

# Make it Happen - Hobsons Bay Recovery and Reconnection Grants

## Grant Focus: Major Events and Festivals (over \$10,000)

<b>Council Staff contact</b> - applicants in this category, requesting more than \$10,000 are required to contact a Council Officer to discuss your proposal. All other applicants are also encouraged to discuss proposals.	
1. <b>Officer:</b> Events team	2. <b>Position:</b> Events team
3. <b>Email:</b> <a href="mailto:events@hobsonsbay.vic.gov.au">events@hobsonsbay.vic.gov.au</a>	4. <b>Phone contact:</b> 1300 179 944
<b>Grant Focus</b>	
Major events generate substantial community, tourism and economic benefits including visitation, spending and increased profile of the city. Applicants are encouraged to refer to the <a href="#">Events and Festivals Plan</a> for information on funding priorities.	
<b>Priorities/Criteria</b>	
Major Event applications need to demonstrate that they meet three or more of the following criteria:	
<ul style="list-style-type: none"> <li>• Generate tourism and economic benefits that may include overnight accommodation and spending within local retail precincts</li> <li>• Enhance the profile of Hobsons Bay and/or showcase tourism strengths and unique features including the bays, history, maritime heritage, coastal environment, industry, cycling paths, arts and culture and unique venues</li> <li>• Maximise the use of existing infrastructure and encourage new investment and events in key assets including Seaworks, the Substation, Melbourne Ballpark, Scienceworks, Wood Street Arts Space, Altona Badminton and other key venues</li> <li>• Have a point of difference to other events and festivals and/or be uniquely suited to the location</li> <li>• Partner with local businesses, particularly retailers to stimulate local business activity and spending</li> <li>• Have a business and event management plan and a 3–5 year event management and business/strategic plan (for on-going events)</li> <li>• Have the ability to attract significant media coverage in local, state or national media</li> </ul>	
In addition, Major Event applications need to:	
<ul style="list-style-type: none"> <li>• Demonstrate multiple sources of revenue and/or support to operate the event or festival</li> <li>• Comply with all relevant permit processes, liquor licensing requirements and risk management requirements. The Events team can assist with these</li> <li>• Manage the impacts on the environment, including implementing sustainable event practices</li> <li>• Organisations who have received funding for three consecutive years (commencing 2015/16) will be required to demonstrate new initiatives and continuous improvement in the delivery of the event to be eligible to apply for further annual funding.</li> </ul>	
<b>Example applications/proposals</b>	
Major cultural, arts/heritage, celebration events attracting significant visitors and economic benefit	Major sporting events showcasing city assets
Heritage festivals	Music festivals
<b>Items/proposals that are ineligible</b>	
Organisations receiving funding for their event through other Hobsons Bay City Council programs	School fetes, fairs, markets, circuses and regularly occurring activities, programs and events which take place on a weekly or monthly basis
Educational events, training activities, tradeshow, conferences, expos, product launches or business events	Political events or political organisations
Events that occur within venues containing electronic gaming machines, including in the area immediately surrounding the venue, e.g. car park.	Cover costs of fees and charges for Council or other authority permits, licences and permissions
Events that occur within venues containing electronic gaming machines, including in the area immediately surrounding the venue, e.g. car park	Private events and functions, or events held for members of a community or business organisation exclusively

Make It Happen - Recovery and Reconnection is a dynamic program. As COVID-19 is creating a changing environment, COVID response and recovery needs may also rapidly evolve. This means the program and priorities may be adjusted in response to changing community need and feedback.



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Commercial, for-profit events unless there is a direct alignment to the Events and Festivals Plan and the event can demonstrate broad community and/or tourism outcomes	Purchase of equipment, furniture or materials unless relevance to the event can be demonstrated
Funding for prize money, competitions, trophies and awards	