

Answering the application questions

*Events Funding and
Support Program
2026-2027*



Mildura Rural City Council

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.

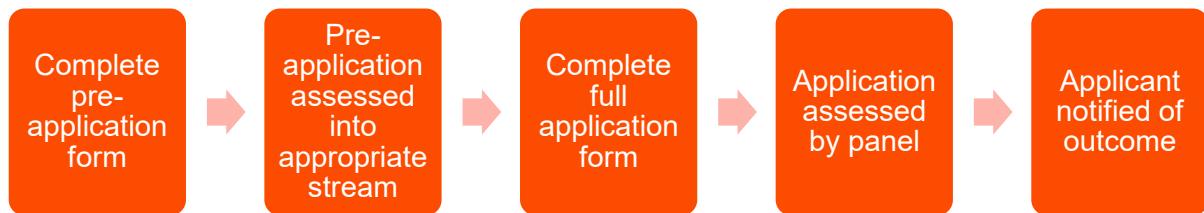
The Events Funding and Support Program offers grants to events and is designed to achieve the outcomes aligned with Council's Events Strategy and the Events Funding and Support Policy (CP010).

The program offers four streams of funding for:

- Hallmark (Tier 1) Events
- Major (Tier 2) Events
- Community (Tier 3) Events
- Community Support Events

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.

New Event Process



Pre-application

The pre-application occurs before you commence the full application and it is designed to ensure you are eligible to apply for the Events Funding and Support Grant Program and to classify your event as a Hallmark (Tier 1), Major (Tier 2), Community (Tier 3) or Community (Events Support).

Information provided by you in the pre-application form will be combined with existing data to classify your event. Once your event has been classified, this information will be collated with your full application before being assessed by the assessment panel.

Assessors of your application 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 Team on (03) 5018 8100 or email events@mildura.vic.gov.au

Existing Event Process



Eligibility form

The eligibility form needs to be completed before you commence the full application. It is designed to ensure we have the correct details on record and to confirm your events eligibility to apply for the Events Funding and Support Grant Program.

Information provided by you in the eligibility form will be combined with existing data to classify your event. Once your event has been classified, this information will be collated with your full application before being assessed by the assessment panel.

What will I need to submit during pre-application/eligibility?

Make sure you have the following information at hand prior to commencing your pre-application:

- Incorporation Number (your own or auspicing body)
- ABN Number (if applicable)
- Authorised Signee details
- Public Liability Certificate of Currency (minimum \$10 million)
- Evidence of economic impact (pre-application only)

Pre-application/Eligibility Questions

Question	Guidance for answering question
Funding Eligibility	
Is your event eligible for funding?	Ensure you have read the Events Funding and Support Policy to confirm your event is eligible for funding. Select the option from the multiple choice that best applies to your event.
Your Details	
Applicant organisation	Enter the name of the organisation running the event.
Applicant postal address	Enter the postal address of the organisation.
Application contact	Enter the name of the person Council can contact with any questions about the application.

Application contact position	Enter the position of the application contact within the organisation (e.g. President, Secretary, Treasurer).
Applicant contact mobile	Enter the mobile phone number for the application contact.
Applicant contact email	Enter the email address for the application contact.
Is the application contact an authorised signee?	<p>Select Yes or No.</p> <p>The authorised signee must be a person authorised to sign the funding agreement electronically on behalf of the organisation.</p>
Authorised signee 1	Enter the full name of authorised signee 1.
Authorised signee position 1	Enter the position of authorised signee 1 within the organisation (e.g. President, Secretary, Treasurer).
Authorised signee mobile 1	Enter the mobile phone number for authorised signee 1.
Authorised signee email 1	Enter the email address for authorised signee 1.
Authorised signee 2	Enter the full name of authorised signee 2.
Authorised signee position 2	Enter the position of authorised signee 2 within the organisation (e.g. President, Secretary, Treasurer).
Authorised signee mobile 2	Enter the mobile phone number for authorised signee 2.
Authorised signee email 2	Enter the email address for authorised signee 2.
Auspice Details	
Is your event being auspiced?	<p>Select Yes or No.</p> <p>If your organisation is not incorporated, indicate whether the event will be auspiced by an incorporated association.</p>
Is your auspicing organisation charging a fee?	<p>Select Yes or No.</p> <p>If Yes, outline the fee charged to cover administration costs such as signing the funding agreement or processing invoices.</p>
Auspice organisation	Enter the name of the auspicing organisation.
Auspice postal address	Enter the postal address of the auspicing organisation.
Auspice authorised signee	Enter the full name of the authorised signee for the auspicing organisation.
Auspice authorised signee position	Enter the position of the authorised signee within the auspicing organisation (e.g. President, Secretary, Treasurer).
Auspice authorised signee primary phone number	Enter the mobile phone number for the auspice authorised signee.
Auspice authorised signee primary email	Enter the email address for the auspice authorised signee.
Incorporation and Insurance	
Incorporation number	Enter the organisation's incorporation number.

ABN	Enter the organisation's ABN.
Public liability insurance	Attach the organisation's public liability insurance certificate (minimum \$10 million).
Auspice incorporation number	If your event is being auspiced, enter the auspice organisation's incorporation number.
Auspice ABN	If your event is being auspiced, enter the auspice organisation's ABN.
Auspice public liability insurance	If your event is being auspiced, attach the auspice organisation's public liability insurance certificate (minimum \$10 million).
Event Details	
Event Name	Please enter the name of your event here.
Description of event	<p>Applicants should provide a clear description of their event in approximately 200 words. Include details such as:</p> <ul style="list-style-type: none"> • What the event is about and its purpose • How long it runs and where it is held • Key activities, attractions, or experiences • Involvement of local businesses or community groups <p>Example:</p> <ul style="list-style-type: none"> • An iconic event held annually for the past 20 years celebrating the unique landscapes and culture of our region. The three-day event is held on the Murray River and showcases local produce, wine, food, and entertainment. Local businesses and community groups are engaged to help deliver the program, providing a mix of performances, activities, and experiences for attendees.
Event start date	Enter the date your event will start. (The dates must be between 1 July 2026 and 30 June 2027)
Event end date	Enter the date your event will finish. (The dates must be between 1 July 2026 and 30 June 2027)
Where is your event being held	Provide the name and full address of the venue or location where your event will be held.
Your location is	Select the location of your event from the options provided.
Economic & Tourism Impacts	
Will your event bring in at least \$150,000 in economic benefit to the region?	If you select 'Yes', you must provide supporting evidence in the next section to demonstrate the expected economic benefit.
Visitation Data	<p>Select one of the two options:</p> <ul style="list-style-type: none"> • Use visitation and economic impact data from your last submitted acquittal, or • Provide new visitation data for this event.
Your event is best described as a.....	Indicate whether your event is held over one or multiple days, and at one or multiple locations.

