



**Cape York and Torres Strait Regional Events Strategy
2021 – 2025**

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Defining >

TCICA acknowledges the financial support of the Queensland Government under the Remote Area Board program for this Strategy.

TCICA acknowledges the Traditional Owners of Mornington Island, Cape York and the Torres Strait and pays its respects to their Elders, past, present and future.

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Executive Summary

The Cape York and Torres Strait Regional Events Strategy (the Strategy) was commissioned by the Torres and Cape Indigenous Councils Alliance (TCICA) to improve coordination across the regional events and tourism sector, improve promotion of the region and its events and tourism opportunities, to drive visitation, to provide a range of resources and supports for local event managers and to build the regional economy post – COVID.

To achieve these goals, the Strategy focuses on four key objectives – improved coordination, improved communication, improved capacity and improved supply chains – and is underpinned by 20 discrete strategies to establish the conditions for a thriving regional events and tourism sector.

Mornington Island, the Cape and the Torres Strait are loved by many, and with a coordinated, planned and long – term approach has the opportunity to be loved by many more.

Note - quotes throughout this document are taken from the *Cape York and Torres Strait Regional Events Survey* conducted during April 2021. The survey was conducted to understand visitor perceptions of the region.

The more cultural and art festivals you can put on up at the Cape the better. Indigenous guided tours would be fabulous.

There needs to be a focus on strengthening the original history and increasing Indigenous business opportunities to grow or expand.

1. Introduction

The Cape York and Torres Strait Regional Events Strategy (the Strategy) was commissioned by the Torres and Cape Indigenous Councils Alliance (TCICA) in response to the *Cape, Torres and Gulf Opportunities Plan 2019* which identified a range of Regional Development Objectives including the opportunity to become 'world – renowned for experiential tourism.'

The Plan notes:

'The region's natural environment, opportunities to immerse in nature, culture and traditions of its distinct communities provide an opportunity for experiential tourism. Equally, experiential tourism, done correctly, provides the opportunity for economic development whilst protecting and celebrating the sensitive environmental and cultural values of the region.'

A secondary but no less important rationale was the heightened need for regional economic development as a result of the downturn following the pandemic which has had a disproportionate impact on the Far North Queensland economy.

Lastly, there is a clear need to generate place - based culturally and environmentally sensitive livelihoods for the First Nations peoples of this region.

Therefore, this Strategy works to operationalise the *Cape, Torres and Gulf Opportunities Plan's* Regional Development Objective by creating a road map towards a new regional tourism and events story – a story of coordination, capacity, communication, and a regional tourism and events supply chain which will keep money in the region and offer ongoing opportunities for local people.

The Strategy asserts that if there is greater coordination between events stakeholders, increased planning, communication, and business development capacity, enhanced communication between stakeholders, and to visitors, and a focused and collaborative effort to identify supply gaps and invest in start - ups to fill them, we will create the conditions for a thriving regional events and tourism sector.

In turn, this will drive community and social recovery of the region post COVID-19 by identifying events that can bring people together to celebrate the arts, culture and unique traditions of the Cape York, Torres Strait and Gulf region and set a long - term vision for events across the region, to help grow and develop events that drive economic growth by increasing visitor yield, ensuring event sustainability, and identifying viable funding frameworks and event governance structures.

I lived in Bamaga for over two years and attended a number of events from celebrations (70th Anniversary of the Exodus and arrival) to seeing local Dance Troupes, Mud Rally and even support of the local community for the Christchurch murders. At all times I found the community supportive and inclusive for those who were willing to open their minds and their hearts.

History should be a big part of the Cape. It's one of the places that has so much WW2 heritage that is not exposed or promoted

I loved my time on the Cape...I hope to return one day and I hope to see the magic of the Cape enjoyed properly by all of us together.

2. The Region

This Strategy covers the 13 Local Government Areas (LGA) which are represented by TCICA. These include:

- Aurukun Shire Council
- Cook Shire Council
- Hopevale Aboriginal Shire Council
- Kowanyama Aboriginal Shire Council
- Lockhart River Aboriginal Shire Council
- Mapoon Aboriginal Shire Council
- Mornington Shire Council
- Napranum Aboriginal Shire Council
- Northern Peninsula Area Regional Council (NPARC)
- Pormpuraaw Aboriginal Shore Council
- Torres Shire Council
- Weipa Town Authority
- Wujal Wujal Aboriginal Shire Council

I love our Indigenous culture

I like the idea of freedom to explore. More land needs to be accessible.

Mornington Island, Cape York and the inner Torres Strait are environmentally, culturally and historically unique places. Famous for their remoteness, strong First Nations cultures, and incredible environmental assets, the TCICA region is loved by visitors, and has the potential to attract, and be loved in turn, by many more.

The section below provides a snapshot of the region, including social, transport, and environmental demographics, and outlines the strengths, weaknesses and opportunities for the region in relation to tourism and events.

These snapshots are accompanied by quotes (taken from the Cape York and Torres Strait Regional Tourism and Event survey) which articulates visitor experience.

Together the intention is to paint a picture of the region and its key advantages and disadvantages in a bid to explain, inform and rationalise many of the strategies which appear later in this document.

