

Event Grants Program Guidelines



Mount Alexander Shire Council Event Grants Program

Mount Alexander Shire Council is committed to supporting vibrant local events that foster community wellbeing and connection. Each year, we allocate funding to initiatives that reflect the priorities outlined in the Council Plan 2021-2025 and other strategic frameworks.

To be eligible for funding, events must:

- Align with the strategic pillars and objectives of the Council Plan
- Demonstrate clear benefits to the local community
- promote inclusivity, accessibility and sustainability

Event Grants Program Overview

Mount Alexander Shire Council's Event Grants Program is open twice a year and supports events held within the financial calendar year.

In addition to the scheduled funding rounds, the Quick Response Event Grant Program is available year-round, or until the annual funding pool has been fully allocated.

Multiple Events

Eligible applicants hosting more than one event per year may apply for multiple grants.

> *Note: Each event is eligible for only one grant*

Funding Tiers


Tier	Expected Attendance	Grant Amount
Tier 1	Over 2,000	\$3,000
Tier 2	1,000 - 2,000	\$2,000
Tier 3	Under 1,000	\$1,000

Round 1 - Events held between 1 January to 30 June

Round 2 - Events held between 1 July to 31 December

How to apply

1. **Discuss your event** with the Venues and Events Team:

 (03) 5471 1700

2. **Apply online** via SmartyGrants:

 mountalexander.smartygrants.com.au

Quick Response Event Grant

Available all year-round, this program offers flexible support for events. Applications are accepted on a rolling basis and assessed until available funds run-out

- \$500 available per event
- **Application process:** Brief online application through [Smartygrants](#)
- Applications are required to demonstrate that the event has a time-sensitive need for funding, such as last minute opportunities or unexpected costs
- **Reporting requirements:** Acquittal report with a summary of outcomes, photos or media links, after the event

Program objectives

Aligned with our vision of a *healthy, connected, and inclusive community*, the Event Grants Program aims to:

1. Support events that contribute to:
 - Community wellbeing and inclusion
 - Environmental sustainability
 - A resilient and growing economy
 2. Ensure the grant process is:
 - Fair
 - Transparent
 - Accountable
-

Applicants are encouraged to review the **Council Plan 2021 - 2025** and other relevant strategies before applying, including:

- [Mount Alexander Shire Council Economic Development Strategy](#)
- [Mount Alexander Shire Council Climate Change Strategy](#)
- [MASDAG guide to organising Accessible Events](#)
- [Australian Government Youth Engagement Toolkit](#)

Key Dates

Stage	Round 1	Round 2
Applications open	Mid-August	Mid-February
Applications close	Mid-September	Mid-March
Assessment	October	April
Councillor briefing & notifications	October	April
Funding agreements due	November	May
payments made	November-december	June
Public announcement	December	June

Late or incomplete applications will not be considered

Quick Response Event Grants key dates:

Available **year-round** until funds are fully allocated. Ideal for time-sensitive events outside the main funding rounds.

Who Can Apply for an Event Grant?

Applicants must:

- Be a not-for-profit, incorporated association, registered charity, auspiced group, commercial or eligible service organisation
- Have an ABN or submit a Statement by a Supplier form
- Not be in debt or dispute with Council
- Submit only one application per event per financial year

Auspiced applicants must include a signed auspice agreement. A template is available on our Council website.

What can be funded?

Funding supports a wide range of event production costs for:

- New or established events
- One-off or recurring events
- Not-for-profit or commercial events

In-kind support may include:

- Permit fees (e.g. road closures, signage, camping, fundraising)
- Hire fees for Council-managed venues and equipment

What cannot be funded?

- Events outside Mount Alexander Shire
 - Events with outstanding grant acquittals
 - Projects that:
 - Are offensive or inappropriate
 - Are solely for fundraising without broader benefit
 - Are the responsibility of other government bodies
 - Capital works, maintenance, or debt repayment
 - Excursions, catering, prizes, or gifts
 - Ongoing operational costs (e.g. salaries, rent, insurance)
 - Private events not open to the wider community
-

Application Requirements

- All applications must include **quotes** for goods/services
- **Tier 1 applications** must also include an **Event Plan** with:
 - Contacts, key tasks, timelines
 - Site and venue plans
 - Traffic and transport plans
 - Permits and licenses
 - Budget and revenue details

Optional but recommended documents:

- Attendance data or projections
- Economic, environmental, and risk impact plans
- Marketing and communications plan
- Emergency management plan

Notification of Funding

- **Successful applicants** will receive a funding agreement via email and must return a signed copy with an invoice to receive payment
- **Unsuccessful applicants** will be notified via email. Feedback can be requested

Assessment Criteria

Strategic Alignment (75%)

Events should demonstrate alignment with the Council Plan by:

- Supporting volunteers and community diversity
- Celebrating heritage and local culture
- Promoting sustainability and waste reduction
- Strengthening the local economy and creative industries
- Encouraging live music and cultural events

Feasibility (25%)

Assessed on:

- Planning and delivery capacity
- Financial sustainability beyond Council funding

How to apply

3. **Discuss your event** with the Venues and Events Team:
☎ (03) 5471 1700
4. **Apply online** via SmartyGrants:
🔗 mountalexander.smartygrants.com.au

Mount Alexander Shire Council

Cnr Lyttleton and Lloyd streets
Castlemaine VIC 3450

Phone: (03) 5471 1700

Email: events@mountalexander.vic.gov.au