

QLD MUSIC TRAILS THE REEF

EOI TERMS & CONDITIONS



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1. No Guarantee of Selection and Purpose of EOI

By submitting an Expression of Interest (EOI), the applicant acknowledges and agrees that submission of the EOI does not guarantee selection.

The selection of potential partners will be based on a comprehensive evaluation of the criteria, as well as the outcome of further dialogue, discussions and site visits with the applicant.

The purpose of the EOI is solely to enable QMF to identify possible partners for consideration and does not imply any commitment or obligation on the part of QMF to enter into any partnership or agreement with the applicant.



2. Applicant Eligibility

Applicants must be a Local Government Authority (Council), private establishment or venue, or a community group or organisation (including Traditional Owners) based within the following regions:

Local Government Authority (LGA)	Target Year
Bundaberg Regional Council	2027
Burdekin Shire Council	2026
Gladstone Regional Council	2027
Isaac Regional Council	2027
Livingstone Shire Council	2027
Mackay Regional Council	2026 & 2027
Rockhampton Regional Council	2027
Townsville City Council	2026
Whitsunday Regional Council	2026

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3. Evaluation Criteria

EOIs will be reviewed holistically, and will consider the following criteria:

Summary	Overview	Score/ Value
Venue and Infrastructure Details	<p><u>Community:</u> Information about target community and key objectives of destination (drive liveability, support visitor economy)</p> <p><u>Available Venues & Locations:</u> Information about potential venues/ sites that the Applicant can provide/ suggest, including size, capacity, indoor/outdoor options, and technical facilities (e.g., sound systems, staging).</p> <p><u>Accessibility:</u> Details on accessibility for attendees, including parking availability, camping options.</p> <p><u>Accommodation:</u> Information on local accommodation options for performers, crew, and audiences.</p> <p><u>Infrastructure availability:</u> Availability of any lighting, sound equipment, generators, marquees, stages and other technical resources required for events.</p>	Worth 25% of total Evaluation
Community Engagement and Local Support	<p><u>Community Engagement:</u> How the Applicant suggests/ will support engagement with the local community. I.e. through workshops, volunteering, or other community-focused initiatives that could complement the Reef Trail.</p> <p><u>Landscape Information:</u> Overview of other community and major events that occur in the community, including dates and programming information.</p> <p><u>Local Partnerships:</u> Information on any existing partnerships with local businesses, tourism operators, Indigenous communities, or arts organisations that could enhance the event.</p>	Worth 15% of total Evaluation.
Logistical Capabilities	<p><u>Event Management:</u> Capacity for on-the-ground event coordination, including crowd control, safety protocols, and emergency services support.</p> <p><u>Security and Risk Management:</u> Information on security measures, risk management plans, and compliance with local regulations for public events.</p> <p><u>Permits and Approvals:</u> Details on any necessary permits or approvals required to host the event in their community. Commitment from Council to support permits/ approvals.</p>	Worth 15% of total Evaluation

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3. Evaluation Criteria continued

Summary	Overview	Score/ Value
Investment and Resource Commitment	<p><u>Financial Contribution:</u> Information on any financial support the Applicant is willing to provide to cover event costs, including venue hire, technical setup, and marketing.</p> <p><u>In-Kind Support:</u> Details on in-kind contributions, such as the provision of staff, equipment, marketing, or logistical support.</p> <p><u>Funding Opportunities:</u> Information on any local or regional funding opportunities that could help subsidize costs and contribute to the success of the event.</p>	Worth 15% of total Evaluation.
Marketing and Promotion	<p><u>Local Marketing Capabilities:</u> How the Applicant plans to promote the event to local and regional audiences, including any existing channels for marketing (e.g., social media, local media outlets, billboards).</p> <p><u>Media Partnerships:</u> Existing relationships with local media outlets or local influencers that could help amplify the event's profile.</p>	Worth 10% of total Evaluation.
Positive Impact	<p><u>Cultural/Creative Impact:</u> Does the concept/event reflect a distinct cultural or creative personality of the community or location it is in?</p> <p><u>Uniqueness:</u> Is the concept or event unique/new to the region/location?</p> <p><u>Sustainability:</u> Overview of practices, initiatives and/or considerations that minimise environmental impact</p> <p><u>QMF Values:</u> Does the application align with the QMF strategic Principals of Creativity, Community, Destination and Sustainability?</p>	Worth 20% of total Evaluation.

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4. Commitment

Successful partners will enter into a partnership agreement with QMF, outlining responsibilities and obligations of each party.



5. Timeline

- EOIs close at 5:00pm AEST on 20 June 2025.
- Applicants will be contacted by QMF no later than 31 July 2025.



6. Confidentiality

All submitted information will be treated as confidential and used exclusively for the purpose of evaluating the EOI submissions. QMF may disclose certain information, including the Applicant's interest, to key stakeholders, including:

- Department of Environment and Tourism, and Science and Innovation
- Arts Queensland, through the Department of Education
- Tourism & Events Queensland
- Regional Tourism Organisations (RTOs) as appropriate

QMF will ensure that all data and information provided is securely stored and will not be shared with any third parties, except as outlined above, without the Applicant's prior written consent.

Definitions:

Local Government Authority (Council) - A Local Government Authority (LGA) is defined as an elected body operating under the Local Government Act 2009, responsible for the administration and governance of a defined local area within the state of Queensland.

Private Establishment or Venue - A Private Establishment or Venue refers to a facility or business that is privately owned and operated for commercial purposes. This includes entertainment venues, event spaces, hospitality businesses, or other locations that can host gatherings or events.

Community Group or Organisation - A Community Organisation is a not-for-profit group formed by local individuals or stakeholders with the aim of improving the social, cultural, economic, or environmental well-being of a specific community. These organisations often focus on providing services, promoting engagement, and fostering a sense of belonging among community members. Examples include cultural groups, charity organisations, and local clubs.

Traditional Owner - An Aboriginal person or group who has a recognised and deep connection to a specific area of land and sea, grounded in their ancestral and cultural heritage. Traditional Owners hold cultural authority to speak for and make decisions about their Country, and carry a responsibility to protect, preserve, and maintain their cultural sites, stories, and practices, which have been passed down through generations.



Busby Marou, Between the Tides, Cape Hillsborough - The Reef Trail, 2023