QDEP Destination Application Form (Mar 24)
Form Preview

Contact Details

* indicates a required field

Organisation Details

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.

Postal Address *

Address

Suburb   State   Postcode

Primary Website

Must be a URL

Contact for Application

Contact Name *

Title   First Name   Last Name

Position Held *

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Contact Number (business hours): *

Contact Email *

Must be an email address

Event Details

* indicates a required field

Event Name: *

Include naming partner where applicable. Event name must be consistent with your Australian Tourism Data Warehouse listing.

Tell us in 30 words or less what is your event about *

Word count:
Must be no more than 30 words

Event Start Date *

Must be a date and no earlier than 1/1/2025.

Event End Date: *

Must be a date.

Please explain your rationale for event timing and its alignment with the tourism season in the region *

Word count:
Events held during the shoulder and low seasons have higher tourism value for a destination. This ensures that visitors have a wider range of options and encourages them to visit the region throughout the year. Must be no more than 30 words

Is this an existing event held in Queensland? *

○ Existing
New events are not eligible, if your event is new, please do not continue.

Has your current event been staged prior to completing this application? *

○ Yes
○ No
Please note: to be eligible for assessment the current event must be staged before applying for future event funding. E.G if you are seeking support for the 2025 event, the 2024 event must already be staged.
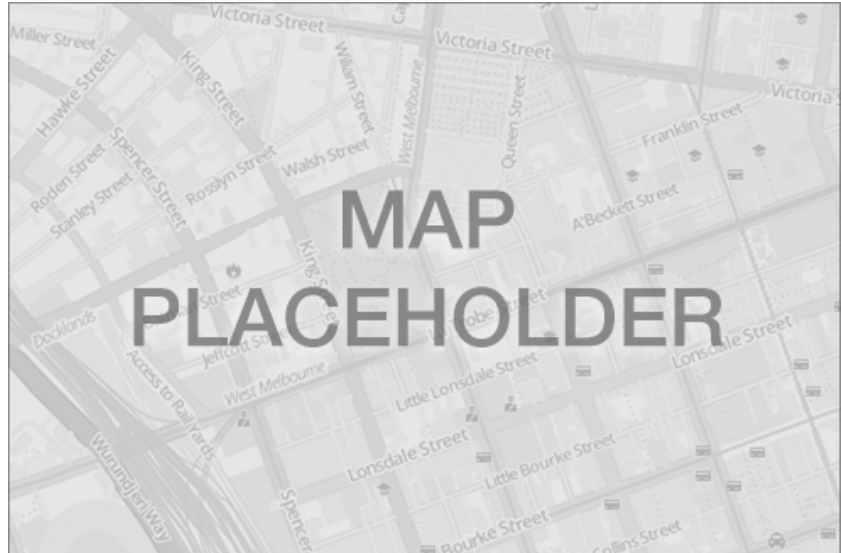
Event Venue or Site *

Event Address *

Address

Suburb/Town, State/Province, Postcode, and Country are required.
Start searching address above. Click on the blue pin to position on map

Does your event rotate to other destinations? *

☐ No ☐ Yes ☐ Other
Events must NOT move locations. The event must be held in the same region each year

If answered Yes or Other, please provide details.

Regional Tourism Organisation (RTO) *

Please select one. If Multi-Region, please list RTOs below

List RTOs if multi-region

Event Frequency *

○ Annual
○ Biennial

What year was the event first held? *

Please only provide the first year, e.g. 2010

How many times has it been held? *

Number of times event has been staged (not including upcoming event)

TEQ Funding History

Has your event previously received funding from TEQ? *

○ Yes   ○ No

Year	Amount Awarded	Funding Uses
	$	
Enter Year as YYYY format	Must be a dollar amount	Must be no more than 20 words

Digital Platforms

Event Website

Facebook

Instagram

Youtube or other video sites

Other

Event Budget

* indicates a required field

Budget's Contribution to the Economy

The organisation of events can be an expensive and complex business involving income and expenditure from inside and outside the host region's economy.

To help TEQ understand the potential impact of your event's budget on the local economy, please provide an estimate of the amount of your event's total revenue that is sourced from outside the local region.

Please also provide an estimate of the amount of your event's expenditure that would be spent outside of the local region.

Below provides an example of how the amounts are estimated.

As an example, if your event's total revenue is made up of merchandise sales and sponsorship only:

- Merchandise sales = $150,000 of which $50,000 is sourced from outside of the region
- Sponsorship = $200,000 of which the entire amount is sourced locally

Total revenue = **$350,000**, of which **$50,000** is sourced from outside the region.

Please also provide an estimate of the amount of your event's expenditure that would be spent in the local region.

