

Community Investment Program Summary of Assessment Panel Comment and Recommendation

Assessment held: Community Engagement Centre, 142 Goondoon Street, Gladstone

Date: October 2019

Ignite Event – Ignite Event funding supports events that contribute to community pride/social outcomes and regional economy that attract up to 2500 participants.

Regional Athletics Carnival 2020	
Date:	8 to 9 February 2020
Location:	CQU Oval - 25 Derby Street, Gladstone
Applicant:	Gladstone Athletics Club
Sponsorship Request:	\$7,600 (cash) towards hire of portable toilets with wheelchair access. Sponsorship equates to 36% of the total event cost.
Event Summary:	Gladstone has secured the opportunity to host the 2020 Regional Athletics Carnival. This is a rare opportunity for the club which is in its 63 rd year. The carnival, which is held across two days will provide competition for U9's – U17 athletes competing in various track & field events. Those who place 1st – 4th at this event may progress to the State Championships in March. From here Athletes have the potential to progress through to further qualifying round to compete in the Australian Little Athletics Championships.
Participation Projection	A total of 2767 attendees/participants comprising of: <ul style="list-style-type: none"> • 100 Volunteers • 2 Store Holders • 15 Paid suppliers (e.g artists, technicians) • 150 Gladstone region residents • 2500 Intrastate
Assessment Score	80%
Comment and Recommendation	The Panel scored this application highest on social outcomes and enhancing regional profile, consistent with outcomes achieved with past Council funded events. The Panel noted that this event will assist in the enhancement of the Gladstone Region's profile and appeal. Since its establishment in 1956 the Gladstone Athletics Club has grown to become known as a staple sport in the community by creating opportunities for the whole community to come together in healthy physical activity. Attracting athletes from across Queensland the two-day event will potentially benefit the local economy through transactions associated with accommodation and other travel expenses. Overall, the assessment supports the Panel's consideration to fund the event, recommendation is to fulfil the full funding request of \$7,600.

Australia Day Fun Run	
Date:	26 January 2020
Location:	Either Gladstone or Tannum Sands depending on GRC celebrations
Applicant:	Gladstone Road Runners
Sponsorship Request:	\$500 (cash) towards publicity/advertising and covering costs to hold the event. Sponsorship equates to 50% of the total event cost.
Event Summary:	This family fun run on Australia Day is hosted by Gladstone Road Runners. The event has been running for over 20 years. Majority of funds raised from the event are donated to local charities/not for profits organisations. The event is a long-held tradition that the group hope will continue for many more years.
Participation Projection	A total of 242 attendees/participants comprising of: <ul style="list-style-type: none"> • 12 Volunteers

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Australia Day Fun Run	
	<ul style="list-style-type: none"> • 200 Gladstone region residents • 30 Intrastate
Assessment Score	63%
Comment and Recommendation	The Panel recognised the significance of events such as this in the scoring, particularly against KSC related to supporting social and community outcomes. The score also reflects the event's potential in relation to further enhancing regions appeal and profile. The event will complement existing events already offered on Australia Day within the region, namely Council's major event to be held at Tondoon Botanic Gardens. The Panel recommends full funding \$500 on the condition that event location approval is provided.

Gladstone Harbour Festival Fun Run	
Date:	10 April 2020
Location:	East Shores Precinct
Applicant:	Gladstone Road Runners Inc
Sponsorship Request:	\$1,000 (cash) towards professional race timing costs and advertising. Sponsorship equates to 14% of the total event cost.
Event Summary:	The annual Gladstone Harbour Festival Run, held on Good Friday, has been on the Gladstone event calendar since 1976. The fun run will offer both a 3km or 10 km course. The run is open to people of all ages and abilities. Attendees have the potential to win prizes in a random draw, with any money raised donated to a charity of the Gladstone Road Runners' choice. The event is listed on the Australian Running Calendar which will attract runners from outside the region to the event.
Participation Projection	A total of 534 attendees/participants comprising of: <ul style="list-style-type: none"> • 30 Volunteers • 2 Store Holders • 2 Paid suppliers (e.g artists, technicians) • 400 Gladstone region residents • 100 Intrastate
Assessment Score	66%
Comment and Recommendation	The Panel has assessed this application and recognises that this event is a great opportunity to deliver on social and community outcomes. The applicant has advised that the fun run event has been an integral part of the Gladstone Easter Celebrations for over 40 years and continues to promote the profile and appeal of the Gladstone Region as a destination of choice for the Easter break. Easter in Gladstone sees the Gladstone community come together with many events available for residents and visitors. The Panel recommends full funding of \$1000 on the condition that event location approval is provided.

