



Grant Program Guidelines

Festivals and Events Fund 2023





Festivals and Events Fund 2023

Introduction

Warrnambool City Council (Council) supports, partners, facilitates and delivers some 150 events annually. Council acknowledges that these events, regardless of scale, play a critical role in community health and wellbeing, creating economic stimulus, encouraging community pride and participation, and generating legacy infrastructure and capacity for our region. The Events and Promotion branch supports and produces events which contribute to the local economy and build the profile of Warrnambool as a vibrant regional city.

Program objectives

- Generate a diverse, vibrant and inclusive annual calendar of events
- Identify and attract new, iconic events to Warrnambool that drive tourism visitation, boosting off-peak visitation, extended stays and expenditure
- Increase economic stimulus through increased spend
- Create memorable experiences that are unique to Warrnambool
- Encourage and assist events to become financially sustainable and protect valuable annual events
- Applications must be for festivals and events that clearly align with above objectives and the **Warrnambool Events & Promotions Strategy**.

Information and assistance

For grant information and online applications:

Website: www.warrnambool.vic.gov.au/events

Events and Promotion Team email: events@warrnambool.vic.gov.au

Phone: 03 5559 4618

Grant round dates

Applications are accepted from Monday 22 May 2023 to Sunday 18 June 2023

- Funding round opens 9am Monday 22 May 2023
- Funding applications close midnight, Sunday 18 June 2023
- Applicants notified of funding outcome Friday 7 July 2023
- Projects completed between 1 July 2023 – 30 June 2024
- Project acquitted and post event report due - 31 July 2024



Festivals and events funding streams

The total funding pool for 2023/2024 is \$130,000.

Applications that are eligible will fall under one of the following categories, and will be assessed based on the criteria rank, if applicable, within that category.

Funding Stream	Details	Funding Range
Community Events	Supports the development and implementation of community events that demonstrate a strong community focus and provide significant social and cultural benefits to the city. Usually smaller in scale with predominantly local participation.	Up to \$5,000
Business Events & Conferences	For event organisers bringing new business events and conferences to Warrnambool. Majority of delegates and attendees are from outside of Warrnambool and will stay for a minimum of one night.	Up to \$5,000 (\$50 per delegate up to 100 delegates)
Activate Warrnambool	Seed funding for new events that have not been held before. Events must take place outside the peak holiday season (Dec 24 – 31 Jan) and March Long Weekend. Small to medium events: up to \$5,000 Small to medium events are smaller activation type events that could be delivered using grant funding only (workshops, activations, ticketed experiences, pop up events etc.) Large festivals and events: up to \$10,000 Large Festivals and Events are more complex events with elements of programming and will require a substantial amount of additional revenue to deliver (music festivals etc.)	Up to \$5,000 Up to \$10,000
Tourism Events	For high attendance events that attract significant visitation from outside Warrnambool and enhance the profile of the region as a destination to experience. Must provide an estimation of economic impact and yield, with events held over more than one day. Examples may include mass participation sporting events, large scale music events and food and wine festivals.	Up to \$10,000
Event Sponsorship	Established recurring events that are considered part of the fabric of the Warrnambool event calendar. Must offer significant economic or socio-cultural benefit to Warrnambool.	On application



Application requirements

Funding may cover the entire cost of the project or part thereof. If the funding does not cover the cost of the whole project you will need to demonstrate that you have sufficient funds to cover the entire project.

Decisions are final and cannot be disputed. Feedback, post assessment may be sought however applicants must understand that this is a competitive process and the dollars applied for often exceed the funding available.

Application requirements

- Read and understand the guidelines.
- Discuss your event with a member of the events team prior to lodging an application.
- Ensure your event is eligible and what event funding stream it is eligible for.
- Check your event falls within the project timeline.
- You may choose to prepare a draft application on the downloadable copy of the application form at **www.warrnambool.vic.gov.au/community-funding-programs**.
- Gather all required documentation to support your application including event management plan, event budget and supporting quotations. Financial statements and quotations are compulsory.
- Set up a SmartyGrants login and password.
- Ensure answers to application questions address the assessment criteria.
- Applications must be made via the online electronic application form. If an applicant has difficulty accessing the form, please contact the Events Team who will be able to arrange online access. In the spirit of fairness and transparency, late applications will not be considered.