Below provides an example of how the amounts are estimated.

As an example, if your event's total expenditure is made up of supplier & staff costs and prizemoney only:

- Suppliers & Staff = $200,000 of which $50,000 is spent on suppliers from in the local region
- Prizemoney = $100,000 of which the entire amount is taken out of the region

Total expenditure = **$300,000**, of which **$50,000** is spent in the local region.

Budget Estimates (all figures are GST exclusive)

Please provide your estimates below, as outlined in your event budget.

NOTE: The event budget (that you upload to this application) must match what is included on the form, otherwise assessment may not be progressed.

PLEASE ENSURE YOU DO NOT INCLUDE REQUESTED QDEP FUNDING AND ITEMS THAT ARE IN KIND.

Total Revenue *

$

Total Cash Revenue (no in kind)

Total Expenditure *

$

Total Cash Expendtiure

Amount of Revenue obtained from outside the region

$

Must be a dollar amount.

Amount of Expenditure made in the local region

$

Must be a dollar amount.

Other 'in kind' budget relieving funding sources (all figures are GST exclusive).

Please detail all expected in kind revenue here e.g. fee waivers, infrastructure and equipment discounts etc

Details of budget relieving funding source	Amount	Confirmed?
	Must be a whole dollar amount (no cents).	
	$	

Expected Profit / Surplus

Proposed use of any profit or surplus generated *

Word count:

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Must be no more than 50 words

Attached Detailed Budget

Please attach a detailed balanced budget showing revenue, expenditure and surplus items. Please note, this must be a current budget for the event you are requesting funds for, not a previous event year's event budget.

The event budget should **NOT** include the QDEP funding request, or the items this funding would contribute to.

PLEASE ENSURE BUDGET CLEARLY SEPARATES **CASH** AND **IN KIND**

If needed, please click here to download an event budget template.

Event Budget *
Attach a file:

Please note, if an event budget for a previous event is submitted, the application will not progress to assessment.

Council(s) Support

Local Council(s) *

☐ Aurukun Shire Council
☐ Balonne Shire Council
☐ Banana Shire Council
☐ Barcaldine Regional Council
☐ Barcoo Shire Council
☐ Blackall-Tambo Regional Council
☐ Boulia Shire Council
☐ Brisbane City Council
☐ Bulloo Shire Council
☐ Bundaberg Regional Council
☐ Burdekin Shire Council
☐ Burke Shire Council

☐ Fraser Coast Regional Council
☐ Gladstone Regional Council
☐ Gold Coast City Council
☐ Goondiwindi Regional Council
☐ Gympie Regional Council
☐ Hinchinbrook Shire Council
☐ Hope Vale Aboriginal Shire Council
☐ Ipswich City Council
☐ Isaac Regional Council
☐ Kowanyama Aboriginal Shire Council
☐ Livingstone Shire Council
☐ Lockhart River Aboriginal Shire Council

☐ North Burnett Regional Council
☐ Northern Peninsula Area Regional Council
☐ Palm Island Aboriginal Shire Council
☐ Paroo Shire Council
☐ Pormpuraaw Aboriginal Shire Council
☐ Quilpie Shire Council
☐ Redland City Council
☐ Richmond Shire Council
☐ Rockhampton Regional Council
☐ Scenic Rim Regional Council
☐ Somerset Regional Council
☐ South Burnett Regional Council

☐ Cairns Regional Council
☐ Carpentaria Shire Council
☐ Cassowary Coast Regional Council
☐ Central Highlands Regional Council
☐ Charters Towers Regional Council
☐ Cherbourg Aboriginal Shire Council
☐ Cloncurry Shire Council
☐ Cook Shire Council
☐ Croydon Shire Council
☐ Diamantina Shire Council
☐ Doomadgee Aboriginal Shire Council
☐ Douglas Shire Council
☐ Etheridge Shire Council
☐ Flinders Shire Council

☐ Lockyer Valley Regional Council
☐ Logan City Council
☐ Longreach Regional Council
☐ Mackay Regional Council
☐ Mapoon Aboriginal Shire Council
☐ Maranoa Regional Council
☐ Mareeba Shire Council
☐ McKinlay Shire Council
☐ Moreton Bay Regional Council
☐ Mornington Shire Council
☐ Mount Isa City Council
☐ Murweh Shire Council
☐ Napranum Aboriginal Shire Council
☐ Noosa Shire Council

☐ Southern Downs Regional Council
☐ Sunshine Coast Regional Council
☐ Tablelands Regional Council
☐ Toowoomba Regional Council
☐ Torres Shire Council
☐ Torres Strait Island Regional Council
☐ Townsville City Council
☐ Western Downs Regional Council
☐ Whitsunday Regional Council
☐ Winton Shire Council
☐ Woorabinda Aboriginal Shire Council
☐ Wujal Wujal Aboriginal Shire Council
☐ Yarrabah Aboriginal Shire Council

Select

Has the council confirmed support to your event? *

○ Yes   ○ No

If you have recently submitted a funding request to Council, please provide detail below.