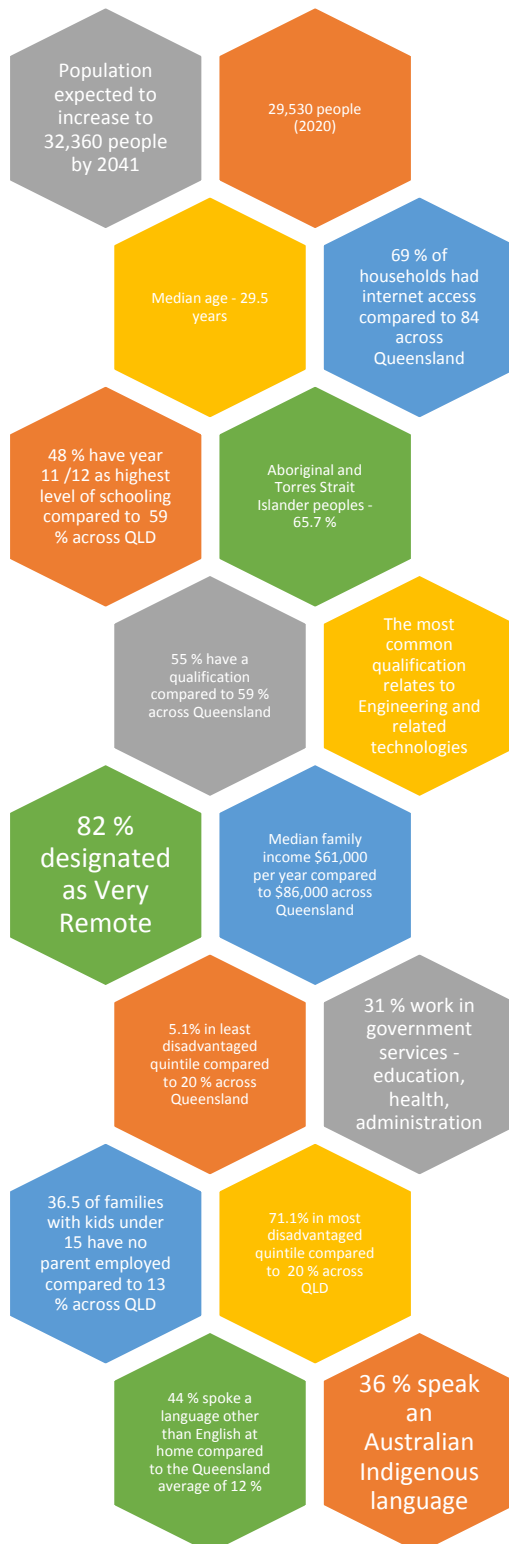
The information is presented in hexagons to represent the connections between each section – each hexagon is part of a larger, interconnected hive – and to provide an opportunity for stakeholders to make their own linkage in order to develop innovative responses to tourism and events challenges.

For example, by grazing through the snapshots, someone might note that over 30 percent of people in Cape York speak an Indigenous language, that visitors want cultural tourism experiences, and that over a third of single parent households with kids under the age of 15 have no parent in work. Where might the opportunities lie within this scenario?

Someone else might notice that the region is renowned for its natural environment, that around 70 percent of people are in the lowest income percentile, that visitors want to spend time in remote, pristine environments, and would like to see well maintained facilities on the region's remote roads. Where might the opportunities lie within this scenario?

While opportunities are noted in this section, and explored in more detail in the Strategies section, it is recognised that there is always room for more ideas, especially those based on creative calibration of data and experience.

3. Regional Profile



I love the Cape, the culture and the local knowledge of the seasons... how life revolves, and how to live in harmony with your surroundings.

Communities are not geared for tourism.

Challenges for visitors include preparation costs, general costs, breakdown and medical problems.

Sometimes the "57 degrees of separation" (i.e., lack of bitumen and the ferry) is a really good thing!

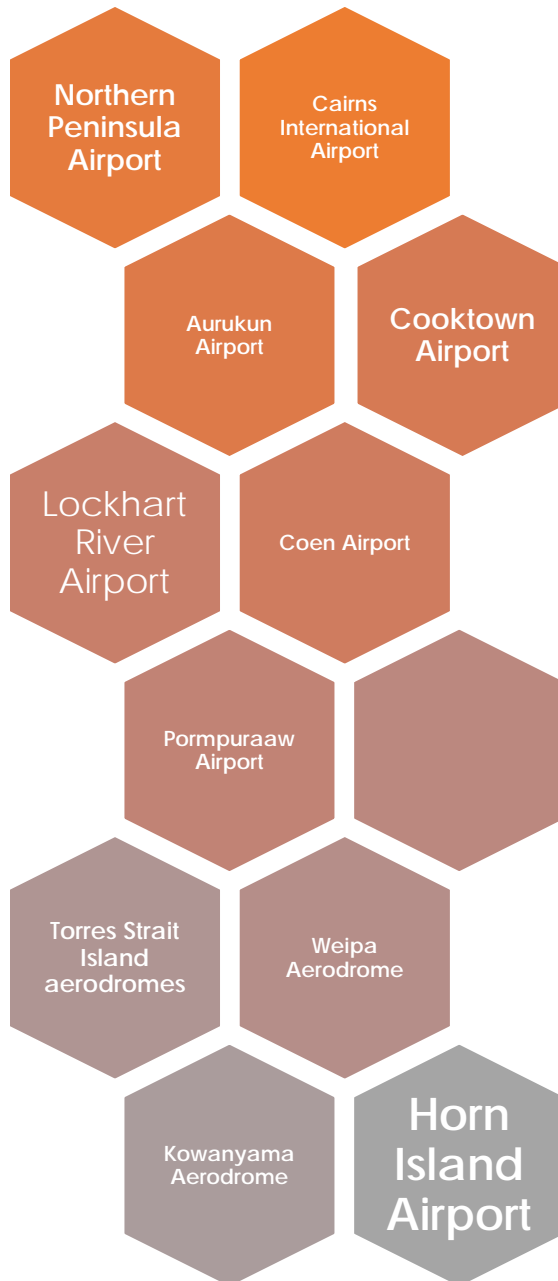
Key Roads



I love the Old Telegraph Track and my fave place, Fruitbat Falls. Challenging - seeing all the disgusting toilet paper littering the track and campsites. There seriously needs to be a lot of well - maintained toilets along the Old Telegraph Track and the Development Rd... because not providing toilets certainly isn't working.

The Cape is labelled as one of Australia's last frontiers. People want to see nature and all of it. Aboriginal land and mining leases are shrinking what can be seen. Now it's a drive to the top and back.