GCEG 1 Star Regional Championship and AAOR leaderboard Event	
Date:	25 to 26 July 2020
Location:	Mount Larcom Showgrounds - 31 The Narrows, Mt Larcom
Applicant:	Gladstone Calliope Equestrian Group

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GCEG 1 Star Regional Championship and AAOR leaderboard Event	
Sponsorship Request:	\$2,500 (cash) towards judges' costs (flights, accommodation, catering, fees) and Champion Rugs. Sponsorship equates to 24% of the total event cost.
Event Summary:	In its 18 th year, The 1 Star Dressage Event is the major dressage championship for 1 Star and AAOR (Adult Amateur Owner Rider). The Championships will be the most northern 1star AAOR leaderboard event for Central and Northern Queensland. This prestigious event requires the best possible judges. The event will inspire beginner riders and will provide experienced riders with an opportunity to compete at a more serious level.
Participation Projection	A total of 124 attendees/participants comprising of: <ul style="list-style-type: none"> • 8 Volunteers • 3 Store Holders • 3 Paid suppliers (e.g artists, technicians) • 80 Gladstone region residents • 30 Intrastate
Assessment Score	66%
Comment and Recommendation	The Panel scored this application highly in relation to KSC's including driving social and community outcomes and enhancing the profile and appeal of the Gladstone region. The Panel has noted that this event will provide great exposure for the township of Mt Larcom and will generate opportunities for local economic activity, enhance regional profile through promotion of the Mt Larcom Show Grounds. The Panel's recommendation is for full funding in support of costs associated with Judge fees and accommodation. The Panel have provided feedback that the funding approval excludes the Champion Rug as this is an ineligible item. The Panel recognises that funding a broad range of events promotes diversity of interests in the Community Investment Program.

Centenary of Boyne Valley Soldier Settlement and birth of Ubobo	
Date:	25 to 27 April 2020
Location:	Boyne Valley Historical Cottage and surrounding halls – Ubobo
Applicant:	Boyne Valley Historical Society Inc
Sponsorship Request:	\$9,480 (cash), creative display set up, dining area setting (hire cold room, tables chairs, purchase of cutlery), cleaners for toilets, cleaning supplies and photographer. Sponsorship equates to 44% of the total event cost.
Event Summary:	Held between 25-27 April the event aims to celebrate the Centenary of both the Boyne Valley Soldier Settlement and the township of Ubobo. This event will reunite descendants & families of WWI Boyne Valley Soldier Settlers. This Historical Society hopes to gather information/photos/memorabilia to establish an archive containing information about the Soldier Settlement and its history in the Boyne Valley. The event will attract both past and present members of the Ubobo community to celebrate the town's Centenary.
Participation Projection	A total of 585 attendees/participants comprising of: <ul style="list-style-type: none"> • 30 Volunteers • 200 Gladstone region residents • 300 Intrastate • 50 Interstate • 5 International
Assessment Score	54%

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Centenary of Boyne Valley Soldier Settlement and birth of Ubobo

Comment and Recommendation	The Panel acknowledged the significance of celebrating the history of Ubobo and how the likely social outcomes will benefit the boarder Boyne Valley community attract attendance and visitation from within the Gladstone region. Whilst these favorable merits were considered, the Panel was unable to qualify the projected visitation numbers, taking into consideration other ANZAC weekend activities scheduled across the region. A primary focused was placed on the heritage and cultural activities planned and which that the Panel considered had better aligned with objectives of Council's Regional Arts Development Fund. Overall, the application has demonstrated some sound social outcomes for the Panel to recommend partial funding of \$1,500 to assist with equipment hire.
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Polocrosse, we love it! Calliope 60th Anniversary

