



MAJOR EVENT FUNDING PROGRAM



Please remember to download and save this form to your computer prior to commencing your application.



Do you need help with pulling your idea together or filling out an application?

The Council will be conducting an information session about the application process for the Community Support Program including Major Event funding in February 2019. Anyone considering applying for these grants is encouraged to attend.

Please contact the Council's Events Coordinator on (03) 5760 2600 to chat about your idea or application.

MAJOR EVENT FUNDING PROGRAM

A. FUNDING GUIDELINES

BACKGROUND

The Council's Major Event Funding Program encourages groups to stage events that deliver measurable economic benefit and that contribute to the profile and livability of Benalla Rural City.

The program provides funding to a maximum of \$1500 per year to support the staging of eligible events.

ELIGIBILITY

Eligible Applicants

- Incorporated community based and not-for-profit groups and organisations
- An unincorporated organisation sponsored by an incorporated organisation

Ineligible Applicants

- Individuals
- Individual businesses, government agencies, political groups, religious groups and organisations and national and international service clubs
- Applicants who have not satisfactorily acquitted previous Council grants or who have outstanding debts to the Council

Eligible Applications are for events that

- Have the potential to raise the awareness of Benalla Rural City as a destination and showcase its facilities and attractions
- Encourage overnight stays in the municipality, maximize visitor yield and/or promote repeat visitation
- Provide an opportunity for a significant injection of new money into the municipality
- Have the ability to provide economic benefit to local business
- Provide opportunities for social benefit to the local community
- Have the potential to become financially sustainable without Council support
- Comply with all relevant regulations and Council requirements including event permits, insurances, risk management plans, traffic management plans

Ineligible Applications are for events that

- Have the majority of revenue coming from the Council
- Are private functions
- Are outside Benalla Rural City
- Generate financial profits for commercial companies and/or individuals
- Pay staff wages and salaries out of the Council's funding
- Are of a religious or political nature

Assessment Criteria

Applications will be assessed against the points under the Eligible Applications section.

Funding Terms and Conditions

- Applications must be made using the Major Event Funding application form. Additional information can be attached as an appendix if required.
- A member of the organisation's executive must sign the application.
- All funding must be used for the purposes outlined in the application.
- To vary the purpose for the funds, written permission must be obtained from the Council.
- An acquittal form will be provided to successful applicants with a letter of acceptance. The grant must be fully expended within twelve months from the date of notification of the successful application. Proof of expenditure, including receipts and financial statements will be required.
- Successful applicants will be required to demonstrate project outcomes through photos, reports, media releases, testimonials, etc.
- Any funding not expended for the project must be returned to the Council.
- The support provided by the Council must be acknowledged in all publications, materials, media releases and activities relating to the project.
- Successful organisations agree to the Council using information from their project in its Annual Report and other Council publications.
- Applicants must indicate all other sources of funding they have sought and/or received in relation to the project.

- Quotes are to be included where the purchase of goods and services form part of the proposal. Wherever possible goods and services should be purchased from providers based in Benalla Rural City.
- Applicants must also detail the financial status of their organisation to assist in the fair and equitable allocation of Council funding.
- Applicants must list their event on the free Events Victoria website **www.eventsvictoria.com** in order to be included on **www.enjoybenalla.com.au**

APPLICATION FORMS AND FURTHER INFORMATION

Further information and application forms can be obtained via the Council's website www.benalla.vic.gov.au or by contacting the Events Department on 03 5760 2600.

Applicants are also encouraged to speak with the Events Coordinator prior to submitting their application.

Applications should reach the Council by 5pm on Wednesday 27 March 2019.

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B. APPLICATION FORM

SECTION 1 – APPLICANT DETAILS

Full name of applicant organisation:

Street Address:

Postal Address:

Name of contact person:

Position:

Contact Phone:

Email:

Incorporation registration number of the organisation:

Australian Business Number (ABN) of the organisation:

Please identify your GST Tax status:

Registered for the GST

Not registered for the GST

SECTION 2 – EVENT DETAILS

Title of the event:

Date:

Location:

SECTION 2 – EVENT DETAILS (CONT.)

Provide a brief description of the event. Also outline the event program and any unique features.

SECTION 2 – EVENT DETAILS (CONT.)

