

Event Grants Program Guidelines 2020-21

A significant number of events take place across the Surf Coast Shire each year. These events are valued by Council and are central to the Shire's identity, prosperity and vitality. They form an important part of community and civic life. They provide a range of economic, social, cultural and environmental benefits for residents and visitors.

These guidelines outline the Event Grants Program for individuals, groups and organisations seeking funding from Council for an event within the Shire. Funding is available for:

- established and new events;
- one-off and repetitive events;
- not-for-profit and commercial events.

The guidelines provide essential information for potential applicants and outline the application process. They should be read in conjunction with the Events Policy.

1. What is the Event Grants Program?

The Event Grants Program is:

- Released once a year in September for all event organisers hosting events in Surf Coast Shire;
- A program that enables events to apply under different streams depending on size and focus;
- Available to not-for-profit and for-profit event organisers;
- Supportive to Major and Signature events that are held in the off-peak season (post Easter - 15 December);
- Supportive of Community events year round.

2. Definition of Events

Events may fall into a Signature, Major or Community category:

- A **Signature event** is one that may occur annually, biennially or a one-off event and is State, nationally or internationally recognised. Events in this category will display strong economic benefits for Surf Coast Shire and provide distinct marketing and branding opportunities for Surf Coast Shire and its townships beyond a regional scale. Existing events must show growth elements from previous years. New events can apply for seed funding. This category will involve a more in-depth application process and can attract multiple year funding agreements.
- A **Major event** is one that may occur annually, biennially or a one-off event and is State or nationally recognised. The primary evaluation is the generated economic return to Surf Coast Shire. Marketing and branding opportunities for Surf Coast Shire and its townships at a regional scale (or beyond) must also be displayed. The event could be smaller in scale

than a signature event and display growth potential. Existing events must show growth elements from previous years. New events can apply for seed funding.

- A **Community event** is one that supports participation and celebration of our local communities. It is usually defined as small scale in nature and has a dominant social and community focus. Economic and/ or marketing outcomes are not the main benefit for Council. The event will predominantly attract local visitors from within Surf Coast Shire.

The funding is intended to be spread across the Shire and the selection of events will be guided by their ability to align with characteristics identified for each town/surrounding district.

Council staff reserve the right to advise funding applicants of the most appropriate category to enter and can reallocate submission to the correct funding category.

3. How much can I apply for?

Events that meet the selection criteria can apply for funding at the following levels:

- **Community:** funding can be sought for up to \$5,000.
- **Major Events:** events in this category can apply for funding up to \$10,000; and
- **Signature Events:** over \$10,000.

Signature Events that are seeking greater than \$10,000 can apply for multiple year funding agreements and will be required to undergo a more rigorous application process which is detailed below.

4. Who can apply?

You are eligible to apply for an Event Grants Program if:

- Your event is held in Surf Coast Shire and will specifically benefit residents and businesses of Surf Coast Shire;
- Events that include other municipalities, but have a dominant component in Surf Coast Shire;
- You are an incorporated, not-for profit group or commercial organisation;
- You are an unincorporated, not-for-profit group with an auspice arrangement* with an incorporated, not-for profit group;
- You are an individual with an ABN or have an auspice arrangement;
- Your event meets the criteria for funding.

Applications from schools will only be considered if the proposed event is not part of the normal school curriculum and strengthens links to the broader community

Funding preference will be given to events not previously supported under this program, however, it is understood some events occur annually or biannually and rely on Council's funding support.

Organisations will be required to quote an Australian Business Number (ABN) or if an exemption applies to provide a written statement of entitlement to exemption (Statement By Supplier). Statement By Supplier forms are available on Council's website under 'Finance': (www.surfcoast.vic.gov.au/A-Z_Listing/F/Forms_Permits_Applications).

