



GREATER SHEPPARTON CITY COUNCIL
MINOR AND
MAJOR EVENTS
GRANTS PROGRAM

2024/25 GUIDELINES

About this grant program

The purpose of the Minor and Major Events Grants is to support events that contribute economically, socially and culturally through participation and visitation to our community, and improve in the attractiveness and liveability of Greater Shepparton.

The objectives of these grants are to:

- Support a diverse and inclusive calendar of events.
- Enhance community spirit, participation, connectedness and wellbeing.
- Generate economic impact through increased spend for the region businesses and supporting key industries.
- Support event growth and long-term sustainability.

For the 2024/2025 Financial Year there is a total funding pool of \$60,000. Round 1 will have up to \$35,000 available. Round 2 will have up to \$25,000 available (or balance of funds from Round 1).

Individual grants of up to \$2,000 for the minor event category and up to \$5,000 for the major event category are available for successful applicants to conduct activities during the timeframes below. The minimum amount of funding available is \$500 per category.

Council strongly advises you to make contact with the Major Events team **prior** to making an application to discuss your proposed activity and eligibility. You can contact Council's Team Leader Major Events, Sharlene Putman via telephone on (03) 5832 9795 or email sharlene.putman@shepparton.vic.gov.au

What is a Minor and Major Event?

Minor and Major events can be achieved via the following categories:

- Sporting events
- Arts and cultural events which celebrate the diversity and cultural heritage of the region such as:
 - Indigenous events
 - Art and culture events
 - Music events
 - Multicultural events
 - Food based events
- Business events and conferences
- Community events and festivals that attract visitation and participation
- Multi-day events
- Trade shows

Events funded through this program need to be an organised gathering for a common purpose which is conducted on a one-off or periodic basis, open to members of the public, publicly announced or advertised, and may be subject to specific license, approvals of permits.

Expected timing for this grant program

Applications will be accepted until 5:00pm on the closing date.

Applications open: 1 July 2024 at 9:00am

Applications close: 11 August 2024 at 5:00pm

Notification of outcome: September 2024

Activity timeframes: Activity cannot start until after 1 October 2024
Activity must be completed by 30 October 2025

Late applications will not be accepted.

How to Apply

Applications for this grant program must be submitted via Greater Shepparton City Council's SmartyGrants online portal. You can access this portal via the following link:

<https://greatershepparton.smartygrants.com.au/>

Who can and can't apply?

All applicants' activities must be primarily based in Greater Shepparton.

APPLICANT TYPE	YES	NO
Not-for-profits, incorporated bodies, co-operatives or associations	X	
Registered charitable organisations (refer to the Australian Charities and Not-for-profits Commission)	X	
Unincorporated bodies with an auspice	X	
Schools and learning institutions – only for activities that are not curriculum based and the primary benefit is for the wider community	X	
Applicants that have received funding from this grant in the current financial year that are applying for more than one activity	X	
Individuals without an ABN		X
Individual / Sole Traders (entity type with Australian Business Register)		X
For profits, commercial entities, registered businesses		X
Applicants with outstanding acquittals for grant funding from Greater Shepparton City Council (including auspices)		X
Applicants with outstanding debts or arrears to Greater Shepparton City Council or in legal proceedings with Council		X
An organisation involved in legal proceedings relating to winding up its operations, or experiencing insolvency or bankruptcy (this includes any legal bankruptcy – related actions against the organisations directors or officers).		X

What if you are NOT incorporated?

If you are a not-for-profit organisation, you can still make an application by using an auspice. An auspice is an organisation that meets our eligibility criteria and agrees to support your application.

If you're successful, the auspice receives the grant money on your behalf so you can undertake the project work. If you are intending to make an application using an auspice you must obtain written approval from your proposed auspice before you submit your application, and attach this to your application form.

Insurance

Applicants must have Public Liability Insurance with a minimum amount of \$20 million. The Certificate of Currency for this insurance will be required as part of the application process.

Applicants using an auspice would include a certificate from the auspice organisation. A policy statement or receipt of payment is not an acceptable substitute for the certificate of currency.

Permits and Approvals

Proposed events may require permits and approvals.

These processes are separate to the grant application process and require additional time and budget in the project plan. You do not need to secure permits or approvals before applying for the grant, however obtaining these approvals will be a condition of the funding.

