



TOURISM EVENTS GRANT PROGRAM

Funding Guidelines 2017 - 2018

PURPOSE

The Tourism Events Grant Program aims to secure and develop a strong calendar of events that promote Ballarat as a premier sporting, cultural and tourism destination of choice. Applications are encouraged for existing or new projects, festivals, events or activities which **advance and encourage increased visitation, participation and yield**. Existing events will be encouraged to outline any additional tourism value generated by their event or activities.

The Tourism Event Grant program links to the outcomes and key priorities in the Council Plan 2017-2021. Specific assessment criteria will apply regarding **value for money, increased visitor numbers and increased yield**.

Applications will be accepted for grants up to \$25,000.

APPLICATIONS WILL BE CONSIDERED FROM:

- Cultural, creative and sporting organisations
- For profit organisations and businesses
- Not for profit organisations and businesses that:
 - are incorporated associations or companies; and
 - have an Australian Business Number (ABN) or can provide written advice from the Australian Tax Office that no withholding tax is required from the grant payment; or
 - are to be auspiced by an eligible organisation for the duration of the project

APPLICATION PROCESS

Grant applications will only be accepted online via the SmartyGrants program.

For more information on the Event Grant program please contact City of Ballarat Community Events team at 5320 5500 or visit www.ballarat.vic.gov.au/lae/event-grants.aspx

Grants will be open all year round for online submissions. Review and assessment of the submissions will be done by the Event Project Control Group, who will make a recommendation to Council. The final decision on all submissions will be made in the Council chambers.

FUNDING CONDITIONS

Successful applications will adhere to the following conditions:

- All events, projects and activities must be based in the City of Ballarat or otherwise provide evidence that the project/event/activity will involve and support a significant amount of people from the municipality
- Grants are allocated specifically for the project and cannot be used for any other purpose without prior formal written agreement from Council.
- All activities to be undertaken must obtain the relevant consent, permit or approval prior to commencement (including a City of Ballarat Event Permit, etc).
- Unless otherwise approved, organisations are required to sign an agreement with Council.
- Unless otherwise exempt, programs or activities undertaken with grants must acknowledge the support of the City of Ballarat.

- Organisations are required to meet all relevant legislative requirements (e.g. Occupational Health & Safety, Risk, Equal Opportunity, Workcover).
- Organisations are required to ensure volunteers are registered with the organisation and adequately covered by insurance.
- Unless otherwise exempt, applicants are to demonstrate a minimum dollar for dollar contribution to the project through funds, sponsorship or in kind support.
- Only one application per organisation per grant program is allowed in any given financial year.
- All applications will be assessed on a case by case basis and are subject to the availability of funding.
- Unless otherwise approved, all applications must be submitted using the appropriate form prior to the activity commencing.
- Funds are required to be expended within 12 months of the letter of offer. Funds not expended by this date are to be returned to the City of Ballarat unless a written extension is obtained from Council.
- Unless otherwise exempt, successful organisations will be required to provide Council with a tax invoice if they are registered for GST, or an invoice if they have an ABN but not registered for GST, or an invoice and signed 'statement by supplier' if they do not have an ABN.
- Unless otherwise approved, a signed acquittal report must be submitted to Council within one month of completion of the activity.

STAGE ONE: ELIGIBILITY

The following will not be funded under the Tourism Events Grant program:

- Submissions from individuals
- Submissions from Schools and Government agencies
- Submissions from organisations with outstanding debt to Council or previous unacquitted grants
- Events or activities which have already started (no retrospective funding)
- Events or activities already receiving City of Ballarat funding
- Political, religious or gaming activities
- Ongoing funding
- Wages, insurances, utilities (base set up costs)
- Prizes or gifts
- Interstate or international travel

Eligibility Checklist – For City of Ballarat Administration only

- Public Liability Insurance Certificate (\$20 million)
- Outstanding acquittals
- Application completed
- Event Management Plan (including site maps, traffic plans) + Marketing Plan is attached
- Risk Management Plan
- Event Budget is complete

STAGE TWO: ASSESSMENT CRITERIA

The City of Ballarat receives more funding applications than it can support. Successful applications are therefore those which best satisfy the following assessment criteria:

	Assessment Score	Score
1. Quality		
Does the event or activity fill a gap in the event calendar and provide benefit to the Ballarat community?		
Type of event: Does this type of event align with the strategic direction of the City of Ballarat Council Plan?		/4
Is the event (or proposed event) generally well supported and/or beneficial to the community?		/4
Event date: Is there room for this event in the calendar?		/4
Event location: Is the location appropriate?		/4
Inclusiveness and accessibility of the event: Does the event appeal to a broad cross section of audiences?		/4
2. Feasibility		
Can the project be delivered on time, on budget and to a high standard?		
Is the Project Budget complete, realistic and proportionally allocated to key areas?		/4
Is the Risk Management Plan appropriate?		/4
Is the Event Management Plan appropriate?		/4
Is there proven ability to deliver the project successfully on time?		/4
Is the allocated staffing and resources appropriate to deliver the event?		/4
3. Reach		
Does the project raise the profile of Ballarat to state, national or international audiences?		
Does the event add value to the brand equity of Ballarat?		/10
Is the Marketing Plan appropriate to achieve tourism attendance targets?		/5
Does the event plan to run in Ballarat in the future?		/5
4. Investment		
Does the event warrant funding?		
Does it intend to bring increased visitation to Ballarat?		/10
Does the event have intentions of becoming self-sustainable from Council funding in the future?		/10
Does the project provide a good level of expected economic return from tourist visitation and a good overall return on investment?		/20
		/100