EVENT FUNDING PROGRAM GUIDELINES
2022 – 2023

Applications close 11.59pm, Thursday 30 June 2022

Contents

1.   Introduction

Alpine Shire Council is committed to the development and support of community and tourism events and festivals that provide vibrant and diverse experiences for residents and visitors.

Council adopted the Alpine Shire Events Strategy in 2021. This document is intended to be a blueprint for Council to guide decision making, forward planning and strategic direction for events within the Alpine Shire. This Strategy, including future directions and recommendations, is subject to review after four years.

The Strategy identifies the needs and priorities of the community and provides a clear and realistic framework for Council to guide the future delivery of events. The outcome of this is to ensure the sustainability of the events sector whilst delivering the best possible outcomes for the Alpine Shire community.

The strategy can be found here:
www.alpineshire.vic.gov.au/sites/default/files/resources/Alpine-Shire-Events-Strategy.pdf

Event resourcing and support

Strategic Objective 2.1.1 sets out Council's commitment to "promote and facilitate events across the Alpine Shire. This objective supports the Strategic Driver: For a Thriving Economy.

Council supports the management and delivery of the events sector through the annual Events Funding Program as well as services provided for event approvals.

Council has a challenging role in providing support to the events sector, as it must consider the strategic direction of the events calendar, utilising limited resources to deliver a large event portfolio and meet community expectations.

The objectives of event funding are to:
• Assist with the establishment, development and delivery of new events with the aim that events transition to being fully self-funded and not reliant on recurrent funding from Council.
• Strengthen and develop community
• Provide support for community events
• Encourage community participation

- Increase regional, national and international visitation
- Promote Shire townships as destinations to visit, stay, explore and invest
- Stimulate the economy
- Provide an equitable system for determining Council contribution towards events and festivals

Section 8 of the Strategy, 'Event Approval and Funding Framework', provides specific information relative to event permitting and event funding. For the purposes of event funding the following is taken directly from the Strategy document:

8. EVENT APPROVAL AND FUNDING FRAMEWORK

8.1 INTRODUCTION

An event approval and funding framework was developed by Council to help achieve the strategic objectives, strategies and outcomes identified in the Strategic Events Framework (Section 7). This section helps form Council's policy in permitting and funding future events in the Alpine Shire (to be implemented from 1 July 2022) and is a key lever for Council to improve event delivery and management.

This includes an overview of event categories, permitting conditions and funding conditions to ensure each proposed new event aligns with agreed objectives and outcomes for the events sector.

8.2 IDENTIFIED EVENT IMPACTS AND CONSIDERATIONS

To help determine the most appropriate categorisation for each event, the anticipated social, environmental and economic impact of the event will be identified, and the potential beneficial and detrimental impacts of the event will be considered.
Key considerations include but are not limited to those listed in **Table T9** (overleaf).

T9. EVENT IMPACTS AND CONSIDERATIONS

Impact Type	Considerations
Social impact	Beneficial: • Extent to which the local community participates in or spectates at the event, and the opportunities this brings for improved social cohesion and community development. • Degree of community consultation and engagement of the local volunteer base in the planning and delivery of the event. • Contribution of the event towards the objectives of Council's Municipal Public Health and Wellbeing Plan. Detrimental: • Impact on the free flow of vehicular and pedestrian traffic through the CBDs of our major towns and on key arterial roads, resulting in increased emergency response times and reducing accessibility for residents and visitors. • Risk factors associated with the event including alcohol consumption and associated antisocial behaviour. • Monopolisation of key public open spaces by event infrastructure to the detriment of informal family events and other social gatherings.
Environmental Impact	Beneficial: • Demonstration of commitment to best practice in sustainable event management/sustainable tourism. Detrimental: • Poor practices around waste separation at events. • Littering. • Use of single use items and plastic. • Increased incidence of free-camping and associated waste-management issues when managed accommodation is at capacity.
Economic Impact	Beneficial: • Economic input to Alpine Shire businesses. • Capacity to drive increased visitation, particularly overnight and off-peak. • Profile, brand alignment and marketing reach of the event. Detrimental: • Costs associated with event impact on Council infrastructure and open spaces.

Source: Alpine Shire Council, 2021

2.   Accessibility

If you would like to receive these guidelines in an alternative format, please telephone Alpine Shire Council Customer Service on 5755 0555 or via the National Relay Service on 133 677 www.relayservice.com.au or email info@alpineshire.vic.gov.au

3.   Event Funding

The following criteria will be applied to applications when assessing levels of funding for permitted events. This assessment is independent to the event permitting process and determines an event's eligibility for funding only.