	<ul style="list-style-type: none"> For events over multiple days or at multiple venues, provide both the unique attendance figure and the total attendance across the event. For single-day, single-venue events, provide the total number of attendees. <p>Example:</p> <ul style="list-style-type: none"> A 3-day festival held across two locations, with 4,000 unique attendees and a total of 6,500 visits across all sessions. A one-day concert at a single venue, with a total of 1,200 attendees.
Using data from your most recent event, what was the total number of people who attended?	<p>Total attendance includes all people involved in your most recent event, such as participants, volunteers, officials, performers, stallholders, and food vendors.</p> <ul style="list-style-type: none"> For multi-day or multi-component events, include the total attendance across all days and activities. <p>Examples:</p> <ol style="list-style-type: none"> 400 people attend on Saturday and 300 on Sunday. Total attendance = 700. Event has 5 performances across 2 days, each with 100 attendees. Total attendance = 500. 1,000 people attend a community event from 10am–3pm on Saturday at the park. Total attendance = 1,000.
How many people in TOTAL do you expect to attend this event?	<p>Provide the estimated total number of attendances at your event, including all participants, volunteers, officials, performers, stallholders, and visitors. Count people multiple times if they attend on multiple days or at multiple venues.</p>
Is there a difference between the TOTAL attendance at your most recent event, and the estimated total attendance at your upcoming event? If yes, please explain the reasons why	<p>Applicants should explain any difference between the total attendance at their most recent event and the expected attendance at the upcoming event.</p> <p>This may include reasons such as:</p> <ul style="list-style-type: none"> Adverse weather at previous events Changes in marketing or publicity Introduction of high-profile attractions or activities Competing events in the area <p>If higher attendance is expected, describe what will be done differently to achieve this increase, such as improved marketing, new attractions, or extended event duration.</p> <p>Example:</p> <ul style="list-style-type: none"> Last year, 500 people attended, but we expect 750 this year. The increase is due to a new headline performer, expanded marketing through social media and local radio, and additional family-friendly activities.
If your most recent event included multiple days or multiple venues, what was the total number of UNIQUE participants that attended your event?	<p>Unique attendance is the total number of individual people who attended your event, counted only once, even if they attended multiple days or visited multiple venues/locations.</p> <p>Examples:</p> <ol style="list-style-type: none"> 400 people attend on Saturday, and 200 of these also attend on Sunday, with 100 new attendees on Sunday. Total attendance on Sunday = 300. Unique attendance = 500.

	<p>2. Event has 5 performances, each with 100 spectators or crew, but many attend multiple performances. Actual unique attendance = 300.</p>
How many UNIQUE participants do you expect to attend this event?	<p>Provide the estimated number of individual people who will attend your event, counted only once, even if they attend multiple days or visit multiple venues/locations, as explained in the previous question.</p>
How many visitors are expected to attend this event from OUTSIDE the municipality?	<p>Provide the total number of people expected to attend your event from outside the Mildura municipality, including artists, officials, participants, stallholders, and support crew.</p> <ul style="list-style-type: none"> • This information is used to calculate the economic impact of the event. • Only attendees from outside the Local Government Area are considered 'visitors' for this purpose. • Attendees from nearby areas such as Buronga, Wentworth, Euston, and Gol Gol are not counted as visitors, as they are unlikely to stay overnight. <p>If you do not know these figures, please indicate this in your response.</p>
On average, how many nights will each individual visitor stay?	<p>Provide the average number of nights that visitors from outside the Mildura region are expected to stay for the event (e.g., 2 nights).</p>
If known, what is their estimated average spend per day?	<p>Provide the estimated average spend per visitor per day (24-hour period). This may include fuel, accommodation, meals, groceries, shopping, entertainment, and event costs.</p> <ul style="list-style-type: none"> • If unknown, use the Tourism Research Australia figure of \$236 per day. • If you use a different rate, provide evidence to support your estimate.
Evidence	
Upload evidence to support your application	<p>Attach any research or evidence that supports your attendance figures, visitor numbers, overnight stays, estimated spend of event visitors, and the origin of your visitors.</p> <p>This may include:</p> <ul style="list-style-type: none"> • Recent attendance records or audited reports • Market research or surveys • Registration or ticket sales reports • Photos, gate counts, or other data collected at your event • Information from accommodation providers or booking offices • Any other relevant information that verifies your event's impact and reach <p>Example:</p> <ul style="list-style-type: none"> • Ticket sales report showing 1,200 attendees • Post-event survey indicating 300 visitors came from outside the municipality • Accommodation bookings from local hotels confirming 150 overnight stays

	<ul style="list-style-type: none"> • Gate counts and photos documenting event participation
Have you attached evidence to verify expected attendance numbers and visitation?	<p>Please indicate by ticking Yes or No.</p>
If no, please explain how you determined your attendance and visitation figures, average night spend if different to the Tourism Research figure and any other evidence you wish to explain	<p>If you do not have evidence, provide an explanation of how you calculated your attendance and visitation figures, and how you estimated average spend per night if different from the Tourism Research Australia figure.</p> <ul style="list-style-type: none"> • Note: Providing evidence is a key part of the evaluation process. • Not having evidence may significantly reduce your likelihood of being eligible for funding. <p>Example:</p> <ul style="list-style-type: none"> • Attendance figures were estimated based on ticket sales and previous event records. • Visitor numbers were calculated using survey results from the past two events, showing approximately 30% of attendees came from outside the municipality. • Average overnight spend was estimated at \$250 per visitor based on local accommodation rates and typical food and entertainment costs.
Applicant Declaration	
Acceptance of privacy statement	Please read and accept the privacy statement.
Acceptance of declaration	Please accept the declaration confirming that you agree to the conditions of submitting this funding application and that you have authority to submit it on behalf of the event.
Full Name	Enter your full name.
Position	Enter your position in the organisation (e.g., President, Secretary, Treasurer).
Date	Enter the date the application was completed.

