



# EVENT FUNDING PROGRAM GUIDELINES 2021 – 2022

**Applications close 10pm, Wednesday 30 June 2021**

All projects must be completed by 30 June 2022

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## 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.

Objectives of event funding are to:

- Assist the development and implementation of new events
- Strengthen and develop community
- Encourage community participation
- 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's objectives are to:

- Assist with event establishment, with the aim that events transition to being fully self-funded and not reliant on recurrent funding from Council year on year
- Provide support for community events
- Provide an equitable system for determining Council contribution towards events and festivals.

Successful funding does not imply ongoing funding. Events should always have an end goal that their events will be sustainable without support from Council. Funding is available to assist with the delivery of annual events in the first, second and third year of the events lifecycle (known as 'Seed Funding').

Events seeking funding beyond the third year must:

- a) demonstrate why Council should consider ongoing funding, and
- b) demonstrate what other revenue sources are being explored.

Any event looking for resources or support from Council for their event (in kind or cash contribution) must apply through the Event Funding program.

Applications must be submitted by **10pm, Wednesday 30 June 2021**. Late applications will not be considered.

***Note: if your event received funding in the 20-21 Event Funding Round and was cancelled because of Covid-19 these funds will be made available for your event for the 2021/22 Event Funding round without having to reapply for funds.***

Delivery of funding for approved events is as follows:

- 50% funding available to applicants on:
  - a) completion of the event permit application, including receipt of supporting documentation (see Section 5: Other Important Information), and
  - b) delivery of funding agreement conditions.
- 50% funding available to applicants on:
  - a) delivery of event
  - b) completion of event acquittal documentation (this must be within 60 days of completion of the event or 20 June 2022, whichever occurs first).

Events cancelled for any reason whatsoever may not receive any or all the funding amount granted.

## 2. Funding levels

There are three main funding categories; Tier 1, Tier 2 and Tier 3. The Event Funding Program has been designed to enable event organisers to apply to the most appropriate category depending on size and focus. Preference will be given to not-for-profit community events across all categories.

### Tier 1 – Small events and community events (or provision of minimal level support services\*)

Funding for minimal level support services **up to a maximum value** of \$3,500

This category is designed to support small events. The event funding application should align with and address the following criteria:

This category is designed to support small events that:

- Attract up to 1,000 attendees, participation mostly from locals but some participants from outside of the region;
- Create a sense of community;
- Encourage the community to get involved;
- Celebrate local culture; and/or
- Contribute to wellbeing and make Alpine Shire a great place to live;
- Provide a small injection into the economy of the Shire.

Your event funding application must address how you are going to achieve the above.

*\* support services such as supply of waste management, amenity cleans and mowing*

## Tier 2 – Major events and festivals

Funding **up to a maximum value** of \$10,000

This category is designed to support events that:

- Attract between 1,000-5,000 attendees;
- Includes high level participation from people outside of the region (typically intrastate and interstate);
- Attract bed nights/visitor yield and provides considerable economic and community benefit.

Your event funding application must address how you are going to achieve the above.

## Tier 3 – Signature events

Funding \$10,000+

This category is designed to support short term, one off major, large scale events that achieve a significant economic, tourism or community benefit. Depending on the level of funding requested, Signature Events may need to present directly to Council to provide greater detail.

The event funding application should align with and address the following criteria:

- Attract >5,000 attendees;
- Attract interstate and international visitation;
- Generate a substantial increase to visitation and spending;
- Attract significant bed nights/visitor yield and provide substantial economic and community benefit;
- Attract media from outside of the Shire; and
- Increase the profile of the Alpine Shire (via communication mediums or visitation).

Preference will be given to not-for-profit events, however commercial events demonstrating strong support for the local community and significant economic injection may be considered.

### 3. Funding guidelines

The Event Funding program offers logistics to events and is designed to achieve the strategic objectives identified in the Council Plan 2017-2021.

#### 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 is to:

- Be held between 1 July 2021 – 30 June 2022;
- Align to the objectives of Council's Plan 2017-2021 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 delivered within the ban period for mass gatherings;
- 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.

## 4. 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 Planning Festivals and Events page.

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 date's and location's, 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 & Wellbeing Plan. The Plan list four main priorities, as detailed in the table below. Every event must align with **at least one** of these priorities to be considered for funding.



