



# MAJOR EVENTS GRANT SCHEME

## APPLICATION GUIDELINES

### MAJOR EVENTS GRANT SCHEME FOR THE PERIOD 1 AUGUST 2007 – 31 JULY 2008

#### 1. INTRODUCTION

Mildura Rural City Council is committed to providing encouragement and stimulus in the form of a grant scheme to assist incorporated bodies to organise quality Major and Community events. Grants are provided in recognition of the economic benefits of tourism and the building of community identity and pride in the region.

Council recognises the contribution of events that are organised at a Local/Regional/State/National and International level, to the celebration of the region's diversity and its cultural, economic and social development.

#### 2. PURPOSE

- Major Events are designed to increase visitation through generation of national interest and profiling of the region.
- Contribute to the recognition of the Mildura as a region to host events.
- Provide assistance to conduct professional and quality major events within the Mildura Rural City.
- To support major events that can demonstrate significant growth with the security of three year funding.
- Stimulate visitation and event tourism to Mildura Rural City to increase economic, cultural, environmental and social development opportunities.
- To improve the quality of life for communities within the municipality by increasing access to quality events.
- Create an environment for innovation and creation within the municipality.
- Foster and strengthen supportive relationships between individuals and diverse groups.

### **3. GUIDELINES**

The following guidelines are provided to determine funding eligibility for Major Event Grant Applications.

- Events must have a demonstrated ability or potential capacity to attract more than 3,000 visitors from outside the area.
- The event should aim to exceed an economic value to the region of \$750,000 through visitation.
- Demonstrate potential for continued growth if you are applying for three year funding.
- Grant applications for funding associated with promotional strategies that target visitors outside the region are preferred.
- Events must be conducted on dates that do not conflict with other events unless they are complimentary to the current event.
- Special consideration for promotional assistance will be provided to organisations/groups which propose to conduct events which are unique to this area and build on local features, products, environments and Council's strategic directions.
- Preference will be given to events that are supported by a business plan, that are organised co-operatively and some of the funds are sourced through the organisation's own initiatives.

**PLEASE READ ALL INFORMATION CAREFULLY BEFORE COMPLETING  
THE APPLICATION FORM.  
CLOSING DATE: FRIDAY 25 MAY 2007 at 4pm**

## 4. ELIGIBLE ORGANISATIONS

All incorporated recreation, community groups and service organisations located within the Mildura Rural City boundaries.

**Festival:** *is an activity that involves the public in the experience over an extended period*

**Event:** *is an activity where the public are spectators to the experience*  
*The word 'event' in this document is used to describe both festivals & events.*

## 5. NON-CONFORMING APPLICATIONS

Applications found to be ineligible will be notified in writing as part of the assessment process.

Council will not sponsor the following:

- Events that do not have a wide community base.
- Events which are conducted completely outside the boundaries of the Mildura Rural City Council.
- Duplication or replacement of other sources of funding for existing activities.
- Festivals which start before the 1 August 2007, or after 31 July 2008.
- Events which show a potential to make a significant profit.
- Expos, Conferences and Conventions.

## 6. MAJOR EVENTS GRANT AGREEMENT

Successful applicants will be required to enter into an agreement with the Mildura Rural City Council.

Identified Major Events that are supported financially in excess of \$10,000 from Council's Events Grant Scheme become eligible for up to one half of those funds provided for professional administration/coordination purposes.

Larger events may wish to select one or more aspects of their program to be sponsored by the Mildura Rural City Council. The Mildura Rural City Council would then be recognised as a major sponsor of that festival or event and 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 Major Events Grant Scheme Agreement includes:

- Mildura Rural City Council signage at all events related to the project.
- Recognition of Mildura Rural City Council sponsorship in all advertising and promotional material.
- All printed material including invitations, flyers, posters and programs must include the Mildura Rural City Council logo.
- An opportunity must be provided for a Mildura Rural City Council representative to speak at key events and activities.
- Inclusion of sponsor message in the event program and related publications.
- Mildura Rural City Council flags or banners may be required by Council to be erected in designated positions.
- The organisers must provide the Mildura Rural City Council Events Unit with regular information updates on the project.
- Sponsor invitation for key Mildura Rural City Council representatives.
- A Public Liability Insurance Policy for at least ten million dollars (\$10 million), or twenty million dollars (\$20 million) for festivals or events involving a major road closure, must be obtained by the organiser prior to the event.
- Evidence of printed material using Council's logo is imperative and clippings of media exposure should accompany the Evaluation Report.
- An Evaluation Report pro-forma is available.

## **7. ACQUITTAL (Evaluation and Financial Reports)**

It is a condition of the Major Events Grant Scheme Agreement that a written, detailed brief and financial report be submitted within nine (9) weeks of the end of the festival or event. The financial statement must detail the expenditure of the amount and purpose of the grant against the budget submitted. Any unexpended funds must be returned to the Mildura Rural City Council.

Successful applicants that receive \$8,000 and above funding are required as part of their acceptance of conditions to conduct a minimum of 150 surveys for Encore Data Surveys or equivalent. Council's Event Unit will collate and evaluate the Encore data results.

