

## Grow Cultural Tourism Fund – Guidelines

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The Grow Cultural Tourism Fund (the Fund) is a key program of the Queensland Government's [Grow 2022-2026](#), the second action plan for [Creative Together 2020-2030](#).

The Fund seeks to enable the growth of arts and cultural events and experiences across the state by strengthening the local arts sector's capacity and activating communities to achieve the state's vision of establishing Queensland as an iconic cultural tourism destination – a place visited for its arts, culture, and heritage.

The Fund will also support delivery of [Towards Tourism 2032](#), and its vision for Queensland to be Australia's destination of choice for domestic and global visitors seeking the world's best experiences by 2032.

### Fund objectives

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- Support the development of new arts and cultural events and experiences that can drive cultural tourism outcomes for Queensland.
- Enable the expansion of traditionally non-arts events to feature significant Queensland arts and cultural programming.
- Boost existing arts and cultural events to drive increased visitation and support inclusive participation.
- Provide new employment opportunities for Queensland's arts and cultural workers.
- Build the capacity of regions to deliver events and experiences that drive cultural tourism.

The Fund welcomes applications from Queensland events and festivals with a strong track record of attracting audiences (must show year on year growth), as well as those exploring concepts for new festivals and events. During Round One the Fund will prioritise supporting opportunities for activity outside of South East Queensland\*.

*\*For the purpose of this fund South East Queensland is defined as: Brisbane, Ipswich, Gold Coast, Sunshine Coast, Noosa, Moreton Bay, Logan and Redland Local Government Areas.*

### What the funding can be used for

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**Stream 1:** A feasibility study for a new cultural tourism focussed event or festival; or

**Stream 2:** Embedding Queensland arts and cultural programming into established non-arts and cultural events (whose primary purpose is not presenting arts programming) that grows the scale and impact of the event or festival; or

**Stream 3:** Increasing the reach and impact of established arts and cultural events or festivals of scale.

Applicants seeking to engage internationally renowned artists (Australian or international) as part of their project must demonstrate how the collaboration will raise employment opportunities for local artists and arts workers and deliver legacy outcomes.

Applicants who receive funding from Tourism and Events Queensland (TEQ) must demonstrate how the funding sought from Arts Queensland will specifically enable arts and cultural programming, support the growth of new audiences and visitation, and capacity building and employment opportunities.

Successful applicants from **Stream 2: growing arts and cultural programming for non-arts events**, and **Stream 3: Increasing the scale of established arts and cultural events** will be required to provide Arts Queensland with baseline attendance and cultural tourism data from their established festival or event and to collect pre-agreed attendance and survey information to measure the impact of Arts Queensland's investment.

## Funding available

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**Proposed new cultural tourism focussed events and festivals can apply for matched funding (1:1) up to \$30,000** to support costs associated with a feasibility study to explore the new event or festival concept.

**Non-arts established events can apply for matched funding (1:1) up to \$50,000** to develop and embed Queensland arts and cultural programming within an event or festival that activates locations, attracts new audiences, builds local capacity and employment, and provides communities and visitors with access to local, high-quality arts and cultural activity.

**Established signature cultural events can apply for matched funding (1:1) up to \$80,000** to support the engagement of creative expertise (individual or company) to produce, present, and promote new arts programming and/or initiatives that will increase the scale and impact of established signature cultural events or festivals.

Applicants have the opportunity to access repeat funding for a second year, subject to delivery against agreed KPOs in the first year of funding (excluding applicants for feasibility studies).

NB. Other Queensland Government investment cannot be counted in matched funding contributions.

## Eligibility

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Please refer to the Arts Queensland [General Funding Guidelines](#) for general eligibility criteria and definitions. In addition, the Fund requires that applicants:

- must be based in Queensland and funded events must take place in Queensland
- **are not** individuals and are **not** auspiced
- have confirmed non-Queensland Government investment\* of at least 50% of the project costs
- have written, confirmed endorsement from the relevant Regional Tourism Organisation and local Council (applicants who are councils or RTOs only need endorsement from the other party)
- not receive more than \$500,000 per annum investment through Arts Queensland
- provide confirmation of any investment through Tourism and Events Queensland.

Applicants may only receive one Grow Cultural Tourism Fund grant per calendar year.

*\*Confirmation of non-Queensland Government investment can be evidenced through contracts/ agreements, budget confirmation from CEO or equivalent, financial reports from previous events/ festival demonstrating sales and surplus to invest in the activity.*

## Ineligible costs

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In addition to the ineligible items listed in the [General Funding Guidelines](#), you **cannot** apply for

- costs of insuring the event
- expenses associated with existing core staff involved in the event, project or program including fees, wages, travel, accommodation, and living-away-from-home-allowances.
- expenses associated in delivering the pre-existing elements of an event/ festival.

## Assessment criteria

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Applications will be assessed against the following criteria:

### **High quality**

- Creative idea or concept will deliver a high-quality arts and cultural experience capable of attracting new attendees
- Professionals involved are highly skilled and well regarded
- Includes collaborators and partners who will help create strong arts and cultural tourism outcomes.

### **Strong impact**

- Creates new employment and skills, and significant capacity development opportunities for Queensland artists and arts workers
- Drives, or has the potential to drive, increased visitation and economic impact for the event location and boosts Queensland's reputation as an arts and cultural destination
- Responds to community needs and helps deliver government priorities including the principles of the [Cultural Engagement Framework](#).

### **Sustainable value**

- Demonstrates value for money, sound governance, and ethical business practices, including paying not less than industry award rates, recommended or agreed minimum rates, and adhering to appropriate cultural protocols
- Proposed activity has a strong delivery plan including understanding potential risks and their management
- Evidences a plan for the long-term sustainability of the activity and will contribute to the growth of Queensland's arts and cultural tourism sector.

## Submitting your application

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You can upload applications, along with project timeframe, budget, and support materials including letters of support, artist biographies/CVs, examples of prior work and appropriate cultural permissions, through SmartyGrants: <https://artsqueensland.smartygrants.com.au>

In addition to the compulsory support material in the [General Funding Guidelines](#), you must also provide:

- evidence of support for the event from the relevant Regional Tourism Organisation and local Council
- a plan demonstrating the how this investment will grow visitation, profile and provide new employment opportunities (does not apply to Stream 1)
- an evaluation plan demonstrating how you will collect relevant data and assess your project's success (does not apply to Stream 1).

Following assessment of all eligible applications, short-listed applicants may be invited to discuss their proposal and/or answer any additional questions prior to the Panel's final recommendations for funding.

**Applications must be submitted by the Fund closing dates:**

Fund Closes	Conversation with Panel	Notification	Activity Start Date
Thursday 29 February 2024 at 2pm	Week of 25 March 2024	By May 2024	Activities commencing 27 May 2024

**For support** with technical issues related to the online application, please contact an Arts Queensland Grants Officer on telephone (07) 3034 4016 or toll free 1800 175 531 or email [investment@arts.qld.gov.au](mailto:investment@arts.qld.gov.au)