

Contact Details

* indicates a required field

Organisation Details

Organisation Name *

Organisation's 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

SuburbStatePostcode

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

How does your event showcase Aboriginal and Torres Strait Islander Culture? *

Word count:

Event Venue or Site *

Event Location *

Does your event rotate to other destinations? *

☐ No ☐ Yes ☐ Other

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

Does your event take place on National Parks owned land? *

☐ Yes

☐ No

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Event frequency *

☐ Annual

☐ Other:

What year was the event first held? *

Please only provide the first year, eg 2010

How many times has it been held? *

Number of times event has been staged

Event dates for proposed funding

Event start date *

Must be a date and no earlier than 1/3/2021.

If your event is being staged prior to 1 March, 2021 - please contact TEQ on 3535 3535 to discuss prior to applying.

Event end date: *

Must be a date and no later than 31/12/2021.

Was your 2020 event affected by COVID-19? *

☐ Yes

☐ No

If your event was affected, please detail the impact

ie was the event postponed to a later date in 2020, was the event cancelled, how did COVID-19 affect the overall staging, participant and/or attendance numbers of your event

Event timing

Events that attract visitors during the shoulder and low seasons have a greater tourism value to the destination.

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

Word count:

Must be no more than 30 words

Digital Platforms

Event Website

Facebook

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Youtube or other video sites

Twitter

Instagram

Other

Event Experience

** indicates a required field*

Destination Hero Experiences

Queensland's destinations offer diversity in terms of climate, landscapes and hero experiences, all connected to strong destination brands. Each destination has identified hero experiences that align strongly with its position.

Click [here](#) to find your destination's Hero Experience factsheet

A successful event will most likely be in sync with the characteristics of its destination hero experiences. Being in sync does not limit an event from being 'off brand' and providing contrast (colour, flavour and diversity) to a destination's brand or hero experience.

How does your event align to its destination's hero experiences? *

Word count:

Must be no more than 50 words

Event Signature Experience

TEQ encourages events in Queensland to develop an experience that is memorable and delights and surprises your attendees. Today's event attendees want more than just to attend an event. They want a memorable experience at your event to share with their friends and family.

Your event experience should be unique for visitors to your event, and provide you a point of difference to other events in the destination or other events of a similar genre. It goes beyond the 'what you can do' at the event, but focuses on 'how you feel' at the event.

[Experience Development](#)

Describe the signature experience that is offered for visitors to your event. *

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Word count:

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 ratio of your event's total revenue that is sourced from outside the local region.

Below provides an example of how the ratios 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. The ratio is $50000/350000 = 0.14$

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

Below provides an example of how the ratios 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 outside of the 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 outside of the region. The ratio is $50000/300000 = 0.16$

Budget Estimates

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

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

PLEASE ENSURE YOU DO NOT INCLUDE THE FUNDING REQUEST AND 1 DO NOT INCLUDE ITEMS THAT ARE IN KIND. Must be a number and between 0 and

Total Gross Revenue *

\$

Total Cash Revenue (no in kind)

Ratio of revenue obtained from outside the region *

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Total Gross Expenditure *

\$

Total Cash Expenditure

Ratio of expenditure made outside the region *

Selected Revenue items (all figures are GST exclusive):

The following revenue items are required to sum up to your total event revenue.

Sales *

\$

Must be a whole dollar amount (no cents).
includes sales revenue from tickets, merchandise, retail outlets, F&B, etc)

Sponsorships *

\$

Must be a whole dollar amount (no cents).
Estimate revenue for sponsorship sales

Funding *

\$

Must be a whole dollar amount (no cents).
Total up all expected grant funding sources (excl requested QDEP funding)

Expenditure (all figures are GST exclusive)

The following expenditure items are required to sum up to your total event expenditure.

Event Operations *

\$

Administration *

\$

Marketing and Promotion *

\$

Expected Profit / Surplus

Proposed use of any profit or surplus generated *

Word count:

Must be no more than 50 words

Other budget relieving funding sources (all figures are GST exclusive).
Please include all expected in kind revenue here.

