

## 1 EVENT FUNDING PROGRAM

Council offers an Event Funding Program (the Program) in accordance with Policy 63 – Event Funding (the Policy). Any event looking for financial or in-kind support from Council must apply through the Program.

These guidelines underpin the Policy and assist event organisers to submit complete and quality applications to provide the best chance of success when applying for funding.

## 2 FUNDING TIERS

**Table T1** details the eligibility criteria, funding allocations and funding duration for each funding tier.

The applicable tier will be allocated when event funding applications are received to determine the maximum allowable amount and duration of funding through the Program. The total value of financial support and in-kind support will not exceed the maximum allowable funding for each tier.

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T2 – Event Tiers

Tier	Determining Criteria	Funding				
Signature Events	<p><b>Large scale tourism events that offer several of the following attributes:</b></p> <ul style="list-style-type: none"> <li>▪ Delivers substantial community, economic and tourism benefits</li> <li>▪ Generates state or national profile for the region</li> <li>▪ Event has the capacity to attract intrastate and national visitation</li> <li>▪ Of national or state significance</li> <li>▪ Delivers significant social, economic, environmental and/or cultural-wellbeing outcomes</li> </ul>	<p>The maximum funding (cash sponsorship plus the monetary value of logistics support) will not exceed \$10,000 per annum provided for up to 3 years unless significant community value can be demonstrated.</p> <p>Greater amounts will be subject to a decision of Council and must have the capacity to attract intrastate, interstate and/or international visitors.</p>				
Tier 1	<p><b>Medium to large scale events that offer one or more of the following attributes:</b></p> <table border="1" data-bbox="259 644 1267 1091"> <thead> <tr> <th data-bbox="259 644 779 676">Tourism Events:</th> <th data-bbox="779 644 1267 676">Community Events:</th> </tr> </thead> <tbody> <tr> <td data-bbox="259 676 779 1091"> <ul style="list-style-type: none"> <li>▪ Have the capacity to attract interstate and national visitation but primarily appeals to local audiences (from Tasmania)</li> <li>▪ Are of regional significance</li> <li>▪ Provide economic and environmental outcomes</li> <li>▪ Sustainability actions</li> </ul> </td> <td data-bbox="779 676 1267 1091"> <ul style="list-style-type: none"> <li>▪ Events that celebrate local identity and culture and provide a range of community benefits including participation, wellbeing and community connectivity</li> <li>▪ Offers opportunities for community engagement and connectivity</li> <li>▪ Participation opportunities for locals</li> <li>▪ Sustainability actions</li> <li>▪ Offers community health and wellbeing through participation</li> </ul> </td> </tr> </tbody> </table>	Tourism Events:	Community Events:	<ul style="list-style-type: none"> <li>▪ Have the capacity to attract interstate and national visitation but primarily appeals to local audiences (from Tasmania)</li> <li>▪ Are of regional significance</li> <li>▪ Provide economic and environmental outcomes</li> <li>▪ Sustainability actions</li> </ul>	<ul style="list-style-type: none"> <li>▪ Events that celebrate local identity and culture and provide a range of community benefits including participation, wellbeing and community connectivity</li> <li>▪ Offers opportunities for community engagement and connectivity</li> <li>▪ Participation opportunities for locals</li> <li>▪ Sustainability actions</li> <li>▪ Offers community health and wellbeing through participation</li> </ul>	<p>The maximum amount of funding (cash sponsorship plus the monetary value of logistics support) will not exceed \$5,000 per annum provided for up to 3 years unless significant community value can be demonstrated.</p>
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<ul style="list-style-type: none"> <li>▪ Have the capacity to attract interstate and national visitation but primarily appeals to local audiences (from Tasmania)</li> <li>▪ Are of regional significance</li> <li>▪ Provide economic and environmental outcomes</li> <li>▪ Sustainability actions</li> </ul>	<ul style="list-style-type: none"> <li>▪ Events that celebrate local identity and culture and provide a range of community benefits including participation, wellbeing and community connectivity</li> <li>▪ Offers opportunities for community engagement and connectivity</li> <li>▪ Participation opportunities for locals</li> <li>▪ Sustainability actions</li> <li>▪ Offers community health and wellbeing through participation</li> </ul>					
Tier 2	<p><b>Smaller scale events that offer one or more of the following attributes:</b></p> <ul style="list-style-type: none"> <li>▪ May attract intrastate visitation (from Northern Tasmania) but are primarily focused on local community</li> <li>▪ Provides community benefit including participation, wellbeing and community connectivity</li> <li>▪ Includes events for special interest groups</li> </ul>	<p>The maximum amount of funding (cash sponsorship plus the monetary value of logistics support) will not exceed \$2,000 per annum provided for up to 3 years unless significant community value can be demonstrated.</p>				

### **3 ASSESSMENT CRITERIA**

#### **3.1 General Assessment Criteria**

In addition to the relevant criteria in the Funding Tiers section of this document, events must demonstrate:

- Capacity to manage the event and event funding requirements;
- Alignment to the objectives of Council's Strategic Plan 2023 - 2032 by satisfying one or more of the imperatives;
- That the event can contribute to a vibrant calendar of events with economic and social benefits for Dorset or the region;
- That the event will be public, inclusive and accessible to everyone;
- The extent to which the local community participates in or spectates at the event, and the opportunities this brings for improved social cohesion and community development;
- A degree of community consultation and engagement of local community, volunteers and businesses in the planning and delivery of the event;
- Economic input to Dorset businesses;
- Capacity to drive increased visitation, particularly overnight and off-peak;
- Potential to become financially sustainable in the future without support from Council;
- Commitment to best practice in sustainable event management / sustainable tourism;
- Compliance with all relevant regulations and Council requirements;
- Alignment with Council's marketing and tourism strategy, and any relevant marketing and tourism initiatives being led by local, regional or statewide tourism organisations.

The following attributes are considered economically, socially or environmentally detrimental and may impact an application being assessed favourably:

- Costs associated with event impact on Council infrastructure and open spaces;
- Impact on the free flow of vehicular and pedestrian traffic through the CBDs of major towns and on key arterial roads, resulting in increased emergency response times and reducing accessibility for residents and visitors;
- Risk factors associated with the event including alcohol consumption and associated antisocial behaviour;
- Monopolisation of key public open spaces by event infrastructure for extended periods to the detriment of informal family events and other social gatherings;
- Poor practices around waste separation at events;
- Little or no preventative management of littering;
- Use of single use items and plastics.

The following applications will not be considered for funding:

- Applicants that have demonstrated non-compliance with timeframes;
- Organisations that have demonstrated non-compliance with previous acquittal requirements for Council funding;

- Applications seeking support for the entire cost of an event;
- Retrospective applications for funding;
- Events that do not meet the assessment criteria;
- Administration costs of an organisation to run the proposed event;
- Events taking place outside Dorset (unless there is significant benefit for Dorset)
- Illegal activities or events;
- Events that are entirely tradeshows, conferences, teaching programs or lectures;
- Private events or functions;
- Events that may offend or exclude parts of the community;
- Any organisation that has not previously complied with event permit or other conditions of Council, or has failed to apply for required permits;
- School fetes, markets or fairs (unless there is a wider community benefit);
- Events that fundraise in nature (unless the project provides considerable community benefit);
- Infrastructure related projects, including the purchase of equipment or materials; and
- Extensions to normal business operation such as tours, live music on premises and other regular business activities.

## **4 APPLICATION AND ASSESSMENT**

### **4.1 Who can apply?**

- Incorporated groups and organisations
- An unincorporated organisations auspiced by an incorporated organisation
- Private organisations

### **4.2 Who cannot apply?**

- Individuals
- Government agencies, political groups and religious groups
- Applicants who have not satisfactorily acquitted previous Council grants, or who have outstanding debts to Council or who are subject to legal action.

### **4.3 How do I apply?**

Please submit your application by completing a Funding Application form. The form can be found on Council's website: [Link to be created](#)

### **4.4 How will my application be assessed?**

An Event Funding Assessment Panel (Panel) will be established to evaluate applications for event funding against the relevant criteria as outlined in these guidelines.

The Panel will evaluate your funding application and supporting documentation using the Funding Tier criteria and General Assessment Criteria.

The Panel will make recommendations to Council on the allocation of event funding at a Council Meeting and all applicants will be notified of an outcome. All applications for event funding are subject to being published in an open Council agenda (with appropriate personal details redacted).

## 5 ACQUITTAL AND POST EVENT REVIEW

Any recipients of event funding will be required to provide an acquittal within the timeframes specified in the funding agreement. Along with the acquittal, the funding recipient will complete a post event review. Non-compliance with the acquittal or post event review processes or timeframes may result in future event funding being withheld.

## 6 FUNDING AGREEMENT

Any successful Event Funding applications will be subject to a Funding Agreement which will set out the terms and conditions for funding, the funding payment schedule and any milestones including acquittal of the funding.

A Funding Agreement does not mean that the event has been approved to proceed by Council. All events are required to complete an Event Application, regardless of the funding status. For successful applicants with a Funding Agreement in place, funds will only be provided once an Event Application is approved and all supporting documentation is received. The Event Application Pack can be found on Council's website: [link to be created](#)

Ongoing funding is conditional on the applicant's ongoing compliance with the assessment criteria and Funding Agreement.

## 7 TIPS FOR SUCCESS

- Read the Event Funding Policy and Guidelines prior to completing any documentation;
- Check the Funding Tiers and General Assessment Criteria to gauge your eligibility;
- If you are organising a new event or an existing event with proposed changes, talk to Council's Facilities Officer or Community Liaison Officer prior to completing an Event Funding Application and include any changes or innovations in your application;
- Complete all questions in your application and provide all required supporting information;
- Ensure you have addressed the Funding Tier Criteria and General Assessment Criteria;
- Contact the Facilities Officer or Community Liaison Officer for guidance through the application process if required.