

Community Investment Program Summary of Assessment Panel Comment and Recommendation

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

Date: July 2020

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

2020 Nordic Sport Regional Championships – Little Athletics

Date:	5 & 6 September 2020
Location:	Agnes Water
Applicant:	Agnes Water/1770 Little Athletics
Sponsorship Request:	<p>\$5000.00 (cash) for assistance toward the following expenses:</p> <ul style="list-style-type: none"> • PA system, toilets, generator & chair hire • Cleaning services • Steam weeding and ground preparations, line marking • Sunscreen, watercarriers, first aid kit upgrades. • Morning tea/lunch, administration costs and incidentals. <p><i>Sponsorship equates to 63% of the total event cost.</i></p>
Event Summary:	<ul style="list-style-type: none"> • Agnes Water/1770 Little Athletics will be hosting the 2020 Nordic Sport Regional Championships. • The event; <ul style="list-style-type: none"> - enables athletes to compete in their own age group in individual events for track and field against athletes from other regional centers. - aims to provide, foster and develop sport within the community and region for athletes aged under 7 to under 17 and athletes with disabilities. • Athletes that place first, second and third at this event qualify for the State Little Athletics Carnival usually held in Brisbane or Townsville.
Participation Projection	<ul style="list-style-type: none"> • 100 Volunteers • 5 Store Holders • 5 Paid Suppliers • 300 Gladstone Region Residents • 100 Intrastate Visitors • 10 Interstate Visitors • 5 International Visitors • TOTAL 525
Assessment Score	72%
Assessment Comments	<ul style="list-style-type: none"> • The Panel assessed this application consistently across all key selection criteria, highlighting the events' potential to drive positive community outcomes and attracting visitation to the local area. • The Panel noted the in-kind contribution of marquee hire from council was not valued, therefore was not requested clearly in the application. • It was mentioned that the applicant possibly undervalued the economic benefit an event of this kind can bring to the region.

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	<ul style="list-style-type: none"> The Panel discussed the eligibility of some expenses however were clear on their support for the event and the positive economic impact it will bring.
Panel Recommendation	<p>The panel recommends full funding for this event to be used toward eligible items as per the Ignite Event funding guidelines. The panel also supports an in-kind contribution of marquee hire for the event.</p> <ul style="list-style-type: none"> \$5000 cash

SpringABILITY Festival

Date:	15 -22 October 2020
Location:	Lion's Park – Gladstone
Applicant:	Gladstone Community Linking Agency
Sponsorship Request:	<p>\$5000.00 for use toward entertainment, guest speaker fees, publicity fees, consumables, advertising and publicity.</p> <p><i>Sponsorship request equates to 50% of the total event cost.</i></p>
Event Summary:	<ul style="list-style-type: none"> The SpringABILITY Festival will be a free inclusive community event held in Lions Park, Gladstone. The event is organised and hosted by the SpringABILITY Steering & Planning committee comprised from various non-government organisations, the Gladstone Regional Council and both State and Federal Government agencies. Event organisers will be following a COVID Safe event checklist for events for up 500 people for the event provided by the Queensland State Government
Participation Projection	<p>10 Volunteers 30 Store Holders 7 Paid Suppliers 400 Gladstone Region Residents 5 Intrastate visitors TOTAL 452</p>
Assessment Score	70%

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Application Comments	<ul style="list-style-type: none"> The application scored highest against meeting objectives related to driving social and community outcomes including community pride and cohesion. Panel raised concerns surrounding the tight turnaround of this event. The application was also marked strongly in its demonstrable evidence the generation of economic activity in the Gladstone region along with enhancing the profile and appeal of the region. While it was noted that location approval had not yet been granted, the Panel understand this will be granted upon application.
Panel Recommendation	<p>The panel recommends full funding for this event.</p> <ul style="list-style-type: none"> \$5000 cash investment

