

CBD Activation Program Expression of Interest Form

Privacy Notice: Council deals with personal information in accordance with law, including the *Information Privacy Act 2009*.

This form is to be completed when applying for a CBD activation program grant to deliver free family-friendly entertainment, an event or activation within the Rockhampton CBD.



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Applicant Details

Organisation name:

Organisation ABN:

Authorised contact name:

Authorised contact position:

Preferred contact number:

Email:

Organisation Address

Street number and name:

Suburb:

State:

Postcode:

Postal address (if different):

Event Proposal

Event name:

Event description:

Proposed date/s:

Proposed location:

Estimated attendance:

Target audience:

Organisational Capacity

Briefly describe your experience delivering similar events:

Supporting Documentation

Please remember to provide the following supporting documentation when submitting this form:

- ☐ Public Liability Insurance (Please note that Certificate of Currency must cover the event date and the level of cover must be \$20 million).
- ☐ Event Budget
- ☐ Statement of Event Experience
- ☐ Other Supporting Material

Declaration

I submit this form with the relevant supporting documentation as required. I declare that the details are correct to the best of my ability.

Name:

Signature:

Date:

CBD Activation Program – Expression of Interest (EOI)

Rockhampton Regional Council is inviting Expressions of Interest from community organisations, event organisers, cultural groups, businesses and creative practitioners to deliver events and activations within the Rockhampton CBD.

The CBD Activation Program has been developed to support a vibrant and diverse calendar of events while River Festival is paused. Through funding and in-kind support, Council will partner with local organisations to deliver engaging experiences that increase visitation, encourage community participation and contribute to the economic and cultural vitality of the CBD.

By supporting externally delivered events, Council aims to foster local ownership, encourage innovation and create a sustainable year-round program of activation across the city centre.

Program Objectives

The CBD Activation Program aims to:

- Activate the Rockhampton CBD through regular and diverse programming
- Increase visitation and encourage people to spend more time in the CBD
- Support local businesses and stimulate economic activity
- Showcase local arts, culture, heritage and creative industries
- Encourage innovative use of public spaces
- Develop partnerships with community organisations, cultural groups and event professionals
- Contribute to a vibrant and sustainable annual calendar of activities

Priority Outcomes

Proposed events should contribute to one or more of the following outcomes:

- Increased visitation to the CBD
- Increased community participation
- Support for local businesses
- Enhanced activation of public spaces
- Celebration of local arts, culture and heritage
- Enhanced perceptions of the CBD as a vibrant destination
- Attraction of new audiences to the city centre

Eligible Activities

Applications may include, but are not limited to:

- Community festivals and celebrations
- Live music and entertainment
- Cultural and heritage events
- Family and youth-focused activities
- Food and beverage experiences
- Sporting and recreation activities
- Seasonal and themed events
- Pop-up performances and experiences

Council Support

Successful applicants may be eligible for:

- Financial support
- Access to approved Council spaces
- Venue hire fee waivers (where applicable)
- Marketing and promotional assistance
- Event planning advice and guidance
- Operational support and facilitation

Support will be determined based on the scope, impact and alignment of each proposed activation.

Assessment Criteria

Applications will be assessed against:

- Alignment with program objectives
- Community benefit and participation
- Economic impact and visitation outcomes
- Activation of public spaces
- Inclusion and accessibility
- Organisational capacity and delivery capability
- Risk management and event viability
- Value for money
- Partnerships with local organisations and businesses

Program Evaluation

Successful applicants may be required to provide a post-event report outlining:

- Attendance and participation outcomes
- Community and stakeholder feedback
- Economic and local business impacts
- Use of local suppliers, performers or artists
- Lessons learnt and opportunities for future growth

Key Information

Program Period	Commencing August 2026 until March 2027
Applicants	Community organisations, event organisers, cultural groups, businesses and creative practitioners
Location	Rockhampton CBD
Support Available	Funding and in-kind Council support
Event Types	Community, cultural, creative, family, recreational and activation-focused events

For further information on the CBD Activation Program and Expression of Interest process, please contact the Rockhampton Regional Council Events Team on (07) 4924 5600 or majorvenues@rrc.qld.gov.au.