If no Council support confirmed, please detail why *

Outline support by main council only

Details of Council support *

Must be no more than 30 words.

Amount (excl GST) *

$ [   ]

Must be a whole dollar amount (no cents) and at least 0.

Cash and/or In kind *

☐ Cash ☐ In kind

Council Organisation *

Organisation Name

[   ]

Council Contact (for TEQ to verify funding support): *

Title	First Name	Last Name
[ ]	[ ]	[ ]

Council Contact Phone Number (business hours) *

[   ]

Council Contact Email *

[   ]

Must be an email address.

Funding Request

*indicates a required field

IMPORTANT NOTE:

The QDEP Funding Guidelines only allows funding amounts of **up to 25%** of your event cash expenditure budget (ex GST).

Applications for amounts over 25% of your budget will be deemed **ineligible** and will **NOT** be considered for further assessment.

Amount Requested

Amount Requested *

[   ]

Must be between $10,000 and $25,000 (ex GST) and no more than 25% of total cash expenditure

% 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

Eligible funding use(s) are limited to:

- **Marketing costs** associated with the event that increase awareness and out of region 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 preapproved contractor to complete the plan)
- Engagement of **short-term specialised personnel** to further develop and/or market the event
- **Hire of temporary** infrastructure to improve the visitor experience, accessibility, sustainability and/or encourage increased tourism outcomes (infrastructure must be above and beyond standard operations)

Short description of requested funding use(s)	Amount	Rationale and expected outcomes from proposed funding use
One item per line	Must be a whole dollar amount (no cents) and no more than 25000.	
	$	

Economic and Tourism Benefit

* indicates a required field

Event Attendance Definitions

Total Attendance: over the entire period of an event, one individual may attend the event multiple times. Total attendance includes multiple visits to an event by individuals.

Unique Persons: is the number of individuals who will attend the event.

Event Specific Persons: the number of unique persons whose main reason to travel to the destination is because of the event. Whereas, non event specific visitors are those who are already in the destination for other purposes (holiday, business, visiting friends and relatives, etc). In other words, their travel is not mainly influenced by the event.

Total Attendance

Total Attendance: over the entire period of an event, one individual may attend the event multiple times. Total attendance includes multiple visits to an event by individuals. **Example:** If your event goes for three days and one individual attends each day, this is a total attendance of three.

What is the expected total attendances at your event? *

Must be a number.

Unique Person (Participants)

Unique Persons: is the number of individuals who attended the event.

Event participants refer to athletes/performers, support staff, media, sponsors, officials and volunteers.

Athletes / Performers (enter 0 if nil)

Support staff, media, sponsors, officials, stall holders and volunteers

Athletes / Performers	Support staff, media, sponsors, officials
Overseas *	Overseas *
Interstate *	Interstate *
Intrastate *	Intrastate *
Locals *	Locals *

Unique Persons (Spectators/Audience)

Please provide an estimate of total **unique persons (spectator/audience)** that will attend the event.

Overseas *

Interstate *

Intrastate *

Locals *

Event Specific Persons (Spectators/Audience)

Event Specific Visitors: the number of unique persons (spectators/audience) whose main reason to travel to the destination was because of the event. Whereas, non event specific visitors are those who are already in the destination for other purposes (holiday, business, visiting friends and relatives, etc). In other words, their travel was not mainly influenced by the event.

Please provide an **estimate of event specific visitors** that will attend the event. **Check that the calculated percentages are not more than 100%.**

If the calculated percentage returns an error, enter '1' instead to overcome the error.

Event Specific Visitors (spectators/audience)

Percent of Visitors who travelled specifically to the region for the event (Calculated percentages should not be more than 100%. Please check figures if more than 100%).

Overseas *

% of Overseas Visitors who are event specific travellers

This number/amount is calculated.

Interstate *

% of Interstate Visitors who are event specific travellers

Intrastate *

This number/amount is calculated.

% of Intrastate Visitors who are event specific travellers

This number/amount is calculated.

Visitor Nights

Overnight visitors are particularly important to the wellbeing of the tourism industry. Events can encourage visitors to stay longer, which in turn provides opportunities to showcase regional areas and their attractions and increase spend in regional destinations.