Baffle Creek Family Fishing Festival

Date:	21 st September to 26 th September 2020
Location:	Baffle Creek
Applicant:	Baffle Creek Community Inc
Sponsorship Request:	<p>\$10,000 for funding toward;</p> <ul style="list-style-type: none"> marquee hire including delivery, set up and lighting table and chair hire cool room hire portable toilet hire stage/sound equipment hire band/entertainer fun day activities for families and children to encourage participation <p><i>Sponsorship request equates to 33% of the total event cost.</i></p>
Event Summary:	<ul style="list-style-type: none"> Baffle Creek Family Fishing Festival (FFF) is in its eighth year. Hosted by the Baffle Creek Fishing Club who took over managing the event in 2019. Local and visiting recreation fishers take to the waters around Baffle Creek as often as they chose during the weeklong event, vying for great prizes. The competition encourages sustainable fishing practices and is purely 'Catch, Snap and Release' as our fish stocks and the health of our river systems are important to us. At the end of the fun filled week of fishing and exploring the local sports grounds come to life with bush style entertainment, festival and fun for all. The event provides significant economic benefits to the Baffle Creek community including a means to showcase the magic and lifestyle of Baffle Creek to the outside world - the positive exposure is integral to nurturing opportunities for local eco-sustainable industries e.g. ecotourism and fresh food production.

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	<ul style="list-style-type: none"> The FFF raises funds to help maintain the Baffle Creek Community Centre, an essential facility utilised by many for sporting, educational, social, health and community activities.
Participation Projection	<ul style="list-style-type: none"> 30 Volunteers 34 Store Holders 15 Paid Suppliers 400 Gladstone Region Residents 120 Intrastate Visitors 10 Interstate Visitors TOTAL 609
Assessment Score	74%
Application Comments	<ul style="list-style-type: none"> The panel scored this application highest on social outcomes and enhancing regional profile. The panel discussed appetite to fund the fishing festival and its promotion rather than the family fun day which may not go ahead due to COVID-19. The panel noted that the recommendation can only be made based on information available at the time of assessment and the committee has provided sufficient evidence to support the hosting of a COVID safe event. The panel noted the events benefit to the local economy by sourcing local goods and services and noted its alignment with other fishing festivals and fishing tourism activities in the region. The panel noted this event provides an opportunity for Council to promote regional RV & Drive tourism.
Panel Recommendation	<p>The panel recommends full funding of this event.</p> <ul style="list-style-type: none"> \$10,000

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GEA 2020 Major Industry Conference and Gala Dinner & Industry Awards Night

Date:	8 October, 2020
Location:	Gladstone
Applicant:	Gladstone Engineering Alliance
Sponsorship Request:	<p>\$6000 Monetary & \$4000.00 In Kind</p> <p>The monetary sponsorship will be used to cover event advertising, the production of promotional material and the conference program, \$4000.00 In Kind contribution toward the hire of the GECC for the Conference.</p> <p><i>Sponsorship request equates to 13% of the total event cost.</i></p>
Event Summary:	<ul style="list-style-type: none"> • The Major Industry Conference brings industry representatives from around QLD to the Gladstone Entertainment Convention Centre to hear the latest on major projects and industry trends. • The event aims to connect the Central Queensland industry supply chain with the latest information to allow them to actively participate in, and benefit from, economic development opportunities. • Gala Dinner & Industry Awards Night follows the Major Industry Conference and is a celebration of Central Queensland's industry supply chain, recognising exceptional achievement across a number of award categories including safety and innovation.
Participation Projection	<p>17 Store Holders</p> <p>9 Paid Suppliers</p> <p>114 Gladstone Region Residents</p> <p>77 Intrastate visitors</p> <p>5 Interstate Visitors</p> <p>TOTAL 222</p>
Assessment Score	76%
Assessment Comments	<ul style="list-style-type: none"> • The panel assessed this application highly across all key selection criteria reflecting the quality of the grant application. • The panel noted the clear demonstration of economic benefit to the region from this event. • The panel agreed this application clearly outlined the positive social, community and financial impact this event has and provides good return on investment.
Panel Recommendation	<p>The panel recommends full cash funding as requested with partial in-kind support to be provided.</p> <ul style="list-style-type: none"> • \$2,500 in kind support toward the hire of GECC • \$6000 cash investment