The assessment designates funding for permitted events according to 'Tiers', which are based on specific criteria and determine the maximum level of funding that can be provided. This tiered system provides flexibility for the range of event types (i.e. high/medium/low impact) to receive different levels of funding based on meeting certain criteria, which also distinguishes between a 'tourism' or 'community' event (where relevant).

Table T11 (overleaf) details the eligibility criteria and funding allocations for each Tier, which will be applied to funding applications to determine the level (and duration) of funding.

Successful funding does not imply ongoing funding. Events should always have an end goal that their events will be sustainable without support from Council.

Any event looking for resources or support from Council for their event (whether it be cash sponsorship plus/or the monetary value of logistics support) must apply through the Event Funding program. Cash sponsorship plus monetary value of logistics support will not exceed the maximum funding amount of each tier.

Alpine Shire Council recognises and acknowledges the ongoing connection of First Peoples and Traditional Owners of the land which is known as the Alpine Shire and encourages First Peoples and Traditional Owners to apply for event funding to support local events including, but not limited to NAIDOC Week and National Reconciliation Week.

COVID-19

Events awarded event funding through the 2020-21 FY or 2021-22 FY event funding rounds that were not able to run as a result of COVID-19 restrictions at the time, may be eligible for those funds to be available for the 2022-23 FY without having to reapply for funding. Please speak to the events team for further information.

T11. EVENT FUNDING ELIGIBILITY CRITERIA

Tier	Determining Criteria		Funding
Signature Events	• Likely to be a one-off major tourism event with the capacity to attract intrastate, interstate and/or international visitation • Of international or national significance • Delivers substantial community, economic and tourism benefits • Generates state or national profile for the region		Subject to a resolution of Council or decision taken under CEO delegation as appropriate.
Tier 1	• A large-scale tourism event • Event has the capacity to attract intrastate and interstate visitation • Of national or state significance • Delivers significant social, economic, environmental and/or cultural-wellbeing outcomes		The maximum funding (cash sponsorship plus the monetary value of logistics support) will not exceed $10,000 provided for up to 3 years. Cash sponsorship will not be provided to events being delivered in Bright over school holidays or over public holiday weekends.
Tier 2	Medium to large scale events that offer one or more of the following attributes:		The maximum amount of funding (cash sponsorship plus the monetary value of logistics support) will not exceed $5,000
	<u>Tourism Events:</u> • Have the capacity to attract interstate and intrastate visitation but primarily appeals to local audiences (from North-East Victoria). • Are of regional significance • Provide economic and environmental outcomes • Sustainability Actions	<u>Community Events:</u> • Events that celebrate local identity and culture and provide a range of community benefits including participation, wellbeing and community connectivity • Offers opportunities for community engagement and connectivity • Participation opportunities for local groups • Sustainability Actions • Offers community health and wellbeing through participation	
Tier 3	• Smaller-scale community events that offer one or more of the following attributes: • Event may attract intrastate visitation (from North-East Victoria) but are primarily focused on local community. • Events that provide community benefit including participation, wellbeing and community connectivity • Events for special interest groups.		The maximum amount of funding (cash sponsorship plus the monetary value of logistics support) will not exceed $2,000

4. Funding guidelines

The Event Funding program offers logistics to events and is designed to achieve the strategic objectives identified in the Council Plan 2021-2025.

Who can apply?

- Incorporated not-for-profit groups and organisations
- An unincorporated organisations auspiced by an incorporated organisation
- Incorporated organisations

Who cannot apply?

- Individuals
- Government agencies, political groups and religious groups
- Applicants who have not satisfactorily acquitted previous Council grants or who have outstanding debts to Council or who are subject to legal action.

Assessment

To be considered for funding, events must satisfy some or all the following criteria in addition to the criteria provided in the 'Funding Levels' section of this document. The event must:

- Be held between 1 July 2022 – 30 June 2023;
- Align to the objectives of Council's Plan 2021-2025 by satisfying:
    a) one or more of the Public Health and Wellbeing Plan priorities;
    b) the requirements of the Waste Wise Guide and reduction in event waste;
- Contribute to a vibrant calendar of events the economic and social benefits of our community;
- Be a public event, inclusive and accessible to everyone;
- Have the potential to become financially sustainable, without Council support, into the future;
- Comply with all relevant regulations and Council requirements;
- Align with regional branding and strategic tourism objectives.

