



Minor and Major Events Grants Program

ROUND TWO

2025/26 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 region and improve the attractiveness and liveability of Greater Shepparton.

Program Objectives

The objectives of these grants are to:

- Promote Greater Shepparton's lifestyle and visitor economy, recognising the region as an attractive place to visit, live and invest.
- Support a diverse and inclusive calendar of events.
- Generate economic impact through visitation, increased spend for the regions businesses and supporting key industries.
- Support event growth and long-term sustainability.
- Recognise local talent, and artistic and cultural strengths.
- Celebrate communities.

Linkages to the Council Plan 2025-2029

This grant program aligns with the strategic priorities outlined in the Council Plan 2025-2029. The focus areas include:

- **Economy:** Supporting tourism, events, and cultural initiatives that promote community vibrancy and economic growth.
- **Liveability:** Enhancing community health, wellbeing, social connection, diversity, respect, and inclusion.

While applicants are encouraged to consider these priorities in their project planning, they are not required to explicitly demonstrate how their proposed activities link to the Council Plan. The alignment of projects with these focus areas will be considered in the assessment process.

Funding available

For the 2025/2026 Financial Year there is a total funding pool of \$60,000 for both the Minor and Major Event Categories. Round 2 has \$26,800 of funding available for eligible events.

Applicants should consider the grant funding as seed funding and the project should have reasonable potential to be self-sustaining following initial support from the Greater Shepparton City Council.

Rounds are competitive and based on the outcome of the assessment process, projects may not receive funding or may not receive funding for the full amount requested, from the Greater Shepparton City Council. There are two funding streams as outlined below.

<u>Major Event Category</u>	<u>Minor Event Category</u>
Funding from \$2,000 up to \$5,000 for larger scale event that attract no less than 350 attendees. Consideration will be given to events that are held over multiple consecutive days and attract overnight visitation that attract less than 350 attendees but over 200.	Provides funding from \$500 up to \$2,000 for smaller scale events that attract from 50 to 350 attendees for a single day event and contributes to positive community participation, connection and wellbeing. Consideration will be given to events that are held over multiple consecutive days and attract overnight visitation that attract less than 150 attendees.

Need help to determine which stream to apply for?

It is a requirement that applicants make contact with the Major Event team prior to making an application to ensure your event is suitable to the stream you intend to apply for.

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

Expected timing for this grant program

Applications will be accepted until 5.00pm on the closing date.

Applications open:	Friday 9 January 2026 at 9.00am
Applications close:	Monday 2 March 2026 at 5.00pm
Notification of outcome:	30 March 2026
Activity timeframes:	Activity cannot start until after 31 March 2026 Activity must be completed by 30 October 2027

Late applications and handwritten applications will not be accepted.

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.

What types of events can be funded:

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 and / or permits. Below is a sample of events that can be funded through this program.

Sporting Events	Any event that includes participation in an organised tournament which includes but not limited to: <ul style="list-style-type: none"> • Basketball • Soccer • Tennis • Multisport • Athletics • Netball
Arts and Cultural	Events that bring an artistic or creative element which include but not limited to: <ul style="list-style-type: none"> • Food and beverage events • Music events • Multicultural events • Indigenous events
Community Events	Community events that bring people together to celebrate a common interest and activate spaces. Examples of events include events such as, but not limited to: <ul style="list-style-type: none"> • Museum Heritage Open Days and demonstrations • Hub Open Day • Hall Centenary Celebrations
Fundraising and Charity Events	Community events that bring people together where a minimum of 50% of the funds raised stay within the Greater Shepparton municipality. Funds can only be utilised for safety and compliance provision and marketing and the recipient of your donation must be clearly included in your application.
Trade shows, Expos, and Business Events	Events that encourage the public to discover and appreciate common themes, includes but not limited to: <ul style="list-style-type: none"> • Flower or garden shows / expos • Car shows / show'n'shine • Conferences run by not-for-profit entities where registration is open to the public for a nominal cost

What is a Minor Event?

