

Livingstone Shire Council

Events Sponsorship Program

Guidelines

Acknowledgement of Country

Livingstone Shire Council acknowledges the Traditional Custodians of the land, pays respect to Elders past, present and emerging, and extends that respect to all Aboriginal and Torres Strait Islander peoples in the shire of Livingstone.

Purpose

Livingstone Shire Council recognises the positive impact social, cultural, and environmental initiatives deliver to communities across the shire and is committed to providing worthwhile support and meaningful assistance through its various grants programs and activities. There is a wealth of evidence-based research that demonstrates how art and culture can create a strong sense of place, belonging, and wellbeing.

Council's Community Development and Events Team manage Council's event sponsorship program and is proud to support both major and minor events in our region. Council's sponsorship program is aimed at events across our region that benefit the community, encourage tourism, and support the ideals of Livingstone Shire Council.

Available funding

Level of funding	Amount available	Type of event
Tier 1: Community Hall and Market Fund	In-kind only (i.e., venue hire)	A dedicated in-kind allocation for organisers of events or activities that occur at Emu Park Cultural Hall, Yeppoon Town Hall, or any park/reserve area in the shire. In-kind value is calculated on the adopted Fees and Charges Schedule. Examples include hall bookings for local theatre productions and park bookings for markets and fetes.
Tier 2: Community event	Up to \$5,000	Activities that support individuals, organisations and collectives seeking smaller levels of funding for public events that strengthen community pride by enhancing cultural and social benefit. Examples include local sporting competitions and financial support for community markets and fetes.
Tier 3: Regional event	\$5,001 - \$10,000	Activities that support organisations and collectives seeking medium levels of funding for public events that strengthen community pride and have a

		demonstrated real or perceived local or regional economic benefit. Examples include financial support for regional or state-wide sporting competitions, regional shows, and large annual events such as Carols By the Beach.
Tier 4: Economic event	\$10,001 - \$20,000	A highly competitive program that supports the delivery of projects which provide significant community benefits. The activities must be either well established and existing (with proven history of success) or new initiatives that have a detailed Event Management Plan detailing the predicted community benefits. Examples include financial support for large concerts and shows and multi-day state or national sporting competitions.

Application timeframes

There are two rounds of grants per year:

- July-August round: Open for applications to support events held between January and June **the following calendar year**
- March-April round: Open for applications to support events held between July and December **the same calendar year**

E.g. if you are planning an event in September 2026, you need to apply in the March-April 2026 round. If you are planning an event in January 2027, you need to apply in the July-August 2026 round.

Eligibility criteria

Who can apply?

For the Community Hall and Market (in-kind only) category applicants must:

- Complete, or be able to complete, Council's Hall booking and/or Temporary Event application processes;

- have no outstanding acquittals or debts with Council;
- have appropriate workplace health and safety policies in accordance with the funding agreement; and
- ensure all staff and volunteers have a current Working with Children and Young People Card, where applicable.

For the Community Events, Regional Event and Economic Event categories applicants must:

- be a registered business and/or not-for-profit organisation;
- complete, or be able to complete, Council's Hall booking and/or Temporary Event application processes;
- have an Australian Business Number (ABN);
- have no outstanding acquittals or debts with Council;
- Event organisers must be a member of [Plastic Free CQ](#).
- have appropriate workplace health and safety policies in accordance with the funding agreement; and
- ensure all staff and volunteers have a current Working with Children and Young People Card, where applicable

What can we fund?

The objectives of the Livingstone Shire Council Events Sponsorship Program are to support events that promote and celebrate the things we love about our community.

This includes:

- Events that are conducted within Livingstone Shire, benefit residents, and improves the overall liveability of the Shire
- Events that will not be conducted within the boundaries of Livingstone Shire but will benefit members of the Livingstone Shire community (e.g., not only to the benefit of an individual). Please note for events held outside the boundaries of Livingstone Shire, while there may be a benefit to members of the Livingstone Shire community, preference is given to events that are delivered within the boundaries of Livingstone Shire.
- Council will fund events that align with the goals, strategic focus and actions outlined in Council's Corporate Plan.

What we can't fund

- Applications requesting more than 80% of the total event costs
- Costs associated with the usual business of an organisation – for example salaries, insurance, electricity, rates, telephone, rent
- Costs associated with the bond and/or security deposit required by venue (includes Council venues)
- Initiatives that are eligible under the following alternative funding programs:
 - Rates Rebates and Remission Policy
 - Regional Arts Development Fund

