

# Event & Festivals Grant Program



Funding Guidelines 2021-2022

## INTRODUCTION

Events and festivals are an integral part of our community that bring significant benefits to the region. Events add to the vitality of the Shire providing community connection, place activation and grow the visitor economy.

## PURPOSE OF THE PROGRAM

The purpose and objectives of event funding are to:

- stimulate economic activity in the Shire
- increase visitation and overnight stay
- assist in the growth of existing events
- assist the development and implementation of new events
- attract new events to the region
- promote greater social connection
- build the capacity of the local community

## ELIGIBILITY OF APPLICANTS

What may be considered:

- Community groups.
- Incorporated not-for-profit organisations, or not-for-profit group auspiced by an incorporated organization
- Incorporated commercial organisations, or an individual with an ABN.
- Events located in the Corangamite Shire local government area.
- Events that occur within the funded period.
- Events that align with strategic objectives in the Council Annual Plan, Events and Festivals Strategy and the Events and Festivals Grant Program.

What may **not** be considered:

- Local community events with a social connection focus and limited economic impact (events may be eligible for funding in other Council Grant Programs).
- 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 directly benefit a business or a small number of individuals.
- School projects that are considered to be part of normal curriculum.
- Events deemed to be the responsibility of another agency or authority.

### WHAT FUNDING IS AVAILABLE?

Funding of up to \$15,000 is available, made up of a maximum of \$10,000 grant funding and maximum \$5,000 of in-kind support. Applicants are strongly encouraged to contact Council prior to submitting an application to discuss potential funding and in-kind amounts.

Grant funding and in-kind support are available to community and not-for-profit groups.

Commercial organisations and individuals with an ABN can only apply for in-kind support. Requested in-kind support is to be detailed on the application form and included in the event budget. Applicants are to contact Council to discuss in-kind costs.

Funding is provided as supplementary support for events to grow positive economic outcomes, not to solely fund or recurrently subsidise an event.

### TIMING OF THE PROJECT

The Events and Festivals Grant Program is presented annually, subject to allocation of funds in the Council annual budget.

The Events and Festivals Grant program is open for applications from early April 2021, closing at 5 pm on Monday 24 May 2021.

Applications may be received for events taking place from 1 August 2021 to 31 July 2022.

Applicants will be notified of the outcome of their application after the July Council Meeting.

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

### ASSESSMENT OF APPLICATIONS

Applications are evaluated according to eligibility, application requirements and the following assessment criteria and weightings.

Criteria	Detail	Weighting
Contact	Have you contacted Council to: Discuss your application? Check the level of grant funding to apply? Confirm the actual cost of in-kind services?	10%
Economic Outcomes	How does the event stimulate the local economy, and are local businesses able to leverage the event? How does the event encourage increased visitation and/or overnight stay?	25%
Place Outcomes	Explain how the event program activates private or public spaces with activity.	20%
Social Outcomes	How does the event promote greater community connection and build capacity within the local community?	20%
Supporting Documentation	Event planning documents (e.g. budget, event management plan, risk management plan and COVID action plan if required).	25%

#### GENERAL CONDITIONS

Successful applications will be required to enter a funding agreement with the Corangamite Shire Council.

All event related applications and permits, including Public Liability Insurance, remain the responsibility of the applicant and must be received from the relevant authorities prior to event commencement.

Events and Festivals Grant Program recipients are required to acknowledge Council's contribution in all advertising and promotion.

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.

#### PAYMENT PROCEDURE & ACQUITAL

Council will pay any funding allocations to the organisation upon entering the funding agreement with the applicant responsible for managing the project.

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 over spend.

To satisfactorily acquit the event, applicants will be required to submit an event project report, as outlined in the funding agreement. The final report is to be provided within three months of the event date in line with Council's audit process.

#### HOW TO APPLY

To apply for funding, organisers are required to provide a completed application form, address the assessment criteria and provide supporting documentation (e.g. budget, event management plan and risk management planning).

Applications can be submitted by using the online application on Council's website [www.corangamite.vic.gov.au/grants](http://www.corangamite.vic.gov.au/grants), returned by email to [grants@corangamite.vic.gov.au](mailto:grants@corangamite.vic.gov.au) or by post to Corangamite Shire Council, PO Box 84, Camperdown VIC 3260.

Please contact Council to discuss your application before submitting.

Completed applications will be accepted until 5 pm, Monday 24 May 2021.

#### COUNCIL CONTACT

For further information on the Events and Festivals Grant Program please contact Economic Development and Events Officer, Tammy Young on 5593 7100.