

Events and Festivals Grant Program Policy

Corangamite Shire

March 2024



**CORANGAMITE
SHIRE**

Council Policy



Events and Festivals Grant Program Policy

Introduction

This policy defines Council's role in supporting events and festivals, how requests for funding assistance will be assessed and the grant program implemented.

This policy should be read in conjunction with the overarching Council Grants Policy, which provides detail on advertising, assessment, conflict of interest, funding conditions, accountability and information that manages grant allocations.

The Events and Festivals Grant Program Guidelines support the application of this policy.

Purpose

The purpose of the policy is to define Council's role in supporting events and festivals, establishing a framework for an appropriate level of Council support, and a process that ensures equity.

Council recognises the significant benefits that events and festivals bring to the region. Events continue to add to the vitality of the Shire, activate towns and precincts, provide a sense of community and offer cultural, social and economic benefit to the community.

Corangamite Shire is committed to ensuring that our region is a great place to work, live and explore and is focused on supporting the development of our local communities.

Grow and Prosper Corangamite, has consolidated Council's approach to economic and community development with the platforms of creativity, connectivity, environment and authenticity of people and place.

Council is committed to ensuring that events and festivals are run safely and all compliance requirements are met, whilst minimising negative impacts upon the community.

Scope

This policy is applicable to events and festivals that bring economic and community benefit and increased visitation.

This policy does not apply to funding that is provided through other grant programs and other means offered by Council.

This policy does not consider ad-hoc requests for Council support for events outside of the grant program.

This policy also does not apply to funding that is provided via sponsorship by Council.

References

- Corangamite Shire Council Plan 2021-2025
- Grow and Prosper Corangamite 2023-2033
- Corangamite Shire Grants Policy
- Events and Festivals Grant Program Guidelines
- Support for Events and Festivals (Traffic Management and associated Local Law Fee Exemptions) Policy

Policy Detail

This policy will guide Council when consideration is being given to grant allocations for events and festivals.

The Events and Festivals Grant Program Guidelines have been developed to support the Policy. The guidelines provide details on how the policy is to be applied with information on eligibility, funding, in-kind support, application requirements, assessment criteria, conditions, notification, payment and acquittal processes.

The Grow and Prosper Framework 2023-2033 includes the Business Assistance Scheme, which provides support for activations in public spaces or areas accessible to the public, under Stream 2 Creative Industries and Placemaking.

Events that require traffic management may be eligible for support through the Events and Festivals (Traffic Management and associated Local Law Fee Exemptions) Policy.

Eligible applicants:

- Incorporated not-for-profit organisations, or not-for-profit groups auspiced by an incorporated organisation are eligible to apply for grant funding and in-kind support.
- Incorporated commercial organisations, an individual with an ABN, and commercial not-for-profit organisations are only eligible to apply for in-kind support.

What may be considered:

- Events located in the Corangamite Shire local government area.
- Events that occur within the funded period.
- Events that align with the strategic objectives in the Council Annual Plan, Grow and Prosper Corangamite and the Events and Festivals Grant Program.

Ineligible applicants:

- An applicant whose event has received Corangamite Shire funding for the same event within the same financial year, including budget allocation or other grant programs.
- An applicant that has outstanding debts to the Corangamite Shire.
- An applicant that has failed to provide satisfactory acquittal reporting from any previous Corangamite Shire funding.
- Education providers, churches, charitable organisations and health services.
- An applicant whose project is linked in any way to a political party, political organisation or political agenda.

Ineligible activities and expenses:

- Local community events with a social connection focus and limited economic impact that are eligible for funding through other Council grant programs.
- Requests for retrospective funding (i.e., funding for events already taken place).
- Events that are conducted outside of the Corangamite Shire area.
- Events that directly benefit a business or a small number of individuals.
- Events deemed to be the responsibility of another agency or authority.
- Ongoing general running maintenance expenses (i.e., utilities and wages).
- Traffic management and associated fees.
- Events that are linked with or sponsored by gaming and gambling venues.

