

Greater Shepparton City Council

2023 Small Town Festive Event Grants

Includes Christmas and Festive Celebrations

2023/24 Guidelines

About this grant program

The purpose of the Festive Event Grants program is to support and strengthen the community with the capacity to attract the whole community to come together and celebrate and share festive occasions

The objectives of these grants are to:

- Support community celebrations
- Encourage participation across all sectors of the community
- Enhance community spirit

For the 2023/24 financial year there is total funding pool of \$10,000 available for events held in the Greater Shepparton municipality, individual grants are available from \$500 to \$2,500 per event or celebration.

Council strongly advises you to make contact with our Festivals and Events Officer **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

Festive events that have been funded in the past include:

- Toolamba Festival
- Carols on the Move
- Mooroopna Carols
- Pasifika Christmas event (Mooroopna)

Events funded through this program need to be an organised gathering open to the whole community for a common purpose which is conducted as a one-off, or annual event, 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:	24 July 2023
Applications close:	1 September 2023
Notification of outcome:	October 2023
Activity / event start:	Activity cannot start until after 1 November 2023 and must be completed by 31 December 2023.

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://greater-shepparton.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	✓	
Registered charitable organisations (refer to the Australian Charities and Not-for-profits Commission)	✓	
Unincorporated bodies with an auspice	✓	
Schools and learning institutions – only for activities that are not curriculum based and the primary benefit is for the wider community	✓	
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).	✓	
Individuals without an ABN		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
For profits- commercial entities, registered businesses		X
Individual/Sole Traders (entity type with Australian Business Register)		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 Coordinator 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

Greater Shepparton City Council aims to support local small town Festive Events and Celebrations by way of cash support, in kind support, event equipment, marketing and promotion assistance.

Providing funding to community groups for these events/celebrations gives Council the opportunity to enhance community spirit and encourage participation across all sectors of the community.

The objectives of the funding is to assist with facilitation of an event/celebration which achieves some or all of the following objectives:

- Build new social connections and partnerships within communities, or reinforce those that already exist
- Encourage community participation in festive celebrations and/or activities
- Enable community members to acquire or develop a new skill
- A welcoming and inclusive celebration/event for the whole community
- Event/celebration to be held in an accessible community space
- Showcase local talent, or provide artistic and/or cultural activity within your event/celebration
- Adequate marketing and promotion of your event/celebration

If your event does not go ahead as planned between 1st November 2023 and 31st December 2023 any funds received will need to be returned to Council.

The funding is available to a population centre in Greater Shepparton with less than 10,000 people. This includes the following small towns; however other localities may also apply.

- Congupna
- Katandra West
- Mooroopna
- Tallygaroopna
- Toolamba
- Dookie
- Merrigum
- Murchison
- Tatura
- Undera

These grants aim to support and strengthen the community with the capacity to attract the whole community to come together and celebrate and share festive occasions.

Criteria

To support the application, applicants will need to provide the following:

- Background of the organisation, club or group
- Description of the proposed event/celebration detailing any social and/or economic benefit
- Financial budget detailing expenses relating to the event/celebration
- Evidence of other support or sponsorship for your event/celebration (please include in application)
- If your event is held on Council land an Event Risk Management Plan (a template can be obtained from Council's website or by contacting the Events Team on (03) 5832 9700).
- Recognition of support from Greater Shepparton City Council by approved use of Greater Shepparton City Council logo or signage.
- Acquittal and budget (actual) completed within 30 days following the completion of the event.
- Organisations are only eligible for one Festive and Events Grant per calendar year.
- Towns are only eligible for one Festive and Events Grant per year, the application with the highest score will be selected.

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.
- applications for events/celebrations that will not take place between 1 November 2023 – 31 December 2023.
- events that due to their nature, are unlikely to be supported by relevant stakeholders.
- events that are held prior to 1 November 2023.
- 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.

Budget

The budget should include 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. Please provide copies of quote/s if any one item exceeds \$2,000 with your application.

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

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](#)

Sample Budget

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

GST

If your organisation is registered for GST or required to be and receives grant funding from Council it does not have to pay GST on the funding payment unless it makes a 'supply' in return for the payment. Please refer to the www.ato.gov.au website for further details.

Assessment

Your application will be assessed by a panel of Council staff, with broad representation from across Council departments. In assessing the applications, the panel will be guided by the applicant's ability to address some or all of the funding criteria and objectives listed in this document.

Once the panel has assessed your application their recommendations will be:

- Presented to the Director of Sustainable Development for approval who will make the final decision of grants to be awarded.
- All applicants will be notified in writing as to the outcome of their application and payments upon approval.

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.

Access and Inclusion

Council are 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 deaf

For further information, please contact Council's Access and Inclusion Officer on 5832 9700.

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

For further information please contact Council's Multicultural Development Officer on (03) 5832 9700.

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
- Enforce the Victoria Government's plastic ban where relevant
-

It is important to note that all events must align with Greater Shepparton City Council's plastic policy along with the State Governments single use plastic policy.

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 completed Financial Budget representing Actual expenses
- Copies of promotional materials, photographs or video for the purpose of promoting the Festive Event Grant through Council publications and website

All projects should be completed and acquitted within four months of receiving funds.

A group which fails to submit their acquittal documents is ineligible to apply for funding under any future rounds of Councils Festive Event, Australia Day Grant or Small and Major Event Grants until their acquittal is completed and reviewed by Council.

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 and hydration trailer.

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 Shepparton and GV) by logging into:

<https://greatershepparton.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.

For further information please see the website:

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

Major Events Department

Greater Shepparton City Council

Ph: (03) 5832 9700

Email: events@shepparton.vic.gov.au