The financial statement must detail the expenditure of the amount and purpose of the grant against the budget submitted. Any unexpended funds as per allocation must be returned to the Mildura Rural City Council. Evidence of printed material using Council's logo is imperative and clippings of media exposure should accompany the Evaluation Report.

Failure to supply satisfactory details of evaluation and/or data material will result in no further funding applications being accepted.

## 8. ASSESSMENT

Applications will be assessed by the Mildura Rural City Council Events Reference Group comprising of a Councillor, Manager Community Development and the Major Events Facilitator. Recommendations will then be ratified by Council. Your application will form part of Council's Budget process for the following financial year.

### Assessment Criteria

- Score does not necessarily reflect financial allocation but is used as a guide for funding eligibility.

Criteria	Value (points)
1. Demonstrated ability to attract potentially significant numbers of visitors to the region. <ul style="list-style-type: none"> <li>• 2,000 - 2,500 visitors (5 points)</li> <li>• 2,500 - 3,000 visitors (10 points)</li> <li>• 3,000 - 4,000 visitors (15 points)</li> <li>• 4,000 + visitors (20 points)</li> </ul>	20
2. If it is Potential Value to the district economy. <ul style="list-style-type: none"> <li>• &lt;\$250,000 (5 points)</li> <li>• \$250,000 - \$400,000 (10 points)</li> <li>• \$400,000 - \$600,000 (13 points)</li> <li>• \$600,000 - \$750,000 (16 points)</li> <li>• \$750,000 + (20 points)</li> </ul>	20
3. External promotion of the event or festival creating a region profile – ie. is it high profile external to our region? <ul style="list-style-type: none"> <li>• Niche marketing (10 points)</li> <li>• Broader community (5 points)</li> <li>• Area profile (5 points)</li> </ul>	20
4. Level of contribution to the event by the applicant – ie. funding, input, direction <ul style="list-style-type: none"> <li>• Business Plan or (5 points)</li> <li>• Market Plan (5 points)</li> </ul>	10
5. Level of community support – who attends event/festival	5
6. Utilisation of dates where there is no conflict to other events	5
7. Event unique to the area	5
8. Ability to attract additional sponsors	5
9. Creation of a new component to an existing events with a demonstrated support	5
10. If you have not had the opportunity to secure Council support previously	5
<b>TOTAL POINTS</b>	<b>100</b>

## 9. COUNCIL SERVICES AND INFRASTRUCTURE SUPPORT

Council wishes to encourage the development of events programming within the municipality. A number of Council-owned venues are available for use by event organisations.

Council requires that all logistical support is fully costed and paid for by all organisations conducting an event in the municipality, and events receiving sponsorship from Council.

### **Mildura Rural City Council offers the following services:**

- Barricades, signage, street cleaning and garbage bins
- Traffic Management Plan and street closure notification
- Health checks and advice on temporary food stalls and sanitary requirements
- Information and advice on Parks and Gardens hiring fees
- Traffic management and Local-Laws services
- Planning Permits and Liquor Licensing Advice and Permits
- Recreation reserves/sporting facilities/function rooms
- Booking & information service, including ticketing facilities
- Waste Wise Event application for recycle bins and caps

Charges for services will be made by most of the above Business Units within Council.

When you have identified which Council services your event requires, please contact the Major Events Facilitator on ☎ (03) 5018 8311 to arrange a quote for services from each relevant Business Unit.

### **Implementation**

Upon notification of a successful application, the applicant organisation will negotiate the required services with the Major Events Facilitator.

## 10. SUPPLEMENTARY MATERIAL

All applications and attachments will be reproduced for distribution to members of the assessment panel. All applicants are required to provide the following attachments:

- Proof of Incorporation
- Copy of most recently audited financial statement
- Latest Annual Report
- Risk Management Plan
- Names of all members of festival organising or management committee
- Proposed Events Program (if available)
- Suggested questions for event market research

## 11. SUPPORT PROMOTION

Successful applications will automatically be included in the Calendar of Events as per page 12 of the Application.

## 12. HOW TO APPLY

Applications must be submitted on the standard application form or an exact copy. Forms may be retyped but please ensure that they retain the content, order of the questions, page numbers and page breaks.

Applications should be typed where possible or completed in black ink.

Any application that is considered incomplete or not in the required format may not be accepted.

You are encouraged to discuss the eligibility of your application with the Major Events Facilitator Julie Jewell before you apply. For more information please contact Julie on ☎ (03) 5018 8311.

### **Applications should be addressed to:**

Julie Jewell  
Major Events Facilitator  
Events Unit  
Mildura Rural City Council  
PO Box 105  
MILDURA VIC 3502

Or hand delivered to:

Mildura Rural City Council  
Customer Service Desk  
108-116 Madden Avenue  
MILDURA VIC 3500

Closing Date: **Friday 25 May 2007 at 4pm.** Late applications cannot be accepted as the process involved forms part of the 2007/2008 budget considerations.

**CLOSING DATE FOR APPLICATIONS:  
FRIDAY 25 MAY 2007 at 4pm**