
Events Funding Guidelines

September 2020



Northern Grampians Shire Council
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Events Funding Guidelines



August 2020

The Northern Grampians Shire Council's Events Funding Program provides applicants with the opportunity to work collaboratively with the Council to increase local events. The Council provides event grants that address local needs and provide opportunities to encourage civic participation, celebrate community, boost the economy and increase visitation to the Northern Grampians Shire.

Aims of Northern Grampians Shire Council grants

In providing funding, Council aims to

- Strengthen Northern Grampians Shire communities through supporting a diverse range of activities, services and programs that are responsive to community needs
- Create a thriving and active community that is safe, healthy, inclusive and enhances civic participation
- Build the capacity of local groups, clubs, associations and businesses to strengthen partnerships within the Northern Grampians Shire to support growth, collaboration and sustainability

Objectives of the Events Funding Program

Council recognises the importance of events which seek to boost economic growth and civic engagement by way of increasing visitor numbers and encouraging community participation in the Northern Grampians Shire.

The purpose of the program is to support events that:

- attract visitor numbers to positively impact the Northern Grampians Shire
- enhance the vibrancy and diversity of local communities
- celebrate community or aim to establish new visitor experiences
- actively promote the region
- are financially sustainable long-term
- contribute to Northern Grampians livability and well-being
- strive for continuous improvement and innovation

What events will be funded?

Council will consider events and activities that:

- Support community recovery
- Are well planned, safe and compliant with Council's regulatory requirements
- Encourage visitors to the Northern Grampians Shire
- Celebrate community participation
- Consider sustainability of the event once Council funds have been expended

What events will not be funded?

Council will not consider events, activities or gatherings that:

- Have not been registered through Council's event registration process
- Do not have minimum public liability insurance of \$10M¹

¹ Council officer is available to provide information on Local Community Insurance Services

- Are utilising funds for wages and staffing costs

Who can apply for funding

Eligibility criteria

To be eligible for events funding, applicants must:

- Demonstrate that the event aligns with the purpose of the program
- Demonstrate that the funding will:
 - Support increased visitor numbers to the Northern Grampians Shire
 - Contribute to community activity and civic participation
- Have public liability insurance (of at least \$20 million) for the duration of the event
- Submit an online application form to the program via Council's website
- Demonstrate effective governance and management structures and a track record of successfully running events or demonstrate that the organisation has the capability to run a successful event
- Run the event in the Northern Grampians Shire, be a public event that is inclusive and accessible to everyone
- Be a registered Australian business, incorporated or private entity

Ineligible applicants

Applications will be ineligible if:

- The event is being held outside of the Northern Grampians Shire
- The event doesn't meet statutory requirements of Council and other relevant authorities
- Funding is the responsibility of other funding programs i.e. Visit Victoria, Creative Victoria, Festivals Australia
- You are an individual applying for funds
- Council funds have been received in the same financial year
- The event duplicates an existing local event
- The event has commenced prior to the date the funds were requested
- Previous funding received from Council has not been acquitted satisfactorily.

Funding and Timelines

Council acknowledges the impact of the covid19 pandemic on local events, programs and communities that have been cancelled or postponed due to covid19. All event grant funding streams are open year round. There are three streams under the Events Funding Policy:

- **Community Event**

Council will consider applications for community event funding of up to \$1,500.

Council provides a non competitive community events stream to support community events and encourage civic participation.

- **Major Event**

Council will consider applications for major event funding up to \$20,000.

Council provides a non competitive grant stream through major event grants.

Major Events require submissions of a business case to Council for consideration - applications are assessed on a case by case basis.

The applicant enters into an agreement with Council, this may be over several years.

Applications are open all year round until funds are exhausted.

- **New Event**

Council will consider applications for new event funding up to \$20,000.

Council provides a non competitive grant stream to support new events that encourage economic growth, boost visitation to the shire and support community participation.

New events are required to present a business case to Council for consideration - applications are assessed on a case by case basis.

