



# Livingstone Community 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.



*NAIDOC Week, Yeppoon 2021*

# Table of Contents

<b>Acknowledgement of Country .....</b>	<b>2</b>
<b>Purpose .....</b>	<b>4</b>
<b>Available Funding.....</b>	<b>4</b>
<b>Application Timeframes .....</b>	<b>6</b>
<b>Eligibility Criteria .....</b>	<b>6</b>
Who can apply?.....	6
What can we fund?.....	6
What we can't fund .....	6
Assessment Criteria .....	8
Important Notes.....	8
<b>Application Process.....</b>	<b>9</b>
<b>Notification of Outcome .....</b>	<b>10</b>
<b>Additional Information and Resources.....</b>	<b>11</b>
Supporting Documents .....	12
<b>Frequently Asked Questions.....</b>	<b>13</b>
<b>Enquiries .....</b>	<b>15</b>

## 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 grant's 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 self-awareness.

Council's Communications and Engagement Unit 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, bring tourism, supports the ideals of Livingstone Shire Council and is unique to our region.

## Available Funding

Type of Grant	Amount	Type of Event
Community Hall and Market Fund (in-kind only)		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 community group hire rate.
Community Event	Up to \$5,000	<p>Suited for 100 – 2500 attendees. Activities that support individuals, organisations and collectives seeking smaller levels of funding for arts and culturally based public events that strengthen community pride by enhancing cultural and social benefit.</p> <p><b>Assessment Criteria - Community Event</b> The event must demonstrate historical/predicted data regarding:</p> <ul style="list-style-type: none"><li>• Estimated number of attendees</li><li>• Alternate funding sources (if any) and overall event operational budget</li><li>• Commentary regarding event alignment to Councils' goals and objectives</li><li>• Media profile and/or communication strategies for event promotion</li></ul> <p>Application responses will be assessed by two (2) Council officers as per the below criteria:</p> <ul style="list-style-type: none"><li>• 25% Detailed outline of event/project/activity</li><li>• 25% Demonstrated experience regarding planning, management and delivery</li><li>• 45% Community benefit, with emphasis on fostering community pride and Council's profile</li><li>• 05% Demonstrate event sustainability regarding environmental impact reduction strategies</li></ul>
Regional Event	Up to \$15,000	Activities that support organisations and collectives seeking medium levels of funding for arts and culturally based public events that strengthen community pride and have a demonstrated real or perceived local or regional economic benefit.

		<p>Visitation target of 10% out-of-region visitors.</p> <p><b>Assessment Criteria - Regional Event</b>  The event must demonstrate historical/predicted data regarding:</p> <ul style="list-style-type: none"> <li>• Estimated number of attendees and evidence of attraction to out of region visitors</li> <li>• Alternate funding sources (with strong emphasis on Tourism and Events Queensland TEQ) and overall event operational budget</li> <li>• Commentary regarding event alignment to Councils' goals and objectives</li> <li>• Media profile and/or communication strategies for event promotion</li> </ul> <p>Application responses will be assessed by two (2) Council officers as per the below criteria:</p> <ul style="list-style-type: none"> <li>• 25% Detailed outline of event/project/activity</li> <li>• 25% Demonstrated experience regarding planning, management and delivery</li> <li>• 45% Community benefit, with emphasis on fostering community pride and Council's profile</li> <li>• 05% Demonstrate event sustainability regarding environmental impact reduction strategies</li> </ul>
Economic Event	Up to \$30,000	<p>A highly competitive program that supports the delivery of projects which provide shire wide 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 economic and social returns on investment. Visitation target of 15% out-of-region visitors.</p> <p>The event must take place within the Livingstone region or show significant value to the Livingstone Shire community.</p> <p><b>Assessment Criteria - Economic Event</b>  The event must demonstrate historical/predicted data regarding:</p> <ul style="list-style-type: none"> <li>• Estimated number of attendees and evidence of attraction to out of region visitors</li> <li>• Alternate funding sources (with strong emphasis on Tourism and Events Queensland TEQ) and overall event operational budget</li> <li>• Commentary regarding event alignment to Councils' goals and objectives</li> <li>• Media profile and/or communication strategies for event promotion</li> <li>• Previous experience in delivering a similar event (in or outside of Livingstone Shire)</li> </ul>