You must also be able to demonstrate that you are aware of the necessary permits and approvals in your application.

What if my event does not proceed?

If you are successful in obtaining a grant and your activity and it does not proceed, you must contact the Team Leader – Major Events at Greater Shepparton City Council in a timely manner to discuss the circumstances of the activity not proceeding, and organise returning the grant funds provided.

Failure to notify Greater Shepparton City Council of your event not proceeding will deem future applications for all grants available ineligible.

Program Objectives

The objectives of these grants are to:

- Promote Greater Shepparton as an attractive place to visit, live and invest.
- Support a diverse and inclusive annual calendar of events.
- Generate economic impact through increased spend for the region businesses and supporting key industries.
- Support event growth and long-term sustainability.
- Attracts visitation to the region and participation.

As this is a competitive process, not all applications will be funded even if they are eligible. In some cases, applicants may also be offered partial funding. Factors that determine the final grant amount offered include:

- multiple day events
- expected attendance of 350 or more (for Major Event Category)
- local and non-local visitation
- engagement with local businesses
- number of applications in the grant round

Funded activities will:

- occur in Greater Shepparton between the timeframes stated above.
- provide an inclusive, safe and accessible outcome for the community of Greater Shepparton.
- demonstrate effective partnerships i.e. with other groups and/or across interest groups.
- deliver value for money.
- be well developed and have reasonable indicators of success for the outcomes expected.
- acknowledge Greater Shepparton City Council's contribution to the event via branding / signage and marketing materials.

The following activities will NOT be funded:

- events that are ongoing, regular activities of a venue i.e. monthly markets, seasonal sporting events.
- events that are school based events (such as fetes, fairs or school fundraisers).
- events and activities not held within the activity timeframes.
- events and activities held outside the Greater Shepparton municipality.
- 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.
- projects that are clearly a duplication of an existing service.
- funding is not available for ongoing expenses or for projects which have already commenced or have been completed.
- projects and activities that are discriminatory in any way, or contravene any legislation.
- cost of Council services where fees are normally charged i.e. municipal rates, waste removal, building or planning permits or approvals, parking etc.
- monetary prizes, vouchers or sponsorship costs,
- political, gaming or gambling activities.
- expenditure that can be considered core business i.e. utilities, administration fees, insurances etc.
- additional funding for previously successful applications.

- applications for events already funded in the same financial year.
- requests for retrospective purchases, where activities or projects have commenced prior to notification of the funding outcome.
- multiple applications from one organisation will not be funded under this program.

Minor Event Grants

The Minor Event funding stream is for smaller sized events. Grants are available from **\$500 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 and sporting activities.
- **Celebration:** to encourage a diverse range of events and celebrate the visitor economy product strengths in the region.
- **Wellbeing and community pride:** Encourage groups/organisations to deliver events that increase participation and 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 inclusion between individuals and diverse groups.

Major Event Grants

The Major Event Funding grant is for larger events that attract visitors from outside of Greater Shepparton and increase community participation.

Grants are available from **\$2,000 up to \$5,000**. 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.
- **Event visitation to the region:** to sustainably build the profile of events in the region, to increase visitation and yield and to sustainability build the volume of the region's visitor experience product.
- **Regional profile:** to generate interest and raise the profile, brand, liveability and reputation of Greater Shepparton throughout Victoria.
- **Celebration:** to encourage a diverse range of events to celebrate the visitor economy product strengths in the region.
- **Wellbeing:** encourage groups/organisations to deliver events that contribute to the participation and wellbeing of the Greater Shepparton community.

- **Social Benefits:** to build social relationships for our culturally diverse region by fostering and strengthening supportive inclusion between individuals and diverse groups.
- **Education:** to develop general public and community awareness and understanding about the benefit of the visitor economy and create tourism opportunities in the region.
- **Capacity Building:** Help develop event coordination skills of the applicants and the Greater Shepparton community

Budget

The budget must include details on all income (all sources of funding which will be used to deliver the project, including the requested amount from this grant) and all expenditure (costs involved in the project).

Income and expenditure must be equal. Below is an example of the budget table within the application form.

The budget for the Major Event category also needs to include a financial contribution by the event organiser / group which demonstrates the sustainability of the event, and that the application is not fully reliant on Council funding.

Please provide a copy of quotes with your application for expenses exceeding \$1,000.