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 bring economic activity and benefits to our community via the events through activation and engagement of local suppliers and contractors.
- **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, attract a broad audience 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.

What is a Major Event?

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 sustainably build the volume of the region's visitor experience product. A minimum attendance of 350 is required for this category for a single day event however events that run over multiple consecutive days and have overnight stays can have less numbers.
- **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

How to Apply

Applications for this grant program must be submitted via Greater Shepparton City Council's SmartyGrants online portal, paper-based applications will not be accepted. You can access this portal via the following link: <https://greater-shepparton.smartygrants.com.au/>

If you are experiencing difficulties in accessing this portal, please contact Council's Grants Coordinator on (03) 5832 9700 or council@shepparton.vic.gov.au

Insurance Requirements

Applicants must have current Public Liability Insurance at the time of application with a minimum amount of \$20 million. Applicants must supply a Certificate of Currency for this insurance at the time of application. Failure to supply the relevant insurance will deem your application ineligible.

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

Council strongly recommends that you make contact with the Major Events Team to obtain details of the permits required and the relevant costs **prior** to submitting an application.

The process to obtain a permit for your event is separate to the grant application process and will require additional time in the project plan. The permit is likely to attract a fee and this must be included in expenses table of the project budget. Whilst you do not need to secure permits or approvals before applying for the grant, it will be a condition of funding that these are obtained prior to the event occurring.

What can be funded

- Events that take place in the Greater Shepparton municipality.
- Events that are inclusive, safe and accessible for the community of Greater Shepparton.
- Events that demonstrate effective partnerships with other stakeholders and community groups.
- Events that deliver value for money and are sustainable beyond funding.
- Events that are well developed and planned for and have reasonable indicators of success for the outcomes expected.

- Events that acknowledge Greater Shepparton City Council's contribution to the event via branding / signage and marketing materials.

What will not be funded

- Ongoing events or regular activities i.e. monthly markets, seasonal sporting events.
- Events that are school based (such as fetes, fairs or school fundraisers).
- Events that take place outside of the activity timeframes outlined above.
- Events or associated activities that take place outside of Greater Shepparton.
- Late applications or paper-based applications.
- Applicants (or Auspice organisations) that have failed to comply with the financial, project monitoring and/or reporting / acquittal requirements through previous Council funding programs.
- Events or activities that are clearly a duplication of an existing service / event.
- Funding is not available for operating expenses (i.e. insurances, utilities, and administration fees), expenses already incurred or ongoing costs associated with the event beyond the agreement.
- Events or activities that are discriminatory in any way or contravene any legislation.
- Expenditure costs for Council services where fees are normally charged i.e. municipal rates, waste removal, event, building or planning permits or approvals, parking etc.
- Monetary prizes, vouchers or sponsorship costs.
- Political, gaming or gambling activities.
- Additional funding for previously successful applications.
- Events that exclude or may offend part of the community
- Events already funded that will occur within the same financial year.
- Retrospective costs that have already been incurred prior to the notification of the funding outcome.
- Multiple applications from one organisation will not be funded under this program, or for the same event under other Council grant programs.
- Incomplete applications that do not meet the mandatory requirements will not be funded.
- Applications from applicants who have not met their event requirements from previous rounds (i.e. have been successful in these grants previously and have not met the outlined objections of the grant application).

This list is not exhaustive, and Council will make the final decision on what is deemed to be ineligible expenditure.

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).

Failure to include the grant amount requested in the income will deem your application ineligible. Income and expenditure must be equal.

The budget for the **Major Event Stream** 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.

Below is an example of the budget table within the application form. You must provide a copy of quotes with your application for expenses of \$1,000 and over.

