

# Event Grants Program Guidelines



# Our Events Grants Program

## Our vision:

Working together for a healthy, connected shire.

Mount Alexander Shire Council allocates funds each year to support events in the local community that align with the pillars in our Council Plan 2021-2025 and other strategic directions.

Applications must be for events that are:

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

## How to apply?

Discuss your event proposal with the Venues and Events Team at 5471 1700

Complete your application online at:  
<https://mountalexander.smartygrants.com.au>

Eligible applicants running multiple events per year can apply for multiple grants, but each event can only receive one grant

Late or incomplete applications will not be considered

**Round 1** - Events held between 1 January 2025 to 30 June 2025

**Applications open:**  
Mid August 2024

**Applications close:**  
Mid September 2024



**Round 2** - Events held between 1 July 2025 to 31 December 2025

**Applications for round 2 open:** February 2025

## Our funding streams:

### Small grants:

- Open twice a year
- Event must be held in 2025
- 3 tiers of funding available
  - Tier one - Expected overall attendance above 2,000 people - \$3,000 grants
  - Tier two - Expected overall attendance between 1,000 to 2,000 people - \$2,000 grants
  - Tier three - Expected overall attendance below 1,000 people - \$1,000 grants
- Application process: Brief online application with supporting documentation requirements differing depending on the tier
- We use the online platform SmartyGrants where you can complete and submit your application
- Reporting requirements: Acquittal report with a summary of outcomes and photos or media links

### Quick response grants:

- Open all year, or until funds are exhausted for events held from 1 July 2024 to 30 June 2025
- Up to \$500 available per event
- Application process: Brief online application through [Smartygrants](#).
- Applications are required to indicate how the funding is time-dependent
- Reporting requirements: Acquittal report with a summary of outcomes and photos or media links

# Program objectives

Following our vision, the Events Grants Program aims to:

1. Support and encourage the development and sustainability of events that promote:
  - A healthy, connected, and inclusive community
  - An environment for people and nature
  - A resilient and growing local economy

2. Ensure that the assessment of applications and awarding of grants are:

- Fair
- Transparent
- Accountable

Applicants are encouraged to read our Council Plan 2021-2025 and other relevant [strategies and plans](#) available on our website, before applying.

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

## Key Dates

Round 1	Round 2	
Mid-August	Mid-February	Events Grants Program opens
Mid-September	Mid- March	Events Grants Program closes Late or incomplete applications will not be considered
October	April	Applications are assessed
October	April	Councillors briefed on funding recommendations Applicants are notified of the outcome of their application.
November	May	Grant applications and grant funding decisions report presented at Council Meeting
December	June	A list of successful applications will be published on Council's website and to local media. Signed funding agreements due. Funds paid to successful applicants

## Who can apply?

Applicants must:

- Be a not-for-profit, incorporated association, registered charity, an auspice 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 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 the Mount Alexander 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

# 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 of 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



# Preparing your application

To apply for a grant, you will need to visit the SmartyGrants 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.
- All applications need to supply all required documentation, details are below. Failure to do so may result in your application not being considered.
- 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 includes:

- 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 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

### Alignment to the Mount Alexander Shire Council Plan 2021-2025

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

- Provide a safe, healthy, and engaging environment for volunteers
- Recognise, support, and celebrate the diversity within our community
- Celebrate our community and bring people together
- Protect and celebrate our Indigenous and European Heritage
- Reduce waste and increase resource recovery
- Support the business community to work together
- Promote and build capacity of creative arts and industries
- Encourage the resurgence of live music and events locally

### Feasibility

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

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

# How will I know the outcome of my application?

**Successful applicants** will be notified by email. 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 by email 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

## Mount Alexander Shire Council

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