

Major Events - Expression of Interest 2026/27

Form Preview

Eligibility

* indicates a required field

Event Name

This field is read only.

Applicants: please note

Before completing this application form, you should have read the program policy: [Major Events and Conferences Policy](#).

Incomplete applications and/or applications received after the closing date will not be considered.

This section of the application form is designed to help you, and us, understand if you are eligible for this grant. It is important that you complete these questions before any others to ensure you do not waste your time applying for an unsuitable grant.

If you have any questions in regards to these eligibility criteria, please contact **business@whitsundayrc.qld.gov.au**.

If you do contact us throughout the application process, please quote the application number below.

Application Number

This field is read only.

Confirmation of Eligibility

Before proceeding, please confirm the following:

- You have read and understood the program policy.
- You are able to demonstrate alignment between your event and the aims of this program.
- Your event will be held within the Whitsunday Regional Council LGA.
- Your event will attract measurable out-of-region visitation.
- Your event aligns with Council's economic, tourism, and agritourism priorities.
- Your event is open to the general public (ticketed or free).
- You are able to demonstrate sound financial and risk management.
- Your organisation is able to demonstrate financial viability.
- Your organisation does not owe any reports or money to Whitsunday Regional Council as a result of previous funding or grants.
- Your organisation holds the appropriate type and level of insurance for the activities that are the subject of this grant.

Please confirm the event is not one of the following ineligible funding categories:

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- Events of a primarily charitable, religious or political nature;
- Events that have already received Council funding under another policy or grant within the current financial year; or
- Events closed to the public or by invitation only.

You must confirm that all statements above are true and correct. *

☐ Yes

Details of Event

Is the event defined as a Sporting, Lifestyle, or Cultural Event and will be held in the Whitsunday Regional Council Local Government Area (LGA)? *

Is this a new or existing event? *

Is the event open and accessible to the general public as either spectators or participants (free or ticketed) *

Is not a private event that is closed to the public or invitation only

How will you collect participant and visitation data. *

Word count:

Must be no more than 50 words.

Ticket sales data, IER Report etc.

If invited to a full application, can you provide a detailed budget to show how the event will be funded? *

How many out of region visitors do you expect the event to attract? *

Must be a number.

If this event has been held previously, how many out of region visitors did it attract in previous years?

Must be a number.

What is the expected total attendance for the event (including local and out of region visitors) *

Must be a number.

Please attach IER evaluation on the impact of your event (if applicable)

Attach a file:

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Briefly explain the events potential and plans to grow in size to attract more out of region visitors in future years? *

Word count:

Must be no more than 50 words.

Do you have a successful track record in delivering events? *

If answered Yes above, please give examples of successfully delivered events *

Word count:

Must be no more than 25 words.

The responses you have selected above are outside the requirements for funding

Unfortunately, you are not eligible due to responses above not meeting the eligibiity criteria *

Event Details

* indicates a required field

Event Name *

Word count:

Must be no more than 25 words.

Provide a name for your project/program/initiative. Your title should be short but descriptive

Anticipated start date *

Anticipated end date *

Please provide a short descption of the event. *

Word count:

Must be no more than 50 words.

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Be descriptive, but succinct. Include a brief summary of the event, why the Whitsundays is the ideal destination, expected appeal to out of region visitors and markets to draw from (i.e. Brisbane, Sydney, Melbourne, Townsville, Mackay).

Describe how the proposed event aligns with the Major Events Sponsorship Policy selection criteria

Make sure to include:

- How your event will attract out of region visitation to the Whitsunday LGA,
- Why you believe the event will attract out of region visitation
- Provide statistics/evidence (where available) of both the need and the link between your event and the policy criteria
- How it aligns with Council's economic, tourism, and agritourism priorities

*

Word count:

Must be no more than 150 words.

Vision Board

Please include a one page vision board that illustrates the event's character and visitor appeal. This may include:

- Photo's of the event
- Similar Events
- Design Ideas

*

Attach a file:

Event Budget

* indicates a required field

New Section

Is the total amount requested less than 25% of the total event expenditure (inclusive of both cash and in-kind contributions)? *

Financial Support

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Please specify the amount of cash funding being requested and outline how the funding would be used to support the delivery of the event.