Pre-application assessment

You will have until 4.00pm, Monday 9 March 2026 to complete and submit your pre-application. There will be no submissions accepted after this deadline.

Once you have submitted your pre-application form, the Events Team will use the information you have provided, alongside any existing data from previous event applications and acquittal reports to determine your eligibility for funding.

For the pre-applications where economic and tourism impact data was supplied, the information will be verified and used to classify your event into the appropriate tier.

Eligibility assessment

You will have until 4pm, Monday 9 March 2026 to complete and submit your eligibility form. There will be no submissions accepted after this deadline.

Once you have submitted your eligibility form, the Events Team will use the information you have provided, alongside previous acquittal reports to determine your eligibility for funding.

Notification of outcome

If it has been determined your event is eligible for funding, you will be notified and invited to submit a full application for the appropriate funding stream. You will receive an email with a link to the online grants portal to complete the full application form.

You will have until 4.00pm, Monday 16 March 2026 to complete and submit your full application. There will be no submissions accepted after this deadline.

If it has been determined your event is ineligible for funding, you will be notified of the outcome with an explanation as to why your event is ineligible.

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

Community (Events Support) Application form

The Community (Events Support) grant application form requires responses to questions which relate to your event making Mildura a great place to live; create a sense of community by bringing people together; and deliver important messages, information and knowledge.

What documents will I need to submit during the full application?

Community (Events Support) applications cannot be accepted without the following documentation:

- Budget
- Supplier quotes

You also have the option to upload the following documentation:

- Event management or marketing plan
- Business plan
- Any supporting documentation that will demonstrate your event impacts, capacity or additional support for your event

Community (Events Support) Application Questions

Question	Guidance for answering question
Event Summary	
Name of Event	Please enter the name of your event here.
Attendance Estimates	
How many people do you expect to attend the event?	Provide your estimated total attendance at the event
How many attendees do you expect will be visitors from outside the region?	Provide the estimated number of people attending from outside the municipality.
How many nights do you expect these visitors to stay in region?	Outline the average number of nights visitors from outside the Mildura region are expected to stay for the event (e.g., 2 nights).
Participation and Engagement	
How does your event encourage participation and engagement?	<p>Applicants should explain how their event is accessible and engaging for all members of the community, including people with a disability or those who may be isolated or disadvantaged.</p> <p>The response should outline strategies for removing barriers, ensuring access, and creating a welcoming environment. This may include:</p> <ul style="list-style-type: none">• Providing accessible facilities and infrastructure• Considering transport, costs, language, and other barriers

	<ul style="list-style-type: none"> • Inclusion and diversity training for staff and volunteers • Anti-discrimination policies • Encouraging whole-family participation and safe, friendly environments • Partnerships with community groups to increase engagement <p>Example:</p> <ul style="list-style-type: none"> • The event site will be fully accessible to people in wheelchairs and those with mobility impairments. • A sign language interpreter will be present for speeches. • Volunteers will receive disability awareness training as part of their induction. • Partnerships with local cultural and community groups will encourage diverse participation and performances. <p>Local transport options and low-cost entry will ensure the event is accessible to all members of the community.</p>
<p>Outline the key audiences and how you aim to attract them to this event.</p>	<p>Applicants should explain the audience they aim to attract to their event. The response should outline how they aim to get these people to the event.</p> <p>Example:</p> <ul style="list-style-type: none"> • The key audience of the event is people who enjoy participating in and watching motorsports events. • To attract this audience to the event, there will be discounted family ticket prices and free activities available. The event will be marketed through social media advertising and prime time television advertising highlighting the benefits of attending the event.
Meaningful Experiences	
<p>How does your event bring people together?</p>	<p>Applicants should explain how their event encourages people to come together and participate. This may include:</p> <ul style="list-style-type: none"> • How the event is promoted and advertised to reach a wide audience • Who the event is open to (age groups, communities, or the general public) • What the event is celebrating or highlighting <p>The response should show how the event fosters social connection, community engagement, and shared experiences.</p> <p>Example:</p> <ul style="list-style-type: none"> • The event is promoted through social media, local newspapers, and community newsletters to reach both local residents and visitors. • It is open to all ages and community groups, encouraging families, friends, and individuals to attend. • The event celebrates local culture and heritage, providing shared experiences that bring the community together.
Community Development	
<p>How will your event contribute to the</p>	<p>Applicants should explain the outcomes they aim to achieve by delivering the event and how it benefits the community.</p>

<p>development of our community?</p>	<p>This may include:</p> <ul style="list-style-type: none"> • Opportunities for participants to engage and connect • Community involvement in developing and delivering the event • Volunteer opportunities and upskilling for members or volunteers • Support for local businesses through partnerships, promotion, or event activities <p>The response should show how the event strengthens the community and provides positive social, economic, or cultural outcomes.</p> <p>Example:</p> <ul style="list-style-type: none"> • The event will involve 20 local volunteers in setup, operations, and customer service, providing training and experience. • Local businesses, including cafés and accommodation providers, will be promoted through event marketing and included in the program, encouraging increased visitor spending. <p>Community groups will help deliver performances and activities, increasing engagement and participation across all age groups.</p>
<p>List partnerships or relationships you have created with local organisations.</p>	<p>Applicants should outline any partnerships or relationships with local organisations that support the event. This may include businesses, tourism operators, community groups, service clubs, or cultural organisations.</p> <p>The response should explain how these partnerships contribute to delivering the event successfully and how they help promote the event, increase participation, or support the local economy.</p> <p>Example:</p> <ul style="list-style-type: none"> • Partnered with three local motels to promote the event to their guests and offer special accommodation deals. • Worked with a local cultural group to provide performances and activities, encouraging participation from diverse communities. • Collaborated with local cafés and restaurants to include food vendors at the event, increasing engagement and supporting local businesses. • Partnered with a community service club to provide volunteers for setup, operations, and pack down, ensuring the event runs smoothly.
<p>Funding Request and Financial Management</p>	
<p>Upload your budget</p>	<p>Applicants should attach a detailed event budget that includes both cash and in-kind income and expenditure. You may use the provided template or your own format.</p> <p>The budget should clearly show:</p> <p>Income:</p> <ul style="list-style-type: none"> • Revenue from grants, sponsorships, ticket sales, memberships/registrations, merchandise, vendors, parking, or other ongoing sources. • Sponsorship amount requested from Council, plus any other funding, sponsorships, or partnerships. Indicate which income is confirmed and which is pending.

