Events and festivals are an integral part of our community, adding vibrancy, diversity and opportunity; showcasing our culture, heritage and unique environment. Events and festivals promote the Shire as a location to visit, stay, explore and invest; providing economic return to the region.

PURPOSE AND OBJECTIVE
The guidelines provide details of the support and funding that is available from the Corangamite Shire Council, information about making an application and the assessment process.

OBJECTIVES OF EVENT FUNDING ARE TO:
- assist the development and implementation of new events
- attract new events to the region
- increase regional, national and international visitation
- promote the area as a destination to visit, stay, explore and invest
- stimulate economic activity in the Shire.

COUNCIL OBJECTIVES ARE TO:
- assist with event start-up for annual events, with the aim that they transition into fully self-funded and not reliant on recurrent funding
- provide support for community events
- provide an equitable system for determining Council contribution towards events and festivals

FUNDING SUPPORT THAT IS AVAILABLE
The Events and Festivals Grant Program incorporates two components:
- grant funding that is structured according to categories with maximum allocations
- in-kind support

Grant funding and in-kind support is available to community groups and not-for-profit groups only. Commercial organisations and individuals with an ABN may only apply for in-kind support, to a maximum of $5,000. Available funding to be allocated is determined by Council as part of the annual budget process.

WHAT TYPE OF APPLICANT MAY BE CONSIDERED AS ELIGIBLE
- Community groups
- Incorporated not-for-profit organisations, or not-for-profit group auspiced by an incorporated organisation
- Incorporated commercial organisations, or an individual with an ABN
- Event located in the Corangamite Shire local government area
- Event to occur within the funded period
- Event to align with strategic objectives in the Council Annual Plan, Events and Festivals Strategy and the Events and Festivals Grant Program

WHAT TYPE OF APPLICANT MAY NOT BE CONSIDERED AS ELIGIBLE
- An applicant whose event has received Corangamite Shire funding for the same activity within the same financial year including budget allocation or other grant funding
- An applicant that has outstanding debts to the Corangamite Shire
- An applicant that has failed to provide satisfactory acquittal reporting from any previous Corangamite Shire funding
- Requests for retrospective funding [i.e. funding for events already taken place]
- Events that are conducted outside of the Corangamite Shire area

EVENTS THAT MAY BE ELIGIBLE COULD INCLUDE:
LOCAL EVENTS, INDOOR OR OUTDOOR
CULTURAL [HISTORICAL & HERITAGE] EVENTS
ART EVENTS [MUSIC, THEATRE OR VISUAL]
TOURISM-RELATED EVENTS [FOOD, SPORT & REC]
events & festivals grant program 2018
GUIDELINES

GRANT FUNDING
Events and Festivals Grant Program funding is available to community groups and not-for-profit groups only.

Commercial organisations and individuals with an ABN may only seek in-kind support.

Grant funding is divided into categories allowing for an event to fall within only one category type.

MINOR COMMUNITY EVENTS
Up to $1,000 on a dollar for dollar basis
New or established community event that supports the participation of communities, attracting local visitors from within the Shire and being primarily of a social and community focus.

SMALL SCALE EVENTS
Up to $2,000
New or established events of regional or local significance, with the capacity to attract intra and interstate visitation, generating a profile within the region.

MEDIUM SCALE EVENTS
Up to $5,000
New or established events of regional, state or national significance, attracting intra and interstate visitation, generating a profile outside the region.

MAJOR EVENTS
Up to $10,000
New or established major events of national or international significance, attracting significant visitor numbers from Victoria, interstate and potentially internationally. Major events generate a profile outside of the region.

HALLMARK EVENTS
Up to $15,000
Events generally grown from within the event locality that generate substantial tourism, economic and community value. Events generally attract visitors from outside the region including interstate and international visitation. Hallmark events generate a substantial national or international profile for the destination.

IN-KIND SUPPORT
Community groups and not-for-profit applicants can request in-kind support in addition to grant funding as part of the program. In-kind support being a non-monetary form of funding that assists event organisers with covering the costs of using Council resources and services.

Commercial organisations and individuals with an ABN may only apply for in-kind support, to a maximum of $5,000.

Applicants are required to confirm the dollar value of the in-kind support that is being requested with Corangamite Shire, prior to submitting the application.

Requests for in-kind support are to be detailed on the Events and Festivals Grant Program Application Form and included in the event budget.

HOW DO I APPLY?
Applicants are required to provide the following by the nominated close-off date and time:

- completed application form
- documentation that addresses the assessment criteria

Applications are to be submitted using the online application form on the Council website:
www.corangamite.vic.gov.au

Applicants who require support to access the online application or want to request a hard-copy should contact Council on 5593 7100.