Implementation

Two streams have been developed to represent the diversity of events and provide equity in funding and to meet Policy objectives.

1. Local Events and Festivals

Local events and festivals celebrate, strengthen and improve participant's understating of the Corangamite Shire communities and build local capacity for participation. Local events and festivals:

- Are smaller scale events, attracting audiences of up to 2,000 people.
- Celebrate the unique cultures they represent, the towns and streets in which they belong, or special occasions.
- Build a shared sense of community and local identity.
- Raise cultural awareness.
- Are funded on an annual basis.

2. Signature Events and Festivals

Signature events and festivals showcase Corangamite Shire, its geography, local experiences or creative talents and attract audiences from across Victoria. Signature events and festivals:

- Are larger scale events and festivals, attract audiences in excess of 2,000 people.
- Attract state-wide media and public attention and have positive flow-on effects for our businesses and communities.
- Showcase Corangamite's assets and what is special about the Shire.

- Encourage cultural tourism and strong economic activity.
- Are funded on a triennial basis.

Council will provide additional support in the following ways, as appropriate:

- Mentor and provide professional development opportunities.
- Provide advice, including event marketing and promotion.

Available Funding

Funding to be allocated is determined by Council as part of the annual budget process.

Local Events and Festivals:

Funding of up to \$3,000 is available. This may include a combination of both grant funding and in-kind.

Signature Events and Festivals:

Funding of up to \$7,000 is available. This may include a combination of both grant funding and in-kind.

Signature events will be required to lodge an initial application that seeks triennial funding. If successful in principle support will be provided for three years, subject to budget allocation.

Events and festivals that meet the criteria for signature events but generate income through ticketing or entrant fees may be considered under the local events and festivals stream.

In-kind support being a non-monetary form of funding that assists event organisers with covering the costs of using Council resources and services (e.g. facility hire costs or permit fees).

Applicants are required to confirm the dollar value of the in-kind support that is being requested with Corangamite Shire, prior to submitting the application. In-kind information is included in the program guidelines.

Partial funding may be considered.

Advertising and Endorsement Process

The Events and Festivals Grant Program is to be advertised annually, subject to allocation of funds in the Council annual budget.

The annual grant program will be advertised in April. Applicants will be notified of the outcome after the July Council Meeting.

Application for Funding

To apply for funding event organisers would be required to complete an application form, provide all documentation as outlined in the guidelines and address the assessment criteria.

Eligible events need to occur between 1 August and 31 July for the year that the grant is awarded.

Assessment Criteria for the Events and Festivals Grant Program is outlined in the Guidelines.

Notification and Agreement

All applicants will be notified via email of the outcome of their application.

Once a decision has been made by Council and the allocated funding provided, the event organiser is expected to deliver the event. If the event does not go ahead, grant monies are to be returned to Council within 30 days (unless otherwise agreed by Council).

Successful applicants will be required to enter into a funding agreement with Corangamite Shire Council. An initial payment of 80% of the grant funding will be made available to the event organiser upon entering into the funding agreement.

Grant outcomes will be announced publicly.

All recipients must acknowledge Council as a supporter of their event in any promotional material developed for the running of the event.

Acquittal

To acquit the project applicants will be required to submit a project report, as outlined in the funding agreement. Upon satisfactory acquittal the 20% balance of the funding will be paid.

The report will need to include financial details and how the event met the assessment criteria. This will be required within three months of the event date.

Triennial events will be required to submit an annual acquittal following each event. For year's two and three, triennials will be required to submit a simplified application, with updated detail relevant to the event year.

Human Rights

It is considered that this Policy does not impact negatively on any rights identified in the *Charter of Human Rights and Responsibilities Act (2006)*.

Gender Impact Assessment

It is considered that this policy does not adversely impact community members or employees of different genders and has been developed in accordance with the *Gender Equality Act 2020*.

Review Date

March 2028