



Mildura Rural City Council

Events Funding and Support Grant Program
Answering the Evaluation Report (Acquittal)
Questions Guide
2019-2020 Grant Round

Introduction

In 2014, Council adopted the Events Strategy 2014-2019 which led to the development of a new funding model which is described in the Event Funding and Support Policy CP010, adopted by Council in 2016 and amended in 2018.

This new funding model was implemented during the August 2016 funding round.

For ease of reference, it is recommended that you use this guide which has been developed to provide an explanation and information for each question within the new application process.

Why an Evaluation (Acquittal) stage?

The Evaluation (Acquittal) stage is the final stage of Mildura Rural City Council's Event Funding and Support Grant Program. This stage is a condition of the grant (see below) and the Funded Body must successfully complete the evaluation (Acquittal) to ensure eligibility to apply for future funding rounds.

Information provided in the Evaluation (Acquittal) form will be combined with attached evidence to process your event.

Assessors of your Evaluation may not be familiar with the details of your event, therefore please complete **ALL** the questions thoroughly.

If you have any further queries regarding the information requested, please contact Council's Events and Project unit on (03) 5018 8100 or email events@mildura.vic.gov.au

Extract from MRCC Event Funding and Support Grant Funding agreement and the Funded Body:

1.2 Details of Grant

Value of Grant awarded: \$ (GST inclusive or exclusive)

The Funded Body will utilise funds for the Event to be held on Event Date to Event Date specifically for the Approved Purpose listed below:

- Purpose 1
- Purpose 2
- Purpose 3.

NB. Paid invoices or copies of bank transactions must be provided for the approved funding amount above. The payment evidence provided at the time of acquittal must mirror the approved purpose as listed above.

The Grant must not be used for any purpose other than that the 'Approved Purpose' without prior written consent of Council

6.0 Evaluation / Acquittal Requirements

It is a condition of the grant that the Funded Body meet the evaluation / acquittal requirements as outlined below:

6.1 The Funded Body must prepare and provide Council with a full post-event Evaluation / Acquittal Report (template available) within 90 days following the completion of the event.

- Acquittal of event expenditure including receipts for approved components as outlined in section 1.2 of this Agreement;
- Demonstrate whether the event has contributed to the aims and objectives of the Events Funding and Support Grant Program and the Approved Purpose (including addressing any additional criteria advised by Council at the time of notification of grant approval);
- Evidence of agreed marketing activities as outlined in the application including:
 - Advertising schedules for television, radio and other media if applicable;
 - Details regarding the effectiveness of the marketing strategy;
 - Clippings of media and evidence of printed materials including and/or acknowledging Council's logo/support
- Details regarding success or challenges of the event including any growth opportunities;
- A detailed summary of any data collected during the event that describes the number of visitors, their place of origin, levels of expenditure, length of stay and general comments regarding the event;
- A detailed report of any accidents or safety issues identified during the event.
- A copy of the official event logo and a minimum of six copyright free high-resolution photographs in hi-resolution jpeg format on disc or via email for use by Council in promoting events and festivals within the Municipality.

6.2 The Evaluation / Acquittal Report must be in the format specified by the Council from time to time and must include content to the satisfaction of the Council. Council may require the Funded Body to submit a revised report within thirty days of written notice to the Funded Body. In the event that any report does not meet Council's requirements wherever possible, Council will take into account the Funded Body's existing reporting systems in determining the format of the reports.

6.3 If the Funded Body fails to provide the Evaluation / Acquittal Report within the time frame specified by the Council then:

- (a) Council shall not be required to make any further payment to the Funded Body and in respect of any payments that have been made, the Funded Body shall be required to repay the said monies to Council immediately upon written request by Council.
- (b) The Funded Body will be prohibited from receiving any further grants or other funding from Council or any related entity for a period of two years (or such further time as Council may in its absolute discretion determine) commencing from the date of receiving from Council written notification of future ineligibility.
- (c) Any amount repayable by the Funded Body pursuant to this Agreement shall be recoverable by the Council as a liquidated debt recoverable in a Court exercising summary jurisdiction.

6.4 The Funded Body must provide Council with an audited financial statement for all events receiving funding in excess of \$15,000.00.

Evaluation Report (Acquittal) Questions

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

Questions in application	Guidance on how to respond to questions
Applicant Details	
Name of Event or Festival	Please include the year of your event.
Date/s of Event or Festival	
Organisation Name	Funded Body.
Name of the person completing the Evaluation	Who should we contact with any questions about this evaluation? This contact should be an authorised contact on behalf of the organisation.
Position on organising committee	
Postal Address	
Phone number	
Email	
Objectives and Expectations	
How did the Event or Festival meet your objectives & expectations?	Please discuss how your event met your original vision. Did the event exceed this vision and how, or did it fail to meet your original objectives. This may also drive your vision for future events.
How many people attended your Event or Festival?	Please provide estimated numbers, this refers to individual attendees and not to attendances. That is, an attendee who enters the event several times over multiple days should only be counted as one attendee.
How many of the attendees were local?	How many local residents attended your event?
How many of the attendees were visitors from outside of our municipality?	A visitor is classified as someone who contributes to the local economy through overnight stays.
Any other information to support the breakdown of attendees	Can you break down the attendees further? E.g. Competitors, family, committee, officials. (NB: The evidence provided in regards to attendance will be used in your next application to validate your data)
How was this measured?	Please be specific by checking the boxes provided on how you measured your attendance – estimate only, booking/ticket sales, registration, survey, other. Take this into consideration when hosting the event and determine how you will capture this data.
Please attach proof of attendee figures to validate your claims	Attach a photo of registration numbers, ticket sales etc.

