

# Event Support Program 2017





## The Tourism Whitsundays Event Support Program

Tourism Whitsundays, together with Tourism and Events Queensland, seeks to further develop regional events and facilitate the introduction of new events in an effort to drive greater visitation to the Whitsundays region and, ultimately, generate increased economic activity and development that benefits the community.

Accordingly, Tourism Whitsundays has in place an Event Support Program that is designed to provide financial and in-kind support to regional events occurring within the Whitsundays.

### Aims and Objectives of the Event Support Program

Tourism Whitsundays acknowledges that events can positively impact regional economy and build a sense of local pride, which in turn fosters confidence and strengthens the community as a whole.

Within that context, the aims and objectives of the Tourism Whitsundays Event Support Program are as follows:

- Generate local economic activity and development in the Whitsundays region
- Attract external visitation to the destination
- Deliver positive social and community outcomes for the Whitsundays region
- Enhance the profile and appeal of the Whitsundays region

While each of these objectives is important, Tourism Whitsundays appreciates 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.

**Important to note: requests for assistance for events to be held in the shoulder/low seasons (March - June) will be given preference over events that are scheduled for peak seasons as these event partnerships present greater tourism value to the Whitsundays region.**

## Guidelines

### Funding Criteria

Events seeking support from Tourism Whitsundays must meet the following criteria:

- Applicants should be/willing to become a member of Tourism Whitsundays (membership is FREE to not-for-profit events)
- Applicants should clearly outline the sponsorship benefits available to Tourism Whitsundays, and be committed to supplying a report showing evidence of the sponsorship benefits provided to Tourism Whitsundays following the event
- Established events 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
- The event must present a strong opportunity for the Whitsundays and demonstrate extensive recognition outside the region in which it is held in terms of visitation and/or media profile
- Applications must demonstrate the capacity of the event to grow the event against the baseline
- All relevant supporting documents (i.e. budget, etc.) have been provided
- The event must be listed on the Australian Tourism Data Warehouse (ATDW)
- The Tourism Whitsundays Events Marketing Specialist is to become a member of the event organising committee upon the approval of funding

**Important to note: Applications should be submitted for consideration at least six months prior to the event commencing. The closing date for 2017-18 (financial year) event funding applications is 10 April 2017.**

## Application Form

BACKGROUND INFORMATION			
Region (please circle)	<i>Airlie Beach/Cannonvale</i>	<i>Proserpine</i>	<i>Bowen/Collinsville</i>
	<i>Other</i> _____		
Postal Address	_____ P/code _____		
Name of primary contact	_____		
Email	_____ Telephone _____		
Position held within organisation	_____		
Title of event	_____		
Amount requested	_____		



**APPLICATION GROUP / ORGANISATION**

Please provide a brief description of your organisation, including its main objectives:

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Has your organisation received any sponsorship / donations from Tourism Whitsundays in the last three years?

YES

NO

If yes, provide details of ways in which two recent funding allocations were utilised:

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If Tourism Whitsundays has sponsored your event / project in the past, please tell us when funding was provided.

YEAR/S: \_\_\_\_\_

**IMPORTANT: Please enclose all promotional / other material recognising Tourism Whitsundays' support of your previous event / project with this application.**

**Applications for further funding of previously supported events / projects will not be considered if material is not provided.**



### EVENT PROPOSAL

Title of the event \_\_\_\_\_

Please provide a brief description of your event, including aims and objectives.

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Please identify the expected outcomes of your event, including potential benefits for the Whitsundays region.

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Please outline your proposed timelines, including commencement and completion dates of your event (attach a separate document if required).

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**GROUP / ORGANISATION CONTRIBUTION TO EVENT**

Please outline the contribution of your group / organisation to the running of this event. *E.g. provision of in-kind support, provision of voluntary labour etc.*

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**ACKNOWLEDGEMENT OF SPONSORSHIP**

Please indicate how you will recognise Tourism Whitsundays' support of your event below. Evidence of Tourism Whitsundays' promotion must be provided post-event if application is successful (e.g. photos, copies of advertisements, press articles, etc.). Logos will be provided to all successful applicants upon approval of their application.