	<p>Expenditure:</p> <ul style="list-style-type: none"> • Where Council sponsorship will be spent. • Key areas such as program costs, entertainers, marketing, operations, catering/volunteer expenses, licences, administration, insurance, legal, and accounting. <p>Cash and in-kind:</p> <ul style="list-style-type: none"> • Show totals separately for cash and in-kind income and expenditure. • Do not include volunteer time in the budget. <p>Other notes:</p> <ul style="list-style-type: none"> • All figures should be exclusive of GST (ex GST). • The budget does not need to balance; it is acceptable to show a surplus or loss. <p>Example:</p> <ul style="list-style-type: none"> • Cash Income: \$10,000 from ticket sales, \$5,000 confirmed sponsorship, \$3,000 pending grant. • In-Kind Income: \$2,000 from donated equipment and services. • Cash Expenditure: \$4,000 marketing, \$6,000 entertainers, \$2,000 operations, \$1,000 administration. • In-Kind Expenditure: \$2,000 for donated equipment use and services. <p>This clearly shows the expected costs, income, and how Council funding will support the event.</p>
What is the total amount of grant funding you are applying for?	<p>Applicants should clearly state the total amount of cash funding they are requesting from the grant. This should reflect the full amount being sought, not including in-kind contributions or other funding sources.</p> <p>Example:</p> <ul style="list-style-type: none"> • The total grant funding requested is \$2,500.
Sponsorship priority area	<p>Applicants should clearly identify what expenses Council's funding will be used for. Quotes should be attached for each item listed. Priority will be given to funding essential infrastructure and services required to deliver a safe and compliant event, such as first aid, traffic management, or other safety measures.</p> <p>Example:</p> <ul style="list-style-type: none"> • Council funding will be used to cover first aid services (\$1,200) and traffic management (\$800). Quotes for each service are attached to support the funding request.
Supporting Documentation	
Upload your event management or marketing plan	<p>Applicants should attach their event management and/or marketing plan.</p> <p>The event management plan should outline how the event will be planned, managed, and delivered, and may include:</p> <ul style="list-style-type: none"> • Program details (activities, schedule, timing) • Marketing details (promotion, target audiences) • Operations and logistics (setup, infrastructure, safety, actions)

	<ul style="list-style-type: none"> • Human resources (staffing, volunteers, roles and responsibilities) <p>The marketing plan should outline how the event will be promoted and may include:</p> <ul style="list-style-type: none"> • Advertising, media, promotions, and public relations • Digital marketing, including social media and emails • Collateral such as posters, flyers, and websites • Attendance at other events to promote your event • Details of what will be done, when, who is responsible, costs, and any partnerships or sponsorships involved <p>If any sections are not yet completed, templates are available for download on SmartyGrants.</p>
Please upload your files	Attach any additional files or supporting information relevant to your application.
Applicant Declaration	
Acceptance of Privacy Statement.	Please read and accept the privacy statement.
Acceptance of Declaration	Please accept the declaration confirming that you agree to the conditions of submitting this funding application and that you have authority to submit it on behalf of the event.
Authorised Organisation Contact	Enter the full name of the authorised contact for the organisation or event.
I would like to receive information about future grant rounds	Please tick yes if you would like to be kept informed about future grant rounds.

Community (Tier 3) Application form

The Community (Tier 3) grant application form requires responses to questions which relate to your event making Mildura a great place to live; create a sense of community by bringing people together; and deliver important messages, information and knowledge.

What documents will I need to submit during the full application?

Community (Tier 3) applications cannot be accepted without the following documentation:

- Budget
- Supplier quotes
- Event management or marketing plan

You also have the option to upload the following documentation:

- Business plan
- Any supporting documentation that will demonstrate your event impacts, capacity or additional support for your event

Community (Tier 3) Application Questions

Question	%	Guidance for answering question
Event Summary		
Name of Event		Please enter the name of your event here.
Attendance Estimates		
How many people do you expect to attend the event?		Provide your estimated total attendance at the event.
How many attendees do you expect will be visitors from outside our region?		Provide the estimated number of people attending from outside the municipality.
How many nights do you expect these visitors to stay in region?		Outline the average number of nights visitors from outside the Mildura region are expected to stay for the event (e.g., 2 nights).
Profile of Mildura		
Summarise the key marketing activities planned and how you will attract visitors from outside our municipality to attend this event. List any marketing partnerships you have built to help support/grow this event.	15%	<p>Applicants should outline the main marketing activities planned to promote the event and explain how these activities will attract visitors from outside the municipality. This may include digital marketing, media coverage, advertising, and partnerships.</p> <p>The response should also describe how the destination will be promoted as part of the event marketing, such as references to Mildura in promotional material, websites, emails, and social media. Any marketing or tourism partnerships that support or help grow the event should also be listed.</p> <p>Example:</p>

