

New Destination Events Program

Apply under this program if you are planning a new social, cultural, industry or sporting event for the purpose of attracting overnight visitation from outside the region which will deliver economic benefits to the Western Downs.



The Destination Events Program supports events that:

- ✓ Promote tourism and attracts overnight visitation to the Western Downs region.
- ✓ Provide economic benefits through local spend and increased visitor expenditure.
- ✓ Are aligned with the character and culture of the Western Downs region.
- ✓ Demonstrate sound organisational event planning and a comprehensive marketing strategy.

Specific Program Guidelines:

- A large-scale event preferably running longer than one day and attracting attendance in excess of 1,500 people held within the Western Downs Regional Council area.
- Will attract significant outside of region visitors (minimum 40%) to the Western Downs region and provide substantial economic and social benefits to the region.
- The concept for the event aligns with the character and culture of the local area and fosters community pride.
- This category includes funding for:
 - Boutique themed destination events
 - Industry expos and shows
 - Major sporting events / fixtures
 - New cultural / arts / music / food festivals
- All not-for-profit and commercial organisations are eligible to apply for funds under this program.

Cash Grants are available from \$5,000.00 to \$20,000.00. No Council In Kind Assistance is available under this program.

A pre-lodgement meeting must be arranged between the applicant and the Economic Development Team for discussion and guidance.

**Please refer to the full Program Guidelines for further information. Need assistance?
Contact the Grants Team on 1300 COUNCIL (1300 268 624) or grants@wdrc.qld.gov.au**