

2021-2022

Events Recovery Grant Guidelines



Mildura Rural City Council

Introduction

Mildura Rural City Council is committed to supporting events so our region can enjoy a vibrant, year-round calendar of events. The Events Recovery Grants offer support for events that stimulate the local economy and support the community and visitors to engage in local events that can be held within COVID-19 restrictions.

The quick turnaround Events Recovery Grants have been **extended to the 2021/2022 financial year**. This applies to the Large Community Event, Small Community Event and Live Entertainment grants. Businesses and not for profit organisations are invited to apply for funding for events not already assessed in the 2021/2022 funding round by completing a simple application.

This grant round will remain open and event applications will be assessed non-competitively as they are submitted. Funding assessments will be based on the funding criteria outlined below. This structure allows for smaller funding amounts that would support smaller events in the current environment.

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?

The following are eligible for funding and must:

- be a registered business, constituted body or legal entity, such as an incorporated association (or auspiced by a constituted body or legal entity)
- for fundraising and charity events, 75% of the funds raised stay within the Mildura municipality
- provide proof (certificate of currency) of public liability insurance cover (minimum \$10m or as otherwise agreed) relevant to the activities undertaken and for the duration of the event
- be based within the Mildura municipality or be applying for funding to conduct an event that substantially benefits the Mildura municipality
- provide documentation and evidence to meet the funding category criteria
- be a public event, inclusive and accessible to everyone

How will the funding be allocated?

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. Applications will close at 4:00pm on Monday 31 January 2022, subject to allocation of funds.

Are there limits?

Businesses and not for profit organisations can apply for funding for 4 events total in the large and small community event categories as well as up to 4 live entertainment grants. This is designed to keep funding equitable.

Applications for Event Recovery Grants **must be received prior** to the event or performance occurring.

What will not be funded?

The following are not eligible for funding:

- organisations funded or sponsored for the event through other Mildura Rural City Council programs

- organisations with outstanding debts to Council, or who have not previously acquitted a grant to the satisfaction of Council
- political organisations, or events that have a political purpose
- religious groups or events unless the event is non-denominational and demonstrates a broader benefit to the community
- events that exclude or may offend parts of the community
- organisations who have not previously complied with permit or other conditions of Council, or who fail to apply for required permits
- private events that are not broadly accessible to the local community
- prize money, awards or activities associated with prizes or awards (e.g. trophies)
- fundraising and charity events where less than 75% of funds raised stay within the Mildura municipality
- education events including events organised by tertiary institutions, primary or secondary schools or kindergartens
- events in conflict with or that accept sponsorship from organisations not aligned to Council's vision, mission and values
- capital works projects, facility maintenance or the purchase of capital equipment
- insurance or fees associated with risk and governance such as public liability insurance, event insurance or fees payable to a governing body
- expos, markets, fetes and circuses
- breakfast, luncheon and dinner events and gatherings which are predominately attended by a niche or small cohort of the intended community
- sporting, cultural, arts, education, special interest or other gatherings that take place on a regular basis such as monthly or weekly
- wages, salaries or any staff related or ongoing business expense costs

What funding is available?

Fund	Description	Funding amount (up to)	Assessment criteria
Large Community Events	Events, or a series of events, that attract more than 1,000 people and are targeted primarily at a local audience that contributes to our vibrant calendar of events and provides an opportunity for community members to connect.	\$5,000	Non-competitive simplified application process dependent on applicants meeting the following: <ul style="list-style-type: none"> • stimulates local economy and supports local businesses • provides an opportunity for locals to reengage and participate in the community
Small Community Events	Small events, attracting less than 1,000 people, which contribute to making Mildura a great place to live and creates a sense of community by bringing people together.	\$2,500	Non-competitive simplified application process dependent on applicants meeting the following: <ul style="list-style-type: none"> • stimulates local economy and supports local businesses • provides an opportunity for locals to reengage and participate in the community
Live Entertainment	To fund performances by local artists (maximum of four grants per business per financial year).	\$500 per performance	For small businesses to engage local artists to perform at their venue to assist with reengaging the local community.

When can I schedule my event?

The Event Recovery Grants support events that will occur before 30 June 2022.

How do I apply?

1. Submit an application

The first step is to submit an application via Council's grants portal at www.smartygrants.com.au

Your funding application will be assessed against the criteria outlined in these guidelines and will determine the amount of funding your event will receive.

2. Wait to hear from us

We will email you with the outcome of your application assessment together with a funding agreement that outlines the obligations you must meet to successfully utilise your event funds including the details of what you will need to report back to Council in the form of an acquittal.

Required documentation

Funding applications cannot be accepted without the following documentation:

- event budget (clearly identifying income/expenditure)

Other documentation

You also have the option to upload the following documentation:

- marketing plan
- event management plan
- business plan or strategy
- any supporting documentation that will demonstrate your event impacts, capacity or additional support for your event

Acquittal

Successful applicants must submit an acquittal report upon the completion of their event with the due date to be specified in the Agreement. The acquittal report must include an evaluation of the event (on agreed measures), evidence to support the outcomes, visitation to the region, and a detailed budget, including copies of receipts showing expenditure in accordance with the approved purpose of the grant.

Important milestones

The following timelines apply:

Funding stream	Eligible event dates	Applications close
Event Recovery Grants	1 July 2021 to 30 June 2022	Monday 31 January 2022

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 pre-application.
- 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 for events including 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 application. Requests of funding for Council provided services must be made 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.

Acknowledgement

- Successful applicants are required to acknowledge Council's support 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.