



ACTIVATE WARRNAMBOOL

Council acknowledges that 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.

We recognise the significant challenges the events industry has faced due to Covid19. Following the success of Activate Warrnambool in 2021, Warrnambool City Council is delivering a second round of event funding to assist event organisers, community groups and businesses deliver exciting, new, covid safe events and activations that support locals and attract visitors.

PROGRAM OBJECTIVES:

The Activate Warrnambool Grants are available for 2022 only and are intended to support the safe return of event activations in Warrnambool.

Council will support safe, accessible, new events that create memorable experiences, drive visitation and have positive economic and community outcomes.

- Increase visitation to Warrnambool
- Support new event creation
- Create memorable experiences that are unique to Warrnambool
- Increase economic stimulus through increased spend
- Develop a diverse, vibrant and inclusive annual calendar of events

In response to Covid-19, the requirement for applicants to meet the standard funding ratio of 1:1 for eligibility has been removed. Priority will be given to applications that clearly align with above objectives and the Warrnambool Events & Promotions Strategy. Information and Assistance

For grant information and online applications: www.warrnambool.vic.gov.au/activate-warrnambool
Events and Promotion Team events@warrnambool.vic.gov.au

GRANT ROUND DATES

Applications are accepted from Monday 21 March 2022 to Monday 11 April 2022

- Funding Round Open 9:00am Monday 21 March 2022
- Funding Round Close 5.00pm Monday 11 April 2022
- Applicants notified of funding outcome Monday 18 April 2022
- Project completed 1 May 2021 – 30 November 2022
- Project acquitted by 31 December 2022

GRANT CATEGORIES AND FUNDING

FESTIVALS & EVENTS

Applications that are eligible will fall under one of the following categories:

1. **Small to medium events: up to \$5,000**
2. **Large festivals and events: up to \$10,000**

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 are more complex events with elements of programming and will require a substantial amount of additional revenue to deliver (music festivals etc)

FUNDING AND LIMITATIONS

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.

An applicant must meet the following eligibility;

- Deliver the event within the Warrnambool City boundaries between 1 May 2022 – 30 November 2022
- Grants are to be used towards new activations or events that have not yet commence planning and advertising.
- Proposed festival, events and activations must be outside of normal business operations
- Comply with all Acts, Regulations and Statutory instruments in regard to current COVID-19 restrictions in the execution of a COVID-safe event
- Events must be proactively marketed by the applicant, including maintaining an event listing in the lead up to and duration of the event
- Grant applicants must ensure their project is accessible and inclusive for all
- Have provided acquittal reports for all previous Council funding (upon completion of the project).
- 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.

Must be one of the following:

- Be registered as a not-for-profit legal entity, eg: incorporated association.
- Be a not-for-profit unincorporated group that is auspiced by a group that is registered not-for-profit legal entity.
- Have an Australian Business Number (ABN) or submit a Australian Taxation Office Statement by Supplier form.
- For-profit or commercial organisations

Those ineligible for a grant are:

- Any Committees of the Council including Advisory Committees, Committees of management or Sub-Committees.
- A club or organisation 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.
- A club or organisation that has an 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 or organisations, including those clubs that operate gaming machines
- For programs or activities considered the responsibility of the State or Federal Government.
- Events that were funded by the previous Activate Warrnambool round

WHAT 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
- Recurrent funding for ongoing events or events that have been held previously
- University open days, commercial theatre and recurring markets
- Events or activities that have a political or religious purpose, or that denigrate, exclude or offend parts of the community
- Fundraising activities, prize money, trophy/medal production, awards, travel

ASSESSMENT CRITERIA

This criteria is used to assess applications and must be addressed in the grant application. If the project involves children, the group must meet its obligations under the Child Safe Standards. For more information visit www.ccyp.vic.gov.au/child-safety/being-a-child-safe-organisation

Assessment Criteria Weighting 25%

- The application details how the event will increase visitation to Warrnambool
- The application aligns with Council's Events and Promotions Strategy and all required information has been submitted
- The application is for a new event that will create memorable experiences and develop a diverse, vibrant and inclusive annual calendar of events for Warrnambool
- 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 applicant is seeking quotes from local businesses where possible, to encourage spending the funding in the local economy
- The application details how the event is accessible as per the "Welcoming events" guidance www.warrnambool.vic.gov.au/welcoming-events



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

Companions Card

As part of Council's commitment to improve participation for all community members and in order to comply with existing Disability Anti-Discrimination Legislation, it is a condition that any events/activities funded under this program must accept the Companion Card (i.e. you must not charge an admission or participation fee for the attendant carer/support person of the person who holds a Companion Card). For more information on the Companion Card: www.companioncard.org.au

Assistance conducting an event

A number of resources have been developed to assist groups running events in Warrnambool. Refer to [The Event Planning Guide](#) or call Council's Events and Promotions branch on **5559 4800**.

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 community 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

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. Applicants are encouraged to seek local quotes and spend funding locally.

Australian Business Number (ABN) and Goods and Services Tax (GST)

GST registration status can be checked by looking up an ABN at www.abr.gov.au Organisations that do not have an ABN must supply a completed Australian Taxation Office Statement by a Supplier form, and attach it to their application. If your group is registered for GST, the fund amount you receive will include GST. If your group is not registered for GST the fund amount will not include GST.

Assessment, Notification and Receiving funds

Assessment and Notification Submitted grant applications are assessed by the events and promotions branch and Tourism and Economic Development Manager.

Applicants will be advised in writing via the contact email provided of the outcome of their application.

Receiving Funds

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 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.

Acquitting your Grant

At the conclusion of a funded project your group is required to prepare and send an acquittal report to Council. Organisations are required to provide details of how the funding has benefited the event and submit evidence of how the funding was spent (receipts, photos and media promotion).

TERMS AND CONDITIONS

In accepting an Activate Warrnambool Fund grant, you must be willing to adhere to and agree to the following grant conditions:

1. Funds made available through the Activate Warrnambool Fund 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 November 2022, 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 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 30 November 2022. 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 parties are required to acknowledge the assistance of Council in all project/event related promotions.
9. 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.
10. Council is not responsible for meeting any shortfall should the project run over budget.
11. Any Council funds that are not expended on the project are to be returned to the Council.
12. 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.
13. 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.
14. Council will publicly report all grants awarded.
15. 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.
16. 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.
17. All events and activities must be delivered in line with the current government Covid19 regulations as they stand at the time of event delivery.

www.coronavirus.vic.gov.au/public-events-in-Victoria

