



MAJOR EVENT FUNDING PROGRAM



We have moved our grant management process online. To apply for Major Event Funding go to benalla.vic.gov.au/community-grants



Do you need help with pulling your idea together? Don't have online access?

Help is available.

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

MAJOR EVENT FUNDING PROGRAM

FUNDING GUIDELINES

BACKGROUND

Major Event Funding is one of four funding streams under Benalla Rural City Council's Annual Grants Program.

The Annual Grants Program supports projects and activities that will assist in building healthy, vibrant and sustainable communities across the municipality. The four funding streams include:

1. Community Sponsorship Grants
2. Community Grants
3. Youth Participation Grants
4. Major Event Funding Program

THE MAJOR EVENT FUNDING PROGRAM

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

The program provides funding to a maximum of \$2000 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
- Are completed or events that have already begun

Assessment Criteria

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

FUNDING TERMS AND CONDITIONS

- Applications must be completed online at www.benalla.vic.gov.au/community-grants.
- 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.
- A letter of offer will be provided to successful applicants. The letter must be signed and returned as proof of acceptance.
- An online acquittal must be completed 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 tourism events website adtw.com.au in order to be included on enjoybenalla.com.au

APPLICATION PROCESS AND FURTHER INFORMATION

- Applications must be completed online at www.benalla.vic.gov.au/community-grants.
- We encourage you to speak with the Events Coordinator prior to submitting your application.
- **Applications must be submitted by 5pm on Friday 25 March 2022.**