Budget Example

Income	\$	Expenditure	\$
Council Event Grant (Major)	\$3,500	Council event permit	\$115
Sponsorships	\$250	Marquee hire	\$2,500
Applicant contribution	\$250	Promotion flyers	\$200
Club contribution	\$1,000	Food supplies - volunteers	\$200
		Music equipment hire / entertainment	\$1585
		Marketing - Radio	\$400
Total Income	\$5,000	Total Expenditure	\$5,000

Please ensure that the total income and expenditure are equal. Failure to present a balanced budget will impact the scoring of your application.

Demonstrating in-kind contributions

In-kind contributions are those contributions that you would usually pay for but are being received at no cost to the project.

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 and how to complete this within the application form.

In-kind contributions	\$
Committee volunteers unskilled at \$25 per hour for 20 hours	\$500
Qualified trades persons at \$40 per hour for 10 hours	\$400
Machinery hire, including driver at \$60 per hour for 3 hours	\$90
Loan of equipment (i.e. tables, chairs)	\$200
Total in-kind contributions	\$1,190

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

GST

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?

Applications submitted are assessed in two stages. First a preliminary eligibility check as outlined below, and if deemed eligible applications proceed to a panel assessment which is also detailed below. During the panel assessment stage the panel will assess your application against the criteria outlined below.

Eligibility assessment stage

This stage involves checking the submitted application against all mandatory assessment criteria as outlined in the relevant categories and includes the following:

- Applicant is an eligible organisation or entity and/or has secured an auspice.
- Current Certificate of Currency of Insurance for \$20M attached to the application.
- Quotations for eligible expenditure items of \$1,000 and above have been included.
- Activity will occur in the Greater Shepparton municipality and within timeframes outlined.
- Budget table has been completed with income / expenditure equal.
- Applicant has no outstanding acquittals due at the time of this application.
- Applicant meets the minimum requirements of the relevant funding stream i.e. Major event category attendance is no less than 350 unless the event is multi day and generating positive overnight stays in the region.

If applications do **not** meet all of the mandatory requirements outlined above, the application will **not** proceed to the next stage in the assessment process.

Panel assessment stage

This stage involves applications being reviewed by a panel with broad representation from relevant Council departments.

The Assessment Panel will consider the following points in addition to the assessment criteria outlined below:

- does the activity meet the objectives of the program stream.
- does the activity have a broad community support and provide community benefit.
- is the activity well planned and feasible within the timeframes provided.
- evidence that the activity will be inclusive and accessible for the whole community
- is there are matching component (for major event stream applications).
- does the intended activity align with the following strategic documents including the Council Plan or other mater plan or Council strategy. You can access these documents via www.greatershepparton.com.au

Assessment Criteria

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

Weighting	Criteria	Measure/ Key Considerations
10%	<p>Event Longevity</p> <p>Has this event been held before?</p> <p>How many years has their event been held in the past?</p> <p>How likely is it that the event will go ahead as planned?</p>	<p>Events that are newer or in their initial years will be given greater weighting</p> <p>Financial sustainability, eg has the event secured funding or income from other sources?</p> <p>The extent of how well the event is planned and achievable, previous experience, realistic event objectives, evaluation plan, knowledge of legislation requirements / permits etc</p>
20%	<p>Economic Impact</p> <p>Demonstration of how the event will contribute a positive social and economic impact to the municipality by enticing audiences that support local economy to the region.</p>	<p>The extent of how the event will attract visitors and support local business.</p>
10%	<p>Social and Strategic Impact</p> <p>The contribution to a diverse and balanced (seasonal and geographical) calendar of events</p>	<p>The extent to which the event or activity objectives and outcome align with Council goals.</p> <p>The extent of positive impact the event will have on residents both immediate and long term.</p> <p>The extent of which the event organisers have support from the local community.</p> <p>Engagement with local community groups</p>
10%	<p>Marketing and Promotion</p> <p>What is the target market of the event?</p> <p>Provide a brief description of the marketing activities being undertaken to attract visitation to the event and the region.</p>	<p>The extent of how the event will attract visitors and support local businesses.</p>
10%	<p>Financial Sustainability</p> <p>How financially sustainable is your event and planning? Are you relying on Council grants to run the event? If you are unsuccessful, can your event proceed?</p>	<p>Demonstrate that you have the capacity to continue with the event if unsuccessful. How are you planning on growing your event to not be reliant on funding from Council?</p>
5%	<p>Environmental Sustainability</p> <p>What are you implementing to ensure environmental sustainability is a focus of the event?</p>	<p>How well you address sustainability needs and opportunities e.g. minimising waste, organics, recycling, encouraging public transport etc. Sustainable packaging use for stalls, ban on plastic cutlery / straws (as per State Government legislation) and balloons.</p>