**Auspicing allows not-for-profit, incorporated organisations to accept grant funding on behalf of individuals or groups who are not incorporated. The auspice organisation is responsible for accepting the grant, receiving the grant and paying the grant to the grant recipient and ensuring, to the best of their ability, that the funds are used for the purpose for which the grant is intended.*

The auspice will also sign the Grant Agreement and will be responsible for the grant acquittal. Generally, if your event is auspiced, public liability insurance is the responsibility of the applicant, not the auspice organisation.

5. Who cannot apply?

Those ineligible to apply for Event Grants funding are:

- Section 86 Committees of Management of the Surf Coast Shire Council
- Kindergartens
- Organisations who have not completed an Acquittal Report for a previous Surf Coast Shire Grant (Event Grants Program or Small Grant)
- Organisers who are not planning to stage the event in the Surf Coast Shire
- Organisers who cannot adequately demonstrate financial commitment from sources other than Council
- Organisers who are accepting sponsorship from companies that Council deem are not suitable or aligned with the Council Plan 2017 – 2021
- Applications will not be accepted unless discussion about a proposed event has taken place with appropriate Council staff.

6. When and how to apply?

- The Event Grants Program will be released in September each year and advertised online and in the Surf Coast Times.
- All applications must be made via Council's online grant system.
- Online application forms will be available from www.surfcoast.vic.gov.au
- It is essential that you speak to the appointed Surf Coast Shire Officer from the Economic Development & Tourism team prior to submitting an application.
- New Major and Signature Events must demonstrate the event is at a suitably planned and accepted stage prior to submitting an application. This includes planning approval, approvals from key bodies such as (but not limited to) Police, VicRoads, CFA and landowners.
- Contact (03) 5261 0600 or email info@surfcoast.vic.gov.au for more information.

7. Assessment Criteria

Your funding application will be assessed using the following criteria. There is no requirement to meet all dot points indicated in each criteria, however submissions that are able to demonstrate these attributes will receive stronger preference:

	Signature & Major	Community
<p>Economic development opportunities – describe how the project will stimulate the economy including:</p> <ul style="list-style-type: none"> • Boosting off-peak visitation, overnight stays and expenditure; • The amount of visitation/tourism from people attending from outside Surf Coast Shire and the length of stay during the event; • The level of pre training or visitation that the event will generate in the lead up to the event; • The level of expenditure these visitors will generate (or have generated historically); • The opportunities where Surf Coast Shire or the host township can be promoted, the nature of this promotion and the marketing reach; • The level of involvement of local businesses in the event both pre (supply chain expenditure in event set up) or during (stall holders); • The ability of the event to trigger repeat visitation to Surf Coast Shire; • Reinforce and or strengthen the desired 'brand' of the host township or Surf Coast Shire in a positive way. 	40%	10%
<p>Social opportunities – detail the community benefits provided by the event – short and long term including:</p> <ul style="list-style-type: none"> • How the event will create social gathering opportunities; • The level to which people of diverse groups and ages are brought together; • Evidence of how the event will positively impact the host community; • Identify if the social opportunities are short (event specific) or long term (ongoing spin offs) in nature; • Level of involvement by local volunteers; • How the event caters for needs of all abilities (disability etc). 	20%	35%
<p>Cultural opportunities – describe how the event contributes towards:</p> <ul style="list-style-type: none"> • The development of arts & culture in the host township or greater Surf Coast Shire; • Arts and cultural networks in Surf Coast Shire; • Other arts and cultural programs and/or projects taking place; • Linking attendees to culturally significant aspects of the host community through the event. 	20%	32%
<p>Environmental sustainability – does the event plan for and contribute to:</p> <ul style="list-style-type: none"> • Positive environmental sustainable outcomes in the short (event specific) or longer term; • Provide an element of environmental education or awareness for attendees; • A level of excellence in event management from an environmental aspect (includes rubbish removal, waste, recycling, techniques that minimise the carbon footprint of the event); • Minimisation of single use of plastic bottles, plastic bags and plastic straws. 	20%	20%

8. What events or event components can receive funding?

The following types of events will be eligible to apply for funding under the Surf Coast Shire Event Grants Program:

- Events that complement and promote the 'brand' of Surf Coast Shire or the townships they are situated in;
- Events that support the 2017 – 2021 Council Plan;
- Major & Signature events staged outside of the peak period of 15 December – Easter;
- Community Events can attract funding for any time of the year;
- Events that demonstrate the need for financial assistance;
- Existing events that display new elements or growth linked to the funding.