# Application Timeframes

There are two rounds per year. For a list of application timelines, please visit <https://www.livingstone.qld.gov.au/living-here/my-community/events/sponsorship>

## Eligibility Criteria

### Who can apply?

- The event must take place within the Livingstone region or show significant value to the Livingstone Shire community.
- For the Community Hall and Market (in-kind only) category applicants must:
  - meet 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;
  - meet Council's Hall booking and/or Temporary Event application processes;
  - have an Australian Business Number (ABN);
  - 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.

### What can we fund?

The objectives of the Livingstone Community 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, benefits 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 with 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 the Capricorn Coast Region Event Strategy and 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 the focus on other Council grants (e.g. arts projects)
- 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 are 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

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

1. Strategic Alignment	<ul style="list-style-type: none"><li>Clearly defined event objectives</li><li>Livingstone Community Plan: Towards 2050 Goals and Strategies</li><li>Capricorn Coast Region Event Strategy Goals</li><li>Livingstone Shire Council's Corporate Plan</li></ul>
2. Community Benefit	<ul style="list-style-type: none"><li>Expected community benefit</li><li>Local partnerships and suppliers</li></ul>
3. Budget and Value for Money	<ul style="list-style-type: none"><li>Complete and realistic budget</li><li>Budget items requested are justified</li><li>Expected number of attendees</li><li>Return on investment</li></ul>
4. Capacity to Deliver a Viable, Safe, and, Sustainable Event	<ul style="list-style-type: none"><li>Event management plan</li><li>Risk management plan (health and safety plan)</li><li>Community participation and consultation (where appropriate)</li><li>Clearly defined measures of success</li><li>Waste Management Plan - As one of the newest communities under Boomerang Alliance's Plastic Free Places, we encourage everyone looking to hold an event in the region to consider how you can manage waste and recyclables at your event. Find out more information on what you can do help create a Plastic Free CQ at your event! <a href="https://www.plasticfreecq.org/">https://www.plasticfreecq.org/</a></li></ul>
5. Financial Planning	<ul style="list-style-type: none"><li>For events that have been funded previously, applicants must clearly define sustainable practices. Applicants should show the ability for ongoing delivery to the community with a reduced reliance on Council funding</li></ul>

### Important Notes

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; and
- The event purpose does not align with the priorities or values of Livingstone Shire Council.

## Application Process

To apply for Community Events Sponsorship, visit <https://www.livingstone.qld.gov.au/living-here/my-community/events/sponsorship> and follow the link to the SmartyGrants application form. Below is an overview of the process:

1. Submit Your Application	<ul style="list-style-type: none"> <li>• Fill out and submit your application online using the SmartyGrants portal</li> </ul>
2. Application Assessment	<ul style="list-style-type: none"> <li>• Your application will first be checked for eligibility</li> <li>• If eligible, your application will be reviewed by the Assessors</li> <li>• Please note outcomes make take up to 6 weeks after application closing date</li> </ul>
3. Outcome Advised	<ul style="list-style-type: none"> <li>• All application outcomes will be notified in writing</li> <li>• If successful, you'll be sent a funding agreement</li> </ul>
4. Event Delivery	<ul style="list-style-type: none"> <li>• Events receiving Sponsorship Funding are required to acknowledge Council in the promotion of, and at the event in accordance with your Funding Agreement</li> <li>• 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</li> <li>• 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</li> </ul>
5. Event Acquittal Report	<ul style="list-style-type: none"> <li>• All grant recipients are required to complete an Online Acquittal Report via the SmartyGrants portal. To ensure this is successful you must: <ul style="list-style-type: none"> <li>○ Keep copies of receipts for all event expenses related to your grant funding to attach to your Acquittal Report</li> <li>○ Complete the Acquittal Report within 8 weeks of event completion</li> <li>○ Any unspent funds will need to be returned to Council</li> </ul> </li> </ul>

## 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 welcome to reapply in future rounds.

# Additional Information and Resources

## Livingstone Community Plan: Towards 2050

### Our Vision

Livingstone is welcoming, connected and resilient with a relaxed community spirit, celebrated for its natural beauty, vibrant culture, and thriving economy.

