

# 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.

## 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 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, bring tourism, supports the ideals of Livingstone Shire Council and is unique to our region.

## Available Funding

Type of Sponsorship	Amount	Type of Event
Tier 1: In-Kind Venue and Market Fund Program <b>Applications accepted year-round</b>	<b>Sponsored events for maximum of 12 months.</b>	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, temporary events and financial support for community fetes, markets, and music events.
Tier 3: Regional Event	\$5,001 - \$10,000	Activities that support organisations and collectives seeking medium levels of funding for public events and strengthen community pride and have a demonstrated real or perceived local or regional economic benefit. Examples include financial support for sporting competitions, regional shows, music events, and large annual events.
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, shows, temporary events and multi-day state or national sporting competitions.

## **Application Timeframes for Community, Regional and Economic Event categories -**

There are two rounds of sponsorships per year.

- July-August round: Open for applications to support events held between January and June **the following calendar year**.
- February-March 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 February-March 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 In-Kind Venue and Market Fund Program (in-kind only) - Applications accepted year-round.**

##### **Applicants must:**

- Complete, or be able to complete, Council's Booking system and application process.
- Have no outstanding acquittals or debts with Council;
- 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 Booking system and application process.
- 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 (if applicable) 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 livability 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 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, and administration costs required by venue
- Initiatives that are eligible under the following alternative funding programs:
  - Rates Rebates and Remission Policy
  - Regional Arts Development Fund
  - Livingstone Shire Council Events Sponsorship 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 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:

Level of Funding	Assessment criteria
Tier 1: In-Kind Venue and Market Fund Program <b>Applications accepted year-round</b>	<ul style="list-style-type: none"><li>• Expected community benefit</li><li>• Sustainable event practices</li><li>• Funding support for maximum of 12 months.</li></ul>
Tier 2: Community event	<ul style="list-style-type: none"><li>• Benefits to community</li><li>• Alignment with Livingstone Shire Community Plan</li><li>• Applicants experience in event planning</li><li>• Event marketing planning</li><li>• Sustainable event practices</li></ul>
Tier 3: Regional event	<ul style="list-style-type: none"><li>• Benefits to community</li><li>• Alignment with Livingstone Shire Community Plan</li><li>• Event management plan</li><li>• Applicant experience in event planning</li><li>• Event marketing planning</li><li>• Sustainable event practices</li><li>• Budget planning and financial considerations</li></ul>
Tier 4: Economic event	<ul style="list-style-type: none"><li>• Benefits to community</li><li>• Event has clear and measurable objectives</li><li>• Alignment with Livingstone Shire Community Plan</li><li>• Event management plan</li><li>• Applicants experience in event planning</li><li>• Event marketing planning</li><li>• Sustainable event practices</li><li>• Budget planning and financial considerations</li></ul>

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

- Insufficient information was provided
- Previous Acquittals for sponsored events remaining outstanding (excluding In-kind funding).
- 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

Please note that Council officers do not assess applications.

## 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:

Submit Your Application	<ul style="list-style-type: none"><li>• Go to Council's webpage and navigate to the 'Events Sponsorship Program' page</li><li>• Complete and submit your application using the Smarty Grants portal</li></ul>
Application Assessment	<ul style="list-style-type: none"><li>• Applications are initially assessed to confirm eligibility.</li><li>• Eligible applications are then reviewed by an assessment panel.</li><li>• Following the assessment process, Council officers will prepare a report outlining recommended applications for Council consideration and approval.</li><li>• Please note that the assessment and approval process may take up to six (6) weeks from the application closing date, after which successful applicants will be notified.</li><li>• All in-kind (year-round) applications must allow a minimum of thirty (30) days from application submission to approval before the booking process can commence.</li></ul>
Outcome Advised	<ul style="list-style-type: none"><li>• All applicants will be notified of the outcome in writing</li></ul>
Event Delivery	<ul style="list-style-type: none"><li>• Sponsorship agreements must be completed online via Smarty Grants before funding can be released.</li><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>
Event Acquittal	<ul style="list-style-type: none"><li>• All grant recipients (excluding In-Kind Venue and Market Fund Program) 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 funding to attach to your Acquittal Report</li><li>○ Complete the Acquittal Report within 6 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 Smarty Grants 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.

