

Events and Festivals Funding Policy and Guidelines

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FUNDING POLICY

OBJECTIVE

To provide a consistent, equitable, transparent and accountable process for the allocation of Council funds to events and festivals.

To outline the principles, criteria and process for the allocation of Council funds (grants and sponsorships) to events and festivals, through the Cultural and Economic Development Department.

To outline the aims of the events and festivals funding program, priority areas for support, eligibility, assessment criteria, timelines, decision making processes and funding agreement requirements.

STRATEGIC CONTEXT

The Hobsons Bay Events and Festivals Plan was developed to articulate Council's role in events and the benefits it aims to derive from supporting events. The Plan recognises the important roles events have in bringing people together, creating vibrant and healthy communities, celebrating local cultural identity and in making Hobsons Bay a great place to live and to visit. A key action in the Plan is the provision of funding and in-kind support to events and festivals. Recognising it is not financially possible to support all events, Council will prioritise its support to events that deliver the key priorities identified in the Plan.

The Events and Festivals Plan and this Funding Policy replace any prior and/or recurrent event and festival funding programs.

PRINCIPLES

The Events and Festivals Funding Policy is based on the principles contained in the Events and Festival Plan.

Events and festivals that deliver community benefits and/or tourism, visitor and economic outcomes aligned to the priorities identified in the Events and Festivals Plan 2016 – 2021 may be eligible for funding. Funding can support the development of new as well as established events. It can apply to events organised by community or professional event organisers.

The total funding in each category will be allocated by Council on a year to year basis. The following funding programs will be made available:

FUNDING CATEGORIES

Funding Category	Outcomes	Funding	Rounds
Local Events and Festivals Fund	Events primarily attracting local audiences that enhance the quality of life of residents, celebrate local identity and culture and providing a range of community benefits including participation, wellbeing and community connections	Up to \$10,000	Two funding rounds each year, with application periods open between five and six months prior to events period.
Small/Short Lead Fund	Small events that provide community benefits including special interest groups and/or which attract visitors	Up to \$1000	Applications for small/short lead events should be made two months prior to event date
Major Event Sponsorship	Major events generating substantial community, tourism and economic benefits including visitation, spending and increased profile of the city	Up to \$25,000	Two funding rounds each year, with application periods open between five and six months prior to events period.
Special Event Sponsorship	Major events generating substantial community, economic and tourism benefits including state, national and international profile and visitation, likely to be one-off	Council allocation	Applications should be made six months prior to event date

The number of organisations supported and the level of funding provided will be at Council's discretion and will reflect the available budget, the quality of the applications, the outcomes achievable and the needs of the community. Funds will be allocated to each category through Council's annual budget planning cycle, with percentages to be balanced to meet the needs based on likely demand.

All applicants will be assessed according to the general principles criteria, along with the specific criteria in each funding category.

FUNDING GUIDELINES

INTRODUCTION

The **Events and Festivals Funding and Sponsorship Guidelines** contain the following information:

- Assessment criteria for each category of application
- Assessment weightings used for assessment of applications
- Eligibility criteria
- Funding agreement details

Multi-year funding agreements (one, two or three years) may be implemented on request where:

- There is strong alignment to principles contained within the Events and Festivals Plan 2016-2021 and obtains a high score in the assessment criteria
- A three to five year business plan for the event or festival is provided that demonstrates growth and innovation strategies, and a long term marketing plan
- A long term financial plan is provided that demonstrates the event has multiple sources of revenue and is not solely dependent on Council funding
- Annual reports will be required, and if the organisation fails to deliver on the requirements contained within the Funding Agreement, the subsequent year funding may cease or be reduced
- The Applicant complies with Council's monitoring and evaluation protocols – see

PROCEDURAL GUIDELINES

The Cultural and Economic Development department is responsible for administering the Events and Festivals Funding program. The process will include:

- The program will be advertised three months prior to the closing date. Event organisers on Council's database will be notified and details will appear in public newspapers, on the Council's website and through Council's communication channels
- Details of available funding, eligibility criteria and application forms will be available on Council's website
- Organisations can apply for funding, or a combination of funding and in-kind support from Council. Where in-kind services are required from Council, all services will be identified at cost. The relevant Council Department will provide an estimate of costs
- When an application is received, an acknowledgement email or letter will be sent to the nominated contact person on the application form
- Applications will be assessed for eligibility by the relevant Council officer and ineligible organisations will be notified
- Applications will be assessed by the Events and Festivals Advisory Panel (see below) and marked according to the assessment criteria. The Advisory Panel may seek further information from applicants via the relevant Council officer
- Funding recommendations may be made and referred to a Council meeting for approval.
- Applicants will be notified of the outcome within six weeks of the closing date for applications. Results will be published on Council's website
- The decision on funding is final and no appeals will be accepted
- A Funding Agreement will be issued

Events and Festivals Advisory Panels will be established to provide advice and input into the decision making process and to ensure the community, economic and environmental benefits and impacts are fully assessed. Members may include Council officers with expertise in specific areas (e.g. arts, cultural development, sport and recreation, community development, youth services), and external representatives (e.g. trader association representatives, tourism, state or national organisations, emergency services).