Date:	25 to 26 July 2020
Location:	411 Racecourse Road, Calliope
Applicant:	Calliope Polocrosse Association
Sponsorship Request:	\$10,000 (cash) towards marketing campaign, artist/graphic design/ videography fee, exhibition and documentary costs and food/drinks for the opening night. \$200 (in-kind) towards GRAGM Hire of Projector and speaker and social media advertising. Sponsorship equates to 77% of the total event cost.
Event Summary:	This event will be held in conjunction with the Calliope Polocrosse annual carnival. The "Polocrosse, we love it!" campaign is a celebration of the sport and the Clubs' 60th anniversary. An exhibition will be curated to feature memorabilia from the beginning of the sport in Australia, detailing the history of the sport in Calliope and other Polocrosse clubs throughout Queensland. A documentary produced by a local artist will be screened on the Saturday evening.
Participation Projection	A total of 555 attendees/participants comprising of: <ul style="list-style-type: none"> • 30 Volunteers • 8 Store Holders • 7 Paid suppliers (e.g artists, technicians) • 300 Gladstone region residents • 200 Intrastate • 10 Interstate
Assessment Score	46%
Comment and Recommendation	The Panel has considered this application based on the merits within its submission. The application scored marginal to low in the KSC matrix. The KSC score puts the application outside Council's margin of acceptable risk for investment. The Panel was unable to justify the investment based when attendance and other figures are unable to be supported with data. The Panel has recommended in-kind funding of \$200 for the supply of GRAGM Hire of Projector and promotion of the event on Council's social media platforms in the form of an event share.

Baffle Creek Car & Bike Muster

Date:	19 July 2020
Location:	569 Coast Rd, Baffle Creek

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Baffle Creek Car & Bike Muster	
Applicant:	Baffle Creek Men's Shed
Sponsorship Request:	\$3,950 (cash) towards marketing, entertainment fees, hire of toilets and hire of equipment for kitchen. Sponsorship equates to 53% of the total event cost.
Event Summary:	This event provides an opportunity for car and bike enthusiasts to display their prestige vehicles for the local and broader community. Last year's event attracted visitors from outside the Gladstone Region and provided an opportunity for the Baffle Creek Men's Shed to showcase the region to visiting car and bike clubs. The Muster also provides an opportunity for local organisations and small businesses to showcase, promote and sell their products and services.
Participation Projection	A total of 1630 attendees/participants comprising of: <ul style="list-style-type: none"> • 28 Volunteers • 30 Store Holders • 12 Paid suppliers (e.g artists, technicians) • 1000 Gladstone region residents • 500 Intrastate • 50 Interstate • 10 International
Assessment Score	69%
Comment and Recommendation	The assessment score in the assessment matrix supports the displays the applications merits against highly weighted KSC. The Panel notes the event will provide great exposure for the Baffle Creek area and will generate opportunities to increase the regions profile through promotion of the Wartburg Sport and Recreation Grounds and the Baffle Creek community. The Panel notes that leveraging of events across the region is intrinsic to the success of Council's Community Investment Program. The Panel therefore recommends full funding of \$3950 for this event.

Jason Hetherington Cup Annual Carnival	
Date:	10 to 12 July 2020
Location:	Marley Brown Oval - 1-3 Harvey Road Clinton
Applicant:	Gladstone & District Junior Rugby League Inc
Sponsorship Request:	\$10,000 (cash) towards players t-shirts, trophies and game balls, medical team and transfer CQ Capras Home game to Marley Brown Oval. Sponsorship equates to 43% of the total event cost.
Event Summary:	The Jason Hetherington-Gary Larson Cup (JHCup) is an U12 Rugby League carnival that is now in its 12th year. The carnival is one of the most popular in the Queensland Rugby League Calendar. The 2019 Carnival saw the inclusion of the CQ Capras Intrust Super Cup game played against Mackay Cutters on the Saturday night of the carnival, this will now be included as a regular feature of the annual carnival.
Participation Projection	A total of 2217 attendees/participants comprising of: <ul style="list-style-type: none"> • 12 Volunteers • 2 Store Holders • 3 Paid suppliers (e.g artists, technicians) • 400 Gladstone region residents

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Jason Hetherington Cup Annual Carnival	
	<ul style="list-style-type: none"> 1800 Intrastate
Assessment Score	85%
Comment and Recommendation	<p>The Panel scored this application highly, clearly demonstrating desirable outcomes against highly weighted KSCs of driving social and community outcomes and enhancing the appeal of the Gladstone region. This event will help to promote Gladstone Coal Exporters' Sports Complex (Marley Brown Oval) as a premier sporting venue and has the potential to provide excellent economic return on investment due to the event's attraction of external visitation generating overnight visitors' expenditure across the 3-day event.</p> <p>This event's strong history and standing within the Junior Rugby League community clearly demonstrates the applicant's commitment to the continuation of the event and its continued growth to ensure it remains a premier event on the calendar attracting larger out-of-region participation.</p> <p>The Panel recommends that partial funding of \$7,500 for costs associated with securing the CQ Capras home game at Marley Brown Oval has strong alignment with the strategic focus of Council's Regional Event Strategy. The Panel is confident that the investment will be beneficial to the carnival and will further strengthen Gladstone's standing as a host destination for regionally significant sporting events.</p>