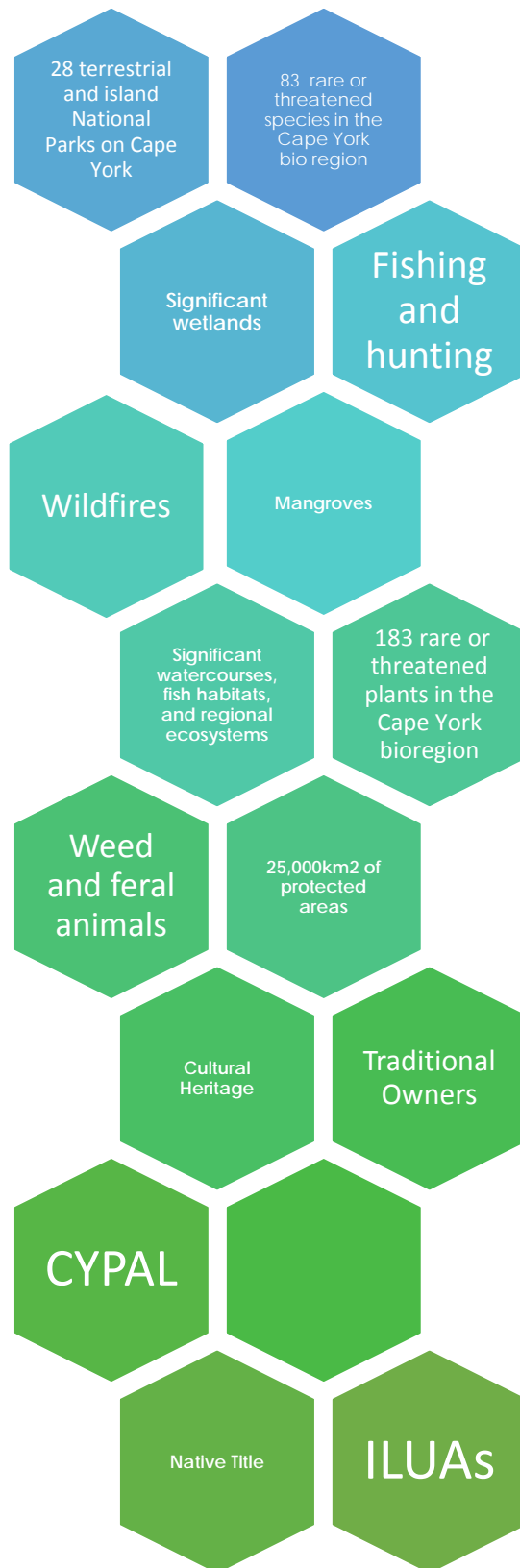
Airports



No private enterprise in remote communities. Unfortunately, many communities simply go about their day-to-day life while ignoring tourism.

I enjoy going to Cultural Festivals - witnessing the richness of culture/ diverse nations within a nation. What's challenging is cost of flights, accommodation and food- extremely high.

Land and sea



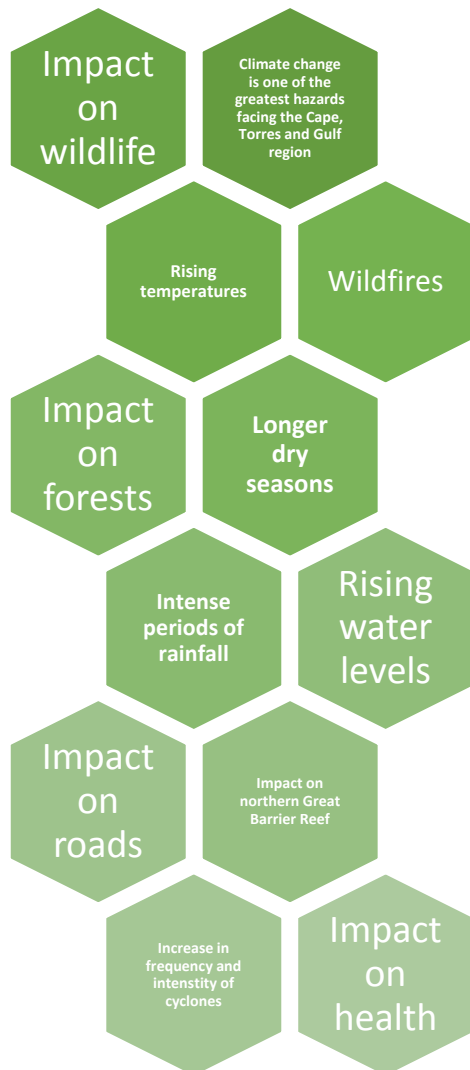
I'm just there for the freedom and camping and a bit of fishing

People need to find out how magical the area is for themselves... or by recommendation ... the best advertising going!

Enjoy the splendour of the Torres Strait & its natural beauty

Explain all the hidden gems up there.

Climate Change



I think the people that visit need to be educated on the tradition of the land and how to respect it. Leaving things how you find it, don't mess it up.

The Cape is great just the way it is just leave it be

Strengths



First Nations Dance troupes... use that to raise funds to support community events. Developing tourism that is sympathetic to the environment and the community ... use the huge knowledge and experience you have there both local and white Australians...

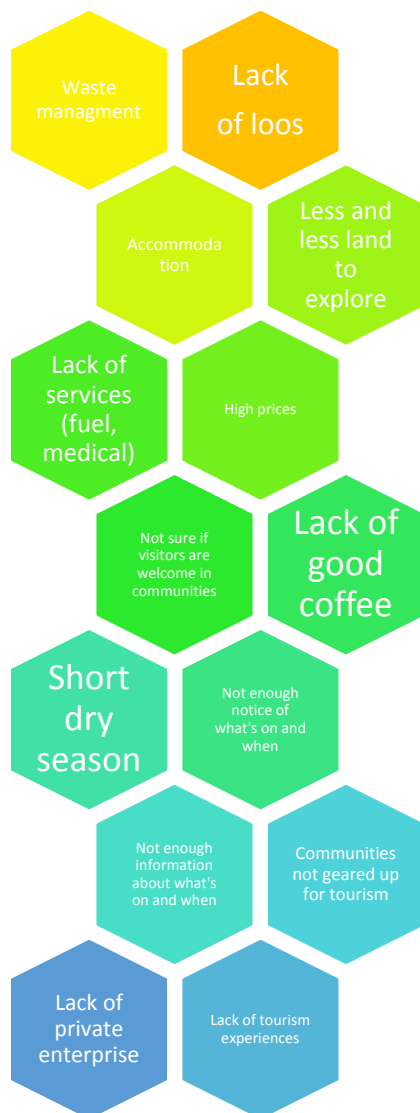
Traditional Torres Strait Islanders to establish a Cultural Centre at Bamaga to showcase their Islander/Northern Australia culture.

