



GREATER SHEPPARTON CITY COUNCIL

MINOR AND MAJOR EVENTS GRANTS PROGRAM

2023/24 GUIDELINES



GREATER
SHEPPARTON

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 2023/24 financial year there is total funding pool of \$45,000* available for events held in the Greater Shepparton municipality, individual grants are available **up to \$5,000 per event and applicant**.

*For Round 2 of the 2023/2024 Minor and Major Event Grant Program there is a total funding pool of \$19,900. To be eligible for this round, your event must be held between 1 May 2024 and 30 June 2025.

Council strongly advises you to make contact with our Major Events team **prior** to making an application to discuss your proposed event and eligibility. You can contact Council's Festivals and Events Officer by phone on (03) 5832 9540 or via email events@shepparton.vic.gov.au

What is a Minor and Major Event?

This 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 Music events
 - Multicultural and 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.

Moderate sized community events are expected to attract 300 or more attendees.

Expected timing for this grant program

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

Applications open: 1 February 2024

Applications close: 17 March 2024

Notification of outcome: May 2024

Activity start: Activity cannot start **until after** 1 May 2024

Late submissions will **not** be accepted.

How to Apply

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

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

Who can and can't apply?

The following table describes who is eligible and isn't eligible to apply for funding through this grant program:

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 a separate event (applies only when a second grant is offered).	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 or 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 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 event does not proceed, you must contact the Major Events team at Greater Shepparton City Council in a timely manner to discuss the circumstances of the event 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 objective 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 necessarily 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:

- time of year with a preference for off-peak
- multiple day events
- expected attendance of 300 or more
- local and non-local visitation
- engagement with local businesses
- number of applications in the grant round

What won't be funded?

The following items, activities or projects will not be funded by this program:

- events that are ongoing, regular activities of a venue i.e. monthly markets, seasonal sporting events.
- events that due to their nature, are unlikely to be supported by relevant stakeholders
- events that are held prior to 1 May 2024 or after 30 June 2025
- events held outside of the Greater Shepparton municipality
- cost of Council services where fees are normally charged i.e. municipal rates, waste removal, building or planning permits or approvals, parking etc.
- staffing costs
- requests for retrospective purchases, where activities or projects have commenced prior to notification of the funding outcome
- prizes, gifts, awards or sponsorship costs, such as trophies, medals, money and vouchers
- 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
- activities or projects that could commit Greater Shepparton City Council to ongoing funding
- applications where the applicant or auspice has an outstanding acquittal, or failed to meet obligations under previous funding agreements with Greater Shepparton City Council
- applications for events already funded in the same financial year.

Minor Event Grants

The Minor Event funding stream is for smaller size 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 all details on all income (all sources of funding which will be used to deliver the project) and expenditure (all costs involved in the project). **Income and expenditure must be equal.**

Applicants must provide a copy of quotes with your application, where applicable. It is also necessary to detail the in-kind contributions, if any, that will be made to the event in the in-kind section of the application form.

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 see example below.

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

How are applications assessed?

All applications received will go through the following assessment process:

- eligibility checks against the criteria of this funding program
- officer panel assessment with broad representation from departments across the organisation

The assessment panel will consider the following:

- Does your event, project or activity meet the objectives of the funding program
- Does the event, project or activity align with the Council Plan and Economic Development Department strategies and plans.
- Does the application give priority to use of local suppliers for the delivery of the event.
- In relation to major events, how many attendees are expected (i.e. 300 or more) and are overnight stays generated.
- Does the event, project or activity attract local and non-local visitation.
- When the event will be held and does it complement Council's Event Calendar, refer to this link: www.greatershepparton.com.au/visitors/annual-events
- Is the event unique to the region and does it fill a gap in the event market?
- Will the event provide wide community benefit and is it accessible and inclusive.
- That the event provides value for money and is feasible / sustainable.
- That there is evidence of community support from the local community.

Once the panel has assessed your application their recommendations will be presented to the Director of Sustainable Development for final approval under delegated authority.

All applicants will be notified in writing as to the outcome of their application and payments will be made in accordance with the timetable above following execution of the Funding Agreement.

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 only as stated in the original application. Approval for any proposed variation to the project must be sought in writing via the Major Events team and permission received, prior to any changes commencing.
- Return any unspent funds at the completion of the project or the end of the agreement unless prior approval has been obtained to expend the funds in another way.
- Complete an event management plan and obtain all necessary permits if conducting a community event.
- Obtain all necessary approval (e.g. from land owner) and permits (building / planning or other statutory requirements) associated with your project; failure to do so will result in the project being delayed or potentially stopped.
- Update any changes to key project contact details, including phone number, email or postal address.
- Acknowledge the Greater Shepparton City Council in all project related publicity and promotional materials.

If your application is unsuccessful

Unsuccessful applicants will be notified in writing and provided with an opportunity to discuss the outcome with Council's Major Events Team and Grant Co-Ordinator.

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 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.

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

Advertising and Promotion

Successful grant applicants must acknowledge Greater Shepparton City Council as a sponsor of the event.

This will include providing logo recognition for Greater Shepparton City Council and the current Shepparton destination brand Shepparton & Goulburn Valley, on all your promotional material relating to the event including, but not limited to posters, apparel, event programs and any other reasonably requested intellectual property.

To access the current branding guidelines, please contact the Major Events team on (03) 5832 9858.

Council also require the opportunity to provide signage to be displayed at high profile locations 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 at the event and then return to Council.

Event organisers are strongly encouraged to promote their events on our Calendar of Events pages (both Greater Shepparton City Council and Visit Shepparton) by logging into:

<https://greater-shepparton.com.au/whats-happening/suggest-event>

Scroll to the bottom and click on Suggest an Event. Please ensure you provide as much information as possible as this is a major promotional tool for you at no charge.

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 your event and our grant program.

You will be required to report back to Council within six weeks of the agreed completion date for the project. The financial acquittal is an income and expenditure statement for the grant confirming that funding has been spent on the activity in accordance with the funding agreement.

Council officers may request meetings with the applicant 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.

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.

First Nations

All applicants intending to apply for an event grant regarding First Nations Peoples you must provide confirmation of engagement with Local First Nations Community members and/or Traditional Owners (Yorta Yorta Nations).

Council strongly supports our First Nations Community events that are inclusive and considerate of Local First Nations Community and their important history and connection to land. It is highly recommended that applicants are able to demonstrate consideration and respect for First Nations Peoples. This can include an Acknowledgement of Country or Official Welcome to Country performed by a recognised Local First Nations Person.

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 consideration in their planning to create an inclusive, accessible and welcoming event environment. 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
- Single-use plastics
- Enforce the Victoria Government's plastic ban where relevant
- Align with Greater Shepparton City Council's plastic policy

Events Assistance

In addition to providing grants the following assistance and advice is available from Council's Major 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, branded signage, tear drops, star pickets and hydration trailer.

Contact Details

Greater Shepparton City Council

Major Events Team

Phone: (03) 5832 9540

Email: events@shepparton.vic.gov.au

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

CONTACT US

Business hours: 8.15am to 5pm weekdays

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