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BITS Junior Golf Open	
Date:	10 October, 2020
Location:	Boyne Island
Applicant:	BITS Junior Golf Club
Sponsorship Request:	\$2700.00 - Food, drinks, ice, signage, flyers, golf supplies <i>Sponsorship request equates to 68% of the total event cost.</i>
Event Summary:	<ul style="list-style-type: none"> The BITS 2020 Junior Golf Open Championship will bring golfers from all over the Central Queensland to compete at the Boyne Island Golf Club. Young boys and girls can become lifelong golfers if given the opportunity to learn the game as well as the values that are generated from the sport. The opportunity to showcase their home golf course at this event it will enable them to exhibit these values. The event will provide the tools and opportunities necessary to cultivate the next generation of junior golfers and promote the growth and integrity of the game The event provides an opportunity to exhibit the fundamentals of the game as well as life lessons such as etiquette, integrity, sportsmanship, safety, honesty, and respect for themselves and others during this event.
Participation Projection	25 Volunteers 80 Gladstone Region Residents 30 Intrastate Visitors TOTAL 135
Assessment Score	63%
Assessment Comments	<ul style="list-style-type: none"> The panel noted the application lacked detail in relation to how funding objectives can be met through investment in this event. While there is a significant increase in the funding amount requested compared to Council's previous commitments the application details could not justify this increase. The panel discussed the appropriateness of requested sponsorship of expenses for food and drinks considering these will likely return profit to the club as they are on sold.
Panel Recommendation	The panel recommends partial funding for this application with funding to be used toward eligible expense as described within the Ignite Event funding guideline. <ul style="list-style-type: none"> \$1,500 cash investment

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Colour Me Capricorn Gladstone/Gladstone Community Open Day	
Date:	11 October, 2020
Location:	Gladstone Marina Parklands
Applicant:	RACQ Capricorn Helicopter Rescue Service
Sponsorship Request:	<p>\$5000.00</p> <ul style="list-style-type: none"> • Monetary sponsorship will assist RACQ Capricorn Rescue to provide the Gladstone Community with two family-friendly events. • Sponsorship will assist with the advertisement and promotion of the event, potentially increasing the number of participants. • Paid advertising will include radio announcements on Southern Cross Austereo, paper advertisements through APN (Gladstone Observer) and Facebook ads (boosting). <p><i>Sponsorship request equates to 24% of the total event cost.</i></p>
Event Summary:	<ul style="list-style-type: none"> • The Gladstone Community Open Day is held annually in the Gladstone Ports Corporation Marina Parklands. • It is a fun, energetic and educational day aimed to display the great work the Emergency Services do in the region. • Crews from the Gladstone SES, QFES, QAS, QLD Police and Gladstone Marine Rescue attend and showcase the importance of their service within the community. • The Capricorn Rescue helicopter touches down at the event, allowing the community to interact with the helicopter and chat to the crew. For the past two years, the Community Open Day was hosted in conjunction with River Glow Gladstone. • This year RACQ Capricorn Helicopter Rescue Service has decided to bring Colour Me Capricorn to Gladstone! Colour Me Capricorn will be the most colourful fun run in Gladstone this year. Participants are encouraged to run, walk, dance or stroll their way along the garden path, covering the Gladstone Ports Corporation Marina Parklands in a cloud of colour! • Two distance options (2.5km & 5km) to cater for everyone. • Event goal is to educate the community on both the importance of living an enjoyable and healthy lifestyle and promoting the important role that Capricorn Rescue plays in the community.
Participation Projection	<p>12 Volunteers 13 Store Holders 3 Paid Suppliers 600 Gladstone Region Residents 15 Intrastate visitors</p> <p>TOTAL 643</p>
Assessment Score	68%