All panel members will be required to comply with Council's Conflict of Interest Policy and will be required to comply with the confidential information provisions contained in Sections 77 and 89 of the Local Government Act 1989.

Details of successful funding applicants will be reported to Council twice yearly, in May and November each year.

These guidelines may need to be reviewed in line with any changes made to the Council Plan and the Events and Festivals Plan 2016 - 2021. The application and assessment process will be reviewed on an annual basis and changes implemented to ensure continuous improvements.

OTHER FUNDING SOURCES

Event organisers seeking funding to undertake capacity building activities or to develop a long term business/strategic plan, can consider applying for funding through the Hobsons Bay Community Grants Program.

FUNDING ELIGIBILITY CRITERIA

To be eligible for Hobsons Bay City Council Events and Festivals Funding and Sponsorship, organisations must:

- Hold the event within the Hobsons Bay municipality within 12 months of the funding being allocated (unless otherwise negotiated) and the ability to meet all requirements contained within the event approval documentation.
- Comply with all relevant permit processes and liquor licensing requirements and conditions.
- Be an incorporated not for profit organisation, or be auspiced by an incorporated organisation, or be a business with an ABN
- Demonstrate multiple sources of revenue and/or support to operate the event or festival
- Have public liability insurance of at least \$10 million (Council may require higher levels of insurance for some events)

Council will not provide events and festivals funding to:

- Organisations that have not fulfilled the conditions of previous Council funding agreements or event approval permits, acquittals or have outstanding debts to Council, or are subject to any legal action, dispute or otherwise which may damage Council's reputation
- Organisations receiving funding for their event through other Hobsons Bay City Council programs
- Cover costs of fees and charges for Council or other authority permits, licences and permissions
- Private events and functions, or events held for members of a community or business organisation exclusively
- Events that may offend or exclude parts of the community
- 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
- Educational events, training activities, tradeshows, conferences, expos, product launches or business events. There may be other parts of Council suited to supporting activities such as these.
- School fetes, fairs, markets, circuses and regularly occurring activities, programs and events which take place on a weekly or monthly basis
- Political events or political organisations
- Capital works (building and maintenance works) or the purchase of equipment, furniture or materials unless relevance to the event can be demonstrated
- Prize money, competitions, trophies and awards
- Organisations conducting activities or accepting sponsorship from companies that are not aligned to the Council Plan or Council values.
- Organisations that derive income from gambling and/or project activities that promote gambling
- Events that occur within venues containing electronic gaming machines, including in the area immediately surrounding the venue, e.g. car park
- Events that receive sponsorship from venues containing electronic gaming machines

ON-GOING FUNDING

Council seeks to ensure the available funding is distributed as equitably as possible within the guidelines as stated. 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.

IN-KIND SUPPORT

Hobsons Bay City Council can provide a variety of venues and services to event organisers. These venues and services will be costed in accordance with Council's Fees and Charges Policy. Where Council venues and services are required, event organisers must contact Council to determine availability and to obtain a quote for the costs associated with the venue or service. Event organisers can apply for this cost as a part of the funding application. As part of the funding application, Council can consider the provision of venues or services support.

ASSESSMENT CRITERIA

The following criteria will be used to assess applications for funding. The *General Principles* and *Capacity and Capability* criteria detailed below, will be applied to all applications, while specific criteria will be used to assess each category of funding.

GENERAL PRINCIPLES

Priority will be given to fund events and festivals that:

- Contribute towards achieving the vision within the Council Plan including:
 - fostering a strong sense of community
 - contributing to community wellbeing and diversity
 - protecting and celebrating culture, heritage and environment
- Contribute to a diverse calendar of event types
- Help to disperse events throughout the year including off-peak periods such as May to November and school holidays. Consideration will be given to the timing of events and an effort made to avoid clashes or conflict with other events
- Deliver long term venue and/or other improvements and community benefits as a result of the event
- Deliver new events opportunities, or for existing events, evolve to meet the changing needs and expectations of the community
- Provide opportunities for Council participation, engagement or involvement through association with the event