Demographics

Where were the largest numbers of visitors from?	Please check the box to indicate where your event drew the largest number of visitors from – Melbourne, elsewhere in Victoria, NSW, SA, other Australian states, Overseas.
What were the estimated age grouping you attracted to you Event or Festival?	Please check the box to indicate the age demographic that your event attracted.
What was the average length of stay (nights) of your visitors?	Please give a figure detailing the average length of stay – you will need to think about how this data is captured during your event.

Marketing & Sponsorship

How did you advertise your Event or Festival?	Please check the boxes to indicate what advertising methods you used to market your event.
What advertisement worked best for your Event or Festival?	Please check the box to indicate what specific advertising method/s had the biggest impact.
Any comments relating to the above questions?	An opportunity for you to reflect on the effectiveness of your advertising and discuss whether you will make changes in the future.
Please attach any press release material and promotional material, including recognition of Council support	Provide attachments of the press release and advertising material recognising Council support as well as any other marketing material used.
Did you receive funding or sponsorship additional to that provided by Mildura Rural City Council?	Please list any further funding you may have received from other organisations.

About the Event

What were the strengths of the Event or Festival?	An opportunity to discuss where you believe your event excelled.
What was the weakness of the Event or Festival?	Please outline any weaknesses of your event may have.
What are the opportunities for the Event or Festival?	An opportunity to reflect on the strengths and weaknesses of your event and discuss the opportunities for further development/enhancement to grow your event.
What are the threats to the Event or Festival?	An opportunity to discuss the threats, if any to the longevity of your event. E.g. Committee burnout, sponsorship withdrawal.
Do you propose that the Event or Festival be held again?	Please indicate whether you are planning on holding your event in the future.

Community Involvement

Does your event or Festival have scope for linking with other events and activities to attract increased participation?	Discuss whether there any other events you are aware of locally, State-wide or nationally that could increase the footprint of your event. Is there an opportunity to link in and increase exposure?
How could support from the local community be improved upon?	Discuss whether there are local organisations, volunteer programs, educational programs where further community links can be built.

Infrastructure and Other Support

What facilities and services were provided by Mildura Rural City Council?	Please check the boxes indicating what MRCC services were used to support your event.
---	---

Were the facilities and services adequate? Select Yes or No.

If no, please explain why	Please provide feedback to us on why MRCC facilities may not have been adequate.
---------------------------	--

Benefits from the Event

Please outline any environmental benefits created from this event	Discuss how you have taken into consideration environmental factors when delivering you event. E.g. Providing recycling facilities, ensuring human footprint is minimal.
Please outline any educational benefits created from this event	An opportunity to discuss how your event provides the community with an opportunity to learn and increase their knowledge in a particular area. E.g. – Motorbike safety, history of a cultural group.
Please outline any cultural benefits created from this event	Discuss how your event may provide an opportunity for our local community to be immersed in different cultures and promote inclusion and diversity.

Council's Support & Images

Please attach six copyright free images of the event	Please attach photos of you event in action.
Please confirm how Council's support was expended	A list of services secured with Council funding. NB: These items will appear as your "approved purpose" items as outlined in your agreement and page 2 of this document.
Please provide evidence of expenditure	Here you must attach paid invoices or copies of bank transactions for the approved funding amount outlined in the funding agreement. The payment evidence provided at the time of acquittal must mirror the approved purpose. (Detailed information Page 2-3 of this document)

Financial Analysis-Expenditure

Budget	Please fill in all financial details of event in the expenditure and income section. The items listed in the table are examples only. Please modify to suit.
Financials	Provide figures of income and expenditure in the cells detailing profit/loss of the event.
Audited financial report	As indicated in the Funding Agreement, events that receive \$15,000 and over in funding must provide an audited financial statement. NB: This statement must be specific to the event and not an annual statement.

Declaration

Read each of the statements and click on the 'Yes' option to agree to each of the statements detailed in the form.
Provide your details and position in the organisation.

YOU HAVE NOW COMPLETED THE EVALUATION REPORT (ACQUITTAL) FORM AND ARE READY TO SUBMIT

What happens after the Evaluation Report (Acquittal) stage?

Once you have submitted your Evaluation Report (Acquittal), the Events and Projects unit will use the information you have provided, to process your acquittal. It is important that all requested information is provided as outlined in the Funding Agreement to ensure ease of processing and eligibility for future funding.

Once the event has been successfully acquitted, an email will be sent notifying you that this has been finalised.

Should you have any questions please contact the Events and Projects unit on (03) 5018 8100 or email events@mildura.vic.gov.au