

North West Queensland Events Boost Funding Guidelines

Background

Tourism and Events Queensland:

Tourism and Events Queensland (TEQ) is a statutory body of the Queensland Government and the state's lead marketing, tourism experience and destination development, and major events agency. Working across government and in partnership with regional tourism organisations, industry, and commercial stakeholders, we aim to build Queensland's tourism and events industry to foster innovation, drive industry growth and boost visitor expenditure

North West Queensland Events Boost Fund:

A Tourism Industry Recovery Support Package has been funded by the Department of the Environment, Tourism, Science and Innovation (DETSI) to assist in tourism recovery for communities in local government areas (LGAs) impacted by the North Queensland Monsoon Trough, Associated Tropical Cyclone Koji and severe weather commencing 24 December 2025.

TEQ is responsible for administering the North West Queensland Events Boost Fund on behalf of DETSI.

Funding Objectives:

This one-off strategic investment fund is designed to support events held in the impacted region to deliver the following outcomes:

- Generate economic activity in the host destination
- Attract external visitors to the destination
- Drive social and community outcomes for the host destination
- Enhance the profile and appeal of the host destination

Guidelines

Eligibility:

Events Boost funding is available to support existing events in eligible LGAs held between 1 July 2026 and 30 June 2027.

Eligible LGAs:

- Mount Isa
- Cloncurry
- McKinlay
- Richmond
- Flinders
- Etheridge
- Croydon
- Carpentaria
- Burke Shire
- Doomadgee
- Mornington

Funding uses:

Events can apply for a one-off investment of up to \$40,000 (ex. GST) which must be used for activities or initiatives to support the funding objectives. For example, funds be used for marketing activities to increase the number of visitors attending from outside the region or program initiatives to provide more reasons to visit and heighten the event experience for attendees.

Eligible funding uses include:

- Marketing costs
- Event program enhancements
- Short-term specialised personnel
- Hire of temporary infrastructure

How to Apply:

Events can apply for funding via SmartyGrants from 4 to 25 May 2026. Applications will be assessed by TEQ based on their ability to meet the program objectives of increased visitation and economic activity.

Applicants must clearly outline:

- Use of Funds: Provide a detailed breakdown of how the requested funds will be allocated, including specific event components or activities the funding will support.

- **Event Outcomes:** Describe the intended outcomes of the event, such as expected attendance, economic impact, community engagement, tourism promotion, or other relevant benefits.

Key Information for Applicants:

- Applicants can apply for up to a maximum of \$40,000 ex. GST.
- Funding amounts will be determined by TEQ at its sole discretion.
- Events that are already receiving TEQ funding can apply for additional one-off support through the Events Boost fund.
- Event organisers can only apply for this funding once per event.
- By accepting the funding, successful applicants agree to enter a standard TEQ event contract.
- After the event, the organiser must submit an acquittal including evidence that the funds were spent on their approved activity and reporting on key event outcomes.

Contact TEQ:

If you have any questions, please contact:

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