Gladstone PAWS Walk	
Date:	24 May 2020
Location:	Canoe Point Park, Tannum Sands
Applicant:	Gladstone PAWS Incorporated
Sponsorship Request:	\$4,000 (cash) towards speaker fees, band fees, marketing costs and purchase/hire of food stall and equipment. Sponsorship equates to 50% of the total event cost.
Event Summary:	The Gladstone PAWS team was formally known as Team RSPCA Gladstone and has previously operated a similar event for over 10 years (RSPCA Million Paws Walk). This new event based on the old format will provide an opportunity for animal lovers to come together in support of responsible pet ownership and the hard work of rescue groups.
Participation Projection	<p>A total of 425 attendees/participants comprising of:</p> <ul style="list-style-type: none"> 40 Volunteers 20 Store Holders 5 Paid suppliers (e.g artists, technicians) 330 Gladstone region residents 30 Intrastate
Assessment Score	36%
Comment and Recommendation	<p>The overall KSC score of 36% demonstrates that the application has provided marginal to limited evidence of benefit across all KSC. While the Panel notes the event scores well in relation to social and community outcomes and environmental sustainability the application fails to provide evidence of enhancing the region's profile or generation of solid economic activity. Council already provides funding for several other fun runs and events across the region that offer greater return on investment than this proposal. The event's potential value add for the local economy does not provide satisfactory leveraging opportunities to Council. On this occasion the Panel does not recommend funding.</p>

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Impact Event – Impact Event funding supports events that demonstrate tourism and regional economy benefits and attract 2500 to 5000 participants, with 10% out-of-region visitors.

Boyne Valley Country Music Campout	
Date:	3 to 5 April 2020
Location:	Discovery Centre, Ubobo. Boyne Valley
Applicant:	Boyne Valley Community Discovery Centre Inc
Sponsorship Request:	\$17,620 (cash) towards artist costs (including travel and accommodation). Sponsorship equates to 54% of the total event cost.
Event Summary:	The Boyne Valley Country Music Campout and associated Poets Breakfast provides an opportunity for music makers, performers and listeners to come together for a cultural weekend of music making, poetry recital and fellowship. The event began in 2011 and has been operating every year since. Aiming to increase tourist traffic to the region and promote the Boyne Valley as a tourist destination, the Boyne Valley Country Music Campout attracted over 3000 visitors 2019.
Participation Projection	A total of 3087 attendees/participants comprising of: <ul style="list-style-type: none"> • 45 Volunteers • 10 Store Holders • 30 Paid suppliers (e.g artists, technicians) • 1000 Gladstone region residents • 1990 Intrastate • 10 Interstate • 2 International
Assessment Score	72%
Comment and Recommendation	<p>The Panel agrees that this event is a great opportunity for promotion of the Boyne Valley and the Gladstone Region. The event's growth since its inception in 2011 is impressive with an increase of visitors of over 1000 pax in three years. The event builds community pride and cohesion by utilising volunteers from a variety of organisations. The event boosts the local economy and attracts both repeat and new visitors to the Boyne Valley. The Panel recommends funding of \$10,100 for the artists costs for Saturday entertainment excluding transport and accommodation.</p> <p>The Panel recognises that funding a diverse selection of events across the region is intrinsic to the success of Council's Community Investment Program. The Panel noted that this event has not been previously funded and determined that subsidising the Saturday entertainment as the most reasonable investment to leverage Council's interest.</p>

1770 Art Show	
Date:	20 to 31 May 2020
Location:	Agnes Water Community Halls - Spring Rd, Agnes Water
Applicant:	1770 Art Show Inc
Sponsorship Request:	<p>\$7,970 (cash) towards judge's cost (flight, car hire, accommodation), advertising printing (brochures, banners and banners) and display items (including screens, hooks, handing wires and television monitors).</p> <p>\$2000 (in-kind) towards Hall Hire (old) and "New" Agnes Water Community Hall/s). Sponsorship equates to 32% of the total event cost.</p>