The following components of the event can receive funding:

- Marketing and promotion initiatives and collateral;
- Equipment hire;
- Site/venue hire;
- Event planning reports (\$5,000 maximum);
- Catering (limited to \$1,000);
- Photos and videos of the event in Surf Coast Shire;
- New event components (growth items).

Events seeking funding of \$5,000 and above will be required to nominate the particular component and the amount within the event that the funding will facilitate.

9. What events or event components will not be funded?

The following types of events will **not** be funded under the Surf Coast Shire Event Grants Program:

- Events that are entirely tradeshows, conferences, teaching programs or lectures;
- Interstate or overseas travel or accommodation;
- Events designed to promote a solely political purpose;
- Events that have already commenced or already occurred by the application closing date;
- School fairs, markets and fetes, unless there is a wider community benefit;
- Circuses or events with caged exotic animals;
- Events that fundraise in nature (unless the project provides considerable community benefit).

The following components of the event will **not** be funded:

- Capital or ongoing maintenance works;
- Prize money, awards and trophy production;
- New building works;
- New or replacement furniture, equipment and fixtures;
- Organisational core operating costs such as funding for permanent staff members, insurance and utilities.

10. Application Process

The following processes will apply to the Event Grants Program categories.

Community Events up to \$5,000

1. *Process opens to receive applications 1 September.* Guidance provided by Council Officers on most appropriate category.
2. *Submissions close 30 September.* Individual applications assessed by Officers and scored against selection criteria.
3. *Panel of Officers meet and make recommendations based on assessment and further discussion.*
4. *Report presented to January Council meeting for consideration.* Grants then announced publicly.

Major Events seeking up to \$10,000

1. *Process opens to receive applications 1 September.* Guidance provided by Council Officers on most appropriate category.
2. *Submissions close 30 September.* Individual applications assessed by Officers and scored against selection criteria.
3. *Panel of Officers & designated Councillors collaborative assessment undertaken.*
4. *Follow up questions may be asked to clarify points.* Collaborative conclusion reached.
5. *Report presented to Council meeting for final endorsement in January.* Grants then announced publicly.

Signature Events seeking over \$10,000

1. *Event organiser makes contact with Council officer.*
2. *Organisations work in partnership with Council staff to work through the event application to take to Council.*
3. *Event organisers present to panel of Councillors seeking quantum of funding and length of funding commitment.*
4. *Confirmation of funding made at monthly Council Meeting.*

Signature events will be required to work in partnership with the Economic Development Unit to establish the key benefits of the event and the justification as to why the desired event funding is warranted. This will be an open process to enable more flexibility. Once finalised the event organiser will be required to present to Council. Economic Development staff will work with applicants to determine which category events fit within.

11. Grant Agreement & Conditions

Successful applicants will be required to enter into an agreement with Surf Coast Shire Council.

The agreement will list any recognition benefits to be provided to Council, which may include:

Promotion and Marketing

- Surf Coast Shire signage at all activities and events related to the project (or mutually agreed with event organisers);
- Recognition of Surf Coast Shire in all advertising, promotions and social media;

- Funded groups to recognise the Surf Coast Shire as a funding source on all project and publicity materials. (Please contact the Economic Development & Tourism Unit on (03) 5261 0600 to obtain the relevant logo and to ensure that the Shire sights and approves proofs of all materials prior to production.) Unauthorised use of the Surf Coast Shire logo on other material will result in the organisation being ineligible to apply for further grants.
- All printed material including invitations, fliers, posters and programs must include Surf Coast Shire logo;
- An opportunity for a Surf Coast Shire representative to speak at events and activities;
- Inclusion of Surf Coast Shire message in the event program at no charge;
- Copies of any “products” to be provided to the Shire prior to the completion of the project;
- Surf Coast Shire flags or banners may be required by Council to be erected in designated positions (or as mutually agreed with event organisers);
- Agreement of Event Organiser to implement “Survey Monkey” or similar survey tool for evaluation purposes;
- Agreement of Event Organiser to ensure the event is a “Waste Wise” event.