CAPACITY AND CAPABILITY

All event organisers will be required to:

- Demonstrate a capacity and capability to manage a successful event, including complying with Council and other authority requirements and having sufficient lead time to plan the event
- Provide evidence of an event management plan and budget relevant to the scale of the event
- Demonstrate an understanding the needs of the community and manage the impacts on the environment, including implementing sustainable event practices
- Provide evidence of community support and/or involvement
- Demonstrate a long term sustainable plan that is not wholly dependent on Council funding

LOCAL EVENTS AND FESTIVALS FUND

In addition to the criteria (listed above), applicants seeking Local Events and Festivals funding must demonstrate their capacity to achieve three or more of the following criteria:

- Provide opportunities for cultural celebration and expression, active participation and/or learning opportunities
- Celebrate and acknowledge the diversity, heritage and/or environment of Hobsons Bay
- Support the development of strong and vibrant neighbourhoods and connections within communities
- Enable the engagement of broad cross sections of the community
- Provides free or low cost entertainment and participation options
- Recognise, celebrate and commemorate occasions or places of significance
- Provide fundraising or awareness opportunities for issues of significance to the community (where fundraising directly benefits the local community and is supported by an officially recognised charity)
- Showcase key features of the community and the environment, particularly those that are unique, promote the cultural reputation, bayside location or industrial nature of the municipality

MAJOR EVENTS SPONSORSHIP

In addition to the criteria (listed above), applicants seeking Major Event Sponsorship must demonstrate their capacity to achieve three or more of the following criteria:

- Generate tourism and economic benefits that may include overnight accommodation and spending within local retail precincts
- 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
- 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
- Have a point of difference to other events and festivals and/or be uniquely suited to the location
- Partner with local businesses, particularly retailers to stimulate local business activity and spending
- Have a business and event management plan and a 3 – 5 year event management and business/strategic plan (for on-going events)
- Have the ability to attract significant media coverage in local, state or national media

SPECIAL EVENTS SPONSORSHIP

In addition to the *General Principles* and the *Capacity and Capability* criteria, applicants seeking Special Events Sponsorship must demonstrate their capacity to:

- Generate substantial economic and tourism benefits, including significant bed-nights and spending within the municipality
- Attract state, national or international visitation
- Generate a substantial positive profile and reputation for the municipality on a regional, state, national or international level
- Generate significant media coverage in state, national or international media
- Generate significant community benefits and involvement in the event

SMALL SHORT LEAD EVENTS FUND

Small /Short Lead Event grants will be available to community events that are unable to apply within the Local or Major Event funding timeframes and which may require a fast response due to the nature of the event. Applicants will be assessed within four weeks on the following criteria:

- The degree to which the event achieves the general principles and capacity to deliver
- The benefits and/or new opportunities provided to the community
- Capacity to create or strengthen partnerships and collaboration between groups
- Capacity to engage the community

ASSESSMENT PROCESS AND ASSESSMENT CRITERIA

All applications will be assessed against the criteria above and the following weightings will be given to each category.

Assessment Criteria	Local Events and Festivals Fund	Short Lead Event Fund	Major Event Sponsorship	Special Events Sponsorship
General principles Alignment with Council Plan vision, fit within calendar (type of event, time of year), level/type of engagement, community benefits, new/changing events Alignment with key Council focus areas (Maritime/Coastal, Heritage, Trails, Arts, Industry)	25%	25%	30%	20%
Event management capacity and capability	25%	25%	25%	20%
Community benefits and outcomes	50%	50%	20%	20%
Economic and tourism benefits	0%	0%	25%	40%

FUNDING AGREEMENT AND ACQUITTAL

Organisations receiving funding will be required to sign a Funding Agreement. The Agreement will include specific requirements related to the event and its sponsorship, acknowledgements, reporting and meeting requirements and acquittal including measurement of event impacts.

MULTI-YEAR FUNDING AGREEMENTS

Multi-year funding agreements (one, two or three years) may be implemented for the Local Events and Festivals Fund and Major and Special Event Sponsorships where:

- There is strong alignment and a high score to the assessment criteria
- A three to five year business plan for the event or festival is provided that demonstrates growth and innovation strategies, and a long term marketing plan
- A long term financial plan is provided that demonstrates the event has multiple sources of revenue and is not solely dependent on Council funding
- Annual reports will be required, and if the organisation fails to deliver on the requirements contained within the Funding Agreement, the subsequent year funding may cease or be reduced

CONTACTS AND INFORMATION

Please contact the Events Unit on 9932 1000 or via email – events@hobsonsbay.vic.gov.au for further information on funding opportunities