

Event Support Fund Guidelines 2022

Council recognises the benefits of events to our community and municipality, including tourism and the local economy through the Event Support Fund and provides assistance to new and existing local events that are of social and economic benefits to our communities.

We strongly encourage you to read the following guidelines and contact Council's Economic Development Team with any questions before completing your application form.

Develop your application and apply

- Council's Event Support Fund opens for applications annually in May.
- The Program is advertised in local media, on Council's Facebook Page and website, as well as its grant mailing list.
- Discuss your project with Council's Economic Development Team.
- If eligible under the guidelines, begin your application via the online link on Council's website for the [Event Support Fund](#).
- Write your application by providing adequate details and information. Do not assume that anything is known about your event.
- Obtain and attach relevant quotes (e.g. venue hire, equipment hire, etc) and complete the budget section, making sure income equals expenditure (any queries, please contact Council's Economic Development Team).
- Include details of any additional sponsorship or grants applied for or received.
- Attach any additional material in support of your application such as letters of support, testimonials etc.
- Submit your application.

All applications must be lodged online. Applications need to be completed in full with any supporting documentation included at the time of submission. Applications that do not include all of the required information will be deemed ineligible. Late applications will not be accepted.

Prepare your event budget

When preparing a budget for your project, please consider the following:

- It is important that all costs are realistic and justified/explained within your application.
- Make your budget as detailed as possible, this helps the Assessment Panel understand the amount requested and demonstrates what the impact of reduced funding might be.
- If you have applied for other funding or sponsorship for your event, please note this in your budget and ensure it is clear if the funding/sponsorship is confirmed or unconfirmed.

What and how much can I apply for?

Council support may consist of:

Logistical Support (In-kind)

Provide information or advice, provision of signage, traffic management, park/reserve preparation, cleaning, etc.).

and/or

Event Sponsorship (Financial)

Provide financial assistance to eligible applicants that satisfy the funding criteria.

If the event is held on Council owned or managed grounds the organiser must contact Council's Events Officer, so that the event can go through Council's Event Management Approval process.

Organisations or community groups can apply for:

1. Community Events (up to \$1,000 per application)
To support community events, including one-off or regular celebrations, which generate community participation in the Swan Hill Rural City Council area.
2. Minor Events (up to \$2,000 per application)
To assist in conducting events which generate tourism activity.
3. Major Events (up to \$5,000 per application)
To assist in conducting special events which generate significant tourism activity and provide an increased public profile for the Swan Hill Rural City Council.

In exceptional circumstances the panel may recommend that an event receive more than the above maximum allocations.

Groups/organisations can submit multiple applications to the Event Support Fund but each submission must be for a different event.

Groups/organisations can also submit an application to the Community Development Fund, however submissions must comply with eligibility criteria for that funding stream.

Groups/organisations who have outstanding acquittals are **INELIGIBLE** to apply for future rounds of funding until their acquittal has been received and approved by Council, unless exceptional circumstances outside of the applicants control deem it to be appropriate.

Eligibility – who can apply and what could be funded?

Funding will be provided to organisations/groups that satisfy all of the following:

- Have a formal legal structure or are auspiced by a community group or organisation that fulfil this requirement (i.e. incorporated or auspiced by an incorporated organisation)
- May have limited capacity to raise funds.
- Are located within the municipality and primarily serve residents of the Swan Hill Rural City Council, or are located outside the municipality but provide an event

that primarily impacts upon Swan Hill Rural City Council residents and visitors (evidence of this service may be required).

- Ensure adequate legal and insurance requirements are met.
- If previously funded by Council, have satisfactorily fulfilled all requirements regarding financial acquittal and reporting.

Meeting the eligibility criteria is not a guarantee of funding. The decision made by Council is final. Council will not be responsible for any expenses incurred as a result of an applicant's anticipation of successful funding.

Support will be considered for events that meet at least one of the following criteria:

- Are new or emerging events.
- Have the ability to have strong economic and/or social benefit to the region.
- Promote growth, encourage visitation to the region and innovation.
- Promote and encourage participation across all sectors of the community.
- Celebrate diversity.
- Reduce the isolation of individuals and groups within a community.
- Are inclusive and accessible to all members of the community, including youth and older persons.
- Demonstrate partnerships with other local groups and individuals.

Existing events that have been funded for more than three years will have to show new or innovative elements to continue to receive funding.

Successful funding through the event category does not imply ongoing funding. Groups should always work towards a sustainable funding model for ongoing events.

What will NOT be funded?