Naming rights of event (e.g. Tourism Whitsundays Triathlon)

Display of Tourism Whitsundays signage

Recognition of Tourism Whitsundays support in media release / interviews

Inclusion of the Tourism Whitsundays and The Whitsundays logo in promotional material including:

- event program
- radio advertising
- television advertising
- newspaper / print advertising
- online advertising

Use / display of Tourism Whitsundays marquee Yes / No

Other \_\_\_\_\_



**EVENT BUDGET**

Please provide a budget breakdown for your event / project (attach a separate budget document if available).

ITEMS	COST (\$)
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
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_____	_____

Total cost of proposed event / project \$ \_\_\_\_\_

From the above budget, please list the item/s for which you are seeking funding from Tourism Whitsundays.

_____	_____
_____	_____
_____	_____

TOTAL AMOUNT REQUESTED \$ \_\_\_\_\_



### CERTIFICATION BY APPLICANT GROUP / ORGANISATION

I CERTIFY that the information given in this application is correct and that, if funding is approved, the accountability requirements and conditions of funding as outlined by Tourism Whitsundays will be complied with.

*This must be signed by the person (e.g. nominated group / organisation representative) taking responsibility on behalf of the applicant organisation.*

\_\_\_\_\_  
Name (please print)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Position in organisation

\_\_\_\_\_  
Date

### SUBMISSION

Please return the completed application to Tourism Whitsundays via:

Email: [events@tourismwhitsundays.com.au](mailto:events@tourismwhitsundays.com.au)

Postal Address: PO Box 479, Cannonvale QLD 4802

Street Address: Tourism Whitsundays  
1/5 Carlo Drive  
Cannonvale QLD 4802

### CHECKLIST FOR APPLICANTS

Please check to ensure that the following has been done:

- Organisational details required on pages 2 and 3 have been provided
- Material displaying recognition of previously supported event / project has been provided
- Type of event / project has been indicated on page 4
- Proposal details have been completed on page 4
- Sponsorship benefits have been included on page 5
- Budget details have been completed on page 6
- Certification on page 7 has been completed

Further information may be obtained by contacting Tourism Whitsundays' on 07 4948 5909 or by visiting the Tourism Whitsundays website at [www.tourismwhitsundays.com.au](http://www.tourismwhitsundays.com.au).



## Our In-kind Support

We know as event organisers, that seeking new opportunities, developing creative solutions, reinventing the wheel, getting the message out there, and the continuous planning of an event is often a side project that really should be a full-time role. We also know that events benefit the region immensely. Tourism Whitsundays is passionate about the growth of events in the region and we have developed a guide on how we can help local events and potential new events across the Whitsundays.

**There are three steps to accessing these opportunities:**

- Get in contact with us
- Become a member of Tourism Whitsundays (we have a FREE membership option for not-for-profit events);
- List your event on the Australian Tourism Data Warehouse (ATDW)

## Industry Development

### Event Fundamentals Toolkit

Our Event Fundamentals Toolkit is the all-in-one guide for events in the Whitsundays. The Toolkit covers a range of important topics, including sponsorship, volunteers, grant funding, event budgeting, risk management, concept design and more. The toolkit also includes a range of templates available to use.

### Strategic workshop to develop business model

We can facilitate important strategic planning sessions that assist with the development of event business models. We also provide event planning workshops that cover various important topics, such as event funding/sponsorship, effective marketing, etc.

### Assist in grant funding applications and sourcing funding bodies

A grant funding guide is featured in our Event Fundamentals Toolkit; however, we are also available to provide assistance with applications.

### Assist in developing strategies

We are more than happy to assist you in further developing your strategies.

### Event volunteer network

We have designed a system where community members can register and express their interest in being a volunteer for events, as a member of Tourism Whitsundays we can give you access to this database.

