Mildura Rural City Council

Events Funding & Support Program
Guidelines

Introduction

Mildura Rural City Council (Council) is committed to supporting events within the municipality and recognises the value of events to both the community and the economy.

The Events Funding and Support Program offers grants and sponsorships to events, and is designed to achieve the outcomes identified in Council's Events Strategy 2014 – 2019 and the Events Funding and Support Policy (CP 010).

The program offers three tiers of funding and sponsorship:

- Tier 1 *Major Event Sponsorship*
- Tier 2 *Major Event Sponsorship*
- Tier 3 *Community Event Grant*

You are encouraged to read the guidelines and discuss your event with <u>before</u> starting an application. Additional information and how to respond to the questions in the Pre-application and Funding Application Forms can be found in the Events Funding and Support Program's *Answering the Application Questions* guide.

For more information or to discuss your application please contact us on 03 5018 8100 or email events@mildura.vic.gov.au.

Who can apply?

To be eligible for Events Funding and Support Program funding or support you must:

- Have an event that will be held between **01 January, 2018 – 30 June, 2018**

- Be a legal entity, constituted body, incorporated association or commercial or private organisation (or be auspiced by one).

- Have Public Liability Insurance (to the minimum of $10 million) for the duration of the event.

- Have an event or festival planned to take place within (or for the benefit of) the Mildura Rural City Council municipality.

- Demonstrate governance and management structures and a track record of successfully running events or demonstrate that the organisation has the capability to run a successful event.

- Demonstrate the event's potential for long-term sustainability following Council's support.

- Provide documentation and evidence to meet the funding category criteria.

- Be a public event, inclusive and accessible to everyone.

What will be funded?

Council in partnership with event organisers aim to support and enable a vibrant events calendar that contributes to the economic and social outcomes of our community.

The Events Funding and Support Program is a tiered support model that focuses 70% of funding resources towards events delivering major economic and tourism outcomes (Tier 1 and 2), and 30% to events delivering predominantly community benefits (Tier 3).

The Program aims to support events that:

• Generate economic and tourism outcomes in the Mildura municipality.
• Enhance the profile and appeal of the Mildura region.
• Contribute to Mildura's liveability and well-being.

What will not be funded?

You cannot apply for Events Funding and/or Support Program if:

• Your organisation is funded or sponsored for the event through another Mildura Rural City Council grant program.

• Your organisation has outstanding debts to Council, or has not previously acquitted a grant or sponsorship to the satisfaction of Council.

• You are an Individual.

• You are a political organisation, or your event has a political purpose.

• You expect the grant or sponsorship funding to cover your insurances including, but not limited to Public Liability Insurance, Professional Indemnity Insurance or any event specific insurances.

• You are a religious group or religious event unless your event is non-denominational and demonstrates a broader benefit to the community.

• Your event excludes or may offend parts of the community.

• Your organisation has not previously complied with permit or other conditions of Council, or have failed to apply for required permits.

• Your event is a commercial event where it is ticketed, 'for profit' and does not generate significant economic, tourism or community outcomes.

• Your event is a private event that is not broadly accessible to the local community.

• Your organisation wishes to fund prize money, awards or activities associated with prizes or awards (e.g. trophies).

- Your event is a fundraiser and/or charity event where the majority of funds raised will go outside the region. Fund raisers and/or charity events that are supporting local organisations within the municipality will only be eligible for in-kind (Council services/infrastructure) support.

- Your event is an education event, including events organised by tertiary institutions, primary or secondary schools or kindergartens.

- Your event is in conflict with or accepts sponsorship from organisations not aligned to Council's vision, mission and values.

- Your organisation wishes to fund capital works projects, facility maintenance or the purchase of capital equipment.

- Your event is an expo, conference, business event, civic event, market, fete, circus or touring show.

- Your event is a breakfast, luncheon and dinner event or gathering which will be predominately attended by a niche or small cohort of the intended community.

- Your event is a sporting, cultural, arts, education, special interest or other gathering that takes place on a regular basis such as monthly or weekly.

How much can I apply for?

Applicants can apply for up to the following amounts based on fulfilling the criteria below:

Tier Category	Criteria	Funding up to:
Tier 1 – Major Event Sponsorship	Events that generate: • $1m in economic impact • Substantial tourism outcomes (over 3000 bed nights) • High media profile outside of Mildura • Significant community benefits	$50,000
Tier 2 – Major Event Sponsorship	Events that generate: • $500,000 in economic impact • Significant tourism outcomes (over 1000 bed nights) • High media profile outside of Mildura • Strong community benefits	$20,000
Tier 3 – Community Event Grant	Events that: • Attract less than 3000, mostly local people • Create a sense of community • Encourage the community to get involved • Celebrate local culture • and/or contribute to wellbeing and making a great place to live	$5,000

How do I apply?

To apply for Events funding and/or support you will need to:

1. **Submit a Pre-application.**

    The Pre-application is a short questionnaire which captures a summary of your event and is used to determine which funding tier your event is eligible for funding under.

    Your Pre-application will be combined with information provided in the full Funding Application and existing event data and will be used in the assessment of your event.

    Pre-applications must be submitted via Council's grants portal www.smartygrants.com.au.