		<p>The event will be promoted to audiences outside the municipality through a mix of digital marketing, media coverage, and partnerships.</p> <p>Key activities include:</p> <ul style="list-style-type: none"> • A feature in an industry magazine distributed to approximately 4,000 members, including dedicated promotion of Mildura as a destination. • Promotion of Mildura tourism information on the event website, reaching approximately 2,000 visitors per year. • Marketing support from local tourism partners, including accommodation providers and attractions, who will promote the event to their combined databases of approximately 4,000 people. <p>These activities will help increase awareness of the event and encourage visitors to travel to Mildura to attend.</p>
Detail how you plan to showcase the region to attract attendees to your event?	10%	<p>Applicants should explain how their event will highlight the region and make it appealing for visitors. This may include promoting local attractions, experiences, food, and accommodation, or integrating the region into the event program itself.</p> <p>The response should focus on how showcasing the region will encourage people to attend the event and stay longer in the area.</p> <p>Example:</p> <p>The event will showcase the region by including local food and beverage vendors, highlighting nearby attractions in promotional material, and sharing visitor guides on the event website and social media. Local accommodation providers will be featured, encouraging attendees to stay overnight and explore the area while attending the event.</p>
Participation and Engagement		
How does your event encourage participation and engagement?	15%	<p>Applicants should explain how their event is accessible and engaging for all members of the community, including people with a disability or those who may be isolated or disadvantaged.</p> <p>The response should outline strategies for removing barriers, ensuring access, and creating a welcoming environment. This may include:</p> <ul style="list-style-type: none"> • Providing accessible facilities and infrastructure • Considering transport, costs, language, and other barriers • Inclusion and diversity training for staff and volunteers • Anti-discrimination policies • Encouraging whole-family participation and safe, friendly environments • Partnerships with community groups to increase engagement <p>Example:</p>

		<ul style="list-style-type: none"> • The event site will be fully accessible to people in wheelchairs and those with mobility impairments. • A sign language interpreter will be present for speeches. • Volunteers will receive disability awareness training as part of their induction. • Partnerships with local cultural and community groups will encourage diverse participation and performances. • Local transport options and low-cost entry will ensure the event is accessible to all members of the community.
Outline the key audiences and how you aim to attract to this event.	15%	<p>Applicants should explain the audience they aim to attract to their event. The response should outline how they aim to get these people to the event.</p> <p>Example:</p> <ul style="list-style-type: none"> • The key audience of the event is people who enjoy participating in and watching motorsports events. • To attract this audience to the event, there will be discounted family ticket prices and free activities available. The event will be marketed through social media advertising and prime time television advertising highlighting the benefits of attending the event.
Meaningful Experiences		
How does your event bring people together?	15%	<p>Applicants should explain how their event encourages people to come together and participate. This may include:</p> <ul style="list-style-type: none"> • How the event is promoted and advertised to reach a wide audience • Who the event is open to (age groups, communities, or the general public) • What the event is celebrating or highlighting <p>The response should show how the event fosters social connection, community engagement, and shared experiences.</p> <p>Example:</p> <ul style="list-style-type: none"> • The event is promoted through social media, local newspapers, and community newsletters to reach both local residents and visitors. • It is open to all ages and community groups, encouraging families, friends, and individuals to attend. • The event celebrates local culture and heritage, providing shared experiences that bring the community together.
Community Development		
How will your event contribute to the development of our community?	10%	<p>Applicants should explain the outcomes they aim to achieve by delivering the event and how it benefits the community. This may include:</p> <ul style="list-style-type: none"> • Opportunities for participants to engage and connect

		<ul style="list-style-type: none"> Community involvement in developing and delivering the event Volunteer opportunities and upskilling for members or volunteers Support for local businesses through partnerships, promotion, or event activities <p>The response should show how the event strengthens the community and provides positive social, economic, or cultural outcomes.</p> <p>Example:</p> <ul style="list-style-type: none"> The event will involve 20 local volunteers in setup, operations, and customer service, providing training and experience. Local businesses, including cafés and accommodation providers, will be promoted through event marketing and included in the program, encouraging increased visitor spending. Community groups will help deliver performances and activities, increasing engagement and participation across all age groups.
List partnerships or relationships you have created with local organisations and how you worked together to deliver your event.	10%	<p>Applicants should outline any partnerships or relationships with local organisations that support the event. This may include businesses, tourism operators, community groups, service clubs, or cultural organisations.</p> <p>The response should explain how these partnerships contribute to delivering the event successfully and how they help promote the event, increase participation, or support the local economy.</p> <p>Example:</p> <ul style="list-style-type: none"> Partnered with three local motels to promote the event to their guests and offer special accommodation deals. Worked with a local cultural group to provide performances and activities, encouraging participation from diverse communities. Collaborated with local cafés and restaurants to include food vendors at the event, increasing engagement and supporting local businesses. Partnered with a community service club to provide volunteers for setup, operations, and pack down, ensuring the event runs smoothly.
Capacity and Capability		
Give detail, outlining your experience as an event organiser or committee, including details of events you have delivered in the past, size of the event/s and organisational structure.	4%	<p>Applicants should provide a clear overview of their experience in organising events. This includes details of past events they have delivered, the size and scope of those events, and how they were structured or managed.</p> <p>The response should highlight skills in planning, coordination, and delivering high-quality and sustainable events.</p> <p>Example:</p> <ul style="list-style-type: none"> Lead organiser for the Annual River Festival, attracting 5,000 attendees over two days, responsible

		<p>for overall event planning, volunteer management, and coordination with local businesses.</p> <ul style="list-style-type: none"> Organised a community sports carnival with 500 participants, including program scheduling, marketing, and safety management. Experienced in managing event committees, delegating roles, and overseeing budgets to ensure smooth delivery of events.
Organising committee	3%	<p>Applicants should outline who is involved in the event team, how the team is structured, and the experience or expertise each member brings to the event. This shows the capacity of the team to deliver the event successfully. The response should highlight key roles and responsibilities, relevant experience, and how sub-committees or teams will work together to manage different areas of the event.</p> <p>Example:</p> <ul style="list-style-type: none"> AB – Marketing Lead. Experience in event marketing from four previous events. CD – Program Lead. Deputy program coordinator for the past two years. EF – Operations Lead. Experience in workplace health and safety and event operations. Operations team will work with local service clubs to set up, monitor stalls, and pack down the event. GH – Fundraising Lead. Finance manager with three years' experience as treasurer. <p>This structure ensures each area of the event is managed by someone with relevant skills and experience.</p>
Upload your event management or marketing plan.	3%	<p>Applicants should attach their event management and/or marketing plan.</p> <p>The event management plan should outline how the event will be planned, managed, and delivered, and may include:</p> <ul style="list-style-type: none"> Program details (activities, schedule, timing) Marketing details (promotion, target audiences) Operations and logistics (setup, infrastructure, safety, actions) Human resources (staffing, volunteers, roles and responsibilities) <p>The marketing plan should outline how the event will be promoted and may include:</p> <ul style="list-style-type: none"> Advertising, media, promotions, and public relations Digital marketing, including social media and emails Collateral such as posters, flyers, and websites Attendance at other events to promote your event Details of what will be done, when, who is responsible, costs, and any partnerships or sponsorships involved <p>If any sections are not yet completed, templates are available for download on SmartyGrants.</p>