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Assessment Comments	<ul style="list-style-type: none"> The panel assessment rated this application highest against key selection criteria surrounding driving social and community outcomes such as community pride and cohesion. Additionally, the panel commented on the event's clear financial sustainability. It was noted by the panel that the event also receives significant support from industry.
Panel Recommendation	<p>Full funding recommended for this application with</p> <ul style="list-style-type: none"> \$5,000 cash investment <p>It has also been requested that Officers explore the possibility of the Colour Me Capricorn event and Community Open Day being hosted on Council land.</p>

Lake Awoonga Adventure Race

Date:	17 October 2020
Location:	Benaraby / Lake Awoonga
Applicant:	Benaraby Progress Association
Sponsorship Request:	<p>\$5,555.00</p> <ul style="list-style-type: none"> Highway billboard (print and install) \$1045.00 Highway billboard (rental 5 months) \$2200.00 Promotional banners, signs and fliers \$770.00 Radio advertising 4CC \$440.00 Kayak & life jacket hire \$830.00 First Aid kits x 6 @ \$45 ea. \$270.00 <p><i>Sponsorship request equates to 26% of the total event cost.</i></p>
Event Summary:	<ul style="list-style-type: none"> The Lake Awoonga Adventure Race is an adventure race for both novice and competitive participants comprising of mountain bike, run and kayak/swim legs. It is a one of a kind event for our region. The day will bring family and friends together to have fun and challenge themselves whilst exploring the beauty of Lake Awoonga. The race will be followed by a multi-prize draw and an opportunity to further recognise our sponsors and event partners. Following the success of the 2019 Lake Awoonga Adventure Race, the Benaraby Progress Association is aiming to establish the race as a popular annual event. The on-going vision is to create a sense of community pride and involvement by showcasing our spectacular Lake Awoonga and enticing locals and visitors to the region.

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Participation Projection	<p>45 Volunteers</p> <p>12 Store Holders</p> <p>10 Paid Suppliers</p> <p>280 Gladstone Region Residents</p> <p>30 Intrastate visitors</p> <p>20 Interstate Visitors</p> <p>TOTAL 397</p>
Assessment Score	75%
Assessment Comments	<ul style="list-style-type: none"> • In the assessment of this application the panel commented on this events potential to establish itself as a major event in the region's calendar. • This application scored consistently high across all key selection criteria particularly enhancing the profile and appeal of the Gladstone Region, driving social and community outcomes of community pride and social cohesion, generating local economic activity and demonstratable financial stability. • The panel did note that the in-kind support of marquee hire had not been valued in the application.
Panel Recommendation	<p>The panel recommends full funding for this event.</p> <ul style="list-style-type: none"> • \$5,555 cash investment

The Beachside Mixer

Date:	17 & 18 October 2020
Location:	Millenium Esplanade, Tannum Sands
Applicant:	Raw Movement, Crossfit Tannum Sands
Sponsorship Request:	<p>\$5000.00</p> <p>Used to support Local Businesses including;</p> <ul style="list-style-type: none"> • Temporary Equipment Hire eg. stands, barricades, shade provisions, toilets, microphone/PA system • Signage to assist our Covid Safe Plan • Photography • Videography • Volunteers • T-Shirts • Stall Operators - Food/Refreshment Athlete Recovery Area (local masseuse/physio) • Advertising • Athlete Packs <p><i>Sponsorship request equates to 33% of the total event cost.</i></p>