Your application will be assessed by a panel including community and Councillor representation. The panel will consider the set criteria. The assessment and allocation process is as follows:

- The assessment panel will provide recommendations that will be presented to Council via a Council report at a formal ordinary Council meeting
- Council will consider the recommended funding allocations at a formal ordinary Council meeting
- All applicants will be notified of the outcome of their application.

What won't be funded?

- Late submissions;
- Applications seeking support for the entire cost of an event;
- Events that have been held/completed;
- Events that do not meet the assessment criteria;
- Administration costs of an organisation to run the proposed event;
- Events taking place outside of the Alpine Shire;
- Illegal activities or events;
- Events that are entirely tradeshows, conferences, teaching programs or lectures;
- Private events or functions;
- Events that may offend or exclude parts of the community;
- Any organisation that has not previously complied with event permit or other conditions of Council or has failed to apply for required permits;
- School fetes, markets or fairs, unless there is a wider community benefit;
- Events that fundraise in nature (unless the project provides considerable community benefit);
- Infrastructure related projects, including the purchase of equipment or materials; and
- Extensions to normal business operation such as tours, live music on premises and other regular business activities.

Funding terms and conditions

- Applicants must apply through the online application form. Additional information must be attached as required.
- Successful applicants will be required to complete a Funding Agreement within the term specified. Failure to meet the conditions of the Funding Agreement will void the agreement.
- All funding must be used for the purpose as outlined in the application.
- To vary the purpose for the funds, written permission must first be obtained from Council.

- Successful applicants will be required to demonstrate event outcomes by providing acquittal documentation including final budgets, photos, reports, media releases, testimonials, etc.
- Any funding not expended by the event must be returned to Council.
- Any event that does not occur for any reason, is terminated, or cannot be completed or the event organiser becomes insolvent may not be entitled to any or all the funding allocation.
- The support provided by Council must be acknowledged in all publications, materials, media releases, announcements and activities relating to the event.
- Successful organisations agree to the Council using information from their event in its Annual Report and other Council publications.
- Applicants must indicate and be transparent of all other sources of funding they have sought, are seeking and/or have received in relation to the event in their budget.

Funding payments

Payment of funding to approved events will be as follows:

50% funding available to applicants on:

- completion of the event permit application, including receipt of supporting documentation (see Section 6: Other Important Information), and
- delivery of funding agreement conditions.

50% funding available to applicants on:

- delivery of event
- completion of event acquittal documentation (this must be within 60 days of completion of the event or 20 June 2023, whichever occurs first).

5.   Funding application form

Please submit your application by completing the online form. The form can be found on the Alpine Shire Council website on the Event Funding and Support Programs page: www.alpineshire.vic.gov.au/business/events/funding-and-support-programs

The funding application form is broken up into three sections; requirements for each are detailed as follows:

Section 1: Event details

Provide basic information including the name of the event, proposed dates and locations, the type of event and expected attendance numbers.

All applicants will also be asked to describe how their event aligns with the priorities of Council's Public Health and Wellbeing Plan. The Plan list four main priorities. Every event must align with **at least one** of these priorities to be considered for funding.

The Public Health and Wellbeing Plan can be found within the Alpine Shire Council Plan 2021-2025. This document is available on Council's website: www.alpineshire.vic.gov.au/council/our-council/corporate-plans-and-reports)

All applicants will also be asked to describe how their event aligns with the priorities of Council's strategic direction to decrease the impact of event waste on the local community and environment.

All events will be required to demonstrate how they are working towards achieving a Waste Wise event. Download a copy of the Waste Wise Guide on the Alpine Shire Council website: www.alpineshire.vic.gov.au/sites/default/files/resources/Waste_Wise_Guide_FINAL.pdf

Tip: Events of all sizes and types can be 'waste wise' and work towards sending no waste to landfill. Think about the type of waste that will be generated and what alternatives could be used for waste typically destined for landfill.

In addition to the details above, you must also upload your:
- Event Overview or Event Management Plan
- Marketing and Promotions Plan
- Completed Budget

Tip: The Event Overview (or if available an Event Management Plan) and Marketing and Promotions plan can be contained within the same document or as separate documents. Further information in relation to what is required within these documents can be found below.

1. The Event Overview or an Event Management Plan should include the basic event details (time, place, description, and purpose) along with brief information in relation to venue and/or course management such as traffic and pedestrian management, waste management, required resources etc., and a list of key stakeholders such as Alpine Shire Council, VicRoads, Parks Victoria, Alpine Community Plantations etc.

2. The Marketing and Promotions Plan should identify the target market (age group, geographic location, special interest group etc.) that you would like to attend your event, and then list the activities that you will undertake to market and promote the event to your target market and any costs involved.

