

Minor and Major Event Grants

Funding Guidelines



Shepparton
MANY GREAT THINGS

Introduction

Greater Shepparton City Council aim to support and enable events that contributes economically, socially, and culturally to our community and improve the attractiveness and liveability of Greater Shepparton.

The Minor and Major Events Grants program is open for Events held within the Greater Shepparton municipality such as:

- Sporting events
- Arts and cultural events which celebrate the diversity and cultural heritage of the region such as:
 - Multi-cultural events
 - Indigenous events
 - Art and Music events
- Business events and conferences.

There are two rounds of grants available each financial year. All application dates and online application form are available on the Council website:

www.greatershepparton.com.au/events-grant

All applicants are encouraged to contact the Tourism and Events Team to discuss your event prior to making an application.

Tourism and Events

Greater Shepparton City Council

Ph: (03) 5832 9858

Email: events@shepparton.vic.gov.au

Minor Event Grants

The Minor Event funding stream is for smaller size events. Grants are available for up to \$2,000 for a one off event. The event grant application should align with and address the following objectives:

- **Economic benefit:** to maximise the economic benefits to our community from scheduled festivals, cultural events business events, major events and sporting activities
- **Celebration:** to encourage a diverse range of events to celebrate the tourism product strengths in the region
- **Wellbeing:** Encourage groups/organisations to deliver events that contribute to the well-being of the Greater Shepparton community
- **Capacity Building:** Help develop event coordination skills of the Greater Shepparton community
- **Social Benefits:** To build social relationships for our culturally diverse region by fostering and strengthening supportive inclusions between individuals and diverse groups

Major Event Grants

The major event stream is for larger events that attract visitors from outside of Greater Shepparton. Grants are available from \$2,000 up to \$5,000.

The event grant application should align with and address the following objectives:

- **Event stimulation:** to increase visitation and event tourism to the Greater Shepparton area
- **Economic benefit:** to maximise the economic benefits to our community from scheduled festivals, cultural events business events, major events and sporting activities
- **Event tourism to the region:** to sustainably build the profile of events in the region to attract visitors from outside the local area and to sustainably build the volume and yield of the region's tourism products.
- **Regional profile:** To generate interest and lift the profile, brand and reputation of Greater Shepparton throughout Victoria, Australia and internationally
- **Celebration:** to encourage a diverse range of events to celebrate the tourism product strengths in the region
- **Wellbeing:** Encourage groups/organisations to deliver events that contribute to the well-being of the Greater Shepparton community
- **Social Benefits:** To build social relationships for our culturally diverse region by fostering and strengthening supportive inclusions between individuals and diverse groups
- **Education:** to develop general public and community awareness and understanding about the benefit of tourism and create tourism opportunities in the region
- **Capacity Building:** Help develop event coordination skills of the Greater Shepparton community

Eligibility Criteria

Applications are open to groups and organisations that operate not-for-profit. Individuals can not apply.

The organisation or group applying must be legally Incorporated and hold an Australian Business Number (ABN). Where an application is made by a group that is not Incorporated the applicants will need to nominate another Incorporated not-for-profit Community Group, Organisation or Club that is willing to manage the grant funds (“auspice the grant”) on their behalf. A letter will be required from your auspice organisation confirming their willingness to accept the auspice role.

What will NOT be funded

- Applications received after the closing date
- Applicants who have previously been funded by Council and have failed to comply with the financial, project monitoring and/or reporting requirements
- Applications from or on behalf of individuals (see eligibility criteria)
- Groups/organisations that operate for profit
- Fundraising activities
- Retrospective funding , e.g. projects that have already started or have been completed
- Groups which are not incorporated
- Groups which do not have an Australian Business Number (ABN)
- Politically based organisations or those who operate principally as a lobby group
- Groups who are in debt to Council
- Prize money
- Groups that receive direct income from electronic gaming machines.

Budget

The budget should include details on all income meaning all sources of funding which will be used to deliver the project and expenditure meaning all costs involved in the project. Income and expenditure must be equal. Please provide a copy of quotes with your application where applicable.

It is also necessary to detail any in-kind contributions that will be made to the project in the budget section.

If your organisation is registered for GST the budget should be filled in GST *exclusive*. If your organisation is not registered for GST you should fill in the budget GST *inclusive*.

Income	\$	Expenditure	\$
Council Event Grant	\$2,000.00	Face Painting	\$80.00
Market Stall	\$600.00	Community group payments	\$500.00
Cars and Public Entry	\$1,000.00	Bar	\$560.00
Bar	\$800.00	Canteen and BBQ	\$1,750.00
Canteen and BBQ	\$2,000.00	Jumping Castle	\$250.00
	\$	Musicians	\$500.00
	\$	Music equipment hire	\$250.00
	\$	Prizes for Colouring Competition	\$60.00
	\$	Prizes for Car Competition	\$550.00
	\$	Marque Hire	\$300.00
	\$	Craft Table	\$100.00
	\$	Flyers Printing	\$700.00
	\$	Folding of Flyers and distribution	\$100.00
	\$	Advertisement	\$700.00
	\$6,400.00		\$6,400.00

Assessment

Your application will be assessed by a panel of Council staff including representation from the Tourism and Events team. In assessing the applications, the panel will take the following factors into consideration:

- That the event aligns with Council plans and strategies such as the Greater Shepparton Council Plan and the Economic Development Tourism and Major Events Strategy
- That the event meet some or all of the Events Grants Funding Objectives (as listed above)
- How many visitors the event will attract
- How many overnight stays the event will generate (For Major Events only)
- When the event will be held (Council like to support events that fill a gap in the annual events calendar) www.greatershepparton.com.au/visitors/annual-events
- What type of event it is (Council like to support events that fill a gap in the event market)
- That the event will provide Community benefit
- That the event provides value for money and is feasible
- That there is evidence of community support from the local community

The assessment panel's recommendations will be:

- Presented to Council within a Council Report to be prepared by Council Officers
- Council will consider the recommended funding allocations at a formal Ordinary Council Meeting
- All applicants will be notified in writing as to the outcome of their application

Please note that the assessment period is usually 3-4 months and therefore all funding applications need to be considered at least six months prior to starting date.

In some cases, the assessment panel may consider your application as more suited to one of Council's other grant programs. If your application is considered by another funding program, Council will contact you to let you know, and may ask for additional information.

Approvals

In some cases, approvals/permits may be required to carry out the proposed project. Applicants should discuss their project with the responsible body e.g. Council or a Victorian Government Department, prior to submitting their application. Your offer of funding will be made conditional to you obtaining regulatory approvals. The approval/permit must be

obtained within 6 weeks of your offer of funding or an extension negotiated and approved. Council officers can assist applicants with the process of gaining approvals.

Advertising and Promotion

For successful applications Greater Shepparton City Council must be recognised as a sponsor of the event. This will include providing logo recognition for Greater Shepparton City Council and the new Shepparton destination brand – Many Great Things on all your promotional material relating to the event you are organising including but not limited to posters, apparel, event programs and any other reasonably requested intellectual property. To access the Greater Shepparton City Council and Many Great Things logos for promotion please contact the Events and Tourism Team on (03) 5832 9858.

Council will also need signage opportunities at high profile places at the event. This could include fence banners and/or Tear Drop Flags. Event organisers will be responsible for the collection of items from Council, installation of at event and then return to Council.

Event organisers can also advertise their events on our Calendar of Events pages (both Greater Shepparton City Council and also Shepparton – Many Great Things) by logging into www.greatershepparton.com.au click on News & Events, click events, scroll to the bottom and click on Suggest an Event. Provide as much information as possible as this is a major promotional tool for you and there is no charge.

Supporting local business/economy

To support the local economy Council encourages local sourcing of goods and services when organising your event.

Access and Inclusion

Council is committed to providing dignified equitable access for all. It is important that applicants are inclusive of people living with a disability and their carers. This may include considerations to the following:

- Accessible parking at the venue
- Provision of accessible facilities such as toilets, ramp access and accessible seating
- Consideration for assistance animals
- Acceptance of Carer Cards and/or Companion Cards for carers
- Information available in accessible format, such as large print and signage
- If required, use of interpreters, such as Auslan for people who are hearing impaired

Cultural Diversity

Council strongly supports the cultural diversity within our municipality and ensuring our community is inclusive of all. It is therefore important that applicants demonstrate their pro diversity practices within their application. This can include demonstration of the following:

- Advertising events in plain English
- Ensuring that the event is open to everyone
- Availability of halal foods
- Ensuring all published materials avoids acronyms and jargon

- Take religious and cultural occasions into consideration when planning events
- Considerations of uniform alterations for religious dress wear practices
- Availability of interpreters and translated information

Environment

When planning your event, consideration should be given to how you can avoid negatively impacting on our environment and promote sustainability.

Sustainable event management (also known as event greening) is the process used to produce an event with particular concern for environmental, economic and social issues. There are many areas where organisers can have a positive impact when hosting an event. Greening practices are practical things that can be done to encourage sustainable living and Council encourages that the following greening practices should be considered when planning or implementing your event:

- Eco-procurement or green purchasing
- Waste minimisation and management
- Energy efficiency
- Water conservation
- Emissions reduction
- Biodiversity conservation

Acquittal

You will be required to report back to Council when your project is completed. The Acquittal process is important because it enables Council to continuously evaluate the success of your event. Your acquittal should include:

- A summary of the project including your feedback on the things that went well and also things that did not go according to plan.
- A financial statement must be completed together with receipts attached
- Copies of promotional materials, photographs or video for the purpose of promoting the Event Grant through Council publications and website.

All projects should be completed and acquitted within twelve months of receiving funds. An organisation which fails to submit their acquittal documents is ineligible to apply for any future funding from Council until their acquittal is completed and approved by Council.

Tourism and Events Assistance

In addition to providing grants the following assistance and advice is available from Council's Tourism and Events Team to event organisers who deliver an event in Greater Shepparton.

- Specialised event advice (site planning, risk management, OH&S)
- Assistance with promotion, marketing and advertising strategies
- Assistance with selection of appropriate accommodation for external visitors
- Assistance with selection of event and function venues and facilities for entertainment options
- Assistance with pre and post touring options around the region

- Assistance with obtaining appropriate event permits required in the region
- Equipment assistance such as bollards, witches hats, event signage, branding signage, tear drops, star pickets and hydration trailer.

For further information please see the website:

www.greatershepparton.com.au/visitors/major-event/events-assistance

Or contact:

Tourism and Events

Greater Shepparton City Council

Ph: (03) 5832 9858

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Greater Shepparton City Council warmly welcomes your application.