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1770 Art Show	
Event Summary:	<p>1770 Art Show is an annual event, with 2020 being the 18th year of operating. To accommodate the increase in art entries and still keep the Quilt display as part of the show two halls will be used for this event (Community Hall and the Old Community Hall).</p> <p>Co-exhibits with the Agnes Water Quilting and Textile Group to showcase art/craft and launch "Charity Quilt". The proceeds will be given to a local community group.</p>
Participation Projection	<p>A total of 3063 attendees/participants comprising of:</p> <ul style="list-style-type: none"> • 30 Volunteers • 13 Paid suppliers (e.g artists, technicians) • 1800 Gladstone region residents • 660 Intrastate • 440 Interstate • 120 International
Assessment Score	56%
Comment and Recommendation	<p>The Panel is unable to recommend funding for this event as it does not score highly across all assessment criteria. While the Panel does not dispute that this event is an opportunity to showcase local regional artists and their work, there is insufficient information to support the projected inter-state, intra-state and International visitor numbers. Several items included within the application are ineligible for funding, these include capital and equipment costs along with administration expenses, which is outlined in the guidelines. The Panel noted that while this event would be appealing to existing visitors to the region, it would be the timing of the other major event, which Council is already providing significant funding toward, that should be the focus of Council's investment at this time.</p>

Signature Event - Signature Event funding supports events that drive the primary criteria of destination profile, economic impact and overnight visitor expenditure. Attract visitors that invest in the region and over 25% out-of-region visitors.

2020 Agnes Blues, Roots & Rock Festival – recommended move to IMPACT	
Date:	21 to 23 February 2020
Location:	SES Grounds, Captain Cook Drive, Town of 1770
Applicant:	Discovery Coast Tourism & Commerce Inc
Sponsorship Request:	\$20,000 (cash) towards hire of infrastructure, specialized personal costs (lighting technician) and marketing and promotional costs. Sponsorship equates to 10% of the total event cost.
Event Summary:	2020 will be the 6th Agnes Blues, Roots & Rock Festival organised by Discovery Coast Tourism & Commerce Inc (DCTC). The target audience has been identified as mostly over 50 years old. The event is promoted as three days of the best blues, roots and rock music that can be found.
Participation Projection	<p>A total of 1430 attendees/participants comprising of:</p> <ul style="list-style-type: none"> • 85 Volunteers • 80 Store Holders • 90 Paid suppliers (e.g artists, technicians) • 400 Gladstone region residents • 750 Intrastate

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2020 Agnes Blues, Roots & Rock Festival – recommended move to IMPACT

	<ul style="list-style-type: none"> • 20 Interstate • 5 International
Assessment Score	78%
Comment and Recommendation	<p>Eligibility of this application as a Signature Event was reviewed in detail by the Panel. Whilst it was acknowledged that local significance was well demonstrated for Agnes Water and 1770, the Panel agreed that trend in growth of audience specifically, out-of-region visitation is not yet to the level expected for a Signature Event.</p> <p>To achieve Signature Event recognition, the application would have benefited from the submission of a full strategic plan to highlight long-term planning towards achieving out-of-region visitation growth as well as diversification of event revenue to secure sustainability with a reduce reliance on external funding. It was also noted that the event marketing plan submitted was light on evidence of strategies to support the projected visitation growth. Whilst a basic traffic management plan was submitted, to demonstrate maturity as a Signature Event, a detailed traffic management plan is expected.</p> <p>Whilst the Panel agreed that Signature Event status is yet to be achieved, the Panel considered this application demonstrated greater merits across all criteria more aligned with an Impact Event and determined to move and assess the application under such category.</p> <p>Assessment scores as an Impact Event reflected the event's ability to enhance the profile and appeal of the Gladstone region along with demonstrating regional equity and dispersal. The application strongly supported the event's impact locally in enhancing community pride and cohesion along with generating economic activity with the localised Agnes Water region.</p> <p>The Panel has recommended investment of \$10,000 toward event marketing to audiences outside the Gladstone Region. With the further \$10,000 toward the hire of temporary infrastructure to provide visually appealing shade options and the employment of specialised personnel namely lighting technicians and art workers.</p>