Following along from the example of the Mossman Gorge Cultural Centre.

To re-establish the Remote Hotel accommodation that was abandoned.

I love visiting Traditional Owner communities

Weaknesses



Visitors miss...

Good, but basic, council funded and maintained facilities... for example toilets and rubbish collection/removal in key areas i.e. The Tip, Somerset

Recycling

Toilets on the Old Telegraph Track!

Good coffee...

List of things to see and do.

Lack of good facilities

Stayed on the beach at Pormpuraaw. We went for the peaceful camping and loved it but the fees in Indigenous community campsites was exorbitant. We also visited Lockhart River, Thursday Island, Friday Island, of course, Bamaga and Seisia. Guaranteed safety would entice travellers to visit Indigenous communities and having Indigenous art items for sale, and eateries with local atmosphere.

Opportunities



Infrastructure is not there for group visits. Although the Bamaga dance group performed for us at Punsand Bay.

Coach tour crew member

I sort of thought people were not encouraged to go remote communities. Maybe some carnival or events advertisements would entice people to visit

We need to have a rail line for freight and passengers from Cairns to Jardine River Bridge. Rename original language names instead of torturing reminder of the colonial past.

4. Regional Events Calendar

	LGA	Community	Coordinator	Event	Frequency
March	NPARC	Bamaga	NPARC	Australia Day Mud Rally and Pig Hunt Competition	Annual
April	Aurukun	Aurukun	Aurukun Shire Council	Onchan Min Festival	Annual
	Hope Vale	Hope Vale	Parley Australia	Cape Bedford Beach Clean Up	Annual
	Cook	Cooktown	Cape York NRM	Grazing Naturally Field Day	Annual
	Cook	Lakeland	Cape York NRM	Grazing Naturally Field Day	Annual
May	NPARC	Bamaga	Elements Running Events	Cape York Marathon	Annual
	Cook	Laura	Cape York NRM	Cape York Grazing Forum	Annual
	Cook	Lakeland	Cape York NRM	Horticulture Roundtable	Annual
	Cook	Laura	Laura Rodeo & Campdraft Association	Laura Races and Rodeo	Annual
June	Mapoon	Mapoon	Tangaroa Blue	Mapoon Beach Clean Up	Annual
	Cook	Cooktown	Cook Shire Council	Cooktown and Cape York Expo	Biennial
	Torres Strait	All Islands	Torres Strait Councils	Coming of the Light	Annual
	Cook	Laura	Ang Gnarra Aboriginal Corporation	Laura Quinkan Dance Festival	Biennial

	LGA	Community	Coordinator	Event	Frequency
July	Weipa	Weipa	Weipa Running Festival Inc.	Weipa Running Festival	Annual
	NPARC	NPA	NPARC	NPA Culture Festival – Keep the Flame of Culture Burning	Annual
	Mornington	Mornington Island	Mornington Island Council	Annual Fishing Tournament & NAIDOC Community Awards	Annual
	Aurukun	Aurukun	Aurukun Shire Council	Ngangk Min Festival	Annual
	Pormpuraaw	Pormpuraaw	Pormpuraaw Shire Council	Pormpuraaw Fishing Club Competition	Annual
	Napranum	Napranum and Western Cape	Napranum Aboriginal Shire Council	Ruhook Cultural Festival	Biennial
August	Lockhart River	Lockhart River	Tangaroa Blue	Chili Beach Clean Up	Annual
	NPARC	NPA	Tangaroa Blue	Captain Billy Landing Clean Up	Annual
	Cook	Rossville	Black Mountain Unplugged	Black Mountain Unplugged	Annual
	NPARC	Bamaga	NPARC	NPA Show and Rodeo	Annual
	Weipa	Weipa	Weipa Rodeo Association	Weipa Bullride	Annual
	NPARC	Somerset	Tangaroa Blue	Five Towns Loop Beach Clean Up	Annual
	Weipa	Weipa	Weipa Fishing Classic	Weipa Fishing Classic	Annual

	LGA	Community	Coordinator	Event	Frequency
September	Eastern Cape York	Eastern Cape York	Breathtaking Events	Terra Australis Bike Epic	Annual
	Aurukun	Obon	Aurukun Shire Council	River to Ramp Run	Annual
	Torres Strait	Thursday Island	Torres Shire Council	Winds of Zenadth Cultural Festival	Biennial
	Pormpuraaw	Pormpuraaw	Pormpuraaw Aboriginal Shire Council	Show Day	Annual
	Pormpuraaw	Pormpuraaw	Pormpuraaw Aboriginal Shire Council	Pormpuraaw Annual Bull Ride	Annual
	Cook	Rossville	Wallaby Creek Festival	Wallaby Creek Festival	Annual
	Wujal	Wujal Wujal	Wujal Wujal Aboriginal Shire Council	Wujal Wujal Rodeo Day	Annual
	Cook	Cairns to Cooktown	Cairns Hospital Foundation	Cardiac Challenge	Annual
	Carpentaria	Karumba	Barra Centre	Outback by the Sea Festival	Annual
October	Cook	Coen	Conquer the Corrugations	Conquer the Corrugations	Annual
	Mapoon	Mapoon	Mapoon Aboriginal Shire Council	Paanja Cultural Festival	Every 5 years
	Mapoon	Mapoon	Mapoon Aboriginal Shire Council	Mapoon Cullen Point Barra Bash	Annual
	Aurukun	Aurukun	Aurukun Shire Council	Um Thurpak Festival	Annual

	LGA	Community	Coordinator	Event	Frequency
	Wujal Wujal	Wujal Wujal	Wujal Wujal Aboriginal Shire Council	Wujal Wujal Foundation Day	Annual
	Weipa	Weipa	Weipa Billfish Club	Weipa Billfish Tournament	Annual
November	Weipa	Weipa	Weipa Billfish Club	Ladies Gamefish Day	Annual

5. Vision, Mission, Values



By 2025 the Cape York, Torres Strait and Gulf region will have a thriving and sustainable events and tourism sector which delivers economic, social, cultural and environmental value to visitors and the regions' peoples.