Estimated numbers of participants and spectators:

	International	Interstate	Intrastate	Local	Total
Participants:					
Spectators:					
Total:					

Estimated number of participants and visitors staying overnight for the event:

If the event has been held before, list attendance figures for participants and spectators.

List the schedule of marketing and advertising activities to be carried out.

SECTION 2 – EVENT DETAILS (CONT.)

Detail how the event will benefit Benalla Rural City.

Describe the opportunities for community participation in the event.

Have you completed or are in the process of completing a Benalla Rural City Event Management Application that details information associated with public liability insurance, risk management plan and permits?

Yes No

SECTION 3 – BUDGET

TOTAL AMOUNT OF FUNDING REQUESTED:

\$

Intended use of funding:

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Please provide a detailed budget outlining the expected costs of the event:

<i>List all cash contributions and any other support (including in-kind)</i>		<i>Provide details of how you would spend the money</i>	
INCOME	\$	EXPENSES	\$
Income Total		Expenses Total	

Please note: Income and Expenditure totals should be the same value. Please make sure you include all anticipated income and costs.

SECTION 4 – AUTHORISATION

I agree on behalf of the applicant organisation that any funds provided by Benalla Rural City Council will be expended in accordance with Benalla Rural City Council's Major Event Funding Agreement and as outlined in this application.

Name of Organisation:

Name of contact person:

Position:

Signature:

Date:



Please print and sign this page. Once completed you can scan and email, send via post or deliver in person along with the rest of your application. See below for submission details.

IMPORTANT NOTICE:

The Council is collecting your personal information so that we can process your request for Major Event funding. We will not disclose your personal information outside of the Council unless we are required by law or you have given your consent. However, in order to perform the above functions, we may need to disclose your personal information to relevant Council Committees. By completing and signing this form and returning it to the Council, we will consider that you have given us your consent to manage your personal information in the manner described in the Council's Privacy Statement.

**Please submit your completed application by
5PM, WEDNESDAY 27 MARCH 2019**



Email to:

council@benalla.vic.gov.au



Deliver to:

Benalla Rural City Council
1 Bridge Street East, Benalla VIC 3672



Post to:

Events Coordinator
Benalla Rural City Council
PO Box 227, Benalla VIC 3671



**For questions regarding
this application process
please contact the
Events Coordinator on
(03) 5760 2600.**

**Please remember to save the completed application form to your
computer prior to printing or emailing your application to the Council.**

MAJOR EVENT FUNDING AGREEMENT

By signing the Major Event funding application, event organisers signify their understanding of, and acknowledgment of the following funding agreement terms:

- The Council will not fully fund events. Applicants are required to demonstrate their own contribution on a \$ for \$ basis to the event through funds, fundraising, sponsorship and in-kind support.
- That acknowledgment of the Council's financial and in-kind support be recognised on all relevant marketing collateral and activities relating to the event either by the Council logo or words "Proudly supported by Benalla Rural City Council" being included. The Council's logo is available by contacting the Council on 03 5760 2600. Prior to printing, please email artwork, including logos or words, to communications@benalla.vic.gov.au for authorisation.
- Grants will be paid to successful event committees in the form of a cheque or direct debit to a nominated account.
- Unexpended funds must be returned to Council.
- An acquittal form will be provided to the successful applicant which must be completed within twelve months from the date of notification of the grant. (If your organisation has received a Major Events Grant in the last financial year the acquittal must be completed by 20 March 2019 in order for your organisation to apply for any further funding).
- The signing of the Funding Agreement does not guarantee future or recurring funding and new applications for funding must be submitted annually.
- The Council is mindful that community events should disperse any expenditure through as broad a range and number of local businesses as possible.
- The possibility of any impact that an event may have on residents, ratepayers and business sector groups is required to be addressed. Appropriate liaison with these groups must be demonstrated on request.
- Applicants must list their event on www.atdw-online.com.au to be included on www.enjoybenalla.com.au and other tourism industry websites
- Every event requesting the Council cash or in-principle support should complement the annual calendar of events.
- Being unsuccessful with your application does not necessarily mean that the project is not worthy of support. Many worthwhile applications may be rejected because of budgetary constraints or the need to balance financial support given by the Council across a wide range of priorities.
- The Council reserves the right to request additional information and documentation if required.
- Upon approval of your application the event organisation will be required to adhere to this funding agreement.