



## **FESTIVAL AND EVENT SUPPORT SCHEME GUIDELINES 2017 – 2018**

### **1. WHAT IS THE FESTIVAL AND EVENTS SUPPORT SCHEME (FESS)**

The Colac Otway Shire (COS) recognises the importance of festival and events development in the municipality. The contribution of festivals and events to celebrating the region's diversity, cultural, economic and social development is highly valued. The Festival and Events Support Scheme (FESS) is council's funding program for events conducted within the Colac Otway Shire.

These guidelines outline FESS for, groups and organisations seeking funding from Council for an event within the Shire. Funding is available for:

- Established events on an annual basis
- New events
- One off events
- Not-for-profit events
- Commercial events (subject to substantial community return)

There is one round of funding per year (**opening 22 February 2017**) for all event organisers conducting events in the 2017-2018 financial year.

This funding program provides seed funding to assist with the establishment of new event initiatives. The funding program also supports the development and growth of established events. An established event is defined as an event that has been conducted for more than 3 years.

These guidelines provide essential information for all applicants and outline the application process. They should be read in conjunction with Council's Event Policy.

The scope of the Colac Otway Shire, Festival and Events Support Scheme is broad and potential applicants are required to discuss their proposal with Council's Events Officer on 5232 9400 or [inq@colacotway.vic.gov.au](mailto:inq@colacotway.vic.gov.au)

### **2. AIMS AND OBJECTIVES**

The aims and objectives of the Festivals and Events Support Scheme are to:

- Provide financial assistance to conduct established professional and quality festival or event activities within Colac Otway Shire.
- Improve the quality of life experiences for communities within the municipality by increasing access to quality festivals and events.
- Promote cultural diversity and greater awareness, appreciation and participation in activities within the Colac Otway Shire area.
- Promote a sense of pride and community identity.
- Stimulate visitation and tourism to the Colac Otway Shire area and increase economic and social development opportunities.
- Contribute to the recognition of the Colac Otway Shire area as a region to host festivals and events.
- Create an environment for innovation and creativity within the municipality.

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### **3. DEFINITION OF AN EVENT**

For the purposes of the Colac Otway Shire Festival and Events Support Scheme, the following definitions apply:

**“event”** means any planned activity open to the public held on Council owned or managed land where any structure (permanent or temporary), open area or road, (fenced or unfenced) will contain a number of persons greater than that normally found in that area or location at one time. This activity may affect the location surrounding the area prior to, during or after the activity, and includes:

- Sporting activities, whether conducted in an enclosed or unenclosed ground/venue (but does not include a regular, locally focussed and organised sporting competition at a venue built for that sport);
- One off or annual events such as religious meetings held in parks/sporting venues, rock concerts, promotional events and the like;
- Live performances and concerts; and
- Festivals.

**“event organiser”** means a commercial entity, community group or individual who undertakes the planning, control, management and/or implementation of an *event*.

### **4. ELIGIBILITY CRITERIA**

You are eligible to apply for FESS if:

- Your event is held in the Colac Otway Shire and is specifically designed to benefit residents and businesses of Colac Otway Shire.
- You are an incorporated, not for profit or commercial organisation.
- You are an unincorporated, not-for-profit group with an auspice arrangement\* with an incorporated group.
- Your event has a strong community focus.

\*Auspicing allows not-for-profit, incorporated organisations to accept grant funding on behalf of individuals or groups who are not incorporated. The auspice organisation is responsible for accepting the grant, receiving the grant and paying the grant to the grant recipient and ensuring, to the best of their ability, that the funds are used for the purpose the grant it is intended.

The auspice will also sign the Grant/Sponsorship Agreement and will be responsible for the grant acquittal. Auspice organisations will need to provide a letter of consent to the group stating that it is willing to take financial and legal responsibility for the grant.

You are not eligible to apply for FESS if:

- Your event is conducted completely outside the boundaries of the Colac Otway Shire.
- Your event does not have a strong community base.
- Your event starts before 1 July 2017 or after 30 June 2018.
- Your event date clashes with another major Colac Otway Shire Festival or Event.
- You are an individual without an auspice arrangement with a not-for-profit group.
- Your organisation has not completed an Acquittal Report for a previous COS Grant (FESS or Community Funding).
- Your organisation is accepting sponsorship from companies that Council deem are not suitable or align with the Council Plan 2013 – 2017.

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The FESS supports new and established community events through the provision of financial assistance for costs associated with events. Examples of costs associated with events could include signage, promotional material, and professional project management and hire costs (eg. performers, PA equipment, staging, portable toilets etc).