The Strategy will drive a thriving regional tourism and events sector which delivers regional economic, environmental, social and cultural outcomes through improved coordination and communication, capacity and a local supply chain.



This Strategy recognises, respects and reflects the importance of culture, Country, community and self – determination to the peoples of the Gulf, Cape York and the Torres Strait.

6. Objectives

The Strategy has four mutually reinforcing objectives designed to drive positive cultural, environmental and social change across the regional events and tourism sector, and the broader community.



Improve coordination so we can:

- Coordinate events across the season and geographic locations
- Create a March – October block of work for regional events suppliers
- Integrate with state and national tourism and events bodies
- Develop strong partnerships with key strategic stakeholders
- Encourage growth in event participation
- Leverage off existing events
- Come together annually to network, problem solve, plan and share ideas



Improve capacity so we can:

- Plan ahead
- Identify gaps and opportunities
- Develop new events and tourism experiences
- Ensure there are capital investment plans for event infrastructure
- Communicate with impact
- Build the regional skills base
- Support existing and new businesses
- See what works



Improve communication so we can:

- Tell the regional, sub – regional and LGA story
- Champion our region
- Promote community celebrations and encourage community involvement
- Find out what visitors want and supply it
- Make it easy for visitors and stakeholders to know what's on and when
- Make it easy for visitors and the travel sector to make bookings
- Maximise the economic, media and community values of events



Improve the Regional Supply Chain so we can:

- Grow the regional economy
- Keep the money and jobs in the region
- Leverage procurement processes to drive the local economy
- Identify need and develop supply
- Drive collaborative approaches to resourcing and development
- Develop the infrastructure, facilities, services and skills we need to support a thriving events and tourism sector

7. Strategies

Each objective is underpinned by a range of strategies designed to drive focused change, and help achieve the broader strategic vision. The strategies recognise and reflect that there is no one cause and no one solution to the challenge of developing a thriving regional events and tourism sector and therefore encompass a range of diverse activities which collectively will drive systems change.



Improve coordination by...

- Establishing a Cape York and Torres Regional Events Network
- Establishing a Local Tourism Organisation
- Publishing an online regional events calendar
- Hosting a revolving Gulf, Cape York and Torres Strait Regional Tourism and Events Forum
- Building regional, state and national integration



Improve capacity by...

- Leading the charge for the region
- Sharing knowledge across the region
- Hiring specialised tourism, events and communications staff
- Developing LGA tourism and events strategies
- Providing Regional Professional Development programs
- Simplifying Business Advisory services



Improve communication by...

- Developing sub – regional and LGA Community Guides, a Gulf, Cape York and Torres Strait Guide and a centralised tourism and events platform
- Developing regional and sub-regional campaigns
- Capturing and analysing visitor / customer experience (CX)
- Maintaining Council website minimum standards
- Investing in digital integration



Improve the Regional Supply Chain by...

- Auditing event – related goods, services, suppliers and skills - sets
- Setting local procurement targets
- Collaborating with Business Advisory, CDP and training providers
- Scaling support
- Auditing infrastructure, facilities and services

7.1. How to Improve Coordination

Strategy		Purpose	Actions
6.1.1.	Cape York and Torres Regional Events Network	<p>To create a community of regional event professionals and volunteers</p> <p>To provide a forum for networking, intelligence sharing, coordination, communication, collaboration and connection</p> <p>To generate a regional, rather than a community / LGA, focus</p> <p>To bring in experts / stakeholders to share knowledge and insights with the group</p> <p>To create a communications network</p> <p>To help and support younger / less – experienced members</p>	<p>Identify key event stakeholders to participate in a Regional Events Network (REN)</p> <p>Establish an agreed ToR for the REN</p>
6.1.2.	Online Regional Events Calendar	To provide a single source of information on all regional events	<p>Develop an online, interactive regional events calendar that draws event information from the Australian Tourism Data Warehouse (ATDW)</p> <p>Encourage all event planners and LGAs to upload their event information to the ATDW</p>
6.1.3.	Cape York and Torres Local Tourism Organisation	<p>To promote Cape York and the Torres Strait</p> <p>To represent tourism organisations</p> <p>To engage with regional, state and national tourism bodies</p> <p>To manage and maintain a regional events calendar</p> <p>To provide a point of contact for tourism and events stakeholders</p>	Develop a business case for the establishment of a Local Tourism Organisation

Strategy		Purpose	Actions
6.1.4.	Attendance at regional and state tourism forums	To provide an opportunity for regional, state national and international tourism and events stakeholders to meet, network, connection, coordinate, collaborate, explore opportunities and problem solve	<p>Develop calendar of tourism forums</p> <p>Promote the value of these events to TCICA members and the region</p> <p>Share EOIs across the membership</p>

7.2. How to Improve Capacity

Strategy		Purpose	Actions
6.2.1.	Regional events leadership	<p>To promote, champion and advocate for the strategic vision</p> <p>To promote and champion regional events</p> <p>To promote and champion regional tourism experiences</p>	Development and implementation of a leadership - level Regional Events and Tourism Communication Plan
6.2.2.	Sharing knowledge across the region	To ensure Councils have accurate and up to date information on what's happening within the regional and state-level tourism and events sector	Develop and distribute regular verbal or written communiques to CEOs and Events Officers focusing on upcoming events, grant rounds and relevant news and information
6.2.3.	Dedicated LGA tourism, events and communications staff	<p>To plan, implement and promote LGA events and tourism opportunities</p> <p>To liaise and coordinate with their Cape York and Torres peers, private enterprise, volunteer run – events and the LTO and the RTO</p>	<p>Conduct audit to establish baseline of existing skills and positions</p> <p>Prepare business case comparing costings and feasibility of hiring for discrete staff / shared staff / consultants or a combination</p> <p>Implement preferred solution</p>