NB – Sponsored events must make contact with the Events and Promotions team to discuss suitability of the event for sponsorship consideration.

Funding requirements:

- Deliver the event within the Warrnambool City boundaries within the 2023 / 2024 financial year
- Proactively market the event, including maintaining an event listing for a minimum of three months prior to the event
- Ensure the project is accessible and inclusive for all participants
- Comply with Council policies in regards to all aspects of event management
- Survey participants and attendees post event
- Funded events are required to meet all statutory requirements determined by Council and other relevant authorities including but not limited to:
 - Completing an Event Application Form
 - Register event with Council via the online event registration form
 - Create an Australian Tourism Data Warehouse (ATDW) listing for their event
 - Submit a post event evaluation report on the event delivery including any identified improvements and key event outcomes
 - Provide evidence of the impact/success of the event including survey data, photos and media exposure
 - Provide evidence of funding expenditure as part of acquittal process

The application form and budget information

The application form has one budget table to fill out, which requires information about income and expenditure. The income table shows the income sources that will be used to deliver your project. Items to list in the Income Table include:

- The grant amount you are requesting
- The cash contribution of your group or organisation (if applicable)
- Funds from other sources such as bank loans, other grants or sponsorship (please indicate whether the amount is confirmed or not)
- Income expected from the project eg. entry fees, food and beverage sales etc





Warrnambool Multicultural Festival, 2022.

Expenditure table

The expenditure table includes itemised project expenses. These are the materials, equipment or services that you are proposing to purchase or pay for to complete the project. Project expenses listed must be the total costs including any GST that is included in a quotation.

Written quotations

One written quote is required for each individual item or service being funded. Quotes for professional services should indicate the qualification or certification of the professional being engaged. Applicants are encouraged to seek local quotes and spend funding locally.



Who can apply for funding?

The following table outlines the four funding streams available and the types of organisations eligible for each stream

Organisation Type	Funding Stream			
	Community Events	Business Events & Conferences	Activate Warrnambool	Tourism Events
Commercial entities & businesses within the Warrnambool municipality	X	√	√	√
Not for profit, incorporated bodies, co-operatives or associations	√	√	√	√
Groups with an eligible auspice or unincorporated bodies with an eligible auspice	√	X	√	√
Commercial entities & businesses outside the Warrnambool municipality	X	√	√	√
Professional Conference Organisers	X	√	X	X

Who cannot apply for funding?

- Committees of the Council including Advisory Committees, Committees of management or Sub-Committees.
- A club, organisation or business that occupies Council owned or managed land without a current seasonal tenancy, license or lease agreement with Council.
- Organisations who have not completed an Acquittal (Financial Reporting Form) for any previous Council grants.
- Entities with outstanding debt/account with Council or is already receiving substantial financial support from Council.
- Organisations that have access to substantive levels of current funding not generally available to local clubs, organisations or businesses.
- Charitable organisations.
- Schools and kindergartens.
- Individuals with an ABN.



What types of festival and events can apply for funding?

The following table outlines the types of events eligible for each stream

Festival or Event	Funding Stream			
	Community Events	Business Events & Conferences	Activate Warrnambool	Tourism Events
Festivals or events occurring within the Warrnambool municipality.	✓	✓	✓	✓
Events that were funded by a previous Activate Warrnambool round.	✓	✓	X	✓
Events held in the peak holiday season 24 December – 31 January.	✓	X	X	X
Tradeshows, conferences, workshops with delegates from outside the Warrnambool municipality.	X	✓	X	X
Events where fundraising is the secondary purpose and the fundraising will directly benefit Warrnambool residents and community.	✓	X	✓	X
Festivals or events that align with the Warrnambool Council and Events Strategic Plan .	✓	✓	✓	✓

What types of festival and events cannot apply for funding?

- Festivals or events outside the Warrnambool municipality.
- Festivals or events considered the responsibility of the Victorian or Federal Government.
- Festivals or events that have a political or religious purpose, or that denigrate, exclude or offend parts of the community.
- Fundraising events where the primary purpose is fund raising for a third party organisation, agency or charity.
- Festivals or events that have already commenced or have already occurred.
- University open days, commercial theatre and recurring markets.
- Events or activations that are a typical or regular business occurrence.