Funding Request and Financial Management

<p>Upload your budget.</p>	<p>Applicants should attach a detailed event budget that includes both cash and in-kind income and expenditure. You may use the provided template or your own format.</p> <p>The budget should clearly show:</p> <p>Income:</p> <ul style="list-style-type: none"> Revenue from grants, sponsorships, ticket sales, memberships/registrations, merchandise, vendors, parking, or other ongoing sources. Sponsorship amount requested from Council, plus any other funding, sponsorships, or partnerships. Indicate which income is confirmed and which is pending. <p>Expenditure:</p> <ul style="list-style-type: none"> Where Council sponsorship will be spent. Key areas such as program costs, entertainers, marketing, operations, catering/volunteer expenses, licences, administration, insurance, legal, and accounting. <p>Cash and in-kind:</p> <ul style="list-style-type: none"> Show totals separately for cash and in-kind income and expenditure. Do not include volunteer time in the budget. <p>Other notes:</p> <ul style="list-style-type: none"> All figures should be exclusive of GST (ex GST). The budget does not need to balance; it is acceptable to show a surplus or loss. <p>Example:</p> <ul style="list-style-type: none"> Cash Income: \$10,000 from ticket sales, \$5,000 confirmed sponsorship, \$3,000 pending grant. In-Kind Income: \$2,000 from donated equipment and services. Cash Expenditure: \$4,000 marketing, \$6,000 entertainers, \$2,000 operations, \$1,000 administration. In-Kind Expenditure: \$2,000 for donated equipment use and services. <p>This clearly shows the expected costs, income, and how Council funding will support the event.</p>
<p>What is the total amount of grant funding you are applying for?</p>	<p>Applicants should clearly state the total amount of cash funding they are requesting from the grant. This should reflect the full amount being sought, not including in-kind contributions or other funding sources.</p> <p>Example:</p> <ul style="list-style-type: none"> The total grant funding requested is \$5,000.
<p>Sponsorship priority area</p>	<p>Applicants should clearly identify what expenses Council's funding will be used for. Quotes should be attached for each item listed.</p> <p>Priority will be given to funding essential infrastructure and services required to deliver a safe and compliant event, such as first aid, traffic management, or other safety measures.</p> <p>Example:</p>

		<ul style="list-style-type: none"> • Council funding will be used to cover first aid services (\$1,200) and traffic management (\$800). • Quotes for each service are attached to support the funding request.
Supporting Documentation		
Please upload your files		Attach any additional files or supporting information relevant to your application.
Applicant Declaration		
Acceptance of Privacy Statement.		Please read and accept the privacy statement.
Acceptance of Declaration		Please accept the declaration confirming that you agree to the conditions of submitting this funding application and that you have authority to submit it on behalf of the event.
Authorised Organisation Contact		Enter the full name of the authorised contact for the organisation or event.
I would like to receive information about future grant rounds		Please tick yes if you would like to be kept informed about future grant rounds.

Hallmark (Tier 1) & Major (Tier 2) Application form

The Hallmark (Tier 1) and Major (Tier 2) event funding application form requires in depth responses to questions which relate to economic, tourism and community benefits created by the event.

What documents will I need to submit during the Hallmark (Tier 1) & Major (Tier 2) application?

Hallmark (Tier 1) & Major (Tier 2) applications cannot be accepted without the following documentation:

- Budget
- Supplier quotes
- Profit and loss statement (events applying for more than \$15,000 in funding)

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

Hallmark (Tier 1) & Major (Tier 2) Application Questions

Question	%	Guidance for answering question
Event Summary		
Name of Event		Please enter the name of your event here.
Outline your long-term vision and main goal for the event.	2%	<p>Applicants should clearly describe the long-term direction of their event and what they aim to achieve over time. This may include plans to grow attendance, attract new audiences, or expand the event's reach beyond the local area.</p> <p>The response should outline the main goals of hosting the event and explain how changes or improvements will support the event's long-term success and sustainability.</p> <p>Example: The long-term vision for the event is to increase attendance and attract visitors from outside the region by updating the program and improving promotion. The main goal is to grow visitation and ensure the event remains relevant and sustainable into the future.</p>
How do you plan to make changes and generate interest in your event to increase tourism?	2%	<p>Applicants should explain how they plan to refresh or improve their event to attract new visitors and encourage repeat attendance. This may include changes to the program, marketing, or target audiences.</p> <p>The response should focus on how these changes will help attract visitors from outside the local area and increase tourism to the region.</p> <p>Example:</p>

		New activities will be introduced and promoted through targeted social media and interstate advertising to attract visitors from outside the region and increase attendance.
Discuss how your proposed event links to amplifying destination brand and increasing overnight visitor expenditure.	3%	<p>Applicants should outline how their event supports the promotion of the destination and encourages visitors to stay overnight. This may include attracting interstate or regional visitors and encouraging spending on local accommodation, food, and experiences.</p> <p>The response should clearly link the event to increased visitor awareness, longer stays, and higher visitor spend.</p> <p>Example: The event attracts visitors from outside the region and encourages overnight stays by partnering with local accommodation providers and promoting local dining and experiences, resulting in increased visitor spending and stronger destination awareness.</p>
Upload your business plan.	3%	<p>Applicants should attach a business plan that outlines the objectives of their business or event, how it operates, and its financial and marketing strategies.</p> <p>The business plan includes clear objectives, operational structure, financial management, and marketing strategies to support the event's growth and sustainability.</p>
Profile of Mildura		
Summarise the key marketing activities planned and how you will attract visitors from outside our municipality to attend this event. List any marketing partnerships you have built to help support/grow this event.	5%	<p>Applicants should outline the main marketing activities planned to promote the event and explain how these activities will attract visitors from outside the municipality. This may include digital marketing, media coverage, advertising, and partnerships.</p> <p>The response should also describe how the destination will be promoted as part of the event marketing, such as references to Mildura in promotional material, websites, emails, and social media. Any marketing or tourism partnerships that support or help grow the event should also be listed.</p> <p>Example: The event will be promoted to audiences outside the municipality through a mix of digital marketing, media coverage, and partnerships.</p> <p>Key activities include:</p> <ul style="list-style-type: none"> • A feature in an industry magazine distributed to approximately 4,000 members, including dedicated promotion of Mildura as a destination. • Promotion of Mildura tourism information on the event website, reaching approximately 2,000 visitors per year. • Marketing support from local tourism partners, including accommodation providers and attractions, who will promote the event to their combined databases of approximately 4,000 people. <p>These activities will help increase awareness of the event and encourage visitors to travel to Mildura to attend.</p>