	Strategy	Purpose	Actions
6.2.4.	LGA Tourism and Events Strategies	To provide a roadmap for LGA – level tourism and events	Develop community / LGA – level events and tourism strategies to enhance and improve the sector in line with community needs and aspirations.
6.2.5.	Shared, regional Professional Development program/s for tourism, events and communications staff	To enhance individual and organisational skillsets in order to add value to local and regional events, tourism and communication efforts	Survey tourism, events and communications team members to identify skills and knowledge gaps Source training opportunities and develop training calendar
6.2.6.	Business Advisory services	To provide an LGA – specific one – stop – shop / referral service to local, simple, accessible, culturally appropriate and long – term business advisory services which enable people from Cape York and Torres Strait to establish and maintain tourism and events - related micro – enterprises and businesses	Audit and map existing services Work with existing services to clarify messaging and access information Develop integrated communications material to ensure community have clear pathways to access information and support

6.3. How to Improve Communication

	Strategy	Purpose	Actions
6.3.1.	LGA Guides	To promote local facilities, services, events and experiences	Draft and publish LGA Guides Review and update guides on an annual basis
6.3.2.	Cape York & Torres Strait Guide	To promote regional facilities, services, events and experiences	Utilising the information in the LGA Guides develop and publish a regional guide to support inter – and – extra regional tourism Review the Guide annually

Strategy		Purpose	Actions
6.3.3.	Centralised tourism and events platform	<p>To promote regional facilities, services, events and experiences</p> <p>To provide a point of contact for visitors and events and tourism stakeholders</p> <p>To help streamline bookings and enquiries</p>	Utilising the Regional Events Calendar and the LGA Guides, develop and maintain a comprehensive, intuitive and inviting regional tourism and events website
6.3.4.	Regional & sub-regional campaigns	To promote sub – regions (such as the western Cape) and the regional as a whole in order to attract visitors	Work with LGAs and other stakeholders to identify and promote sub-regional value propositions across a range of channels
6.3.5.	Customer experience (CX) capture and analysis	To better understand what visitors like and don't like about travelling to the region, its events and experiences	<p>Work with the RTO, TEQ, Councils and the industry to capture and respond to visitor feedback.</p> <p>Mechanisms may include:</p> <ul style="list-style-type: none"> - Virtual 'suggestion box' - Annual member survey - Annual visitor survey and / or interviews - Annual action plan to respond to visitor concerns
6.3.6.	Council website minimum standards	<p>To ensure each Council website has:</p> <ul style="list-style-type: none"> - Accurate, up to date and easily accessible event and tourism information - Event application forms for non – Council event proponents - Event management information - Holly's Protocol summary (mass gathering safety rules) <p>Information on accommodation, fuel and local medical services can also be included if desired.</p>	<p>Define minimum standards</p> <p>Councils to ensure their website meets minimum standards</p> <p>Councils to develop a review process to ensure information is reviewed and updated on a regular basis</p>
6.3.7.	Digital integration	Developing online booking systems for accommodation, events, tourism operations and	LTO to provide information and assistance to regional industry and councils to support them to upgrade

Strategy	Purpose	Actions
	transport will make things easier for visitors, enable the RTO and LTO to promote the region, and enable the travel sector to more easily sell one off experiences and packages.	their digital infrastructure and integrate and engage with the broader network – the RTO, TEQ, and travel agents.

6.4. How to Improve the Local Supply Chain

Strategy	Purpose	Actions
6.4.1. Audit external event goods, services suppliers and skill- sets (GSSS)	To identify which goods, services, suppliers and skills are sourced from outside the region To quantify amounts spent on external GGSS per event	Develop, implement and audit each major event Prepare discrete and combined reports to ascertain external procurement dataset
6.4.2. Set local procurement targets	Using information captured through the GSSS process, Councils can begin to identify where funding is leaving the region and consider local alternatives To identify opportunities to reduce duplication of cost through cost-sharing and joint procurement arrangements	Use audit data to inform local procurement plans which incorporate the proactive development of goods, services, suppliers and skill-sets
6.4.3. Collaborate with Business Advisory, CDP and training providers	To develop localised pathways and programs to meet local procurement targets	Using the GSSS information, Councils will collaborate with Business Advisory partners and education providers to discuss key regional GSSS shortages and develop training and development programs to develop local supply chains.

Strategy		Purpose	Actions
6.4.4	Scaling support	TCICA – wide MOU to support event – related start – ups from their own, or other TCICA LGAs	Develop MOU to ensure in-principle support for regional start-ups
6.4.5.	Infrastructure audits	Councils to audit event and tourism infrastructure to establish a baseline and assess what’s needed to meet local objectives	Develop and implement infrastructure audits Work with GSSS network to develop business case which incorporates local procurement targets for funding key infrastructure gaps
6.4.7.	Facilities and services audit	Councils to audit visitor – related facilities and services such as accommodation, camping facilities, waste management processes, and public toilets to establish a baseline and assess what’s needed to meet local objectives	Develop and implement facilities and services audits Work with GSSS network to develop business case which incorporates local procurement targets for funding key infrastructure gaps

8. Resources

This section contains a range of resources to support improved event planning and implementation including a range of event planning guides and templates, information on mass gathering in remote area safety provisions, event funding streams, the Cape York and Torres Regional Events Network Terms of Reference and a list of key stakeholders.

8.1. Guides

Please use these resources as reference material only and be mindful that all events must be in compliance with relevant laws.