Event expenses that will be funded

- Marketing and advertising campaigns and collateral, including photography.
- Event planning reports.
- Venue hire.
- Event operation equipment hire.
- Group travel and transfers.
- Traffic management plans and implementation.
- Delegate accommodation (business events only).
- Event public liability insurance.

Event expenses that will not be funded

- Capital or maintenance work on a building or facility.
- General administration, wages or contracts, insurance premiums or debt payments.
- Projects that have already commenced or events and activities that have already occurred.
- Fundraising activities, prize money, trophy/medal production, awards.
- Personal expenses such as petrol, utility bills, phone bills, travel and accommodation.
- Activities, projects, programs and events that are owned, managed or already funded by Council.
- Attendance at tradeshows, conferences, teaching programs/lectures, university open days, commercial theatre, recurring markets.
- General business insurance.



Assessment criteria

Applications that are eligible will fall under one of the following categories, and will be assessed based on the criteria rank, if applicable, within that category.

Applications are ranked according to project merit, equity and balance of funds available. In some situations, Council may provide grant funding to a lesser amount than requested. (i.e. when parts of an application do not meet funding eligibility).

In these cases, Council officers will liaise with applicants prior to final recommendation to Council.

Levels of funding may be proportionally reduced to provide support based on:

- the applicants ability to proceed with the proposed project if offered less support; or,
- applicants that have received funding in the past two (2) years. If the funding for each category is not fully allocated, it will be redistributed to other categories as required.

Criteria	Funding Stream			
	Community Events	Business Events & Conferences	Activate Warrnambool	Tourism Events
Community, social and culture Demonstrate how the event will: <ul style="list-style-type: none"> • Cultivate social wellbeing by bringing people and communities together and giving them a sense of identity and belonging • Link participants and attendees to culturally significant aspects of the community • Create social gathering opportunities • Be inclusive and accessible for all, as per the Welcoming events guidance. 	70%	10%	20%	10%
Economic development Explain how your event will stimulate the Warrnambool economy including: <ul style="list-style-type: none"> • Expected expenditure generated by event visitation (can be based on previous expenditure) • Participation and attendee demographic profile • Opportunities for business involvement and participation (use local business as first priority) • How the event will increase spend in Warrnambool in off-peak times 	15%	70%	50%	45%





Fabric of Life Festival 2022.

Criteria	Community Events	Business Events & Conferences	Activate Warrnambool	Tourism Events
Tourism and profile Describe how the event will: <ul style="list-style-type: none"> Drive off peak visitation, extended stays and local expenditure from attendees outside Warrnambool Create a regional, state or national profile Promote Warrnambool as a destination, including marketing channels and reach Generate opportunities for repeat visitation to Warrnambool post event 	15%	20%	30%	45%
Environment and sustainability Demonstrate how the event will plan for and contribute to: <ul style="list-style-type: none"> Comply with single use plastic ban by eliminating all single use plastics Reduce waste to landfill Event management practices outlining waste management excellence Create positive environmental outcomes at the event and long term into the future. 	PASS / FAIL	PASS / FAIL	PASS / FAIL	PASS / FAIL
Alignment and project management <ul style="list-style-type: none"> The application aligns with Council's Events and Promotions Strategy The applicant is able to successfully manage the described project, and meet its proposed outcomes and details how the fund will assist in the development or sustainability of the group The application demonstrates how the funding will be used to grow the event and make continuous improvements year on year. 	PASS / FAIL	PASS / FAIL	PASS / FAIL	PASS / FAIL



Information, should you be successful in your application for funding

Approvals, permits and licences

You may need to apply for specific approvals, permits and licenses to run an event or project. Applicants should discuss their project with the responsible agency e.g Council or a Victorian Government Department, prior to submitting their application.

Successful applications will be made conditional that they obtain regulatory approvals. Council's Events and Promotions Branch can assist applicants with the process of gaining approvals. Refer to www.warrnambool.vic.gov.au/events

Business Victoria has created a free [Event Planner](#), to help anyone organise an event or festival in Victoria.

Assessment, notification and receiving funds

Submitted grant applications are assessed by a panel of Council Officers representing expertise in each of the categories. Recommendations will be provided for Council endorsement.

The decision to award grants is made by the Warrnambool City Council and decisions will be final.