<p>Detail how you plan to showcase the region to attract attendees to your event?</p>	<p>5%</p>	<p>Applicants should explain how their event will highlight the region and make it appealing for visitors. This may include promoting local attractions, experiences, food, and accommodation, or integrating the region into the event program itself.</p> <p>The response should focus on how showcasing the region will encourage people to attend the event and stay longer in the area.</p> <p>Example: The event will showcase the region by including local food and beverage vendors, highlighting nearby attractions in promotional material, and sharing visitor guides on the event website and social media. Local accommodation providers will be featured, encouraging attendees to stay overnight and explore the area while attending the event.</p>
<p>Community Impact & Benefits</p>		
<p>Describe how this event will maximise benefits to the local community, including how community involvement and social inclusion is addressed</p>	<p>8%</p>	<p>Applicants should explain how the event benefits the local community and promotes social inclusion. This may include creating opportunities for participation, volunteering, skill development, or engagement with groups that don't usually take part in events.</p> <p>The response should show how the event is welcoming and inclusive for all people, regardless of age, gender, cultural background, or ability. Considerations could include access to facilities, costs, transport, training for staff and volunteers, and ensuring a safe, friendly environment.</p> <p>Example: The event will maximise benefits to the local community by:</p> <ul style="list-style-type: none"> • Providing volunteering opportunities and training for 20 local volunteers in customer service, pedestrian management, and event support. • Partnering with cultural and community groups to include performances and food, encouraging wider participation. • Ensuring accessibility for people with disabilities and creating a safe, welcoming environment for all ages and backgrounds. • Engaging local service groups and sporting clubs to support the event and foster community connection. • Highlighting local businesses and services, creating opportunities for them to gain exposure and long-term benefits. <p>These measures ensure the event is inclusive, encourages community involvement, and provides positive outcomes for the local area.</p>
<p>How will you minimise the potential negative impacts on the community and the environment that your event may cause?</p>	<p>2%</p>	<p>Applicants should identify any potential negative impacts the event could have on the local community or environment. This may include traffic disruptions, noise, limited parking, restricted access to public spaces, or potential damage to parks and other public areas.</p>

		<p>The response should explain the strategies that will be used to minimise these impacts and ensure the event is safe, considerate, and sustainable.</p> <p>Example: Potential impacts such as traffic disruptions will be managed through a traffic management plan, with consultation and notifications sent to affected residents and businesses. Other measures could include noise control, clear signage for parking and pedestrian flow, and steps to protect public spaces from damage during the event.</p>
Tourism Impact		
Outline the key audiences and how you aim to attract to this event.	7%	<p>Applicants should describe the main audiences they want to attract over the next few years. This includes details about where people are from, their age, interests, and any other relevant characteristics.</p> <p>The response should also explain how the event will appeal to these audiences to encourage attendance.</p> <p>Example: The key audiences include:</p> <ul style="list-style-type: none"> • Local residents from Mildura (50%) • People from the surrounding municipality (20%) • Visitors within a three-hour drive (30%) <p>These attendees are generally aged 25–50, often with young or teenage children, and have an interest in river-based water sports. Marketing and event activities will be designed to appeal to these groups and encourage them to attend.</p>
Outline partnerships or relationships you have created with local, regional or other organisations and how working with them will maximise the economic or tourism benefits that your event will create for the region.	8%	<p>Applicants should list any partnerships with local or regional businesses, tourism operators, retailers, hospitality venues, community organisations, or other relevant groups.</p> <p>The response should explain how these partnerships will help promote the event, encourage visitation, and increase economic or tourism benefits for the region. This may include joint marketing, special offers, website or social media promotion, or other collaborative initiatives. Supporting evidence, such as agreements, should be attached where possible.</p> <p>Example:</p> <ul style="list-style-type: none"> • Motels A, B, and C will promote the event at least twice to their customer databases (over 1,000 people) and feature the event on their websites in the two months leading up to it. • Special offers have been arranged with local cafes and restaurants to encourage event visitors to dine locally, increasing tourism spend. • Event partners will share promotional content on social media to reach a wider audience and attract visitors from outside the region.
Upload your marketing plan	5%	<p>Applicants should attach a marketing plan outlining how they will promote the event and attract attendees.</p> <p>The plan should include:</p> <ul style="list-style-type: none"> • Advertising, media, promotions, and public relations

		<ul style="list-style-type: none"> • Digital marketing, including social media and emails • Collateral such as posters, flyers, and websites • Attendance at other events to promote your event • Details of what will be done, when, who is responsible, costs, and any partnerships or sponsorships involved <p>If any of these sections are not yet completed, templates are available for download on SmartyGrants.</p>
Capacity & Capability		
Give detail, outlining your experience as an event organiser or committee, including details of events you have delivered in the past, size of the event/s and organisational structure.	5%	<p>Applicants should provide a clear overview of their experience in organising events. This includes details of past events they have delivered, the size and scope of those events, and how they were structured or managed. The response should highlight skills in planning, coordination, and delivering high-quality and sustainable events.</p> <p>Example:</p> <ul style="list-style-type: none"> • Lead organiser for the Annual River Festival, attracting 5,000 attendees over two days, responsible for overall event planning, volunteer management, and coordination with local businesses. • Organised a community sports carnival with 500 participants, including program scheduling, marketing, and safety management. • Experienced in managing event committees, delegating roles, and overseeing budgets to ensure smooth delivery of events.
Organising committee	5%	<p>Applicants should outline who is involved in the event team, how the team is structured, and the experience or expertise each member brings to the event. This shows the capacity of the team to deliver the event successfully. The response should highlight key roles and responsibilities, relevant experience, and how sub-committees or teams will work together to manage different areas of the event.</p> <p>Example:</p> <ul style="list-style-type: none"> • AB – Marketing Lead. Experience in event marketing from four previous events. • CD – Program Lead. Deputy program coordinator for the past two years. • EF – Operations Lead. Experience in workplace health and safety and event operations. Operations team will work with local service clubs to set up, monitor stalls, and pack down the event. • GH – Fundraising Lead. Finance manager with three years' experience as treasurer. <p>This structure ensures each area of the event is managed by someone with relevant skills and experience.</p>
Upload your event management plan.	5%	<p>Applicants should attach an event management plan outlining how the event will be planned, managed, and delivered. The plan should generally include:</p> <ul style="list-style-type: none"> • Program details (activities, schedule, timing) • Marketing details (promotion, target audiences)