Events can include but are not restricted to cultural, historical, artistic (music, theatre, visual) sporting, culinary, environmental and could include markets, festivals and exhibitions. Events should enhance the region's profile, develop community co-operation and cohesion, build local skills or in other ways have a positive impact on the local community.

Applications should assist in establishing new or providing support to existing events and activities for the citizens and/or the promotion of the Colac Otway Shire. Preference will be given to projects and groups making a significant financial or "in kind" contribution to the event.

Applications are to be for financial assistance for costs related to the delivery of new or established events, not for general ongoing administration costs. Applicants must demonstrate how their event contributes to the social, cultural and economic growth of the Colac Otway Shire.

Funding under this scheme is restricted. Applicants with proposals for funding valued in excess of \$5,000 are encouraged to discuss event/festival related proposals with the Colac Otway Shire Council's Events Officer with a view to exploring alternative funding sources. Preference will be given to events that are supported by plans detailing a vision for their event, that are organised co-operatively and where some profits will be distributed back into the community.

### **5. HOW TO APPLY**

Applications must be submitted on the attached application form. Any application that is considered incomplete or not in the required format will **not** be accepted.

Electronic versions of guidelines and application forms, including a writeable pdf version are available on Council's web site: [www.colacotway.vic.gov.au](http://www.colacotway.vic.gov.au) and can be downloaded. Word version documents are available upon request. Email applications can be accepted only if a scanned signature is included on the final page. Email this application as an attachment to [inq@colacotway.vic.gov.au](mailto:inq@colacotway.vic.gov.au) with Festival and Events Support Scheme in the subject line. All applications must be received by the closing date.

### **GST**

GST legislation will apply to the allocation of these funds. Organisations will be required to quote an Australian Business Number (ABN) or if an exemption applies to provide a written statement of entitlement to exemption (Supplier Statement). Supplier Statement forms are available on Council's web site: [www.colacotway.vic.gov.au](http://www.colacotway.vic.gov.au) and can be downloaded.

Where an applicant organisation is GST registered, grant allocations will be calculated and assessed on income and expenditure excluding GST. In addition, organisations registered for GST will be required to submit a Tax Invoice to Council upon approval of their grant, including an additional 10% added to the approved grant amount.

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### **Lodgement**

The closing date for applications is 4.00pm Monday 10 April 2017. Late applications will not be considered.

Hard copy applications should be sent to:

**Festival and Events Support Scheme 2017-2018**  
**Colac Otway Shire**  
**PO Box 283**  
**COLAC VIC 3250**

Email applications should be sent to [inq@colacotway.vic.gov.au](mailto:inq@colacotway.vic.gov.au) with the completed application form attached.

All applicants will receive written advice acknowledging receipt of their application within 1 week of receipt.

### **IMPLEMENTATION FOR 2017-2018**

Applications open	Monday 22 February 2017
Closing date for applications	Monday 10 April 2017
Evaluation of applications	April - May 2017
Notification of funding	July 2017

Reporting/Acquittal forms must be completed three months after your event.

## **6. SPONSORSHIP CATEGORIES**

The level of assistance recommended will be determined by the current or potential value of the festival/event to generate positive economic impacts and enhance the social and cultural benefits within the community.

There are three levels of funding categories specific to the Colac Otway Shire Festival and Events Support Scheme in relation to the sponsorship of events. They are Sponsorship, Seed Funding and One-off events funding which are defined as follows:

### **a. Sponsorship (Up to \$5,000 per event)**

- This level of sponsorship is available to existing events that have demonstrated that the event is sustainable (both financially and socially) and has run for over three years.  
Events in this category attract 5,000 or more attendees.
- Events within this category will provide significant benefits to the Colac Otway Shire in terms of economic, social and cultural growth to the region and contribution to the local community.
- Events within this category must demonstrate a significant community focus. Evidence must be given in the Acquittal document.

### **b. Seed Funding (Up to \$2,000 per event)**

- This funding is designed to encourage the development of new events.
- Events in this category attract between 1,000 to 2,000 attendees.
- Events will need to show that the proposed event will provide strong benefits to the Colac Otway Shire in terms of economic, social and cultural contribution to the local community.
- Events within this category will demonstrate a strong community focus.

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### **c. One Off Events (Up to \$1,000 per event)**

- This funding is for one off events for celebrations of significant local historical milestones or other important one-off events.
- Events in this category attract up to 1,000 attendees.
- Events within this category will demonstrate a strong community focus.

