

Grant Focus: Major Events and Festivals (up to \$25,000)

<p>Council Staff contact - applicants are encouraged to discuss proposals. Applicants requesting more than \$5,000 must contact the events team to discuss their proposal.</p>	
<p>Officer: Anita Kazmierczak</p>	<p>Position: Events Officer</p>
<p>Officer: Gillian McCarrey</p>	<p>Position: Coordinator Events & Visitor Services</p>
<p>Email: events@hobsonsabay.vic.gov.au</p>	<p>Phone contact: 1300 179 944</p>
<p>Grant Focus</p> <p>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 Events and Festivals Plan for information on funding priorities.</p>	
<p>Priorities/Criteria</p> <p>Important – if the event is proposed to be held on Council managed public land, applicants will need to have referenced and be working within Council’s event application timelines. If an application has an unrealistic planning time frame, then assessments and permits are at risk, and this can impact eligibility. A funding application is not an event permit. Please contact events@hobsonsabay.vic.gov.au</p> <p>Major Event applications need to demonstrate that they meet three or more of the following criteria:</p> <ul style="list-style-type: none"> • 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 <p>In addition, Major Event applications need to:</p> <ul style="list-style-type: none"> • Demonstrate multiple sources of revenue and/or support to operate the event or festival. Please provide evidence of other income sources with the application. • Comply with all relevant permitting, liquor licensing requirements and external stakeholder notification processes. • Provide Event Plan, Site Plan, Emergency Management and Risk Management plans 6 weeks prior to the event date for review. The Events team can provide guidance with this. • Manage the impacts on the environment, including the implementation of leave no trace and sustainable event practices. • Organisations who have received funding for three consecutive years 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. <p>All events and festivals need to operate within Hobsons Bay.</p> <p><i>Documents required for events applications (if you are unable to provide these, please discuss with the events team):</i></p> <ul style="list-style-type: none"> • applicants' most recent profit and loss • quotes for budget items • Event Management Plan (example plans from a previous event are acceptable) • Risk Management Plan (example plans from a previous event are acceptable) 	

Events and festivals applicants are encouraged to seek other sources of funding.

To seek other funding opportunities, register with the [Hobsons Bay Grant Finder](#)

Please refer to Hobsons Bay City Council website for Event Permit process and notification period, if the even is taking place on Public Land.

Example applications/proposals

Major cultural, arts/heritage, celebration events attracting significant visitors and economic benefit	Major sporting events showcasing city assets
Major heritage festivals	Music festivals

Items/proposals that are ineligible

Organisations receiving funding for their event through other Hobsons Bay City Council programs	School fetes/celebrations, fairs, markets, circuses and regularly occurring activities, programs and events which take place on a weekly or monthly basis
Educational events, training activities, tradeshows, conferences, expos, product launches or business events	Williamstown Town Hall venue hire already subsidised through community rates
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
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	Private events and functions, or events held for members of a community or business organisation exclusively
Funding for prize money, competitions, trophies and awards	Purchase of equipment, furniture or materials unless relevance to the event can be demonstrated
Applicants with outstanding grant acquittals	Political events or political organisations