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 (CP010).

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 before 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 July, 2019 – 30 June, 2020
• For Tier 1 and Tier 2 events, be a constituted body or legal entity, such as an incorporated association or auspiced by one (individuals are not eligible). For Tier 3 events, be an incorporated association or entity with not-for-profit status or be auspiced by one.
• Have Public Liability Insurance (to the minimum of $10 million) for the duration of the event relevant to the activities undertaken and at 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. For the avoidance of doubt, ticketed, ‘for profit’ events will be eligible for funding as a major event as long as they can meet the classification criteria of either Tier 1 or Tier 2 events as set out below.
- 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 – bin hire & venue hire) and financial support relating to safety services for the event (such as traffic management & first aid).

• 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:

<table>
<thead>
<tr>
<th>Tier Category</th>
<th>Criteria</th>
<th>Funding up to:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tier 1 – Major Event Sponsorship</td>
<td>Events that generate:</td>
<td>$50,000</td>
</tr>
<tr>
<td></td>
<td>• $1m in economic impact (plus one or more of the following)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Substantial tourism outcomes (over 3000 bed nights)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• High media profile outside of Mildura</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Significant community benefits</td>
<td></td>
</tr>
<tr>
<td>Tier 2 – Major Event Sponsorship</td>
<td>Events that generate:</td>
<td>$20,000</td>
</tr>
<tr>
<td></td>
<td>• $500,000 in economic impact (plus one or more of the following)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Significant tourism outcomes (over 1000 bed nights)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• High media profile outside of Mildura</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Strong community benefits</td>
<td></td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Tier 3 – Community Event Grant</th>
<th>$5,000</th>
</tr>
</thead>
</table>

Clarification of Funding Eligibility – Tier 1 & Tier 2

In Tier 1 and Tier 2, pre-eligibility assesses events for an eligible amount based on a high/medium/low assessment of economic rating.

This means that whilst an event may meet the Tier 1 or Tier 2 requirements, this does not mean they will automatically become eligible for the full funding amount.

The table below details how low, medium and high economic benefit are determined.

<table>
<thead>
<tr>
<th>Tier 1 – Major Event</th>
<th>Tier 2 – Major Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guideline</td>
<td>Eligible for Funding Up To</td>
</tr>
<tr>
<td>Low</td>
<td>$25,000</td>
</tr>
<tr>
<td>$1 - $1.5M Economic Benefit, &lt;3,000 Bed Nights</td>
<td>$0.5 – 0.75M Economic Benefit, 2,000 Bed Nights</td>
</tr>
<tr>
<td>Medium</td>
<td>$37,500</td>
</tr>
<tr>
<td>$1.51 - $2M Economic Benefit, 3,000 – 5,000 Bed Nights</td>
<td>$0.76 - $1M Economic Benefit, 2,000 – 3,000 Bed Nights</td>
</tr>
<tr>
<td>High</td>
<td>$50,000</td>
</tr>
<tr>
<td>&gt;$2M Economic Benefit, &gt; 5,000 Bed Nights</td>
<td>&gt;$1M Economic Benefit, &gt; 3,000 Bed Nights</td>
</tr>
</tbody>
</table>

Economic impact is defined as new expenditure into the Mildura municipality so all towns within the Mildura LGA are excluded from being able to be included. Attendees from towns such as Buronga, Wentworth, Euston, Gol Gol whilst outside our LGA, assumptions are made that they would be returning to their homes and “local” therefore are also excluded as being eligible to be counted as “visitor attendance”.

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 questionnaire which captures a summary of your event and is used to determine which funding tier your event is eligible for funding under.

   **Tier 1 and Tier 2 events** are required to supply full financial data and evidence to determine the economic benefit their event delivers to the region. This will determine event tier they belong to and the maximum amount of funding the event is eligible for. This financial data in the pre-application form will account for 30% of the overall Tier 1 and Tier 2 assessment score.
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.


2. Wait to hear from us!

We will email you with the outcome of your pre-application 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 funding your event will receive.

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

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.

