



Event Development Funding Policy

POLICY OBJECTIVE

Goulburn Mulwaree Council is committed to supporting the development of vibrant, creative and innovative events that enhance the economic, social and cultural life of Goulburn Mulwaree.

This support is given in the form of one-off financial or in-kind assistance to individuals, community groups and not-for-profit organisations on an application basis.

This Policy aims to ensure that Goulburn Mulwaree Council (GMC) strategically considers its involvement in funding and supporting event development, whilst encouraging event organisers to work towards sustainable event operations without on-going reliance on Council funds or support.

LEGISLATIVE PROVISIONS

Nil

POLICY STATEMENT

Events play a significant role in the liveability, economy and overall image of the Goulburn Mulwaree region.

Council has recognised the benefits that events can provide to the region's economy and community, and has been proactive in seeking to attract and support appropriate events, and providing a suitable environment for their development.

The allocation of Council funding support is assessed on a case-by-case basis and evaluated on merit within budget constraints. In general, support is provided to enhance an event and to assist it to grow, in turn providing greater benefits to the region. Generally, events that do not rely on Council's funding support to be viable, and that provide an appropriate exit strategy for Council funding are preferred.

There are two streams of funding available under the Event Development Fund. Applications will need to demonstrate how the event meets some or all of the following criteria:

Sports Tourism Event funding

Funding is available to attract, deliver, stage and promote a broad range of sporting events as identified by Council's Marketing and Events staff through our partnerships with regional, state and national sporting organisations, as well as Sports Marketing Australia.

As a result of these partnerships, demand for Goulburn as a host venue for regional and state based events is high, with demand for national events growing. On this basis, a minimum amount of 80% of the Event Development Funding budget is quarantined for Council staff to secure and support sports tourism events annually.

The Sports Tourism Event funding program is designed to maximise these partnerships between GMC, sporting organisations and Sports Marketing Australia to:

- Attract and retain national, state and regional sporting events to the Goulburn Mulwaree area
- Support the Goulburn Mulwaree visitor economy through the delivery of significant and measurable economic benefits and branding opportunities
- Build capacity in sports and regional communities to attract larger sporting events in future years

Incubator Event funding

Incubator Event funding offers funding to events in the Goulburn Mulwaree Council Area to support their first three years of activity. The fund supports innovative events that demonstrate sound organisational planning, have a unique alignment with the character and culture of the Goulburn Mulwaree area and can demonstrate a broad appeal likely to promote and enhance the Goulburn Mulwaree region and attract overnight visitation, contributing to a year-round event calendar.

Applications for funding under this category can be used for new or existing events in their first three years. Up to \$5,000 in funding is available per event and can be a combination of both cash and in-kind (staff support, facility hire, cleaning, provision of bins etc.).

The Incubator Event Fund offers funding for activities that are likely to establish the event as a driver of visitation. Activities for which funding may be offered include, but are not limited to:

- Venue hire and other costs specific to the event, determined on a case by case basis
- Use/hire of Council resources and capabilities to support the delivery of the event
- Hire of temporary event infrastructure
- Marketing and promotional activities
- Entertainment, including appearance fees and travel costs
- Event research

Events under this policy have the opportunity to participate in the program for a maximum of three years. After three years of funding support, events may have the opportunity to participate in other Council funding programs. Recurrent funding is not available, and an individual application is required each year up to the maximum three years of funding through the Incubator Event fund.

Ineligible applications

Council does not consider the following to be suitable to receive assistance under this Policy:

- Fundraising events or organisations whose main role is to fundraise
- Events/activities where attendance is limited to individual organisations and their members
- Proposals for funding towards the operating costs associated with running an organisation (e.g. salaries and equipment)
- Organisations that have not fulfilled previous sponsorship/funding obligations.

Fee waivers

Council may decide to fund up to 50% of the hire fee of Council managed facilities where it can be demonstrated that an event will benefit the community or the community organisation can provide financial evidence that it cannot afford the hire fees. Fee waivers for community groups will not be funded through this policy, and will be redirected appropriately by Council staff.