Funding conditions

If your organisation, group or business is successful in obtaining an event grant you will be required to enter into a written agreement with Council, stating that you will adhere to the following conditions while undertaking the event:

- Grants are allocated specifically for the event described and cannot be used for any other purpose without prior formal written agreement from Council
- Only one application is permitted per financial year
- Grant funds allocated to the organisation are GST exclusive
- Funds are required to be expended within 12 months of the letter of offer. Funds not expended by this date are to be returned to the Northern Grampians Shire Council unless a written extension is obtained from Council
- Any change to the original submission must be approved by Northern Grampians Shire Council in writing
- All works to be undertaken must obtain relevant permits and approvals prior to commencement
- Organisations are required to sign a funding agreement with Council and partake in media and communications opportunities that promote the council's events grants program, as requested.
- Any programs or activities undertaken with grants or funding under this program must acknowledge the support and sponsorship of the Northern Grampians Shire Council
- Successful applicants will be provided with the Northern Grampians Shire Council corporate logo, use of the logo must be approved by the Northern Grampians Shire Council media and communications department
- Organisations are required to meet relevant government legislation requirements (eg Occupational Health & Safety Issues, Risk Management, Equal Opportunity, Workcover, Privacy)
- Applicants are required to ensure volunteers are registered and adequately covered by insurance.
- An evaluation report must be submitted to Council three months after the event. The report is to include details of the success of the event, photos of the event and an income and expenditure statement detailing the grant from Council and how this was expended.
- Grant acquittals are submitted via the Northern Grampians Shire website, council officers are available to assist applicants with the final acquittal. Applicants will be ineligible for further grants if the evaluation process is incomplete.

Assessment Criteria

Application Assessment

- Community Events

All applications are assessed against the program criteria and eligibility applications are reviewed by a cross-departmental panel consisting of three grant assessment members the business engagement officer provides administrative and record keeping support in the assessment process - they are not a member of the assessment panel.

Applicants will be notified in writing within 1 week of Council approval if their application has been successful.

- Major Events

Applications are assessed on a case by case basis by the Council.

Assessment is based on rate of participant numbers.

Increased visitation to the Northern Grampians Shire.

Ability to run a safe and successful event.

Compliance with Council statutory and event registration requirements.

- New Major Events

Applications are assessed on a case by case basis by the Council.

Participant numbers.

Increased visitation to the Northern Grampians Shire OR rates of local resident participation

Evidence of locally identified need for the event

Ability to conduct a safe and successful event

Compliance with Council statutory and event registration requirements

Conditions of funding

Successful applicants will:

- Register the event with Council
- Provide an event funding acquittal report within three months from completion of the event.

Major Event funding applicants must provide the following additional information:

- A marketing plan and budget with their application form which demonstrates that they aim to market their event to prospective patrons from outside of the Northern Grampians Shire (intrastate, interstate, international).
- A business case template will be provided to the applicant.

Assessment Guide

- All Community Events grant applications will be assessed against the Events Funding Assessment Guide. The outcome of the grant application assessment will guide the eligibility of the project to receive grant funding.
- The level of funds awarded will be determined by the grant assessment panel with consideration for:
 - The number of applications received
 - Total funding pool for the financial year
- Projects may not receive the full amount requested.

Definitions

- **Community Event**

Community events are activities staged for celebration, recognition and entertainment value primarily focused on a local audience providing social, cultural and, some, economic benefit. Media and marketing for a community event is mostly local.

- **Major Event**

Major events are those which aim to provide a high level of economic, social and cultural benefit to the Northern Grampians Shire. Major events have local, regional and/or state and national profile with significant marketing and media coverage.

- **New Major Event**

These can be either community or tourism/visitor based events. New events must be thoroughly planned with consideration for marketing, communications and meeting local needs. New events cannot duplicate an existing event in the same locality.

Submitting the application

Applications may be submitted via www.ngshire.vic.gov.au

Applications can be posted to Northern Grampians Shire Council, PO Box 580 Stawell Vic 3380.

Review history

Date	Review details	Action