<p>10%</p>	<p>Diversity, Inclusion and Equity</p> <p>How will you encourage participation for people of different cultures, genders in the running of your event and promotion of your event?</p> <p>How will you address accessibility needs in the running of your event?</p>	<p>The extent of positive impact the event has among the community.</p> <p>The capacity of and attraction of visitors from all backgrounds to attend this event or activity, e.g its openness to the public, welcoming to all diverse communities, free or low cost, ticket inclusions etc</p> <p>Consideration of accessibility.</p> <p>Does the event provide ongoing benefits post event? i.e facilitation of new social connections.</p>
<p>20%</p>	<p>Budget</p> <p>Can you clearly show what costs and resources are needed to successfully deliver your event?</p> <p>How well have you budgeted for the event or activity?</p> <p>Are you able to demonstrate that your group is making a significant contribution to the event?</p> <p>Is the event solely reliant on Council funding to proceed? What impact will there be on the event in you are not successful in obtaining a Council grant?</p>	<p>Clear and concise budget, inclusion of all costs including supporting quotes for items costing \$1000 and over.</p> <p>How well you meet the requirements of funding based on the value requested.</p> <p>Major Event applicants must include a financial contribution, Minor Event applicants must demonstrate either cash, voluntary or in kind support.</p>
<p>5%</p>	<p>Location</p> <p>Where is the event being held in Greater Shepparton?</p>	<p>Additional points will be provided to those events held in the smaller towns of the municipality.</p>

Once applications have undergone the panel assessment the distribution of grant funding will be made in accordance with Council's Grant Distribution Policy.

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 within **30 days** of the completion of the event.

If you have not received an acquittal form, please contact Council's Grants Coordinator to obtain this.

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 there are funds remaining in the grant pool, Council may offer a further round of funding. Council recommends unsuccessful applicants make contact with Council to obtain feedback before reapplying.

Promotion of Event

Successful applicant's 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](#). Marketing and promotion of your event is a requirement of any funding received.

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.

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 (LGBTIQA+)
- 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 Positive Ageing Officer
- Multicultural Development Officer
- Youth and Inclusion 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

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://greatershepparton.com.au/animals-environment-and-waste/environment>

What if my event does not proceed or circumstances change?

If you are successful in obtaining a grant for your event and it does not proceed or you need to change elements of your event, you must contact the Team Leader – Major Events at Greater Shepparton City Council in a timely manner to discuss these circumstances, and either get approval for requested changes or organise returning the grant funds provided.

Failure to notify Greater Shepparton City Council will deem future applications for all grants available ineligible and possible return of grant funds received.

Final Acquittal

You must 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 and your event.

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. Council may also request additional information in order to finalise the acquittal process.

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 funds.

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. Acquittals must be received by the due date to ensure equity across the program.

Failure to complete the acquittal will also require the applicant to return the funding received to the Greater Shepparton City Council.

Assistance, Support – Contact Us

Information Sessions:

Information sessions are held during the time the grants are open for application. At these sessions you can hear more about the program.

Drop In Sessions:

You can drop in to speak with the Minor and Major Events Program coordinator or the Grants Coordinator to discuss your application

Contact an officer:

Call and speak with the Minor and Major Events Grant Program Coordinator if you require assistance or clarification on the grant program.

Major Events Team Leader – Program Coordinator

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

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