



Major Community Event Promotion Scheme Guidelines

The Major Event Promotion Scheme assists Major Community Events, identified by the McKinlay Shire Council ("Council"), with marketing and advertising expenses with the view of creating greater awareness among tourists and the wider community. Funds up to \$1000.00 per community group will be allocated on a dollar for dollar contribution (creating a \$2000.00 marketing and advertising budget for each event). Council will administer the marketing and advertising expenditure, based on prior agreement between Council and each community group.

Before submitting an application form, please read all the information contained in the Major Community Event Promotion Scheme Guidelines.

All applicants must contact McKinlay Shire for a mandatory meeting to discuss their application prior to submission to ensure eligibility.

Council staff members cannot complete application forms on behalf of an applicant but can provide direction, advice, and answer any general questions that will not give unfair advantage.

Submitting an Application Form

No applicant can be guaranteed funding nor can any applicant be guaranteed to receive the full amount requested. Applications must be received by the close of business of the advertised closing date to be considered.

Applications can be submitted by post, email or fax to:

Georgia Fleming - Tourism Coordinator

McKinlay Shire Council

PO Box 177 Julia Creek QLD 4823

E: georgiaf@mckinlay.qld.gov.au

F: 07 4746 7166

Eligibility

In order to be considered eligible to apply for a Major Community Events Promotion Scheme, the group or organisation must meet the following criteria:

- (a) Be a not for profit group or organisation based in the McKinlay Shire
- (b) Have no outstanding grant acquittals or payments owed to Council and be free of debt with McKinlay Shire Council
- (c) Have a valid public liability certificate
- (d) Submit a realistic and detailed budget
- (e) Submit the group/organisations most current financial statement (as submitted to the Office of Fair Trading) or latest treasurer's report covering previous 12 months.

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Eligible items

1. Radio advertising
2. Digital advertising (Development of webpage and social media advertising)
3. Print advertising (newspaper, poster, newsletter, DL cards for letterbox distribution etc).
4. Television advertising
5. Merchandise
6. Signage
7. Other items agreed upon by both parties

Ineligibility

The following will not be considered for funding:

- (a) Applicants applying as individuals;
- (b) Wages and uniforms for staff and volunteers
- (c) Recurrent costs associated with day-to-day operations
- (d) Items/programs that are the core business of State or Federal Government
- (e) Business / commercial ventures
- (f) Projects that do not involve the McKinlay Shire Council community

Selection criteria

Applications must demonstrate:

- A genuine need for the marketing and advertising expenditure
- How the project enrich the lives of McKinlay Shire residents by providing a direct or indirect benefit to residents in the community
- How the group gives back to the community
- Capacity to complete the marketing and advertising prior to 30th June 2017

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Terms and conditions

- Council will invoice the applicant for the agreed amount (up to \$1000.00)
- Council will administer the grant by making payments on behalf of the applicant rather than a direct payment to the group/organisation;
- Recognition of Council's sponsorship must be acknowledged on all signage and promotional material. The group/organisation must supply photos for Council to use for promotion;
- Seek Council approval in writing for any changes to the grant proposal;
- Applicants must provide Council with an Acquittal Form within one month of the completion of the project including details of participation and estimated outcomes.

Assessment and notifications

Applicants will receive an email or letter acknowledging receipt of the application. Applicants may be contacted for further information to support their application after the closing date.

All applications are assessed by McKinlay Shire Council.

Successful applicants will receive the following documentation:

- Notification of Successful Application – an approval letter with instructions on how to proceed with the grant.
- Funding Agreement – a legal document detailing the terms and conditions of the grant.

Unsuccessful applicants will be advised in writing stating the reason the decision. For further clarification or feedback on your application please contact the staff member indicated in your letter.

Need Assistance?

For more information, assistance or queries please contact Community Services Team Leader:

Georgia Fleming

Tourism Coordinator

McKinlay Shire Council

PO Box 177

Julia Creek QLD 4823

P: 07 47 467 166

E: georgiaf@mckinlay.qld.gov.au