## **7. THE SPONSORSHIP AGREEMENT**

Successful applicants will be required to enter into an agreement with the Colac Otway Shire Council.

Larger festivals and events may wish to select one or more aspects of their program to be sponsored by the Colac Otway Shire. The Colac Otway Shire would then be recognised as a sponsor of that event component or alternatively as a general sponsor of the overall festival or event. Acknowledgment will be commensurate with the nature of the project and level of support provided.

At a minimum, the Sponsorship Agreement includes:

- Colac Otway Shire signage at all activities and events related to the project. Recognition of Colac Otway Shire sponsorship in all advertising, promotional and social media.
- All printed material including invitations, fliers, posters and programs must include the Colac Otway Shire logo.
- An opportunity must be provided for a Colac Otway Shire representative to speak at key events and activities (or as mutually agreed with the event organisers).
- Inclusion of a sponsor message in the festival or event program and related publications at no charge as mutually agreed.
- Colac Otway Shire flags or banners may be required by Council to be erected in designated positions, (or as mutually agreed with the event organisers.)
- The organisers must provide the Colac Otway Shire Events Officer with regular information updates on the project, i.e. minutes of meetings or two detailed summaries of arrangements prior to the event.
- Sponsor invitations to be provided for the Colac Otway Shire to the Mayor, Councillors and key representatives.

## **8. PUBLIC LIABILITY AND INSURANCE**

A Public Liability Insurance Policy for at least ten million dollars (\$10 million) for the festival/event must be obtained by the organiser prior to the funds being released by Colac Otway Shire. Public Liability and Insurance to increase to a minimum of twenty million dollars (\$20 million) for major events only.

All event organisers conducting events on Council owned or managed land are required to complete and sign the Colac Otway Shire's Form of Indemnity. This means that you agree to indemnify, and to keep indemnified, the Colac Otway Shire, its servants and agents, and each of them from and against all actions, costs, claims, charges, expenses, penalties, demands and damages whatsoever, which may be brought or made or claimed against them, or any of them, in connection with the event organiser's performance.

The Events Officer will provide you with the Council's Indemnity form, to read, sign and return along with the Events Application forms.

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### 9. REPORTING/ACQUITTAL FORMS

It is a condition of sponsorship that a written, detailed reporting/acquittal form be submitted within three months of the end of the event.

Evidence of all printed material is imperative. Printed material featuring the Council logo and clippings of media exposure must accompany the evaluation report. Colac Otway Shire will utilise promotional material for their own promotional purposes.

### 10. ASSESSMENT

Applications will be assessed to a Council Advisory Committee which will then provide recommendation for endorsement by Council. Your application will form part of Council's Budget process for the following financial year.

#### **Assessment Criteria**

Factors taken into account when assessing applications include:

<b>Assessment Criteria</b>	<b>Weighting</b>
<b>Social opportunities</b> Detail the community benefits provided by the project both short and long term	25%
<b>Economic Development opportunities</b> Describe how the event stimulates visitation/tourism and increases economic development opportunities for residents of the Colac Otway Shire	25%
<b>Cultural opportunities</b> Describe how the event contributes towards the development of community arts & culture, networks, programs and/or projects.	25%
Provision of <b>sufficient documentation</b> for the proposal including letters of support, quotes etc	10%
Marketing/promotional opportunity for the Colac Otway Shire	15%

The Festival and Events Support Scheme is a competitive funding program. Applicants should note that the submission of an application **does not** necessarily guarantee funding of the proposal.

### 11. AVAILABLE FUNDING

The level of assistance available through the Festivals and Events Support Scheme is limited by Council's budget.

No applicant can be guaranteed sponsorship nor can any applicant be guaranteed funding to the level requested. Please note that Council cannot totally fund any

festival or event, nor does it fund retrospectively. Council's ongoing support should not be relied upon as each year applications will be assessed in conjunction with other applications and will be determined on funding available.

An unsuccessful application does not necessarily mean that the project or activity is unworthy of support. An application could be rejected because of limited resources or the need to balance support given to a wide range of festivals and events after considering the assessment criteria.

**12. IMPLEMENTATION**

Upon notification of a successful application, the applicant organisation will negotiate the required services with the Events Officer. Events held on Council land will need to submit an Event Application and any relevant paperwork and plans, ie. traffic management plan, communications plan, etc. This may include participation in Council's Event approval process and attendance at Council "E Team" meetings as part of the Event Approval process. The Events Officer will notify you of the requirements.