### Our Values

- Leadership
- Collaboration
- Equity
- Respect

### Focus Areas

- Liveable Livingstone - support and advocacy for services for the wellbeing of the people of Livingstone at any age and with any ability.
- Thriving Livingstone - prioritising the Traditional Owners and the importance of the place and country of Indigenous people; offer a diverse range of cultural activities and events; and develop and sustain a diverse economy.
- Natural Livingstone - protect, sustainably manage, and enhance the natural beauty, landscapes and resources of the country of the Darumbal and Woppaburra people in order to safeguard the sustainability and environmental resilience of the region into the future.
- Leading Livingstone - provide transparent, accountable leadership which listens to the needs of the Livingstone Community and advocates for Livingstone's interests to State and Federal governments.
- Future Livingstone - a resilient community prepared for future economic, social, environmental and infrastructure challenges to ensure Livingstone retains its unique character and thrives into the future.

### Other Livingstone Shire Council Grants

Council offers other grants to strengthen the social, environmental, cultural and economic development of the shire.

These include:

- Livingstone Community Grants Scheme
- Regional Arts Development Fund (RADF)

For more information about our grant programs visit: <https://www.livingstone.qld.gov.au/livingstone/my-community/grants-and-funding>

## Supporting Documents

Document Name	Hyperlink
Livingstone Community Plan: Towards 2050	<a href="https://www.livingstone.qld.gov.au/downloads/file/520/livingstone-community-plan-towards-2050">https://www.livingstone.qld.gov.au/downloads/file/520/livingstone-community-plan-towards-2050</a>
Invest Capricorn Coast Region Event Strategy 2025	<a href="https://www.livingstone.qld.gov.au/downloads/file/518/capricorn-coast-region-event-strategy-2025">https://www.livingstone.qld.gov.au/downloads/file/518/capricorn-coast-region-event-strategy-2025</a>
Livingstone Shire Council Corporate Plan 2020-2030	<a href="https://www.livingstone.qld.gov.au/your-council/publications-and-media/plans-strategies-and-reports">https://www.livingstone.qld.gov.au/your-council/publications-and-media/plans-strategies-and-reports</a>
Plastic Free Places	<a href="https://www.plasticfreeplaces.org/cq">https://www.plasticfreeplaces.org/cq</a>
Event Planning Workbook	<a href="https://www.livingstone.qld.gov.au/downloads/file/537/community-assistance-programmes-policy">https://www.livingstone.qld.gov.au/downloads/file/537/community-assistance-programmes-policy</a>
Grants and Funding Workbook	<a href="https://www.livingstone.qld.gov.au/downloads/file/2460/grants-and-funding-workbook">https://www.livingstone.qld.gov.au/downloads/file/2460/grants-and-funding-workbook</a>
Local Government Act 2009	<a href="https://www.statedevelopment.qld.gov.au/local-government/for-councils/governance/local-government-assistance-to-community-organisations">https://www.statedevelopment.qld.gov.au/local-government/for-councils/governance/local-government-assistance-to-community-organisations</a>
Community Assistance Programmes Policy	<a href="https://www.livingstone.qld.gov.au/downloads/file/537/community-assistance-programmes-policy">https://www.livingstone.qld.gov.au/downloads/file/537/community-assistance-programmes-policy</a>