## Alpine Shire Council Plan 2017-2021 incorporating the Municipal Public Health and Wellbeing Plan

### Goals and Strategies

<b>Priority 1</b>	<b>PHYSICAL HEALTH AND HEALTHY EATING</b>
<b>Goal</b>	Improve healthy eating and physical activity
<b>Strategies</b>	Encourage a decrease in the consumption of sweet drinks and unhealthy food. Promote opportunities for people to be physically active in the community. Enhance the built environment and council assets to enable people to be physically active. Promote the benefit and availability fresh fruit and vegetables.
<b>Priority 2</b>	<b>PREVENTING FAMILY VIOLENCE AGAINST WOMEN AND CHILDREN</b>
<b>Goal</b>	Stop family violence against women and children
<b>Strategies</b>	Improve access to information, programs and services for those impacted by family violence. Increase awareness of family violence prevalence, impacts and effective ways to respond as a bystander. Advocate for gender equality.
<b>Priority 3</b>	<b>HARMFUL ALCOHOL AND DRUG USE</b>
<b>Goal</b>	Reduce the incidence of alcohol and other drug related harm
<b>Strategies</b>	Reduce the harms caused by alcohol and drug misuse in the community. Advocate for a safe drinking culture.
<b>Priority 4</b>	<b>SOCIALLY CONNECTED AND SUPPORTED COMMUNITIES</b>
<b>Goal</b>	Create socially connected and supported communities
<b>Strategies</b>	Advocate for employment opportunities for our people. Advocate for public and community transport options within the Shire. Promote and support health and wellbeing activities in the community. Create opportunities for social connection through infrastructure and community activities

(Ref: [Alpine Shire Council Plan Review 2019](#))

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](#) here or on the Alpine Shire Council website.

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 updated Event Management Plan should include the basic event details (time, place, description and purpose) along with brief information in relation to venue/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 is to 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:

<b>Date/s of activity</b>	<b>Medium (Print, TV, radio, internet, etc....)</b>	<b>Type of activity (e.g. printed flyers, radio)</b>	<b>Reach (who will it reach e.g.</b>	<b>Estimated costs</b>
e.g. June 2021- Sept 2021	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 Council’s website.

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.

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

<b>INCOME</b> List all income, cash contributions & any other support (including logistics)		<b>EXPENDITURE</b> Provide details of how you will spend the money	
<b>Description</b>	<b>\$ Amount</b>	<b>Description</b>	<b>\$ Amount</b>
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
<b>Income Total \$</b>	\$3,725.00	<b>Expenditure Total \$</b>	\$4,267.00
<b>Expenditure \$ -</b>	\$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.

## 5. 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.

The assessment criteria for each Tier are detailed in the table below. (please ensure you select the correct Tier for your event, or your event will not meet the assessment criteria)

### Assessment criteria

Criteria	Tier 1 Small & Community Events Up to \$3500 <1000 persons	Tier 2 Major Festivals and Events Up to \$10,000 >1000 persons	Tier 3 Signature >\$10000+ >5000 persons
<b>Economic and tourism impacts</b>	<ul style="list-style-type: none"> <li>Records of total, local and out of town attendees</li> </ul>		<ul style="list-style-type: none"> <li>Significant tourism and economic impacts.</li> <li>Capacity to generate beneficial partnerships and leveraging opportunities.</li> </ul>
<b>Profile</b>	<ul style="list-style-type: none"> <li>Creates positive local interest.</li> <li>Event Plan and capacity, capability, long term sustainability.</li> </ul>	<ul style="list-style-type: none"> <li>Creates a substantial regional profile for Alpine Shire.</li> <li>Capacity for intrastate and interstate visitation.</li> <li>Capacity to drive overnight stay.</li> </ul>	<ul style="list-style-type: none"> <li>Creates a substantial regional and national profile for Alpine Shire.</li> <li>Capacity to drive intrastate, interstate and international visitation.</li> <li>Capacity to drive overnight stay and increase long term visitor yield.</li> </ul>
<b>Community impact and benefits</b>	<p>Contributes to:</p> <ul style="list-style-type: none"> <li>Making Alpine Shire a great place to live, creating a sense of pride and cultural identity.</li> <li>Brings local people together for celebrations, commemorations or to share meaningful experiences.</li> </ul>	<p>High level community benefits including:</p> <ul style="list-style-type: none"> <li>Contributes to making Alpine Shire a great place to live.</li> <li>Expected to bring local intrastate people together with some participation from interstate.</li> </ul>	<p>Significant community benefits including:</p> <ul style="list-style-type: none"> <li>Contributes to making Alpine Shire a great place to live.</li> <li>Brings local people and interstate people together with high level interstate and potentially international</li> </ul>

