



DRAFT Policy 63 – Event Funding

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Adopted: **XXX**

Version: 1

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Author: Lauren Tolputt

Responsible Officer: Director – Corporate Services

OBJECTIVE

To provide the framework for Council's Events Funding Program so that funds can be allocated to events in an effective and equitable manner to meet the objectives outlined in this policy.

SCOPE

This policy applies to any event organiser seeking financial or in-kind support through Council's Event Funding Program.

POLICY

1 EVENT FUNDING PROGRAM OBJECTIVES

Council values and recognises the role that events play in improving the economic and social wellbeing of the Dorset area, and acknowledges that the provision of financial and/or in-kind event support is a way that Council can directly support the local community.

This policy is designed to encourage and support event organisers to establish and maintain events in the area which contribute to the objectives in Council's Marketing and Tourism Strategy, assist to position Dorset and the broader Northern Tasmania region as a vibrant events destination with a year round calendar of events, and enhance the quality of life in Dorset and surrounds.

The objectives of Council's Event Funding Program are to:

- Assist with the establishment, development and delivery of new events with the aim that events transition to being fully self-funded;
- Strengthen and develop community and place;
- Provide support for community events;
- Encourage community participation;
- Increase regional, national and international visitation;
- Promote individual townships as destinations to visit, stay, explore and invest;
- Stimulate the economy; and
- Provide an equitable framework for allocating Council's event funding budget.

2 EVENT FUNDING PROGRAM GUIDELINES

To underpin this policy, Event Funding Program Guidelines (**Guidelines**) will be maintained which outline the full program details including eligibility requirements, assessment criteria, critical dates and funding conditions. The Guidelines will be accessible on Council's website.

The Event Funding Program Guidelines will outline a tiered funding system, whereby specific criteria are provided for each Tier and those criteria determine the maximum amount of event support that will be provided to an event that has been assessed as being within that tier.

The tier system will provide for a range of event types (e.g. low, medium, high impact) to receive different levels of funding based on meeting certain criteria. The tier system will also outline the maximum duration of event support agreements for each tier.

The Guideline will set out any eligibility criteria that event organisers must satisfy when applying for event support.

3 EVENT FUNDING BUDGET

Council will determine the budget allocation for Council's Event Funding Program in preparing its annual budget estimates.

PERSONAL INFORMATION PROTECTION

Council has a commitment to protect the personal information provided by a customer to Council in accordance with the requirements of the *Personal Information Protection Act 2004* and the *Right to Information Act 2009*. Council's Policy 36 – Personal Information Protection provides further information.

RELATED DOCUMENTS

- Event Funding Program Guidelines
- Event Funding Program Application Form
- Event Funding Program Funding Agreement
- Event Funding Program Acquittal Form
- Event Approval Application Pack

REVIEW

This policy will be reviewed no more than 5 years after the date adopted or more frequently as required, including upon any review of Council's marketing and tourism strategy.

DOCUMENT INFORMATION

Version	Doc Ref	Date Reviewed	Author	Comments
V1	DOC/24/1270	September 2024	Lauren Tolputt	Policy established