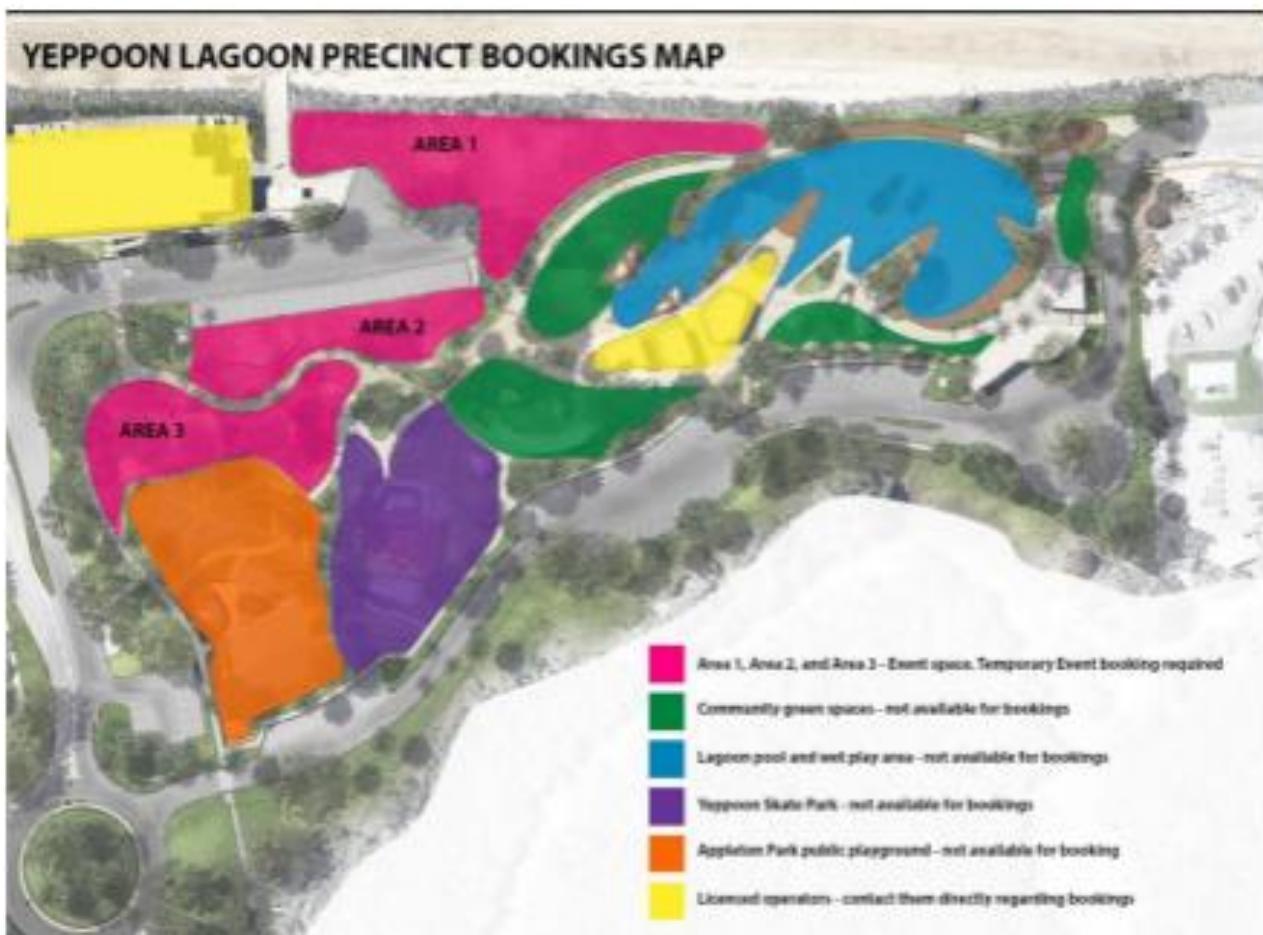
### **How do I know how much venues are to hire?**

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 may be required to obtain written approval via an application to Queensland Police Service.

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, require full or partial road closures, or altered traffic conditions and involves some inconsistency with the usual operation of the Queensland Road Rules.

Any Road or carpark closures for events require approval from either Queensland Police Service and/or authorities responsible for the roads. This could be Council or Department of Transport and Main Roads. A traffic Management Plan may also be required.

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.

## **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/Living-Here/My-Community/Grants-and-Funding>

## **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](mailto:sponsorships@livingstone.qld.gov.au).