice guidance, visit the QTIC First Nations Tourism Resources.

How does your event highlight and celebrate Aboriginal and Torres Strait Islander cultures? *

Consider partnerships with Traditional Owners, Aboriginal and Torres Strait Islander participation in planning and delivery, cultural programming, RAP or Indigenous Participation Plans, cultural protocols, and initiatives that support reconciliation and ongoing community engagement.

Please provide details of Aboriginal and Torres Strait Islander businesses involved in your event, including any suppliers or employment opportunities. *

Accessible and Inclusive Programming

Please refer to Queensland's Guidelines for Accessible Events for more information.

We recommend viewing the Creating Accessible Events online learning video for ways in which event organisers can learn how to make events more accessible for everyone. Please explain how your event ensures accessibility and inclusivity for all participants.

Is the venue accessible to all abilities? *

○ Yes ○ No

Can attendees access clear information about accessibility features before the event? *

○ Yes ○ No

Eg. parking information, ramp access, event map with identified rest areas, schedule.

How does your event promote social inclusion and access for diverse groups? *

Eg. event layout, interpreters, audio description. Consider social inclusion beyond physical accessibility and First Nations participation.

Please upload your event's accessibility and inclusion plan or policy

Attach a file:

Environmental Sustainability

Event organisers are encouraged to take action to reduce the environmental impact of events. Please explain how your event incorporates sustainable practices to reduce environmental impact.

Please describe your event's environmental sustainability goals and how these goals are embedded into the planning, delivery, and evaluation of your event *

Consider areas such as emissions reduction, waste and resource management, energy efficiency, sustainable procurement, local sourcing, transport and access, venue selection, reducing single-use items, and how sustainability initiatives will be measured and reported.

Please upload your event's sustainability plan or policy
Attach a file:

Support Material

* indicates a required field

The applicant must have an Australian Business Number (ABN), be either a Corporation registered with ASIC, an Incorporated Association, Queensland Government body or other body corporate. Applications from individuals will only be accepted at the absolute discretion of TEQ.

Please provide evidence of your applicant status, as outlined above (upload as many documents as needed) *
Attach a file:

E.G. Certificate of Incorporation, ASIC Corporation registration, Queensland Government Body, or other body corporate

Are there any other details you would like to share about your event?

E.g. examples of partnerships, sponsors or anything newsworthy.

Other Support Material
Attach a file:

E.g. business or strategic plan, succession plan.

Declaration and Privacy Statement

* indicates a required field

TEQ Eye on Q Industry Newsletter

You acknowledge that by submitting your application to TEQ you also agree to receive TEQ's Eye on Q Industry Newsletter. If you do not wish to receive this newsletter, please select below:
○ No, I do not want to receive up to date industry news.

Declaration

- I confirm that the information provided in this application and in any attached documents is true and correct to the best of my knowledge, and that the application has been submitted with the full knowledge and agreement of the management of my organisation/group.

- I have read the accompanying Homegrown - Queensland's Destination Events Fund Funding Guidelines for applicants available on the TEQ website.
- I agree that I will contact Tourism and Events Queensland (TEQ) immediately if any information provided in this application changes or is incorrect.
- TEQ respects all personal and confidential information received and has security measures in place to protect information from unauthorised access, loss or misuse. TEQ takes privacy seriously and will only collect, hold, use and disclose personal information in accordance with the relevant privacy legislation and as outlined in TEQ's Privacy Policy. Any information collected by TEQ is required in order to consider your application; by submitting this application to TEQ, you consent to us processing any personal information included within the application for this purpose. You acknowledge that your information may also be used by TEQ and its representatives to conduct research and stakeholder satisfaction surveys so that TEQ may better understand stakeholder needs and improve service delivery. You may request to see the information held by TEQ and have it corrected or deleted by emailing events@queensland.com or privacy@queensland.com.au
- I also understand that TEQ reserves the right to discuss this application with the relevant Queensland Government departments/Ministers.

I am authorised to complete this application and have read and understood the declaration and privacy statement *

○ Yes

Authorised person's name *

Title	First Name	Last Name

Position *

Date of declaration *

Must be a date.