Funding will not be provided for:

- Events that have already commenced or been completed, unless Council's prior written consent has been received.
- Recurrent operating or maintenance costs for day-to-day operations.
- Salaries, where the salary forms part of the organisation's usual responsibility.
- Events costs that have already been expended.
- Events that are clearly a duplication of an existing event.
- Events that have a political or religious purpose and objective.
- Events that are deemed to be inappropriate or offensive.
- Cash prizes.
- Events or activities that benefit a single person only.
- Events that have received funding through other Council programs/sponsorship.
- Organisations that support or the intended purpose of the event promotes gambling or alcohol, drugs, or tobacco use.
- Schools are ineligible to apply

How do applications get assessed?

A committee chaired by the Chief Executive Officer or their delegate shall be responsible for the assessment of funding and logistical support applications under the Event Support Fund and making recommendations to Council for the allocation of grants. The committee will consist of two nominated Councillors and relevant Senior Council Officers.

- A preliminary review of each application is completed by the authorised officer to assess eligibility.
- Eligible applications are evaluated by an assessment panel comprising of Senior Council Officers and two nominated Councillors.
- Recommendations are made based on the panel's decisions.

Each application is assessed on its merits, through a weighted evaluation process, with the following factors taken into account:

- Economic benefit to the region (particularly in regard to local businesses).
- Social benefit to the region (contribution, alignment with tourism objectives, ability to boost region's profile, opportunities to engage with or showcase our cultural, arts, sporting or leisure elements).
- Growth and innovation (event format, attendance, economic impact, skills and learnings)

Other considerations:

- Events that engage local businesses will be looked upon favourably.
- Events that foster social and economic development which increases knowledge and awareness, and engages community members in meaningful participation and involvement in community life.
- Events that are striving towards sustainability (i.e. without Council support) and can create long-term benefits for the community.
- Applications that include a cash contribution from the group/organisation, will be looked on favourably.
- Project budget has been completed correctly, with income equalling expenditure.

What happens after I apply?

- Recommendations from the panel are presented to Council for approval at the July scheduled meeting of Council. Applicant organisations will be advised in writing of the grant amount within 14 days. In exceptional circumstances an organisation or community group may require earlier notification and this request must be approved by the panel.
- Unsuccessful applicants will be formally advised, provided a reasoning for the outcome and will be offered the opportunity to inquire further.

Process for claiming funds pre-event and acquittal post-event

- Groups/organisations (or auspicing body if applicable) receiving Event Support Fund grants will be required to enter into a signed agreement with Council.
- Events are to be completed and acquitted by the end of the financial year they are received in, unless an extension of time is approved by Council.
- Groups/organisations (or auspicing body if applicable) who receive financial support will be able to claim the funding upfront. Logistical Support does not get claimed.
- Funding is released once Council receives a Tax Invoice for the grant amount approved. If not registered with Council you will need to complete an [EFT Supplier Form](#) and provide a bank statement header or deposit slip showing your name and bank account number and return it to events@swanhill.vic.gov.au

- It is a condition of the support or funding that Council is recognised as a sponsor and acknowledged on promotional material and at the event. Council can supply the Council logo and promotional signage on request.
- An acquittal report must be submitted within two months of the event detailing how the grant funds were spent including a budget to verify event expenditure and income. (Council may request proof of expenditure such as invoices or receipts). The report should also include at least three photos of the event.

If the event is unable to proceed in the format and time frame initially planned due to further restrictions or other unforeseen circumstances, applicants must submit a variation proposal. Approval must be obtained before proceeding with the event.

In the exceptional circumstance that an event cannot proceed within the financial year it received funding for, Council may approve one (1) roll over until the end of the subsequent financial year with the same contractual arrangements in place.

Should the rolled over event be unable to be held within this extended time frame, due to circumstances outside of the organisers control, the applicant must formally notify Council in writing and provide evidence of pre-planning expenses. This information will enable Council to make an informed decision regarding the amount of grant funds which must be returned to Council.

If the unspent funds are not returned as requested, it will affect future applications for funding.

What happens if my grant is not fully funded?

While Council strives to fund the grants to the amount requested, with limited funds available that is not always possible. Sometimes, successful applicants are offered a lower amount than requested when the full funding is not available but the panel believe the event will still be viable and worthwhile.

If your application is successful but you did not receive the full amount of funding requested, the Economic Development Team can discuss any changes you may need to make to the event.

Further information

If you require any further information or need clarification on anything listed in these guidelines contact Council's Economic and Development team on (03) 5032 3033 or via email events@swanhill.vic.gov.au.

(Last reviewed April 2022)