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

It is also necessary to detail the in-kind contributions, if any, that will be made to the activity in the In-Kind section of the application form. Below is an example of this table within the application form.

If you have volunteers working on the project, include their contribution at the following values:

- \$25.00 per hour for unskilled labour
- \$40.00 per hour for qualified trades person
- \$65.00 per hour for machinery hire, including driver

In-Kind

Please include details of any contributions to the project that you would normally pay for, but are being received at no cost to the project.

If you have volunteers working on the project, include their contribution valued at:

- \$25 per hour for unskilled labour
- \$40 per hour qualified trades person
- \$65 per hour machinery hire including driver

Person or organisation*	Task	Hours/Rate	Amount In-Kind*
Committee	Labour set up and remove display	10 hrs/\$25	\$250
Recreation Reserve	Loan of tables and chairs		\$100
Joe Blough	Sound equipment and tech support	4 hrs/\$40	\$160
Mary's Newsagents	Photo copy flyers		\$100
			Total* \$610

[Add Row](#)

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. Please refer to the www.ato.gov.au website for further details.

How will applications be assessed?

All applications received will go through the following assessment process:

- Eligibility checks against criteria for the funding of this program.
- Panel Assessment with broad representation from Council Departments.

The Assessment Panel will consider the following:

- does the activity meet the objectives and activities of the program.
- does the activity have a broad community benefit.
- is the activity well planned and feasible within the timeframes provided.
- evidence that the activity will be well supported by the community.
- evidence that the activity will be inclusive and accessible for the whole community
- is there are matching component.
- does the intended activity align with the following strategic documents:
 - Greater Shepparton City Councils Plan
 - Other Master Plan or other Council Strategy.

The Council Plan and other Strategies can be accessed at www.greatershepparton.com.au

Assessment Criteria

Applications will be assessed on a weighted average scoring system, as shown below:

Event Rationale, plan and budget 50%

- the reasons for staging/developing the event including details on the target audience, participants, timing and spectators.
- expertise and experience of the team responsible for planning and delivering the event.
- an event plan (site plan, schedule, marketing, logistics, etc.).
- a clear budget that details all project costs including contingency and all income sources relevant to the project. The budget must demonstrate that events aren't solely reliant on grant income by demonstrating some costs will be self-funded or acquired from other income streams.
- that the funding request is realistic for the expected attendance and economic return.
- an understanding of the permits and approvals that will be required for the event to proceed, including evidence that the venue or location is booked.
- demonstrate quality and uniqueness of the event.

Strategic impact 25%

- contribution to a diverse and balanced (seasonal and geographical) calendar of events.
- demonstrate how the event will contribute economic impact to the municipality by enticing audiences that support local economy to the region.

Community impact 25%

- is inclusive and accessible.
- how the event will be promoted to the general public.
- opportunities for free or low-cost involvement for participants.
- ongoing benefits post-event i.e. facilitation of new social connections.

Once applications have been assessed by the panel, a recommendation of funding will be presented to the relevant Department Director to provide final award of the grant funding under delegated authority.

Notification of outcome

All applicants will be notified as to the outcome of their application via the email address provided in the application. Please refer to the timetable above to confirm the date we aim to notify you of the outcome of your application.

Grant amounts offered to successful applicants are based on outcomes determined during the assessment process and in line with budget limitations. It is important to note that in some cases, applicants may also be offered partial funding to run a reduced or modified event.

If your application is successful

Successful applicants will be required to:

- Enter into a funding agreement and adhere to the conditions of the agreement.
- Spend the grant money in accordance with the conditions stated in the funding agreement and provided for in the application.
- Return any unspent funds at the completion of the activity, or at the end of the agreement unless **prior** written approval has been obtained from Council's Major Events Team to expend the funds in another way.
- Complete in full detail an acquittal form to the satisfaction of Council.

Promotion of Event

Successful events must be promoted via the Greater Shepparton City Council website calendar of events along with the Shepparton and Goulburn Valley destination website. You can register your event [here](#).

All promotional collateral must also be approved by Council's Marketing and Communications team prior to circulation to ensure inclusion of the relevant logos and correct usage.

To ensure the success of your event an adequate marketing plan is necessary.

If your application is NOT successful

If your application is not successful you will be notified in writing and provided with an opportunity to discuss the outcome with the Program Coordinator and Grants Coordinator.