Governance

- Funded groups will need to complete a grant agreement and acquittal report. The Surf Coast Shire will provide pro-formas. The grant agreement needs to be signed before any payment can be made. The acquittal report must be completed at the end of the project and be received within twelve months of receiving grant funding. The group will be ineligible for any further grants if this report is incomplete;
- It is the responsibility of all applicants to supply the relevant taxation and insurance documentation in the application form;
- Funds made available through the Event Grants Program are to be spent on the activities as outlined as part of the application process and agreement;
- Activities arising from the grant allocation must take place within the Surf Coast Shire and benefit Surf Coast Shire residents and visitors;
- Funded groups must seek advice from Council before making significant changes/variations to the implementation of the project or to the proposed budget;
- Allocated funds are to be expended within twelve months of receiving the funding, unless otherwise negotiated. Accurate financial records of the recipient organisation must be maintained and made available to Council staff in the event of any further audit by Council into the use of the Grant;
- Council officers may request meetings with the applicant to check progress during the period of the activity, or undertake an independent audit of the books and records of the applicant;
- The Surf Coast Shire is not responsible for meeting any shortfall should the project run over budget;
- Any grant funds not expended on the project will be returned to the Surf Coast Shire;
- The Council, its agents and employees shall not be responsible at any time for any liabilities incurred or entered

into by the recipient organisation as a result of, or arising out of that organisation’s responsibilities under the Grant Agreement;

- The recipient shall release and indemnify the Council, its agents and employees against any claim, demand, liability, costs, expenses, actions arising out of or in any way connected with the activities of the recipient, or the recipient’s agents in consequence of the authorisation/ funding agreement except where the claim, demand, liability, costs or action are caused by the Council, its servants or agents;
- If the event/program is to be held on Council property, approval must be sought from Council through the relevant department(s);
- List the event on Visit Victoria’s website;
- Participate in a de-brief process post event and report on event delivery, identified improvements and key event outcomes; and
- Provide evidence of the impact /success of the event including survey data, photos and media exposure.

12. Public Liability Insurance

Public liability insurance is required for all Surf Coast Shire events and a Certificate of Currency must be submitted. Generally, if your event is auspiced, public liability insurance is the responsibility of the applicant, not the auspice organisation. Please check with your auspice organisation.

If you do not currently have public liability insurance and your request for funding is successful, you will be required to obtain public liability insurance prior to payment of the grant.

13. Making your project or event accessible Where possible, Event Organisers should make their event accessible and inclusive for all. This includes physical access to events, as well as ensuring written materials are visually accessible.

Resources that may assist you include:

Accessible Events Guide: This guide has been designed to assist event organisers make their event accessible to all. This includes a list of resources you can borrow from the Shire free-of-charge (including ramps, parking signage, hearing loop).

Visit www.surfcoast.vic.gov.au/My_Community/Arts_Culture_Events/Events to download a copy of this guide or call Council’s Rural Access Officer for more information on (03) 5261 0600.

Guidelines for Producing Readable Text: Vision Australia has fact sheets designed to help you produce information which is clear and readable (i.e. clear, large font, good colour contrast etc).

Visit www.visionaustralia.org.au for more information.

14. Payment Process

- If your organisation is successful in receiving a grant, payment will be made into your nominated bank account once all relevant documentation is received, including a signed Funding Agreement and evidence of public liability insurance. Payment milestones may be put in place.
- If your project is being auspiced, you will need to submit the banking details of your auspice organisation.