## Marketing

### Visitor guide opportunity

We offer 'event' advertising packages for our annual Visitor Guide. The high-quality Visitor Guide offers extensive distribution, value for money marketing, direct advertising, representation, and it can be downloaded online.

### Campaign opportunities

Every year, Tourism Whitsundays partners with Tourism and Events Queensland (TEQ) to market the region to special markets. If your event aligns with one of our strategies, we can include you in our campaign at an affordable cost or as a free opportunity.

### Assistance with media planning and buying

We can assist you in identifying the most appropriate marketing tools for your event, and show you how to schedule your marketing and develop an effective and cost efficient marketing plan.

## PR/Communications

### Promote your event via our e-Newsletter

Tourism Whitsundays sends out a fortnightly e-newsletter to partners and other interested parties. The TW e-News contains information on the various marketing activities conducted by Tourism Whitsundays, and promotes upcoming activities/events and opportunities available to members.

### Send out story leads to media

We regularly distribute ideas and angles out to media.

We are also able to:

- assist in the development and distribution of media releases regarding your event;
- assist in attracting media to the event/sourcing media contacts (major events only);
- assist in the distribution of media releases to our travel writer network (major events only); and
- provide a media coverage report for your event (useful for business plans and sponsorship proposals).





## Whitsunday Regional Information Centre

### Display advertising at the Whitsunday Region Information Centre

- Have your flyers on display
- Include your event flyers in our visitor guides
- Show video of the event on the Centre's TVs

### Sell event merchandise

If you have merchandise for your event, Tourism Whitsundays has the ability to sell the merchandise on your behalf.

## Online

### Online calendars through the Australian Tourism Data Warehouse

Australian Tourism Data Warehouse (ATDW) is Australia's primary resource for tourism businesses to get their information online. The resource which is FREE for events means that once you register, your event will be distributed online to more than 30 websites, feature on the Queensland Holidays' Event Calendar, ability to participate in Tourism and Events Queensland's online and cooperative advertising campaigns, inclusion in the Queensland Holidays iPhone application, and view performance reports showing page views, most popular distributor websites and more. Tourism Whitsundays can assist you with the application process.

### Feature on The Whitsundays tourism website

Your event will be featured on this tourism and events website, and on its events calendar.

### Circulate event information on social media pages

Tourism Whitsundays has the ability to tell our likers and followers about your event. We can list your event on our Facebook page (1-2 per year in lead up to event), Tweets (at least 2 prior to the event) and help promote your hashtag and event images on Instagram.

## International, Trade and Projects

- Utilise the trade network
- Build, or be built into, tourism packages

## Tourism Whitsundays Marquee

### Use our marquee at your next event

Tourism Whitsundays has a 3 metre x 4.5 metre marquee available for all events conducted in the Whitsundays. A small fee is required for maintenance purposes.

## Other

- Assist in connecting to potential sponsors/partners (e.g. potential to connect with airline partners to create flight packages for your event)
- Invitation to networking evenings – a great way to meet and develop relationships with potential sponsors
- Utilise The Whitsundays brand and access imagery for the Whitsundays region
- Receive all the latest news from the Tourism Whitsundays e-Newsletter
- Letters of support for grant funding applications or sponsorship proposals

# Become a member of Tourism Whitsundays

If you are a not for profit organisation, you have the opportunity to become a member of Tourism Whitsundays for FREE!

Tourism Whitsundays invites community based and/or not for profit organisations to partner with us as an Associate member.

Organisations applying for Associate partnerships will need to provide evidence that they are a bona fide community organisation working for the betterment and growth of the Whitsundays region, and/or are a not for profit organisation with similar goals. Acceptance of Associate partners is at Tourism Whitsundays' discretion. The partnership benefits offered to Associate partners are:

- Tourism Whitsundays e-newsletter
- Significant Member to Member discounts (when available)
- Regular business networking opportunities
- Listing on the Tourism Whitsundays corporate website
- Ability to enter the Whitsunday Tourism Awards
- Discounted attendance to Tourism Whitsundays events

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