The **percentage of attendees who stay overnight** describes, out of 100%, the proportion of event attendees who stayed overnight because of your event. For example, if your 1,000 event attendees are made of up 700 overnight visitors and 300 daytrip vistors, then the ratio is [700 / (700+300)] = **70** percent

For visitors who stay overnight, the **average length of stay** will describe the number of nights each visitor will spend in Queensland on average.

Percentage of attendees who stay overnight *

Must be a number and between 0 and 100.

Potential length of stay for overnight visitors in Queensland *

Must be a number and at least 0

Visitor Expenditure

This may include:

- Overnight accommodation (for overnight visitors)
- Meals, food and beverages
- Tourism, entertainment and other leisure activities
- Transport, such as taxis, public transport, petrol, car hire and vehicle repairs
- Any other expenses at all such as retail, gifts, books, clothing, toiletries, groceries etc.

Average expenditure for day trip visitors *

$

Average daily expenditure for overnight visitors *

$

How did you arrive at the attendance, visitors, visitor nights and expenditure estimates? Describe, if any, that you collect for your event, such as postcode reports, attendee surveys or other research conducted. *

Word count:
Must be no more than 50 words

Most recent Post Event Report
Attach a file:

This can include a previous research report or post event report report for TEQ, Council, sponsors etc

Social Benefits

* indicates a required field

Fostering Community Pride in Queensland

How will your event make a positive contribution to the image, appearance and reputation of the local area? *

Word count:
Must be no more than 30 words

Expected number of volunteers *

Aboriginal and Torres Strait Islander (Culture and Celebration)

Events have been identified as a platform to recognise and celebrate Aboriginal and Torres Strait Islander cultures.

Through engagement with Traditional Owner groups, event organisers can initiate the appropriate integration of Cultures within event programming, creative and content. Page 58 of the Queensland Events Guide provides guidance to practices such as Welcome to Country and Acknowledgement of Country, and the Australian Council for the Arts has additional resources in relation to Indigenous arts protocols.

Does your event feature Aboriginal or Torres Strait Islander content in the event program?
☐ Yes ☐ No

If yes, please provide recent examples of integration of Aboriginal and Torres Strait Islander Cultures into your event. *

Please provide a letter of support from the local traditional custodians to demonstrate appropriate consultation and engagement.

Attach a file:

Aboriginal and Torres Strait Islander (Employment and Business Supply)

Events can also be used to increase Aboriginal and Torres Strait Island employment outcomes in Queensland through the use of Aboriginal and Torres Strait Island businesses and/or by providing skills training and internships.

Please provide recent examples where you have demonstrated a current selection of Aboriginal and Torres Strait Islander business suppliers and workforce, if any. *

Are you willing to implement a plan to consider Aboriginal and Torres Strait Islander supply and workforce to be part of your event? *

○ Yes   ○ No

Environmental Sustainability and Social Inclusion

Activities like utilising sites or venues, energy consumption, and transporting spectators and participants consume resources during events, thereby contributing to significant environmental concerns like climate change and the depletion of natural resources.

TEQ encourages events to consider actions that can manage their environmental impacts. Chapter 6 of the Queensland Events Guide provides guidance on Sustainable Events.

As part of the Year of Accessible Tourism, the Department of Tourism and Sport developed the Accessible Tourism Toolkit. 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.

Do you have a sustainability policy in place for your event? *

○ Yes   ○ No

Please upload sustainability policy or any other supporting documentation.

Attach a file:

Please provide recent examples of any notable practices in place for your event that aim to ensure a more sustainable footprint. *

Do you have an accessibility and inclusion plan for your event? *

○ Yes   ○ No

Please upload accessibility and inclusion plan or any other supporting documentation.

Attach a file:

Please provide any recent examples of any notable practices in place that aim to increase the accessibility and inclusivity of your event. *

Support Material

* indicates a required field

The applicant must be a Queensland based business, 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.

Not for Profits: can hold ABNs however if turnover (income) is less than $75,000 there is no legal requirement to hold an ABN or be registered for GST.

Please provide evidence of your applicant status, as outlined above *

Attach a file:

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

Please provide additional evidence of the above requirements, if applicable

Attach a file:

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

Please attach Marketing and PR plans. *

Attach a file:

Please note, TEQ will not accept a previous event marketing plan for assessment. If the marketing plan submitted is not for the event you are seeking funds for, the application will NOT progress to assessment.

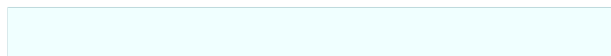**Evidence of future listing with Australian Tourism Data Warehouse (ATDW).** *

Attach a file:

This may be a screenshot, or email confirmation of your listing. Please note, the ATDW listing must be for your current event, not a previous event.

Other Support Material
Attach a file:

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.

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 QDEP 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.

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 held *

Date of declaration *