Applicants will be advised in writing according to the grant round dates.

Council requires all persons involved in grant assessments to disclose any conflict of interest, real or apparent.

Successful applicants will be sent an email, an official letter and the Terms and Conditions of receiving funding. Funds are preferably sent by electronic funds transfer to your nominated bank account.

Funding conditions

The approval letter will highlight the general conditions of funding and, if applicable, Special Conditions required to be met before funds can be forwarded to your group. Successful applicants must read, understand and comply with the Terms and Conditions sent to them which will include any special funding conditions.

Acquittal and activity completion report

Council reserves the right to conduct financial and performance audits for funding it has provided. Consequently, funded recipients are required to maintain full records of receipts of activity expenditure and performance outputs/outcomes for the relevant period. These records are to be made available to Council and its officers/agents upon request.

Funded recipients are required to complete a Financial Acquittal Report (acquittal) by 31 July 2024. This report certifies that the activity and funding was carried out in accordance with the Agreement. It should include a completed proof of expenditure of Council funds (receipts and invoices) and copies of marketing material used to promote the funded activity.

Failure to provide a satisfactory acquittal may result in a funded group or organisation being deemed ineligible to receive any further funding from Council. Council's reporting is directly linked to its requirement to report on how public funds are spent and whether funded groups and organisations have achieved the desired end result. While Council is committed to minimising administrative processes, it is also committed to the collection of high quality information that may be communicated across Council and the community.



Terms and conditions

In accepting a Festivals and Events Grant, you must be willing to adhere to and agree to the following grant conditions

1. Funds made available through the Festivals and Events Grant are to be spent on the activities described in the application by the required time. Any significant change to the activity must be made in writing and approved by the Events & Promotions Branch.
2. Allocated funds are to be expended by 30 June 2024, unless otherwise agreed to by the Events & Promotions Branch. Accurate financial records of the recipient organisation must be maintained and made available to Council staff in the event of any further audit by Council into the use of the Grant.
3. Funded parties will need to complete a Name and Address Register (NAR) form and grant acquittal report. Council will provide the templates. The NAR form needs to be submitted before any payment can be made. The acquittal report must be completed at the end of the project and before 31 July 2024. The group will be ineligible for any further grants if this report is incomplete, unless approval has been provided for an extension.
4. It is the responsibility of all applicants to supply the relevant taxation and insurance documentation in the application form.
5. Activities arising from the grant allocation must take place within the City of Warrnambool and benefit Warrnambool residents.
6. Funded recipients are required to acknowledge receipt of financial assistance from Council in any promotion, publication or advertising of the activities. This includes the use of Council's logo and giving Councillors and officers the opportunity to attend relevant promotional events.
7. Council officers may request meetings with the applicant to check progress during the period of the activity, or undertake an independent audit of the books and records of the Applicant.
8. Council is not responsible for meeting any shortfall should the project run over budget.
9. Any Council funds that are not expended on the project are to be returned to the Council.
10. Funded projects are required to obtain any necessary Council permits or other permits for the event/program to take place. Any event/program/project that is to be held on Council property (this includes Council owned buildings, parks and all other open space areas) is required to have the written approval of Council.
11. Funded events are required to meet all statutory requirements determined by Council and other relevant authorities; submit a completed
 - Event Application Form;
 - Register their event with Council via the online event registration form;
 - Create an Australian Tourism Data Warehouse (ATDW) listing for their event
 - Submit a post event evaluation report on the event delivery including any identified improvements and key event outcomes.
 - Provide evidence of the impact/success of the event including survey data, photos and media exposure.
12. Council will publicly report all grants awarded.
13. Any marketing, publicity or media releases produced regarding your project should acknowledge the support received from Council and use the Warrnambool City Council logo which has been provided.
14. The Council, its servants, agents and employees shall not be responsible at any time for any liabilities incurred or entered into by the recipient organisation as a result of, or arising out of that organisation's responsibilities under the Grant Agreement.
15. The recipient shall release and indemnify the Council, its servants and employees against any claim, demand, liability, costs, expenses, actions arising out of or in any way connected with the activities of the recipient, or the recipient's agents in consequence of the authorisation/funding agreement except where the claim, demand, liability, costs or action are caused by the Council, its servants or agents.