Applicants should provide a breakdown of the proposed expenditure categories to which the funding would be applied.

Total Cash Amount Requested (excl GST) *

What is the total cash support you are requesting

Total Event Cost (excl GST) *

What is the total budgeted cost (dollars) of your event?

Use of Funds

Please provide a detailed description of how the funds requested will be used

Please provide a breakdown of the proposed expenditure of the sponsorship funds requested

Total Use of Funds

Total Expenditure Amount

This number/amount is calculated.

Please explain why the funding requested is important to your event

Do not repeat the budget items listed above. Instead, explain how the requested funding will help your event.

For example, how will it help to:

- Grow or improve the event
- Attract visitors from outside the Whitsunday Region
- Increase attendance or overnight visitation
- Expand marketing and promotion outside the Whitsunday Region
- Enhance the event offering to attract additional out of region visitors
- Support the long-term sustainability of the event
- Deliver economic or tourism benefits to the region

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Please provide specific examples where possible.

New Question *

Word count:

Must be no more than 100 words.

In-Kind Support

In-kind support refers to the non-cash provision of Council resources, services or facilities to assist with the delivery of an event.

This may include items such as venue hire, waste services, traffic management, equipment, staff time or other Council services. While in-kind support is not a direct financial contribution, it represents a real cost to Council through the use of staff, equipment and operational resources. Event organisers should consider in-kind support as part of Council's overall sponsorship contribution and request only the assistance that is necessary to deliver their event successfully.

Please indicate the amount of in-kind support being requested and identify which of the following services the support would be applied to.

Please note: Actual costs associated with in-kind support requests will be determined through the event application and assessment process. Any costs exceeding the approved in-kind support allocation will be the responsibility of the event organiser.

Please indicate the amount of in-kind support being requested *

Must be a dollar amount.

Total in-Kind Support

Venue Hire Fees *

- ☐ Required
- ☐ Not-Required

Provide the venue you require and the times/dates you are requesting it *

Please indicate N/A if not required

Event Application Fees *

- ☐ Major Events > 1,000 (\$1,093.00)
- ☐ Major Events 200-1,000 (\$782.00)

Pre-event Venue Preparation, including ground preparation and site readiness *

- ☐ Required
- ☐ No Required

Please provide site you require this for (only applies to Council owned sites) *

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Please indicate N/A if not required

Access to permanent on-site toilet facilities prepared and made available for event use *

- ☐ Required
- ☐ Not Required

Please advise which Council owned permanent on-site amenities you require and the duration *

Please indicate N/A if not required

Waste Management Services, including bin supply, servicing and waste removal *

- ☐ Required
- ☐ Not Required

How many waste bins do you require? *

Must be a number.

How many recycling bins do you require? *

Must be a number.

Do you require servicing of the bins? If so, how many? *

Please indicate N/A if not required

Traffic Management Support, including planning, coordination and approvals *

- ☐ Required
- ☐ Not Required

Please provide details of the support you are requesting

Please indicate N/A if not required

Installation and Removal of Banners *

- ☐ Required
- ☐ Not Required

How many banners would you like installed?

Must be a number.

Where would you like them installed, including the start and finish days and dates

Please indicate N/A if not required

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Power/ Water Access Required on-site *

- ☐ Required
- ☐ Not Required

Provide details *

Please indicate N/A if not required

Local Laws Licences/Permits *

- ☐ Required
- ☐ Not Required

What Local Laws Licence/Permit/s are you requesting *

Please indicate N/A if not required

Acquatic Facility Closure *

- ☐ Required
- ☐ Not Required

Which Aquatic Facility do you require closing, and the duration including start and finish times, days and dates *

Please indicate N/A if not required

Event On-Site Assistance *

- ☐ Required
- ☐ Not Required

Please list how many hours and how many people you require *

Please indicate N/A if not required

Carpark Closures *

- ☐ Required
- ☐ Not Required

Which carpark do you require to be closed, and the duration including start and finish times, days and dates *

