



QUEENSLAND
TOURISM INDUSTRY
COUNCIL

The Voice of Tourism

Indigenous Tourism Event Subsidy Guidelines

February 2022

t 07 3236 1445 | e info@qtic.com.au

w www.qtic.com.au |    

Level 5, 189 Grey Street SOUTH BRISBANE QLD 4101

PO Box 13162, George Street BRISBANE QLD 4000

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BACKGROUND

As part of the Year of Indigenous Tourism, the Queensland Government supported the Queensland Tourism Industry Council (QTIC) to establish and manage an event subsidy program to cover the registration fees for eligible First Nations operators/individuals to attend a number of tourism trade events throughout 2021. This initiative has now been extended to mid-2022.

This subsidy falls under the Queensland Government contract that QTIC has leadership on and which focuses on training and events. The contract states that QTIC is to provide a subsidy to the value of \$10,000 to support First Nations People to attend new events and grow their networks by engaging with potential partners, investors and business operators alike.

Intended objectives of the subsidy include:

- Increase engagement with Queensland First Nations people with significant events.

The event subsidy aims to provide:

- Attendees with the opportunity to gain knowledge and new insights from industry leaders
- Opportunities for attendees to form new connections and partnerships

GUIDELINES

Eligible Events

Consideration will be given to all tourism trade events, including those that fall within a specialist tourism category (i.e. eco-tourism, arts, culinary etc,) and are relevant to your business.

The program will cease by 30 June 2022, or when all available funds are exhausted.

Eligibility Criteria

The event subsidies are only available to Aboriginal and Torres Strait Islander people who reside in Queensland and are actively engaged in the tourism sector.

Applicants must also meet at least 2 of the following criteria to qualify for the subsidy:

- Be a member of QTIC
- Be a member of a Regional Tourism Organisation
- Be a member of a Prescribed Body Corporate
- Be gaining relevant specialised knowledge at the conference
- Be presenting at the conference

Within the submission, the applicant must also briefly explain why the conference will be beneficial for them professionally, and as a business.

Applicants are not eligible if any of the following criteria apply:

- You are a non-Indigenous person
- You are located in NSW, ACT, VIC, TAS, WA, SA or NT
- You are not employed in tourism or a tourism business

SUBSIDY PROCESS

To ensure fairness and equity, QTIC will cover registration costs only. The intention is to approve as many applications as the budget will allow.

QTIC will register on behalf of successful applicants to ensure a simple process and reduce opportunity for misuse of any allocated money.

Where possible QTIC will speak with the event organisers to reserve a number of tickets to the events for successful subsidy recipients.

The steps in the process are:

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|---------|--|
| Step 1: | Applicant to submit application form to QTIC via email |
| Step 2: | QTIC/Evaluators to assess applications |
| Step 3: | QTIC to notify individuals on the outcome of their application |
| Step 4: | QTIC to register on behalf of successful recipient/s* |

*Please note it is the responsibility of the recipient to organise their own travel and accommodation arrangements.

QTIC will acknowledge all applications upon receipt.

EVALUATION

Applicants must complete the application form to be considered. Applicants must meet at least two of the established criteria.

An evaluation committee has been established to verify the outcome of applications to ensure a fair and non-biased decision.

The evaluation committee is comprised of:

- A representative from the Department of Tourism, Innovation and Sport
- A member of the First Nations Tourism Working Group and Champions Network
- QTIC Project Officer

TIMELINE

Applications for subsidy funding will open when ticketing opens for an event and will close two weeks prior to the event date. This will allow enough time for individuals to submit applications and for QTIC to evaluate and provide results to applicants.

Any applications received after the specified date for the nominated event will not be considered.

COMMUNICATION PLAN

This subsidy will be distributed to Queensland First Nations Tourism Operators via email and social media. QTIC will utilise existing networks, along with the networks of DTIS and Tourism and Events Queensland to expand our reach and ensure effective information dissemination.

Applicants will receive a follow up email to confirm the status of the submission.

For more information, please contact Rhonda Appo at Queensland Tourism Industry Council on 3236 1445 or Rhonda.appo@qtic.com.au