

Major Events Program

Apply under this program if you aim to deliver events that drive visitation, attraction, and tourism investment from outside the Western Downs on a recurring basis.



The Major 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 planning and a comprehensive marketing strategy.
- ✓ Demonstrate commitment to sourcing and engaging local businesses where possible.
- ✓ Provide experiences for residents through programming and volunteer opportunities.
- ✓ Consider the sustainability and growth of their event to ensure it remains future fit.
- ✓ Are ongoing either through an annual or biennial schedule.

Specific Program Guidelines:

- Must be an existing large-scale event preferably running for more than one day and with an attendance of more than 1,500 people of which a minimum of 40% are from outside of the Western Downs region.
- Potential marketing / promotion exposure must reach at minimum South-East Queensland.

Additional Information:

All applicants must contact a member of the Major Events Team for a pre-lodgement discussion and guidance.

All not-for-profit and commercial organisations are eligible to apply for funds under this program.

Funding may be provided in Cash and In-Kind Assistance.

Your funding request must not exceed the total amount allocated by Council and available in this category. Applications received from commercial entities will be eligible for a maximum of \$20,000.00 in funding including any In Kind Assistance requested.

The term of any approved funding will be for 3 years from commencement of the funding agreement (spanning two events for biennial events and three events for annual events)

**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**