Organisation	Title	Description	URL
City of the Gold Coast	Events Toolkits and Resources -	Event organisers can access a range of useful brochures, fact sheets and other resources on this page to assist with applying for and running successful events.	goldcoast.qld.gov.au/thegoldcoast/events-toolkit-resources-24648.html
Cook Shire Council	Event Information Kit This information in this Kit is compliant with Coronial recommendations on Mass Gatherings in remote areas.	The Event Information Kit has been designed to assist and support organisations, individuals and community groups who are planning events in Cook Shire.	cook.qld.gov.au/community/events/event-development-program
Queensland Government	COVID Safe Events	How to hold COVID Safe Events in Queensland.	covid19.qld.gov.au/government-actions/covid-safe-events
	COVID Safe Event Plan template	Develop your COVID Safe Event Plan	covid19.qld.gov.au/__data/assets/pdf_file/0022/156352/covid-safe-event-plan-template.pdf?a

	Events in Queensland Handbook	Best practice guidelines for event delivery in Queensland	qld.gov.au/__data/assets/pdf_file/0032/94595/events-in-queensland-best-practice-guidelines.pdf
	Event Planning Templates	Event planning templates	qld.gov.au/about/events-awards-honours/events/running-events
Queensland Tourism and Industry Council	Queensland Tourism and Accommodation Industry COVID-Safe Plan	A framework and recommendations for the safe return to business across the tourism industry	qticazure.blob.core.windows.net/crmblobcontainer/Queensland%20Tourism%20and%20Accommodation%20Industry%20-%20updated%2018%20Nov%202020.pdf
Tourism and Events Queensland	Queensland Events Guide	The Queensland Events Guide has been designed to assist local organisers throughout an entire event lifecycle, to ensure they are equipped to stage the best event possible	teq.queensland.com/industry-resources/how-to-guides/queensland-events-guide
Tourism Tropical North Queensland	Working with TTNQ – Major Regional Events	How Far North Queensland's Regional Tourism Organisation can support your major event	tourism.tropicalnorthqueensland.org.au/wp-content/uploads/2020/07/Working-With-TTNQ-Major-Regional-Events-July-2020.pdf

8.2. Mass Gathering Protocol

In mid - 2021 Cook Shire Council submitted their Mass Gathering protocol, known as Holly's Protocol, to the Queensland Coroner for review. The Protocol was drafted in response to recommendations made by the Coroner after the tragic death of a young woman at an event in the Cook Shire in 2015.

While the Protocol is still under review at time of writing, Cook Shire Council have updated their event application process so it aligns with Coronial recommendations.

Access Cook Shire Council's Event Information Kit and Temporary Event Application Form here:
cook.qld.gov.au/community/events/event-development-program

TCICA councils are invited to utilise these materials to ensure their events comply with the Protocol and Coronial recommendations.

Once finalised, Holly's Protocol will be available on the Cook Shire Council website.

8.3. Funding streams

Source	Grant	For	Amount	Duration	Web
Australian Institute of Sports	Multiple grants	Organisations	Check website	Check website	sportaus.gov.au/grants_and_funding
Clearing House for Sports	Participation Grants and Funding	Sporting organisations, sport development. physical activity	Check website	Check website	clearinghouseforsport.gov.au/kb/participation-grants-and-funding
Tourism and Events Queensland	Destination Event Funding	Developing events seeking growth	\$10,000 - \$25,000	1 y	teq.queensland.com/events/events-support/queensland-destination-events-program
	Significant Event Funding	Events that can demonstrate a strong track record of growth or growth potential	\$25,000 - \$100,000	1 - 3 y	
	Major Events	For events which: <ul style="list-style-type: none"> - Contribute to the Queensland economy - Attract visitors to Queensland - Enhance the profile of Queensland - Foster community pride in Queensland 	Event - dependent		teq.queensland.com/events/events-support/major-events
	National Business Events	Supporting Queensland Business Events sector by attracting national conferences, conventions, exhibitions and corporate events	\$17,500 - \$95,000	18 m	teq.queensland.com/events/events-support/business-events

Source	Grant	For	Amount	Duration	Web
	Program (NBEP)	to drive economic activity and increase visitation to the State			
	Year of Indigenous Tourism - 2021	To support and grow existing Indigenous events and festivals which showcase Aboriginal and Torres Strait Islander Culture.	\$10,000 - \$25,000	31/12 /21	teq.queensland.com/events/events-support/year-of-indigenous-tourism
Screen Queensland	Screen Culture Funding	Funding for: <ul style="list-style-type: none"> - Regional and remote screen festivals across Queensland - Screen events that increase audiences' choices - Diverse content, often outside the mainstream - Queensland content 	Event - dependent	6 m	screenqueensland.com.au/investment-support/screen-culture-funding
Department of Children, Youth Justice and Multicultural Affairs	Celebrating Multicultural Queensland Program	An annual program that provides funding towards multicultural events and projects that engage people from culturally diverse backgrounds	Event - dependent	12 m	dlgrma.qld.gov.au/multicultural-affairs/programs-and-initiatives/celebrating-multicultural-qld-program

8.4. Cape York and Torres Regional Events Network Terms of Reference

Background

The Network, an initiative of the Torres and Cape Indigenous Councils Alliance (TCICA), was established in 2021 as part of the Cape York and Torres Strait Regional Events Strategy development process.

Purpose

The purpose of the Network is to:

- To create a regional community of event professionals
- Provide a forum for knowledge sharing, mutual support and idea development
- Provide a centralised platform for knowledge and information distribution
- Progress the Cape York and Torres Strait Regional Events Strategy

Objectives

Network objectives include:

- Driving collaboration, cooperation, coordination and communication between regional events professionals
- Sharing best practice event proposals, design, funding, communication and delivery processes and systems
- Identifying linkages and opportunities for collaborative projects
- Promoting member events and activities
- Reducing duplication and reinvention by sharing resources, processes, and systems
- Supporting newly arrived, FIFO and entry – level events professionals
- Building the profile, and value, of events regionally and within LGAs

Membership

Membership is free and open to all events professionals (paid or volunteer) working in the Torres Strait and Cape York.

There is no maximum group size.

Network members will:

- Regularly attend Network meetings
- Take turns to coordinate the meetings, Chair the meetings, develop agendas and take and distribute the minutes
- Report back to their parent organisation to encourage support and interest in both the Network and regional events
- Inform the Network of any issues or information which should be discussed, noted or acted upon
- Provide a brief update on activities since last meeting

Function

The Network will hold a minimum of four meetings per annum.

There should be at least six people in attendance at each meeting.

The agenda should feature the following as standing items (other items can be added as needed):

- Acknowledgment of Country
- Introduction of new members
- Member update
- Any other business
- Date and time of next meeting
- Chair, agenda development, and minute taker for next meeting

All members are expected to share their expertise, and any documents or other resources they have which they think will be useful to all members.

