

Events Grants Program Guidelines 2020/2021



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Our Events Grants Program

Mount Alexander Shire Council allocates funds each year to support events in the local community that align with the goals in our Council Plan 2017-2021 and other strategic directions.

Changes have been made to the Events Grants Program to improve and support the planning and running of your event.

These changes include:

- The introduction of two Events Grants funding rounds of \$30,000 per year (\$60,000 in total) and one Quick Response Grant round of \$10,000 per year (total)
- Simple online application form and guidelines

Applications must be for events that are:

- Based in Mount Alexander Shire
- Benefit the Mount Alexander Shire community

Due to the COVID-19 pandemic, we understand events may need to adapt to meet current restrictions. We encourage event organisers running an alternative style of event, such as online or virtual events, to also apply.

Our funding streams:

Round 1 and Round 2 Events Grants

- Open **September** and **February** respectively
- Event must be held in **2021** and beyond
- 3 tiers of funding available - \$1,000, \$2,000 & \$3,000.
- Application process: Brief online application with supporting documentation differing depending on tier
- Reporting requirements: Completion report with a summary of outcomes and photos or media links.

Quick Response Grants

- Open **all year** to events held **September 2020** and beyond
- Up to \$500 available per event
- Total budget of \$10,000 per year; this stream will be closed when funds have been exhausted. Application process: Brief online application
- Reporting requirements: Complete report with a summary of outcomes and photos or media links.

Information sessions:

To find out more information about our program or to discuss your event with an Officer via Zoom or over the phone, contact the Venues and Events Officer to organise a time.

Our vision:

Mount Alexander: Innovative, Creative and Connected.

Program objectives:

In accordance with our vision the Events Grants Program aims to:

1. Support and encourage the development and sustainability of events that:
 - Foster community, economic and/or cultural development in Mount Alexander Shire
 - Consider impacts on the environment and surrounding community
 - Are accessible, inclusive and welcoming of everyone
 - Are safe and compliant.
2. Ensure that the assessment of applications and awarding of grants are:
 - Fair
 - Transparent
 - Accountable

Applicants are encouraged to read our Council Plan 2017-2021 and other relevant [strategies and plans](#) available on our website, prior to applying.

These include, but are not limited to Bendigo Region Destination Management Plan; Climate Change Action Plan; Economic Development Strategy; Youth Engagement Action Plan.

How to apply:

- Discuss your event proposal with the Venues and Events Officer on 5471 1857
- Complete your application online at: <https://mountalexander.smartygrants.com.au>

Note:

- Eligible applicants may only receive one grant per funding stream each year
- Late or incomplete applications will not be considered.

Applications open:

Monday 21 September 2020

Applications close:

Monday 12 October 2020

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Round 1 (September 2020) and 2 (February 2021) streams

- Tier one - Expected overall attendance above 2,000 people - \$3,000 grants available
- Tier two - Expected overall attendance between 1,000 to 2,000 people - \$2,000 grants available
- Tier three - Expected overall attendance below 1,000 people - \$1,000 grants available

Quick response stream

- Up to \$500 grants available all year round

These tiers have different application requirements, please visit the SmartyGrants website for details.

Who can apply?

Applicants must:

- Be a not-for-profit, incorporated association, registered charity, an auspiced individual/group, commercial or eligible service organisation;
- Have an Australian Business Number (ABN) or provide a Statement by a Supplier form from the Australian Taxation Office;
- Not be in debt or in dispute with Council;
- Submit only one application per event per financial year.

If your group is not incorporated, or a registered charity with the Australian Charities and Not for Profits Commission you can still apply for a grant if you have an auspicing body, however this must be included in the application. Auspiced applications must have a signed auspice agreement. An auspice agreement template is available on Council's website.

Any existing funding agreements or partnerships with Council will be taken into consideration during the assessment process.

What can be funded by the program?

Funding can be used for a wide variety of event production costs, please also refer to the section that outlines funding restrictions on the next page.

Funding may be applied for support to:

- Established and new events
- One-off and recurring events
- Not for profit and commercial events

In-kind support allows for events to access the following services that would normally come at a cost:

- Permits for road closure or road use, camping, temporary signage, parking, works on a Council road, occupancy permit, siting permit or fundraising permit
- Hire fees for Council managed venues and equipment

Even if you are only seeking in-kind support, you must submit a grant application. If an application is not received, event organisers may be required to pay a fee for services. Applications for retrospective (after event) funding or in-kind support will not be considered. Total grant amounts are inclusive of any in-kind support value.