Funding rounds

Applications for Event Development funding will be open year-round, however, applications must be received a minimum of six months prior to the commencement of the event. Applications will be considered outside these timelines on a case by case basis.

Organisations seeking to access funds are encouraged to discuss their event proposal and eligibility with Council's Marketing and Events staff prior to submitting an application.

Assessment

Eligible applications will be assessed using the information given as answers to each question on the application form, as well as the required supporting documentation. Applicants should answer each question and ensure they have provided the appropriate supporting documentation. Applications that do not address each question adequately may not be considered.

Successful applications will also need to demonstrate plans for future growth and sustainability. Any request (both financial and non-financial) in excess of \$2,500 from a community organisation must be accompanied by financial statements.

The application will be assessed by a panel of Council Officers for eligibility, with the final sign off to be undertaken within the financial delegations of designated Council Officers. All approved funding will be reported at the next ordinary Council meeting for information.

Full, partial or no funding may be awarded, and all applicants will be advised of the outcome of their application in writing. Retrospective expenditure or arrears incurred prior to funding approval will not be eligible for funding.

Acknowledgement of Council

Successful recipients must recognise the support of Goulburn Mulwaree Council with a reasonable level of exposure. Logo presence and public/media acknowledgements must be commensurate to the size of the grant/support and the size of the event. Full details will be outlined in the Funding Agreement, but may include:

- Formal recognition of Council in any acknowledgement of thanks
- Include the words 'Proudly supported by Goulburn Mulwaree Council' and the GMC logo in all hard copy and electronic promotional material
- Display GMC and Goulburn Australia signage as provided by Marketing & Events staff
- Invite the Mayor and/or Councillors to participate in your event in an official capacity or otherwise

Terms and Conditions

1. Events cannot apply for funding (cash or in-kind) via the Event Development Fund if funding has already been provided under another funding stream of Goulburn Mulwaree Council for the same event in the same year.
2. Where in-kind assistance is requested, the length of the event's operations will be considered
3. Successful applicants enter into a funding agreement with Goulburn Mulwaree Council. For each event, an event agreement will be put in place, outlining:
 - Event details
 - Funding amounts, including agreed actions and payments
 - Reporting requirements
 - Acknowledgement and publicity requirements
 - Other event specific requirements related to the use of the cash or in-kind support received
4. The application or intended use of the funding/support must not be altered in any way. Council funds must be spent on the event as described in the application and as outlined in the funding agreement.
5. Council may give consideration to variations of the original application, only after receiving a formal request from the applicant. A request to vary an approved event, and the subsequent funding agreement must be submitted in writing to the Council Officer managing your funding agreement prior to implementation.

6. All events receiving cash or in-kind support will be required to provide a detailed acquittal and evaluation to Council within 60 days of the conclusion of the event. Information to be provided will include:
 - An income and expenditure statement highlighting actual spending against the funds, supplemented by financial statements where requested.
 - Full event acquittal as per the acquittal form provided with the Funding Agreement
 - Copies of supporting documentation
7. Where cash sponsorship is provided, payments will be progressive, with final payment to be made within 14 days of receipt of the grant acquittal to the satisfaction of Council staff. The details surrounding payment instalments and other terms associated with the funding will be detailed in the Funding Agreement provided to you by Goulburn Mulwaree Council upon advice of a successful funding application.
8. If an application for waiver does not meet the evaluation criteria, but is assessed as an event warranting further consideration, it will be reported to Council for determination.

Version	Council Meeting Date	Resolution	Adoption Date	Effective From
1	18 July 2017	2017/311	18 July 2017	18 August 2017
All policies can be reviewed or revoked by resolution of Council at anytime.				

DIRECTORATE: Growth Strategy & Culture

BUSINESS UNIT: Marketing, Events & Culture