In some cases, the assessment panel may consider your application more suited to one of Council's other grant programs. If your application is more aligned with another funding program, Council will contact you and let you know.

If an application is made to an alternative funding stream within Council, only one funding application may be considered per financial year for the same activity.

If there are funds remaining in the grant pool, we may choose to offer a second round of funding. Whilst unsuccessful applicants are eligible to reapply, we would recommend revising the application prior to ensure it fits the objectives of the program and assessment criteria before doing so.

Diversity and Inclusion

Council acknowledges, celebrates and supports the diversity of the Greater Shepparton community, as a tool to ensure activities and programs are inclusive of all. It is therefore important applicants demonstrate a range of diversity strategies within their application.

Below are examples of ways in which you may demonstrate inclusion of all in your program/activities. Please note, these are examples ONLY and we encourage your group to develop a range of inclusion practices unique to your application.

- Aboriginal and Torres Strait Islander communities
- migrant and refugee communities
- people with a disability
- Lesbian, Gay, Bisexual, Transgender and gender diverse, Intersex, Queer, Asexual communities (LGBTIQ+)
- women, young people and seniors
- provision of accessible facilities such as parking, toilets, ramp access and accessible seating
- gender inclusion
- information available in accessible formats, such as large print, alternative language, plain English, the use of interpreters, such as Auslan for people who are Deaf
- availability of a broad range of foods
- ensuring all published materials avoids acronyms and jargon
- take religious and cultural occasions into consideration when planning events.

Council Officers are available to support you with identifying, capturing and reflecting diversity within your application through the following contacts:

- Aboriginal Engagement Officer
- Access and Inclusion Officer
- Multicultural Development Officer
- Youth Development Officer
- Positive Ageing Officer
- Social Equity and Safety Coordinator

Please contact Customer Service on (03) 5832 9700 and ask to speak to the relevant Officer. Alternatively you can contact the relevant Officer via council@shepparton.vic.gov.au.

Greater Shepparton City Council will consider the equitable reach of this funding program during the assessment and final decision-making processes.

Gender Equality

Council has a duty to promote gender equality through the Gender Equality Act 2020. Applicants to Council's grant programs are encouraged to demonstrate evidence of how your organisation considers and promotes gender equality within their policies, programs and services.

Sustainability and Environment

Council has declared a climate emergency and adopted a 2030 Zero Emissions target to address the causes and impacts of climate change that are already affecting our communities. Applications that support communities to thrive under a changing climate will be highly regarded.

Applicants to Council's grant programs are encouraged to consider sustainability outcomes and the impact of their project on carbon emissions and minimise carbon emissions i.e. by using recycled products, reducing or eliminating waste, using local products or using renewable energy.

The State Government has implemented policies to eliminate single-use plastics at events and it is a requirement that successful grant applicants abide by these policies. Please contact Council's Major Events Team for further information.

You are encouraged to visit the Greater Shepparton City Council website for more information on Council's commitment to the environment:

<https://greater-shepparton.com.au/animals-environment-and-waste/environment>

Final 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 the program.

You must report back to Council within the timeframe provided in your funding agreement. The financial acquittal is an income and expenditure statement for the grant confirming funding has been spent on the activity in accordance with the funding agreement.

Council officers may request meetings with you to check the progress or undertake an independent audit of the records of the applicant as they relate directly to the grant.

It is the responsibility of the applicant to maintain accurate financial records for the grant and make them available in the event of an audit by the Council into the use of the grant. Evidence of your marketing collateral, websites / social media pages and images of the event taking place must be included in your acquittal.

An organisation which fails to submit their acquittal documents is deemed ineligible to apply for any future funding from Council, until their acquittal is completed and approved by Council.

Contact Details

Greater Shepparton City Council

Major Events Team

Phone: (03) 5832 9795

Email: sharlene.putman@shepparton.vic.gov.au

Website: greater-shepparton.com.au



CONTACT US

Business hours: 8.15am to 5pm weekdays

In person: 90 Welsford Street, Shepparton

Mail: Locked Bag 1000, Shepparton, VIC, 3632

Phone: (03) 5832 9700

SMS: 0427 767 846

Fax: (03) 5831 1987

Email: council@shepparton.vic.gov.au

Web: www.greatershepparton.com.au

Join the conversation:   