# Frequently Asked Questions

## What is in-kind?

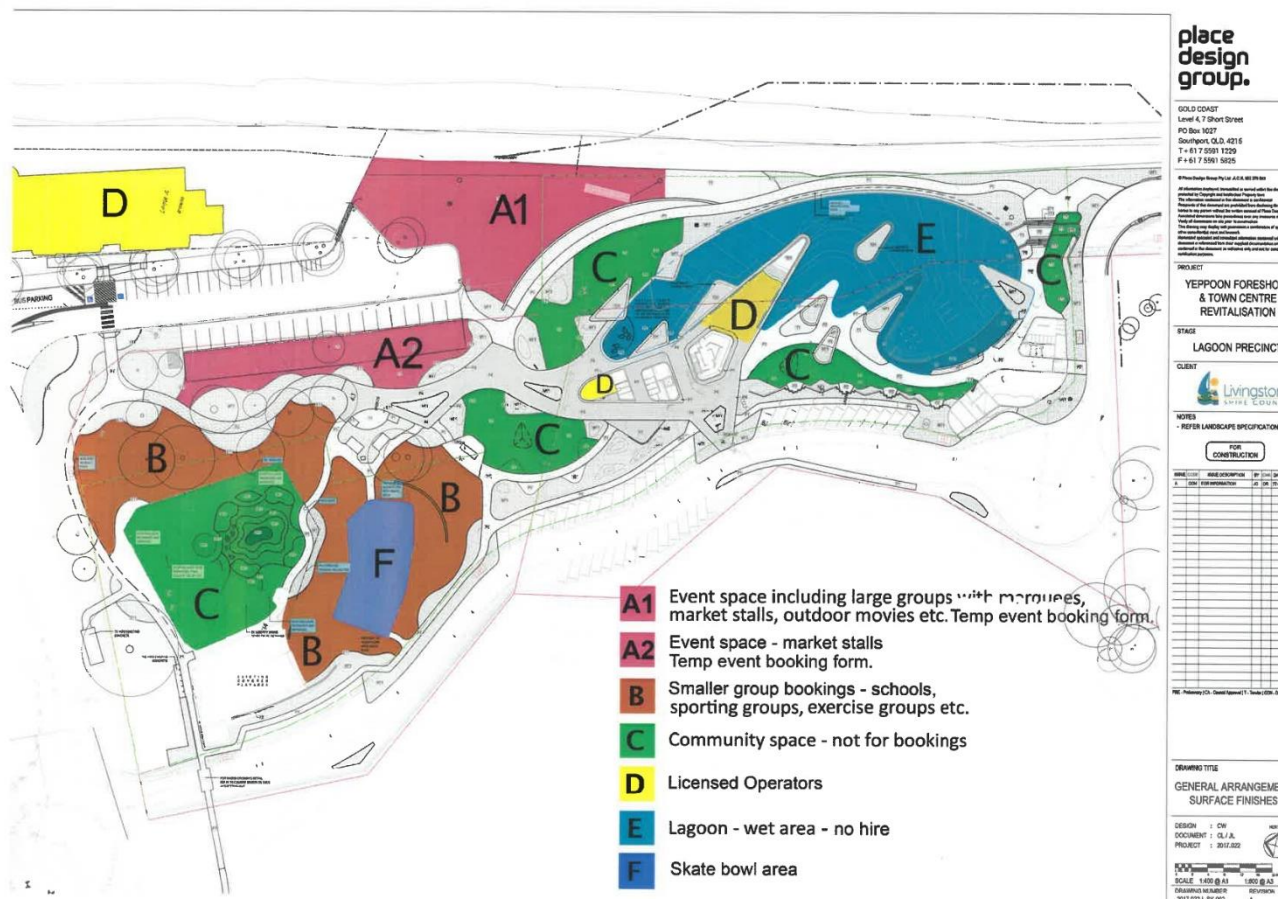
In-kind is instead of cash sponsorship. For example, if an event required the use of the Yeppoon Town Hall the cost of hiring the hall can be allocated as part of the sponsorship allocation without any cash changing hands.

## 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 A1, A2 and B are available for temporary events.



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

There are plenty of free templates available online. A google search for 'event management plan template' or 'marketing campaign template' will provide several options.

The Queensland Government also has the handbook 'Events in Queensland – Best practice guidelines for event delivery in Queensland' available online - <https://www.qld.gov.au/about/events-awards-honours/events/event-delivery>

### **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.

In regard to 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 Community Events Funding, please contact the Communications and Engagement Team on 1300 790 919 or email [engagementandevents@livingstone.qld.gov.au](mailto:engagementandevents@livingstone.qld.gov.au)

Translation  
National Relay Service  
Speak and Listen  
SMS Relay

If you need a translator call TIS on 131 450  
TTY / Voice Calls on 133 677  
1300 555 727  
0423 677 767