

Community Investment Program Summary of Assessment Panel Comment and Recommendation

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

Date: October 2020

Community Celebration Fund - Impact Event

Impact Event funding supports events that demonstrate tourism and regional economy benefits and attract 2,500 to 5,000 participants, with 10% out-of-region visitors.

The Impact Event objectives are:-

- *Social & Community - Drives social and community outcomes, including community pride and cohesion.*
- *Destination - Enhances the profile and appeal of the Gladstone Region.*
- *Economic Impact - Generates economic activity in the Gladstone Region.*
- *Financial Sustainability - Demonstrates financial sustainability.*
- *Environmental Sustainability - Demonstrates environmental sustainability.*
- *Overnight Visitation - Attracts external visitation specifically generating overnight visitor expenditure.*

Rotary International District 9570 Inc District Conference	
Date:	30 April – 2 May 2021 inclusive
Location:	Gladstone
Applicant:	Rotary International District 9570 Inc
Sponsorship Request:	\$5000.00 monetary funding toward cost of travel for guest speakers. \$10,000.00 in-kind support toward charges for the GECC <i>Request equates to a 15% contribution to the total event cost.</i>
Event Summary:	The Rotary International District 9570 Inc – District Conference will see guest speakers travel from Canada, New Zealand and various states in Australia with a wide range of topics to benefit the communities in which attendees live. As Rotary will also be celebrating 100 years of Rotary In Australia a baton relay will be held throughout the district meeting in Gladstone during the conference. The organisers are encouraging participants to "stay & play" in the Gladstone region prior to and upon completion of the conference.
Participation Projection	350 Volunteers 40 Paid Suppliers 150 Gladstone Region Residents 200 Intrastate Visitors 50 Interstate Visitors 2 International Visitors TOTAL 792
Assessment Score	Not scored.
Panel Comment	Refer to Panel Recommendation
Panel Recommendation	The panel reviewed this application and a decision was made to refer the applicant to discuss opportunities for support through the Gladstone Entertainment Convention Centre's subvention fund. If the applicant is unable to reach a suitable arrangement direct with the GECC, the applicant is invited to resubmit an application for consideration as an Ignite Event.

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Agnes Blues, Roots & Rock Festival - 2021	
Date:	19 - 21 February 2021 inclusive
Location:	Seventeen Seventy
Applicant:	Discovery Coast Tourism and Commerce Inc
Sponsorship Request:	\$25,000 monetary support toward lifting the visual appeal and vibe of the festival through the hiring of temporary infrastructure for the Discovery Stage and the employment of emerging/established performers and arts workers for the Discovery Stage along with marketing and promotional costs. <i>Request equates to a 11% contribution to the total event cost.</i>
Event Summary:	The Agnes Blues, Roots & Rock Festival, held annually in February is 3 Days and 2 Nights of the BEST Blues, Roots & Rock music that the Southern Great Barrier Reef has to offer. Intimate and authentic the Festival offers, live music, licensed bar, a variety of food vendors and markets to suit all tastes as a feature at this all-weather event with plenty of undercover space to chill out and enjoy the vibe. Attendees experience new music, enjoy festival favourites and get up close and personal while learning new skills in one of our unique and inspiring performers led festival workshops.
Participation Projection	100 Volunteers 82 Store Holders 95 Paid Suppliers 430 Gladstone Region Residents 900 Intrastate Visitors 50 Interstate Visitors TOTAL 1657
Assessment Score	84%
Panel Comment	The panel scored this application strongly across all Key Selection Criteria reflecting the application's ability to address required objectives with detail and supporting evidence. The panel recognised the importance of this event to the local economy and driving social and community outcomes including community pride and social cohesion, attracting external visitation and generating overnight visitor expenditure, generating economic activity in the Gladstone region and enhancing profile and appeal of the Gladstone region.
Panel Recommendation	The panel recommends full funding as request for \$24,000 monetary support and \$1000.00 in-kind support in the form of support for event set up and pack down as provided in previous years by the park's team.

2021 Gladstone Show	
Date:	4 – 5 June 2021 inclusive
Location:	Gladstone
Applicant:	Gladstone Show Society
Sponsorship Request:	\$25,000 monetary support toward waiving rent fees for Showman's Guild Members to attend the show. <i>Request equates to a 100% contribution to the total event cost.</i> <i>This figure is contradicted within the budget breakdown, with budget</i>

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	<i>figures showing the event is profitable for the Gladstone Show Society.</i>
Event Summary:	The 2021 Gladstone will be a celebration of everything Gladstone. It will be able to do this because it is a stand-alone event that is not tied to any specific aspect. E.g. It will be able to celebrate the cultural diversity without that being the sole purpose of the event. One of the features of the 2021 Gladstone Show will be the input and participation of schools and school students. Every school in the Gladstone Region will be asked to have a staff representative to link the management of the show to the schools' participation.
Participation Projection	200 Volunteers 100 Store Holders 20 Paid Suppliers 8000 Gladstone Region Residents 200 Intrastate Visitors 100 Interstate Visitors 50 International Visitors TOTAL 8670
Assessment Score	48%
Panel Comment	The panel scored this application well against Key Selection Criteria in relation to driving social and community outcomes, including community pride and cohesion, however the applications consistently low scoring across other Key Selection Criteria has resulted in the score of 48%. The panel did not feel this requested funding use aligns with the intent of the fund in that waiving renting fees for Showman's Guild Members to attend the show will not work toward the event meeting the funding objectives of driving social and community outcomes including community pride and social cohesion, enhancing the profile and appeal of the Gladstone Region or demonstrating financial sustainability. It is for this reason the panel does not recommend support for this application.
Panel Recommendation	The panel does not recommend funding toward this event.