

Event Categories 2022/2023

Event Classification Matrix



Category:	LOCAL	REGIONAL	MAJOR
Positioning	<ul style="list-style-type: none"> Limited 	<ul style="list-style-type: none"> Some destination brand support Builds reputation of region as diverse events destination 	<ul style="list-style-type: none"> Positions region as event destination Promotes region's lifestyle and encourages investment in events Supports destination branding
Recognition	<ul style="list-style-type: none"> Predominantly local May have minimal recognition in surrounding regions 	<ul style="list-style-type: none"> A regional, state or nationally recognised event. A satellite event of an umbrella program. A round of a 'series' 	<ul style="list-style-type: none"> Nationally recognised (and may be internationally recognised) event
Occurrence	<ul style="list-style-type: none"> May occur annually or a one-off event 	<ul style="list-style-type: none"> May occur annually or a one-off event 	<ul style="list-style-type: none"> May occur annually or a one-off event
Duration	<ul style="list-style-type: none"> Generally one day 	<ul style="list-style-type: none"> Generally one to two days 	<ul style="list-style-type: none"> Generally more than two days
Visitor Nights	<ul style="list-style-type: none"> Minimal 	<ul style="list-style-type: none"> Has the capacity to attract visitation in excess of 500 visitor nights 	<ul style="list-style-type: none"> Has the capacity to attract visitation in excess of 2,000 visitor nights
Economic Impact	<ul style="list-style-type: none"> Limited economic value 	<ul style="list-style-type: none"> Reasonable economic value Economic value over \$250,000 	<ul style="list-style-type: none"> Substantial economic value Economic value up to \$5 million
Media Exposure	<ul style="list-style-type: none"> Limited likelihood of media exposure outside of region — mostly local 	<ul style="list-style-type: none"> State or south-east Queensland media coverage 	<ul style="list-style-type: none"> State level media exposure – may have some national exposure
Participants and visitors	<ul style="list-style-type: none"> Does not usually attract participants or visitors from outside the Region 	<ul style="list-style-type: none"> Potential to attract visitation Up to 30% of participants and visitors from outside the region 	<ul style="list-style-type: none"> Significant event visitation More than 30% of participants and visitors from outside the region
Social Impact	<ul style="list-style-type: none"> High local social benefits 	<ul style="list-style-type: none"> Substantial local social benefits 	<ul style="list-style-type: none"> Substantial social benefits
Expected event attendance	<ul style="list-style-type: none"> Less than 1,000 	<ul style="list-style-type: none"> 1,000 – 5,000 	<ul style="list-style-type: none"> Greater than 5,000
Total event budget (Total expense)	<ul style="list-style-type: none"> Less than \$5,000 	<ul style="list-style-type: none"> Greater than \$25,000 	<ul style="list-style-type: none"> Greater than \$50,000