		<ul style="list-style-type: none"> Operations and logistics (setup, infrastructure, safety, actions) Human resources (staffing, volunteers, roles and responsibilities) <p>If any of these sections are not yet completed, templates are available for download on SmartyGrants.</p>
Upload your Profit and Loss statement		<p>Applicants should upload their most recent Profit and Loss (P&L) statement for the event or organisation. This provides a clear record of income and expenses to demonstrate financial management and viability.</p> <p>Example:</p> <ul style="list-style-type: none"> Upload the latest P&L statement showing revenue, costs, and net profit/loss for the most recent event or financial year.
Upload your budget.	3%	<p>Applicants should attach a detailed event budget that includes both cash and in-kind income and expenditure. You may use the provided template or your own format.</p> <p>The budget should clearly show:</p> <p>Income:</p> <ul style="list-style-type: none"> Revenue from grants, sponsorships, ticket sales, memberships/registrations, merchandise, vendors, parking, or other ongoing sources. Sponsorship amount requested from Council, plus any other funding, sponsorships, or partnerships. Indicate which income is confirmed and which is pending. <p>Expenditure:</p> <ul style="list-style-type: none"> Where Council sponsorship will be spent. Key areas such as program costs, entertainers, marketing, operations, catering/volunteer expenses, licences, administration, insurance, legal, and accounting. <p>Cash and in-kind:</p> <ul style="list-style-type: none"> Show totals separately for cash and in-kind income and expenditure. Do not include volunteer time in the budget. <p>Other notes:</p> <ul style="list-style-type: none"> All figures should be exclusive of GST (ex GST). The budget does not need to balance; it is acceptable to show a surplus or loss. <p>Example:</p> <ul style="list-style-type: none"> Cash Income: \$10,000 from ticket sales, \$5,000 confirmed sponsorship, \$3,000 pending grant. In-Kind Income: \$2,000 from donated equipment and services. Cash Expenditure: \$4,000 marketing, \$6,000 entertainers, \$2,000 operations, \$1,000 administration. In-Kind Expenditure: \$2,000 for donated equipment use and services. <p>This clearly shows the expected costs, income, and how Council funding will support the event.</p>

<p>Do you expect your event to make a surplus or loss? How do you plan to reduce your event's reliance on Council's funding sponsorship into the future?</p>	2%	<p>Applicants should indicate whether the event is expected to make a surplus or a loss. This helps demonstrate financial planning and understanding of the event's viability. The response should also outline strategies to reduce reliance on Council funding in the future. This could include increasing ticket sales, attracting sponsorship, generating income from vendors, or other revenue sources.</p> <p>Example:</p> <ul style="list-style-type: none"> • The event is expected to make a small loss this year while establishing new programs and attracting larger audiences. • Future plans to reduce reliance on Council funding include securing additional sponsors, introducing ticketed activities, and partnering with local businesses to generate income from vendors and hospitality.
<p>What is the total amount of grant funding you are applying for?</p>		<p>Applicants should clearly state the total amount of cash funding they are requesting from the grant. This should reflect the full amount being sought, not including in-kind contributions or other funding sources.</p> <p>Example:</p> <ul style="list-style-type: none"> • The total grant funding requested is \$10,000.
<p>Sponsorship priority area.</p>		<p>Applicants should clearly identify what expenses Council's funding will be used for. Quotes should be attached for each item listed. Priority will be given to funding essential infrastructure and services required to deliver a safe and compliant event, such as first aid, traffic management, or other safety measures.</p> <p>Example:</p> <ul style="list-style-type: none"> • Council funding will be used to cover first aid services (\$1,200) and traffic management (\$800). • Quotes for each service are attached to support the funding request.
<p>Supporting Documentation</p>		
<p>Please upload your files.</p>		<p>Attach any additional files or supporting information relevant to your application.</p>
<p>Applicant Declaration</p>		
<p>Acceptance of Privacy Statement.</p>		<p>Please read and accept the privacy statement.</p>
<p>Acceptance of Declaration</p>		<p>Please accept the declaration confirming that you agree to the conditions of submitting this funding application and that you have authority to submit it on behalf of the event.</p>
<p>Authorised Organisation Contact</p>		<p>Enter the full name of the authorised contact for the organisation or event.</p>
<p>I would like to receive information about future grant rounds</p>		<p>Please tick yes if you would like to be kept informed about future grant rounds.</p>

Next Steps

Your application will now be assessed. Information provided in this form will be collated and combined with any existing data from previous applications and acquittal reports before proceeding to an assessment panel for assessment.

You will be notified of the outcome of your funding application following the May 2026 Council meeting.

Should you have any questions please contact the Events Team on 03 5018 8100 or events@mildura.vic.gov.au

Troubleshooting

Sometimes technology can be challenging. If you are experiencing issues accessing SmartyGrants online grants portal, there is an excellent help section on the SmartyGrants website <http://help.smartygrants.com.au/>

Support can also be obtained from the Helpdesk by phone and via email:

Email: service@smartygrants.com.au
Phone: 03 9320 6888

The service desk operates from 9.00am – 5.00pm, Monday to Friday.

We encourage applicants to use the resources in the initial instance before contacting the Events Team.