- Livingstone Shire Council Community Grants Program
- Events that are for the exclusive benefit of customers, members, or students of an organisation or school (except milestone anniversaries or rare celebrations/occasions in a school environment. The application would need to provide information regarding the event being outside of the norm and create opportunities for greater solidarity, engagement, and pride in the community)
- Prize money, prizes (trophies, medals, purchase of gift cards or participant/place ribbons) or bidding on auction items
- Donations and awards for commercial or business activities
- Applications for equipment (non-consumables, assets) that is purchased to be used during the event but can continue to be used after the completion of the event
- Applications for events that are deemed to be unsustainable due to lack of community interest, planning, resources, partnerships etc.
- Events that have occurred before the application outcome is advised
- Events that are exclusively religious in nature and promote religious activities (e.g. religious conferences, camps, or sermons)
- The purchase of alcohol and tobacco products and non-sustainable items
- Applications for events associated with:
 - Organisations involved in activities detrimental to our community or environment;
 - Any political activity;
 - Organisations in conflict with Council and its brand positioning and values;
 - Illegal activity;
 - Adult products and services;
 - Cigarettes/tobacco (as directed by Commonwealth Government legislation);
 - Gambling products and services;
 - Unmitigated risk to animal welfare, or where there is no animal welfare guidelines;
 - Any activities or issues likely to have a conflict of interest or may bring Council into disrepute.
- Council may choose to exclude additional items if deemed appropriate under the delegation of management.
- Council reserves the right to include any further conditions of funding.

Assessment criteria

Applications will be assessed on their ability to meet the following criteria:

Level of funding	Assessment criteria
Tier 1: Community Hall and Market Fund	<ul style="list-style-type: none"> • Benefits to community • Sustainable event practices
Tier 2: Community event	<ul style="list-style-type: none"> • Benefits to community • Alignment with Livingstone Shire Community Plan • Applicant experience in event planning

	<ul style="list-style-type: none"> • Event marketing planning • Sustainable event practices
Tier 3: Regional event	<ul style="list-style-type: none"> • Benefits to community • Alignment with Livingstone Shire Community Plan • Event management plan • Applicant experience in event planning • Event marketing planning • Sustainable event practices • Budget planning and financial considerations
Tier 4: Economic event	<ul style="list-style-type: none"> • Benefits to community • Event has clear and measurable objectives • Alignment with Livingstone Shire Community Plan • Event management plan • Applicant experience in event planning • Event marketing planning • Sustainable event practices • Budget planning and financial considerations

Whilst the assessors review eligible requests for funding at their discretion, applications may not be supported for the following reasons:

- Insufficient information was provided
- Assessors consider it is not in the community's interest to support the application at the time of assessment
- The event purpose does not align with the priorities or values of Livingstone Shire Council

Application process

Submit your application	<ul style="list-style-type: none"> • Go to Council's webpage and navigate to the 'Events Sponsorship Program' page • Complete and submit your application using the SmartyGrants portal
Application assessment	<ul style="list-style-type: none"> • Your application will first be checked for eligibility • If eligible, your application will be reviewed by an assessment panel • Following the assessment process, Council officers will prepare a report detailing successful applications which will be presented to the Council for their approval

	<ul style="list-style-type: none"> Please note it can take up to six weeks between application closing date and successful applicants being announced
Outcome advised	<ul style="list-style-type: none"> All applicants will be notified of the outcome in writing Successful applicants will be required to complete funding paperwork
Event delivery	<ul style="list-style-type: none"> Events receiving Sponsorship Funding are required to acknowledge Council in the promotion of, and at the event in accordance with your Funding Agreement Any significant changes to the event (e.g. date change, venue change, any change to the event purpose) need to be submitted as a request to vary your funding agreement and sent to Council for approval Should a recipient withdraw their application, misuse funding, fail to comply with the funding conditions, or the event does not take place, Council is authorised to terminate the agreement and the recipient is required to return the funds
Event acquittal	<p>All grant recipients are required to complete an Online Acquittal Report via the SmartyGrants portal. To ensure this is successful you must:</p> <ul style="list-style-type: none"> Keep copies of receipts for all event expenses related to your grant funding to attach to your Acquittal Report Complete the Acquittal Report within six (6) weeks of event completion Any unspent funds will need to be returned to Council

Notification of outcome

All Community Events Sponsorship applications will be notified in writing of the outcome subsequent to Council endorsing the assessors' recommendations.

Successful Applicants

Successful applications will receive a funding agreement through the SmartyGrants Portal outlining the full terms and conditions of the grant. The funding agreement will need to be read, acknowledged, and agreed to before funding will be made available.

All successful applicants must:

- Confirm continued agreement with these guidelines.
- Adhere to the terms and conditions outlined in their funding agreement.

- Deliver the event in line with the contents of the approved application.
- Follow any special conditions set by Council.
- *Please note* – Funding will not be made available until all relevant hall and/or temporary event applications have been received and approved by Council.

Unsuccessful Applicants

Unsuccessful applications will be notified in writing. For feedback on your application, please see the contact details provided in your notification email.

Unsuccessful applications are encouraged to reapply in future rounds.

Frequently asked questions

What is in-kind?