What cannot be funded by the program?

- Events that do not take place within the Mount Alexander Shire municipal boundary
- Events that have not acquitted for previous grants within 12 weeks of the event date
- Projects or activities which:
 - are reasonably considered not acceptable by or offensive to the broader community
 - have the sole purpose of fundraising with no other social or economic benefit to the community
 - are the responsibility of other government departments or agencies
- Maintenance on facilities or debts
- Capital expenditure (equipment, purchase of land, vehicles or building on privately owned land)
- Recreational excursions (camps, holidays and tours)
- Catering, competitions, gifts and prizes
- Ongoing operational costs (core business) such as salaries (except for contract work), rent, annual general meetings, insurance and utility costs
- A private event that is not broadly accessible to the local community

How are applications assessed?

All applications are assessed by a cross-organisational panel against the criteria listed below. Applications will be ranked from highest to lowest score and those with the highest scores will be awarded funds until the total pool is exhausted.

Assessment criteria

1. Alignment to the Mount Alexander Shire Council Plan 2017-2021

The event's capacity to achieve **three** or more of the following (75%):

- Provide an accessible range of services for all including children, young people and families
- Improved health and wellbeing through use of Council public spaces and trails
- A safe, healthy and engaging environment for volunteers
- Initiatives to create acceptance of diversity
- Improved access to a range of convenient, safe, accessible and sustainable travel choices
- Reduced levels of waste generated by the community
- Support custodians who manage our heritage records and assets (including Indigenous heritage)
- Promote the Shire as a great place to live and do business
- Help to grow tourism to the Shire
- Opportunities for adult education and skills development

2. Feasibility

The applicant's capacity to successfully deliver the event (25%):

- Sound business and project planning
- Capacity to deliver event without Council grant funds

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Preparing your application

To apply for a grant, you will need to visit the smarty grants website:

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

Please note the following conditions before submitting your application:

- This is a competitive program and no application is guaranteed funding. Please ensure the tier/amount you apply for is realistic, justifiable and supported with appropriate documentation.
- If your event takes place in Mount Alexander Shire and another municipality, focus on the benefits delivered to the Mount Alexander Shire community in your application.
- All successful applicants will be required to acknowledge Council support as outlined in the funding agreement.

Required documentation for your application:

Quotes for the goods and services that the funds will be used for are required to be submitted with your application for all tiers.

Tier one applications are also required to submit the following:

- An Event Plan including:
 - Contacts
 - Key tasks
 - Timelines and schedule of event
 - Notification plans
 - Venue and site plans
 - Traffic, transport and parking plans
 - Permits and licenses
- A revenue and expenditure budget including details of entry fees and/or further sponsorship/grants.

Further supporting documentation:

Although these documents are not compulsory with your application, if provided they help build a strong grant application.

- Evidence of attendance or projected attendance
- Economic Impact evidence
- Marketing and Communications Plan
- Environment Impact Plan
- Emergency Management Plan
- Risk Management Plan

How will I know the outcome of my application

Successful applicants will be notified in writing. A funding agreement outlining the terms and conditions of the funding being provided by Council will be sent. Funding agreements must be signed and returned by the due date. An invoice for the grant amount must also be provided with the funding agreement to receive funding.

Unsuccessful applicants will be notified in writing of their unsuccessful application and provided with feedback on the reason(s) behind the decision. Applicants may also request to speak with a Council Officer about their application if they would like further feedback.

Events Grants Program Guidelines

Key dates

Round 1	Round 2	
21 September	15 February	Events Grants Program opens
12 October	08 March	Events Grants Program closes . Late or incomplete applications will not be considered.
October	March	Applications are assessed.
November	April	Councillors briefed on funding recommendations. Applicants notified of the outcome of their application. Successful applicants are provided with a funding agreement to sign and return. A list of successful applications will be published on council's website and to local media.
December	April	Signed funding agreements due. Funds paid to successful applicants

If you have any questions or require further information please feel free to contact us.

Venues and Events Officer

- 5471 1857
- events@mountalexander.vic.gov.au