All members have the right to contribute to meeting agendas. Those wishing to add in agenda items need to contact the Chair at least three days before to the next meeting.

Members will take turns to act as Chair.

The Chair is responsible for:

- Convening the meeting
- Facilitating the discussion to ensure communication is appropriate and respectful
- Agenda development
- Issuing the minutes
- Filing meeting paperwork

The minute – taker is responsible for:

- Drafting the minutes
- Sending them to the Chair to issue to members

Coordination

Network coordination will be managed by TCICA contractor Juliana Foxlee until June 2021.

It will then be handed over to the Network who will nominate a Coordinator.

The Coordinator is responsible for:

- Managing the shared files
- Ensuring members have access to the shared files
- Maintaining the member contact list
- Briefing new members if required
- Reviewing the Terms of Reference
- Providing an annual written report to TCICA outlining the Networks activities and achievements

Reporting

The Network Coordinator will provide an annual written update to TCICA outlining the Network's activities and achievements,

Review and Approval Process

Any material produced by the Network requires approval from all member organisations prior to distribution.

Code of Conduct

All members are to act honestly and fairly and with respect and proper regard for the rights and obligations of others.

Members must abide by the following principles:

- Promotion of open discussion
- Recognition of respective roles and responsibilities of each member

Fees and Expenses

Unless otherwise agreed, any costs arising from Network activities will be borne by the Member or participant that incurs them

Review Date

This document should be reviewed every 12 months. The first review should take place by or before 30 April 2022.

Stakeholders

Organisation	Role	Name	Email
Aurukun Shire Council	CEO	Bernie McCarthy	ceo@aurukun.qld.gov.au
	EA	Amanda Ray	EA@aurukun.qld.gov.au
	Director, Community Services	Alan Neilan	DIRCOM@aurukun.qld.gov.au
Cook Shire Council	CEO	Linda Cardew	lcardew@cook.qld.gov.au
	EA	Kimberley Sullivan	KSullivan@cook.qld.gov.au
	Creative Director	Vanessa Gillen	vgillen@cook.qld.gov.au
	Tourism Officer	Sally Eales	seales@cook.qld.gov.au
Hopevale Aboriginal Shire Council	CEO	Mark Kelleher	ceo@hopevale.qld.gov.au
	EA	Tisha Gordon	tisha.gordon@hopevale.qld.gov.au
	Councillor	Keithan Bowen	keithan.bowen@hopevale.qld.gov.au
Kowanyama Aboriginal Shire Council	CEO	Gary Uhlmann	Gary.uhlmann@kowanyama.qld.gov.au
	EA	Jacinta Olds	Jacinta.Olds@kowanyama.qld.gov.au
Lockhart River Aboriginal Shire Council	CEO	Dave Clarke	ceo@lockhart.qld.gov.au
	EA	Noleen Clark	training@lockhart.qld.gov.au
Mapoon Aboriginal Shire Council	CEO	Naseem Chetty, CEO	mapoon.ceo@mapoon.qld.gov.au

Organisation	Role	Name	Email
	EA	Royleen Wolski	governance@mapoon.qld.gov.au
Mornington Shire Council	Mayor	Kyle Yanner	kyle.yanner@mornington.qld.gov.au
	A/CEO	Graham King	aceo@mornington.qld.gov.au
	EA		EA@mornington.qld.gov.au
Napranum Aboriginal Shire Council	CEO	Janelle Menzies	ceo@napranum.qld.gov.au
Northern Peninsula Area Regional Council (NPARC)	CEO	Susan Law	susan.law@nparc.qld.gov.au
	EA	Lanitta Jawai	ea@nparc.qld.gov.au
	Events Coordinator	Kitty Tabuai	events@nparc.qld.gov.au
Pormpuraaw Aboriginal Shore Council	CEO	Edward Natera	ceo@pormpuraaw.qld.gov.au
Torres Shire Council	CEO	Dalassa Yorkston	ceo@torres.qld.gov.au
Weipa Town Authority	CEO	Judey Browne	Judey.Browne@weipatownauthority.com.au
Wujal Wujal Aboriginal Shire Council	CEO	Stephen Wilton	steve@wujal.qld.gov.au
	EA	Amelia Fagan	amelia@wujal.qld.gov.au
TTNQ	Sales & Marketing Manager Western Markets & Drive	Claudia McFadden	claudia.mcfadden@ttnq.org.au
	Manager – Partnerships & Events	Kelsey Andersen	kelsey.andersen@ttnq.org.au

Organisation	Role	Name	Email
Office for Rural and Regional Queensland Strategy and Engagement Division Department of the Premier and Cabinet	Principal Stakeholder Relationship Officer	Belinda Down	belinda.down@premiers.qld.gov.au
Department of Tourism, Innovation and Sport Indigenous Tourism Development	Business Development Officer	Mali Ingram	mali.ingram@dtis.qld.gov.au
Arts Queensland	Acting General Manager	Jon Niehaus	jon.niehaus@arts.qld.gov.au
Indigenous Art Centre Alliance (IACA)	General Manager	Pam Bigelow	manager@iaca.com.au
Western Cape Communities Trust			reception@westerncape.com.au
Department of Employment, Small Business and Training	Manager, Regional Programs	Desley Ferrando	desley.ferrando2@desbt.qld.gov.au
	Principal Program Officer	Cindy Perry	cindy.perry@desbt.qld.gov.au
Many Rivers Microfinance	Community Economic Development Manager	Andy Rushton	andrew.rushton@manyrivers.org.au

Consultation

Aboriginal Development Benefit Fund

Arts Queensland

Aurukun Aboriginal Shire Council

Cook Shire Council

Department of the Premier and Cabinet

Department of Employment, Small Business and Training (DESBT)

Department of Tourism, Innovation and Sport, Indigenous Tourism and Development

Indigenous Art Centre Alliance (IACA)

Kleinhardt Business Consulting

Napranum Aboriginal Shire Council

Mapoon Aboriginal Shire Council

Skytrans

Tangaroa Blue

Tourism Tropical North Queensland

Weipa Town Authority

Wujal Wujal Aboriginal Shire Council

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