In-kind is instead of cash sponsorship. For example, if an event required the use of the Yeppoon Town Hall the cost of hiring the hall can be allocated as part of the sponsorship allocation without any cash changing hands.

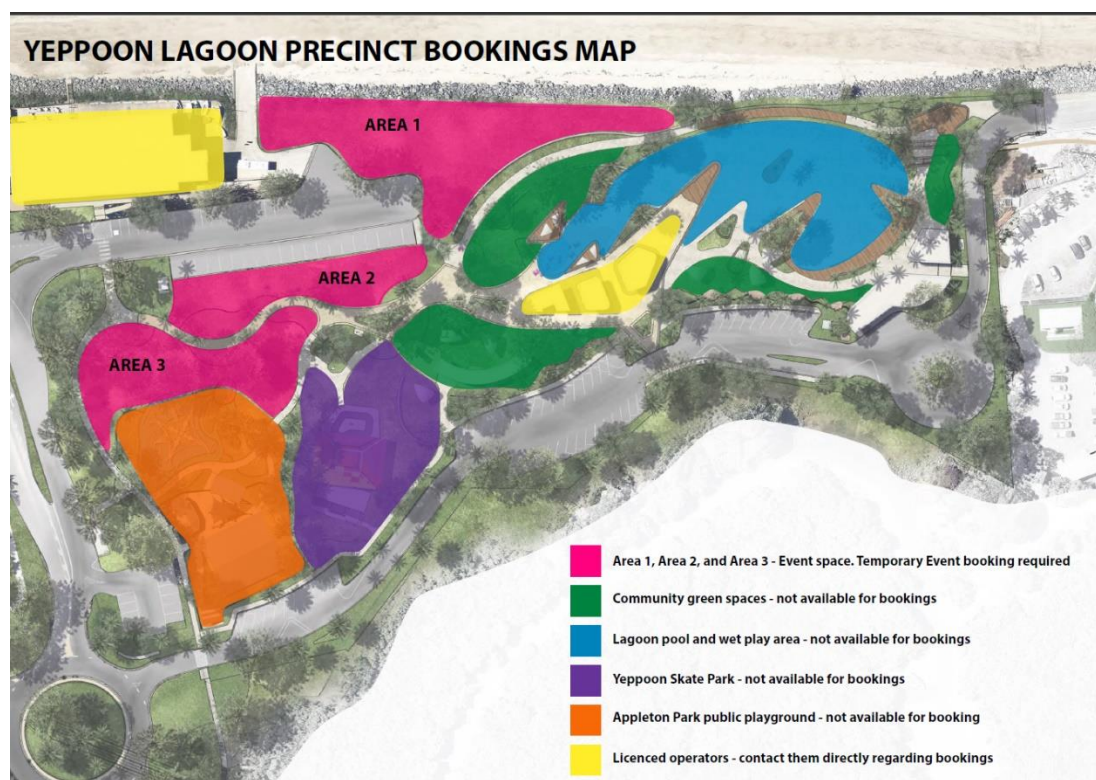
How do I know how much venues are to hire?

Council adopts its Fees and Charges schedule every financial year which specify the costs of hiring each venue for the type of hirer (e.g. Commercial, community group, private). To view Council's current Fees and Charges schedule, please visit -

<https://www.livingstone.qld.gov.au/your-council/about-council/fees-and-charges>

What areas of the Yeppoon Lagoon precinct are available to use for events?

As per the map below – areas 1, 2, and 3 are available for temporary events.



Where can I find an event management plan or marketing campaign plan template?

The Queensland Government has lots of helpful information online (<https://www.qld.gov.au/about/events-awards-honours/events-resources-and-guidelines/event-delivery>), including templates for an event management and marketing plan.

Do I need a Special Event Permit or a Traffic Management Plan? What about Traffic

Controllers?

To run a special event in Queensland, organisers must obtain written approval from Queensland Police Service and the public or private authorities responsible for the roads the event will use (this could be Council or Department of Transport and Main Roads).

A special event is defined by the Queensland Transport Operations (Road Use Management Accreditation and Other Provisions) Regulations 2005. It is an event which is wholly or generally of a public nature, uses or affects the operation of public roads, may require full or partial road closures or altered traffic conditions and involves some inconsistency with the usual operation of the Queensland Road Rules.

If you are unsure if your event is a special event, you should first consult Police in the area you intend to hold the event.

Regarding traffic control and management, Department of Transport and Main Roads have a range of information available on their website - <https://www.tmr.qld.gov.au/community-and-environment/planning-and-development/other-matters-requiring-approval/traffic-management-at-special-events>

Enquiries

If you need help with your application or more information about the Livingstone Shire Council Events Sponsorship Program, please contact the Community Development and Events Team on 1300 790 919 or email sponsorships@livingstone.qld.gov.au.