<table>
<thead>
<tr>
<th>Funding Round</th>
<th>Eligible Event Dates</th>
<th>Application Opens</th>
<th>Application Closes</th>
</tr>
</thead>
<tbody>
<tr>
<td>February, 2019 grant round</td>
<td>01 July, 2019 to 30 June, 2020</td>
<td>03 December, 2018 at 9:00am</td>
<td>18 March, 2019 at 4:00pm</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Tier 1 (Major Events)</th>
<th>Tier 2 (Major Events)</th>
<th>Tier 3 (Community Events)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic and tourism impacts</td>
<td>Substantial tourism and economic impacts.</td>
<td>Major tourism and economic impacts.</td>
<td>Not applicable</td>
</tr>
<tr>
<td></td>
<td>Capacity to generate beneficial partnerships and leveraging opportunities.</td>
<td>Capacity to generate beneficial partnerships and leveraging opportunities.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(50%)</td>
<td>(50%)</td>
<td></td>
</tr>
<tr>
<td>Profile</td>
<td>Creates a substantial national or international profile for Mildura.</td>
<td>Creates a substantial state, regional, national or international profile for Mildura.</td>
<td>Not applicable</td>
</tr>
<tr>
<td></td>
<td>(10%)</td>
<td>(10%)</td>
<td></td>
</tr>
</tbody>
</table>
## Community impact and benefits

<table>
<thead>
<tr>
<th>Significant community benefits including:</th>
<th>Major community benefits including:</th>
<th>Contributes to:</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Contributes to making Mildura a great place to live.</td>
<td>- Contributes to making Mildura a great place to live.</td>
<td>- Making Mildura a great place to live, creating a sense of pride and cultural identity.</td>
</tr>
<tr>
<td>- Brings local people together.</td>
<td>- Brings local people together.</td>
<td>- Bringing people together for celebrations, commemorations or to share meaningful experiences.</td>
</tr>
<tr>
<td>- Provides opportunity for participation and engagement.</td>
<td></td>
<td>- Creating mechanism to deliver important messages, share information and knowledge.</td>
</tr>
</tbody>
</table>

(10%)

(10%)

(50%)

### Capacity and capability

| - Level of event growth and development. | - Level of event growth and development. | - Capacity and capability of event organisers. |
| - Capacity, capability, experience and skills of event organisers. | - Capacity, capability, experience and skills of event organisers. | - Financial capacity |
| - Financial capacity | - Financial capacity | |

(20%)

(20%)

(25%)
<table>
<thead>
<tr>
<th>General criteria</th>
<th>(10%)</th>
<th>(10%)</th>
<th>(25%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• The capacity, capability and long term sustainability of the organisation</td>
<td>• Program content, marketing plan and operational details.</td>
<td>• Adherence to social justice principles including accessibility and</td>
<td>• Potential for long term sustainability following Council’s support</td>
</tr>
<tr>
<td>conducting the event.</td>
<td></td>
<td>inclusion.</td>
<td>including the level of innovation, creativity and change within the</td>
</tr>
<tr>
<td>• Location and fit of the event within the community.</td>
<td></td>
<td></td>
<td>event.</td>
</tr>
<tr>
<td>• Links to local, state, regional and local events strategies and/or plans.</td>
<td></td>
<td></td>
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<tr>
<td>• Running of a safe and compliant event</td>
<td></td>
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</tbody>
</table>
Conditions

Your application

- You must discuss your event with Council’s Events & Projects Unit before starting an application if you have not applied for funding before.

- 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.

- Write your application with the understanding that the assessment panel may have no knowledge of your event – make sure you include all the details.

Council Provided Services

- Council can provide some services to event bin hire and venue hire. 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.

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 acquittal form to successful applicants. Post-event acquittal reports will be due on the date identified in your funding agreement which is within 90 days of the last day of your event.

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, mayor/councillor invite and signage.
General

- Late applications will not be accepted. There is no room for any extensions under any circumstances so please don’t leave your application to the last minute.

- 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.

TESTIMONIALS

On behalf of Desert City Rodders I would like to thank MRCC, in particular the events team for the constant backup and support of our annual event, Goanna Run. The Grants funding we have received has made it possible to promote and host a unique event and share it with the community in general but more importantly bring people to Mildura that have never been here before and would be unlikely to ever visit if it were not for our event. Events are the cutting edge and new face of tourism in regional Australia. Thank you

Robert Foster – Desert City Rodders – Goanna Run

Mildura Bowls Club would like to take this opportunity to thank Mildura Rural City Council for their wonderful support over many years, both financially and grants staff expertise in assisting us with our May Carnival. Our Carnival has been held over 85 years and has been greatly supported by MRCC. The Carnival which is a very important event on the Bowls calendar and without the support by MRCC for advertising etc. it would be very hard for us to move forward.

We do work with the values of MRCC’s Policy of inclusion for everyone and appreciate the role of Council in supporting and promoting events for sporting clubs.

Marlene Scheele - Mildura Bowls Club – Mildura May Bowls Carnival

The stricter governance with the Events Funding, which applies to the application process and the acquittals, ensures we need to justify where and how the money is spent, which I believe is appropriate and welcome.

Geoff Thomson – Mildura Ski Club – Mildura 100 Easter Ski Race