Applicants are invited to discuss their event project and application with the Economic Development and Tourism Unit on 5593 7100, before submitting an application.
## ASSESSMENT CRITERIA

Applications will be assessed according to the following criteria:

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<th>DETAIL</th>
<th>SMALL TO HALLMARK</th>
<th>MINOR COMMUNITY</th>
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| Strategic Alignment       | Alignment with strategic objectives in the Council Annual Plan, Events and Festivals Strategy and the Events and Festivals Grant Program  
Event need – new and innovative offering  
Community events may have the following focus: *Responds to identified community needs and issues* | 10%               | 10%             |
| Community                 | Detail about who will benefit from the project  
Demonstrated community support  
Evidence of direct community engagement  
Encouragement of community celebration  
Inclusion of volunteers  
Community events may have the following focus: *Enabling of the wider community to contribute and participate, particularly by members of traditionally disadvantaged groups* | 15%               | 35%             |
| Economic Benefit          | Expected positive impact on businesses and the local economy.  
Details on the visitors that will be attending the event, and from what geographical location (local, intrastate and interstate).  
Confirmation of support obtained from local business.  
Event program that creates vibrancy, activation of the precinct and encourages overnight stay. | 45%               | 10%             |
| Supporting Documentation  | Adequacy of the relevant planning documents that have been provided as part of the application.  
• Budget  
• Event Management Plan  
• Risk Management Plan [small to hallmark event]  
• Business Plan [small to hallmark event] | 15%               | 20%             |
| Funding                   | Details provided on any funding that the event has received from Council since its inception.  
Level of external sponsorship/funding obtained and value.  
Information that shows how the event will transition to being self-funded.  
Is the organisation funded by, or required to report to, State Government or a Government Agency?  
Detail the extent of the support from State Government organisations.  
*Community Groups are to provide a current bank statement* | 15%               | 25%             |
Grant funding for events and festivals is to be advertised biannually, subject to the allocation of funds in the Council annual budget.

### ROUND ONE
Advertised the first week in August.
Applicants to be notified of the outcome in December.
Submissions may be received for events occurring from March to August.

### ROUND TWO
Advertised the first week in February.
Applicants to be notified of the outcome in June.
Submissions may be received for events occurring from September to February.

Applications may be received for ad-hoc requests for new events that fall outside the scheduled biannual grant program dates. The method of assessment and approval for ad-hoc requests is the same as the biannual grant program.

### ASSESSMENT PROCESS
Applications will be evaluated according to:
- eligibility
- application requirements
- assessment criteria and weightings
- presentation (if required)

Applications are evaluated according to the criteria, with recommendations referred to Council for consideration. Applicants may be required to present to Council as part of the assessment process.

Following the Council briefing and applicant presentations, a report will then be tabled to Council for the final approval of the recommendations.

Applicants who meet the criteria are not guaranteed funding due to the competitive funding process. Partial funding may be offered if deemed appropriate.

All applicants will be notified in writing of the outcome of their application and grants will then be announced publicly.

### GENERAL CONDITIONS
- Successful applications will be required to enter a funding agreement with the Corangamite Shire Council
- Event planning documents, as detailed in the assessment criteria, must be provided upon request
- All event-related applications and permits, including Public Liability Insurance, remain the responsibility of the application and must be received from the relevant authorities prior to event commencement
- Events and Festivals Grant Program funding recipients will be required to acknowledge Council’s contribution. Guidelines will be made available to successful applicants
- Council is only obliged to pay the approved grant amount as per the funding agreement and conditions. No responsibility will be taken for the applicant’s budget overrun
- If the event does not proceed, or the conditions/funding agreement are not met, any grant monies must be returned to the Council within 30 days
- Further conditions and information is provided in the funding agreement.

### PAYMENT PROCEDURE
Successful applicants are required to forward an invoice to the Council with the organisation’s ABN number (tax invoice for those registered for GST).

For organisations without an ABN, a statement by supplier form is to be completed and returned with the tax invoice.

Further payment details are provided in the funding agreement.

### ACQUITTAL
A final report that includes financial acquittal, demonstrating that the project has been completed and how it met the assessment criteria, is to be provided within three months of the event date.

Supporting evidence may include copies of invoices, photographs, promotional material, brochures/flyers, videos or an onsite inspection. Failure to provide satisfactory acquittal reporting will result in the applicant being ineligible for future funding.