Please indicate N/A if not required

VMS Boards *

- ☐ Required
- ☐ Not Required

Please provide details of how many boards you are requesting and the duration you require them, including location, start and finish times, days and dates. *

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Please indicate N/A if not required

Airlie Beach Movie Screen *

- ☐ Required
- ☐ Not Required

Please provide duration required, including start and finish times, days and dates
*

Please indicate N/A if not required

Other in-kind requestes can be listed below for consideration by the panel

Word count:

Must be no more than 20 words.

Contact Details

* indicates a required field

Privacy Notice

Whitsunday Regional Council ("Council", "we", "us") is committed to protecting your privacy. Our Privacy Policy (the Policy) explains how we handle your personal and sensitive information in line with the Information Privacy Act 2009 (Qld), the Queensland Privacy Principles (QPPs) and the Right to Information Act 2009 (RTI Act).

Our Privacy Policy describes how we collect, use, disclose and store personal information and how you can access or correct your information, or make a privacy complaint.

The Policy applies to all Council staff (employees, contractors, volunteers, councillors) and to all Council functions and activities.

For information about Council functions, please visit: <https://www.whitsundayrc.qld.gov.au>

Applicant Details

Applicant *

Organisation Name

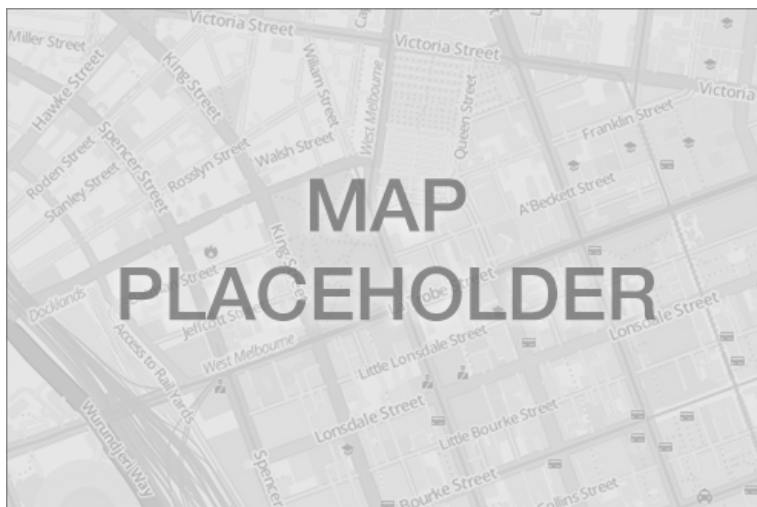
Make sure you provide the same name that is listed in official documentation.

Event Location

Address

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Applicant postal address

Address

Applicant primary phone number *

Must be an Australian phone number.

Applicant email address *

Must be an email address.

Applicant website

Must be a URL.

Primary Contact Details

Primary contact *

Title First Name Last Name

This is the person we will correspond with about this grant.

Position held in organisation *

e.g., Manager, Director or Fundraising Coordinator.

Primary contact primary phone number *

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Must be an Australian phone number.

Primary contact email address *

This is the address we will use to correspond with you about this grant.

How did you hear about the Major Events Sponsorship Program? *

Other:

Organisation Details

* indicates a required field

Briefly explain your organisations purpose *

Word count:

Must be no more than 20 words.

Does your organisation have an ABN? *

☐ Yes

☐ No

Applicant ABN *

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity Name	
ABN Status	
Entity Type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	More information
ACNC Registration	
Tax Concessions	
Main Business Location	

As you do not have an ABN, please submit a completed ATO Statement by a Supplier Form with your application, otherwise 48.5% of any approved grant may be withheld. Download the form from [the ATO website](#).

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Please upload completed Statement of Supplier Form. *

Attach a file:

Max 25mb per file uploaded

What is your incorporation number? *

Incorporated Association or Australian Company Number