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Event Summary:	<ul style="list-style-type: none"> The “Beachside Mixer”, is a CrossFit style fitness competition, hosted and run by CrossFit Tannum Sands. The competition will be run primarily at the gym’s facility in Boyne Island along with several events at the Millennium Esplanade, Tannum Sands. The event will be a partner’s competition with categories for Teens, Open (18-35) and masters (35+), for male and female participants, and have different categories for athletes ranging from beginners to advanced. Held over two (2) days the event will be able to host up to 100 teams (200 participants).
Participation Projection	<p>30 Volunteers 3 Store Holders 8 Paid Suppliers 90 Gladstone Region Residents 90 Intrastate Visitors TOTAL 221</p>
Assessment Score	62%
Assessment Comments	<ul style="list-style-type: none"> Due to a change of dates this event now clashes with the Lake Awoonga Adventure Race. The panel recognised the niche market a Crossfit event would attract compared to a similar investment in an event with a much broader market appeal. The panel’s concerns surrounding the niche market for an event such as this is reflected in the assessment scores.
Panel Recommendation	<p>The panel recommends partial funding for this event.</p> <ul style="list-style-type: none"> \$2,500 cash investment

Liquid Energy Preparation Swimming Meet

Date:	7 th November 2020
Location:	Gladstone Aquatic Centre
Applicant:	Gladstone Swimming Club Inc
Sponsorship Request:	<p>\$2,500 toward;</p> <ul style="list-style-type: none"> Medals Trophies Awards for competitors. <p><i>Sponsorship request equates to 42% of the total event cost.</i></p>

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Event Summary:	<ul style="list-style-type: none"> The Liquid Energy carnival occurs in November each year. 14th Anniversary of the highly successful event in 2020. Registered swimmers from the entire Central Queensland region are attracted to Gladstone to set qualifying times for the Qld State Swimming Championships. Liquid Energy aims to provide both abled bodied and swimmers with disability a pathway to State and National competition. The meet specifically targets swimmers aged 7-17 years and it is anticipated that at least 250 regional swimmers will attend.
Participation Projection	40 Volunteers 2 Store Holders 10 Paid Suppliers 500 Gladstone Region Residents 350 Intrastate visitors 10 International visitors TOTAL 912
Assessment Score	71%
Assessment Comments	<ul style="list-style-type: none"> The panel scored this application strongly against all key selection criteria, particularly driving social and community outcomes including community pride and cohesion. All expenses applied for are ineligible as per the funding guidelines. The panel commented that while the application was strong and demonstrated good economic activity and the ability to attract external visitation it could not overlook that all items requested were listed as ineligible within the funding guideline.
Panel Recommendation	The panel has recommended partial funding to be used toward engaging technical officials for the event as described in the funding application. <ul style="list-style-type: none"> \$1,500 cash investment

NAIDOC Week March & Picnic

Date:	9 th November 2020
Location:	Gladstone
Applicant:	Gladstone Region Aboriginal and Islander Community Controlled Health Service – Nhulundu Health Service
Sponsorship Request:	\$10,000 for use toward; <ul style="list-style-type: none"> Design Artwork for promotion \$2475 Banner Development \$500 Welcome to Country/MC cost \$1500 Dancers \$1400 Gladstone News Advertising \$600 Observer advertising \$800

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	<ul style="list-style-type: none"> Road closure and traffic control during March \$2725 <i>Sponsorship request equates to 40% of the total event cost.</i>
Event Summary:	<ul style="list-style-type: none"> Participants and organisers meet at ANZAC Memorial Park in Gladstone on Goondoon Street and peacefully march to the bottom of Goondoon street to the Yacht Club as part of NAIDOC Week celebrations. The March is for the observance and celebration of history, culture and achievements of Aboriginal and Torres Strait Islander People across the nation. The march is a platform to help reconciliation and demonstrate to the wider community what a rich and diverse culture we have. The picnic is a free community event also where the community come together to celebrate history, culture and achievements of Aboriginal and Torres Strait Islander people. The event includes a catered lunch with live entertainment, rides, dancing and yarning in a family friendly atmosphere. The event is alcohol and drug free. Event organisers have advise they will follow the COVID Safe Event Checklist provided by the Queensland State Government
Participation Projection	10 Volunteers 20 Paid Suppliers 300 Gladstone Region residents TOTAL 330
Assessment Score	67%
Assessment Comment	<ul style="list-style-type: none"> The panel supports the cultural significance and importance of events such as the NAIDOC Week March & Picnic. The panel highlighted concerns surrounding the significant costs associated with procurement of a Welcome to Country, Dancers and Design Artwork. The application scored strongly in meeting objectives of driving social and community outcomes, including community pride and cohesion.
Panel Recommendation	The panel recommends partial funding for this application. <ul style="list-style-type: none"> \$6,500 cash investment