   To ensure you capture all the information required, you can include a table in your marketing plan like the one below:

Date/s of activity	Medium (Print, TV, radio, internet, etc....)	Type of activity (e.g. printed flyers, radio	Reach (who will it reach e.g.	Estimated costs
e.g. June 2022–Sept 2022	Radio: Edge FM	60 x 15 seconds adverts	Wangaratta, Alpine Shire	$2500.00
Total Costs				$2500.00

   If required, a Marketing and Promotions Plan template can be downloaded via the Events Resources and Templates page on Council's website.

3. Enter the budget for your event in the table provided. The budget must include a breakdown of your income sources (including sponsorships other than the Alpine Shire Council, donations, and logistics support) and all expected expenditure. Do not include any income (sponsorship or logistics) from Council in this table. The table will automatically calculate the totals for your Income and Expenditure columns and the difference between the two totals.

   Overleaf is an example of what the budget should include for your event.

INCOME List all income, cash contributions & any other support (including logistics)		EXPENDITURE Provide details of how you will spend the money	
Description	**$ Amount**	**Description**	**$ Amount**
e.g. Ticket sales	$1050	e.g. Marketing	$700
Stallholder fees	$925	Signage permit	$67
Bendigo Bank sponsorship	$1000	Traffic management	$2500
Local business logistics	$750	Stage hire	$1000
Income Total $	$3,725.00	**Expenditure Total $**	$4,267.00
Expenditure $ -	$542		

Section 2: Funding details

Select the most appropriate category (as detailed above) and provide details regarding how you will use the funding for your event. If you have any supporting documentation such as quotes to include, please upload them in this section.

Section 3: Applicant details

Provide the details of the group, business or organisation applying for the funding along with a nominated contact person. This is the person to whom all correspondence will be addressed in relation to the application. You must include a postal address, email address and phone number, and the ABN of the group, business, or organisation. **Please ensure the group, business or organisation name given in the application matches the entity for which payments for funding will be made.**

If you are not an incorporated entity and are being auspiced by another organisation, please provide the details of the auspice organisation in this section.

6. How will my event be assessed?

Information contained within your Funding Application and supporting documentation will be assessed on both the criteria applicable to the funding Tier under which you are applying and general criteria applicable to all events.

Applicants with accurate and valid evidence will be given higher scores in the assessment process.

7. Other important information

An Event Funding Application submission and Funding Agreement does not mean that the event has been approved to proceed by Council.

All events are required to complete an Event Permit Application, regardless of funding status. For those successful applicants with a Funding Agreement in place, funds will only be provided to once the Event Permit Application is lodged, and all supporting documentation is received. Supporting documentation may include, but is not limited to:

- Event Management Plan
- Risk Management Plan
- Emergency Management Plan
- Traffic Management Plan (if applicable)
- Site Plan
- Other permits from relevant stakeholders, e.g. VicRoads, Parks Victoria*
- Council permits such as Works/Occupation in Council Land, Signage Permit and Planning Permit (where applicable)

This is a competitive program. No application can be guaranteed funding. Council reserves the right to determine the most appropriate funding Tier for applicants and can reallocate a submission accordingly. There is no guarantee that events will receive the full amount or any of the funding requested.

Funding timelines

May 2022	Applications open for submission
30 June 2022	Applications close
July 2022	Applications assessed by panel
July 2022	Panel makes recommendations to Council
August 2022	Funding allocated, and agreements sent out to successful applicants
	Unsuccessful applicants notified
September 2022	Funding agreements signed and returned to Council
1 July to 30 June 2023	Event takes place
Within 6 weeks of event	Post Event Evaluation and Acquittal Submitted

Tips for success

- Read the Event Funding Program document prior to completing any documentation
- Check the 'What will not be funded' list to gauge eligibility
- If you are a new event or an existing event with changes being proposed, talk to the Events Development Officer prior to completing an Event Funding Application and include any changes or innovations in your application.
- Complete all questions in your application
- Ensure you have selected the correct Tier Level for your event – contact the events team to discuss if you are unsure.
- Ensure you have addressed the Assessment Criteria

Ensure your application with required supporting documentation is submitted prior to **11.59pm, 30 June 2022**. No late applications will be accepted.

INFORMATION PRIVACY AND PERSONAL INFORMATION

Alpine Shire Council treats all personal information provided by an individual or organisation in support of this funding application in accordance with the Privacy and Data Protection Act 2014 and the Public Records Act 1973.

Alpine Shire Council Events Department
Email: events@alpineshire.vic.gov.au
Phone: 03 5755 0555