Criteria	Tier 1 Small & Community Events Up to \$3500 <1000 persons	Tier 2 Major Festivals and Events Up to \$10,000 >1000 persons	Tier 3 Signature >\$10000+ >5000 persons
	<ul style="list-style-type: none"> <li>• Creating mechanism to deliver important messages, share information and knowledge.</li> <li>• Creation and delivery of new and innovative events for community participation.</li> <li>• Contribution to the development of the community.</li> </ul>	<ul style="list-style-type: none"> <li>• Provides opportunity for participation and engagement.</li> </ul>	<p>participation.</p> <ul style="list-style-type: none"> <li>• Provides opportunity for local community and business participation and engagement.</li> </ul>
<b>Capacity and capability</b>	<ul style="list-style-type: none"> <li>• New and innovative programming and/or community outcomes.</li> <li>• Capacity and capability of event organisers.</li> <li>• Financial capacity.</li> </ul>	<ul style="list-style-type: none"> <li>• Level of event growth and development.</li> <li>• Capacity, capability, experience and skills of event organisers.</li> <li>• Financial capacity.</li> </ul>	<ul style="list-style-type: none"> <li>• Level of event growth and development.</li> <li>• Capacity, capability, experience and skills of event organisers.</li> <li>• Financial capacity.</li> </ul>
<b>General Criteria</b>	<ul style="list-style-type: none"> <li>• Program content, marketing plan and operational details.</li> <li>• Adherence to social justice principles including accessibility and inclusion.</li> <li>• Potential for long term sustainability following Council's support including the level of innovation, creativity and change within the event.</li> <li>• Capacity to build beneficial partnerships within the community.</li> <li>• Location and fit of the event within the community.</li> <li>• Long-term legacies created for the community.</li> <li>• Links to local events strategies and/or plans.</li> </ul>	<ul style="list-style-type: none"> <li>• Program content, marketing plan and operational details.</li> <li>• Adherence to social justice principles including accessibility and inclusion.</li> <li>• Potential for long term sustainability following Council's support including the level of innovation, creativity and change within the event.</li> <li>• Capacity to build beneficial partnerships within the community.</li> <li>• Location and fit of the event within the community.</li> <li>• Long-term legacies created for the community.</li> <li>• Links to state, regional and local events strategies and/or plans.</li> </ul>	<ul style="list-style-type: none"> <li>• Program content, marketing plan and operational details.</li> <li>• Adherence to social justice principles including accessibility and inclusion.</li> <li>• Potential for long term sustainability following Council's support including the level of innovation, creativity and change within the event.</li> <li>• Capacity to build beneficial partnerships within the community.</li> <li>• Location and fit of the event within the community.</li> <li>• Long-term legacies created for the community.</li> <li>• Links to state, regional and local events strategies and/or plans.</li> </ul>

## 6. Other important information

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

Any event that is expected to attract greater than 100 participants is required to complete an Event Permit Application and provide supporting documentation in the time required in accordance with the 'Notice required for an Event table' contained within the Event Permit Application Guidelines document. Funding will only be provided to successful applicants 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 Occupation of Road Reserve, Signage Permit and Planning Permit (if 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

17 May 2021	Applications open for submission
30 June 2021	Applications close
July 2021	Applications assessed by panel
July 2021	Panel makes recommendations to Council
August 2021	Funding allocated, and agreements sent out to successful applicants Unsuccessful applicants notified
September 2021	Funding agreements signed and returned to Council
1 July to 30 June 2022	Event takes place
Within 8 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
- Ensure you have addressed the Assessment Criteria

Ensure your application with required supporting documentation is submitted prior to **10pm, 30 June 2021**. 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

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