BMX Country Championships + Harbour City BMX Open Day

Date:	11, 12, 13 December 2020
Location:	Gladstone
Applicant:	Gladstone Harbour City BMX
Sponsorship	\$10,000 for use toward; <ul style="list-style-type: none"> Generator \$300

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Request:	<ul style="list-style-type: none"> • Cold Room \$300 • Lighting \$800 • First Aid \$2500 • Tents \$300 • Advertising \$400 • Trophies \$2400 • Track Prep \$2500 <p><i>Sponsorship request equates to 30% of the total event cost.</i></p>
Event Summary (from application):	<ul style="list-style-type: none"> • Gladstone Harbour City BMX Club will be hosting the 2020 Queensland Country BMX Championships and the Gladstone Harbour City BMX Club's CQ series round. • This is a double-header weekend of BMX racing. • The Club are expecting over 500 riders which will draw around 3,000 people to town for 3 days. • This tournament is an open event to all BMX Riders in Australia, and the QLD Country Championships forms part of the QLD Championship Series with double points on offer. • The Club are expecting a large following to Gladstone's new BMX facility. The event is positioned in the first weekend of school holidays, which may encourage people to stay for extended period. • The QLD Country Championships will be the largest BMX tournament seen in Gladstone in 10 years. • This event has potential to be a great show piece to the wider BMX community demonstrating how the Club can hold a great event with community support. • Hosting the event may help secure the 2021 State BMX Championships
Participation Projection	<p>50 Volunteers 5 Store Holders 5 Paid Suppliers 1000 Gladstone Region Residents 3000 Intrastate Visitors 200 Interstate Visitors 10 International Visitors</p> <p>TOTAL 4270</p>
Assessment Score	51%
Assessment Comments	<ul style="list-style-type: none"> • The overall KSC score of 51% demonstrates that the application has provided limited evidence of benefit across all key selection criteria. • This is primarily due to the lack of evidence provided to support claims made within the application. • The panel noted both the Gladstone Regional Event Strategy and the Regional Visitor Economy Strategy documents were attached

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	<p>there was no attempt made to link these strategies with the event outcomes.</p> <ul style="list-style-type: none"> • The panel discussed the eligibility of some expenses noting that trophies and prizes were considered ineligible and that track upgrade works were likely a part of ongoing costs rather than being event specific. • The application lacked justification for such a significant investment for the event.
<p>Panel Recommendation</p>	<ul style="list-style-type: none"> • The panel noted the event had great potential, however the application that has been submitted by the Club does not meet the funding criteria. Based on this application the Panel could not recommend support in the interest of maintaining the integrity of the program and the Community Investment Policy. • The Club have advised that a Grant Writer was engaged to compile the application, which is a disappointing result that the criteria has not been addressed appropriately. • To be considered eligible a minimum of two objectives must be met. The following are examples of the criteria that has not been addressed to the expected standard: - <ul style="list-style-type: none"> - Economic Impact – How the event will generate economic activity in the Gladstone Region. - <u>Destination – Enhances the profile and appeal of the Gladstone Region.</u> - <u>Social & Community – Drives social and community outcomes, including community pride and social cohesion.</u> • Council should maintain its integrity with respect to assessment of applications against the Council approved assessment process and policy. • Feedback with respect to the submission will be provided to the Club and Council may decide to allow an amended application to be considered under this funding program.