Details of budget relieving funding source

Amount

Cash or in kind

Confirmed?

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	Must be a whole dollar amount (no cents).		
	\$	<input type="checkbox"/> Cash <input type="checkbox"/> In kind	

Council(s) support

Local Council(s) *

Select

If you have multiple councils, please list below.

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 *

Word count:

Must be no more than 30 words

Amount (excl GST) *

Cash and/or In kind *

☐ Cash ☐ In kind

Council Contact Person for TEQ to verify funding support: *

Title	First Name	Last Name
<input type="text"/>	<input type="text"/>	<input type="text"/>

Phone Number (business hours) *

Email Address

Council Contact Email Address

Attached detailed budget

Budget should **NOT** include the funding request, or the items this funding would contribute to. Please ensure budget clearly separates **CASH AND IN KIND**.

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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 budget *

Attach a file:

Funding Request

* indicates a required field

IMPORTANT NOTE:

The funding provisions allow funding requests of **up to 25%** of your event cash expenditure budget.

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

Only **eligible funding uses** will be assessed, please refer to the funding provisions for more information on eligible funding uses.

Amount Requested

Amount Requested *

Must be between \$10,000 and \$25,000 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

Short description of requested funding use(s)

Amount

Rationale and expected outcomes from proposed funding use

one item per line	a whole dollar amount (no cents) and no more than 25000	How would funding provide strategic support to grow your existing Indigenous event and/or festival in Queensland.
	\$	

TEQ funding history

Has your event previously received funding from TEQ? *

☐ Yes

☐ No

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Type of funding

eg. QDEP

Year

Enter Year as YYYY format

Amount awarded

Must be a dollar amount

Funding Uses

Word count:

Must be no more than 20 words

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 attended the event.

Event Specific Persons: the number of unique persons 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.

If your 2020 event was cancelled due to COVID-19, you are permitted to use event attendance numbers from your previously staged event

Please indicate which year attendance numbers refer to *

- ☐ 2020 (event went ahead as planned)
- ☐ 2019 (annual event and 2020 event was cancelled due to COVID-19)
- ☐ 2018 (biennial event and 2020 event was cancelled due to COVID-19)

Total Attendance

What is the expected total attendances at your event? *

Over the entire event period, one individual may attend the event multiple times. Total attendance includes these multiple visits by one individual.

Unique Person (Participants)

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

Participants can be involved multiple times within the same event. Please provide an estimate of **unique persons** that will participate in the event.

Athletes / Performers (enter 0 if nil)

Overseas *

Interstate *

Intrastate *

Locals *

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

Overseas *

Interstate *

Intrastate *

Locals *

Unique Persons (Spectators/Audience)

Spectators or audiences can attend multiple times within the same event.

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

Overseas *

Interstate *

Intrastate *

Locals *

Event Specific Persons

Event specific persons refer to the number of unique persons whose main reason to travel to the destination was because of the event. 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 persons** that will attend the event.

Overseas *

Interstate *

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Intrastate *

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 **ratio of attendees who stay overnight** describes, out of 1, 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 visitors, then the ratio is $[700 / (700+300)] = 0.7$

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

Ratio of attendees who stay overnight *

Must be a number and between 0 and 1

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 above estimates? Describe, if any, previous attendee surveys or research conducted. *

Word count:

Must be no more than 50 words

Most recent Post Event Report

Attach a file:

This can include a previous report for TEQ, Council, sponsors etc

Fostering Community Pride in Queensland

* indicates a required field

Why is your event important for the local area? *

Word count:

Must be no more than 30 words

How does your event enhance the overall quality of life in the local area? *

Word count:

Must be no more than 30 words

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 *

Support Material

* indicates a required field

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.

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:

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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, these must be current plans for the event you are requesting funds for, not your previous event

Evidence of listing with Australian Tourism Data Warehouse. *

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

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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 *