2. **Wait to hear from us!**

    We will email you with the outcome of your funding tier assessment together with a link to the relevant grant application form.

3. **Submit a Funding Application.**

    The Funding Application asks you to provide further details about your event based on the criteria of the category your event is eligible for.

    Your Funding Application is assessed against the criteria outlined in these guidelines and will determine the amount of fudning your event will receive.

    Funding applications must also be submitted via Council's grants portal www.smartygrants.com.au.

Please familiarise yourself with the Pre-application and Funding Application deadlines (see below *'Important Milestones'*).

Important Milestones

The Events Funding and Support program has a long lead time to ensure applicants have notification of the funding outcome as well as receive the funds well in advance to allow for planning and promotional lead times.

The following timelines apply to applications for Tier 1 and 2 '*Major Event Sponsorship'* and Tier 3 *'Community Event'* Grants.

Funding Round	Eligible Event Dates	Pre-Application Opens & Closes	Application Opens	Application Closes
One	1 July 2017 – 30 December 2017	July 2016	August 2016	September 2016
Two	1 January 2018 – 30 June 2018	January 2017	February 2017	March 2017

How will my event be assessed?

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

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

Criteria	Tier 1 (*Major Events*)	Tier 2 (*Major Events*)	Tier 3 (*Community Events*)
Economic and tourism impacts	Substantial tourism and economic impacts. Capacity to generate beneficial partnerships and leveraging opportunities. (50%)	Major tourism and economic impacts. Capacity to generate beneficial partnerships and leveraging opportunities. (50%)	Records of total, local and out of town attendees. (0%)
Profile	Creates a substantial national or international profile for Mildura. (10%)	Creates a substantial state, regional, national or international profile for Mildura. (10%)	Creates positive local interest. Event Plan and capacity, capability, long term sustainability (0%)

Criteria	Tier 1 (*Major Events*)	Tier 2 (*Major Events*)	Tier 3 (*Community Events*)
Community impact and benefits	Significant community benefits including: - Contributes to making Mildura a great place to live. - Brings local people together. - Provides opportunity for participation and engagement. (10%)	Major community benefits including: - Contributes to making Mildura a great place to live. - Brings local people together. - Provides opportunity for participation and engagement. (10%)	Contributes to: - Making Mildura a great place to live, creating a sense of pride and cultural identity. - Bringing people together for celebrations, commemorations or to share meaningful experiences. - Creating mechanism to deliver important messages, share information and knowledge. - Creation and delivery of new and innovative programming. - Contribution to the development and w of the community. (50%)
Capacity and capability	- Level of event growth and development. - Capacity, capability, experience and skills of event organisers. - Financial capacity (20%)	- Level of event growth and development. - Capacity, capability, experience and skills of event organisers. - Financial capacity (20%)	- New and innovative programming and/or community outcomes. - Capacity and capability of event organisers. - Financial capacity (25%)

Criteria	Tier 1 (*Major Events*)	Tier 2 (*Major Events*)	Tier 3 (*Community Events*)
General criteria	(10%)	(10%)	(25%)
	• The capacity, capability and long term sustainability of the organisation conducting the event. • Program content, marketing plan and operational details. • Adherence to social justice principles including accessibility and inclusion. • Potential for long term sustainability following Council's support including the level of innovation, creativity and change within the event. • Capacity to build beneficial partnerships within the community. • Location and fit of the event within the community. • Timing of the event and impact within host community. • Long-term legacies created for the community. • Links to state, regional and local events strategies and/or plans.		

Conditions

Your application

- You must discuss your event with Council's Events & Projects Unit <u>before</u> starting an application.

- A copy of your current Public Liability Insurance Certificate (minimum $10 million) must be submitted as part of your application.

- Any in-kind contribution in support of your event must be detailed in your application form.

Council Provided Services

- Council can provide some services to event organisers including street closures and traffic management, bin hire, venue hire and cleaning of event venues. Event organisers will be charged a fee for these services in accordance with Council's Fees and Services Policy.

- Event organisers can apply to have the costs of Council provided services included as part of a funding or sponsorship application. Requests for funding or sponsorship for Council provided services must be requested as part of your grant application.

- The services provide by Council (other than venue hire) may be available from external organisations. Event organisers are encouraged to obtain quotes from providers.

Funding Agreement

- To receive grant funds, successful applicants must enter into a Funding Agreement with Council and adhere to all conditions outlined in the agreement. Your Funding Agreement will specify what the funding can be used for and what it cannot be used for and will detail the expected outcomes, partnerships and other benefits to the community as a result of the event.

Evaluation and Reporting

- Successful applicants will be required to undertake a post-event evaluation. Council will provide a link to the post-event evaluation form to successful applicants. Post-event evaluation reports will be due on the date identified in your funding agreement.

Acknowledgement

- Successful applicants are required to acknowledge Council's support through the provision of a grant or sponsorship through the Events Funding & Support Program. The funding agreement will include the requirement that Council is appropriately recognised through the inclusion of an approved logo on appropriate materials including but not limited to event collateral, media releases and signage.

General

- Late applications will not be accepted.

- Council approval (including necessary permits) must be gained for any events being undertaken on Council owned or managed land.

- Written confirmation from the individual or supplier for any in-kind contribution detailed in your application must be provided to Council upon request.