

Each year, Surf Coast Shire Council (Council) supports, partners, facilitates or delivers some 200 events across its coastal and hinterland townships and surrounds. These events are valued by Council and are central to the Shire's identity, prosperity and vitality. They form an important part of community and civic life, providing a range of economic, social, cultural and environmental benefits for residents and visitors.

These guidelines outline the Event Grants and Sponsorship Program for individuals, groups and organisations seeking funding from Council for an event within the Shire. They should be read in conjunction with the Events Policy.

1. Purpose of Council's Event Grants and Sponsorship Program

Council's Event Grants and Sponsorship Program provides support to events that foster economic, community and/or cultural development, and prioritise positive environmental outcomes.

2. Program Objectives

- To support and encourage events that attract visitors to the Surf Coast Shire and boost off-peak visitation, overnight stays and expenditure
- To support and encourage events that provide vibrant and diverse experiences for residents and visitors
- To support events that demonstrate clear community benefit
- To encourage and assist events to be financially sustainable
- To provide incentive for events to evolve over time and offer more opportunity for participation
- To provide a level of security for established events and protect our most valuable annual events

3. Event Funding Streams

The program offers four event funding streams:

Funding stream	Details	Funding range
Community Event Grants	<ul style="list-style-type: none"> • Support participation and celebration of our local communities • Usually small scale in nature, with a dominant social and community focus • Predominantly attract local residents 	\$500 - \$3,000
Boutique Creative / Special Focus Event Grants	<p>Boutique creative</p> <ul style="list-style-type: none"> • Specialised arts / cultural events that attract visitors from outside the Surf Coast Shire • Raise the profile of their host town and enrich the lives of residents • Examples include film, music, arts, food and wine festivals and events <p>Special focus</p> <ul style="list-style-type: none"> • Events that champion social, cultural, health or environmental issues in our community • Attract visitors from outside the Surf Coast Shire • Examples include Indigenous Culture, Sustainable Living, Gender Equality, Mental Health and Wellbeing 	\$500 - \$7,500
Tourism Event Grants	<ul style="list-style-type: none"> • High attendance events that attract significant visitation from outside the Surf Coast Shire • Provide measurable economic benefit and the opportunity to promote the region to a broader audience • Examples include mass participation sports events and large scale music festivals 	\$2,000 - \$10,000
Event Sponsorship	<ul style="list-style-type: none"> • Established events that are considered part of the fabric of Surf Coast life • Offer significant economic and/or socio-cultural benefit to the community and host town • May have previously received funding through the various grant streams 	By application

Council officers reserve the right to advise funding applicants of the most appropriate stream for their event.

4. Funding Duration

A successful grant application does not imply ongoing funding. Events should always have an end goal that they become sustainable without support from Council. Community Events, Boutique Creative / Special Focus Events and Tourism Events may apply for single year funding for a maximum period of three years.

After three years, Council may consider entering into a sponsorship agreement with events that meet the criteria of Sponsored Events. These events must develop a strong business case for ongoing support, and must demonstrate:

- Significant economic benefit (including visitation and marketing outcomes)
- Strategies for growth and financial sustainability, including other revenue sources
- Strong local business integration opportunities

Sponsored events may apply for single or multiple year funding agreements, and may seek to extend their sponsorship on completion of the initial term.

5. Eligibility – who can apply for funding?

The following tables provide an overview of the types of organisation and activity that are eligible for support through the program:

Organisation	Yes	No
Commercial entities and businesses	✓	
Not for profit, incorporated bodies, co-operatives or associations	✓	
Groups with an eligible auspice or unincorporated bodies with an eligible auspice*	✓	
Individuals with an ABN or auspice arrangements	✓	
Charitable organisations	✓	
Schools and kindergartens	✓	
Section 86 Committees of Management of the Surf Coast Shire Council		✓
Entities with outstanding debts to Council		✓
Entities that have not provided an evaluation/acquittal form for any previous funding received from Council		✓
Entities that cannot adequately demonstrate financial commitment from other sources		✓
Entities that submit an application without having discussed their proposal with a Council officer		✓

**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 recipient and ensuring, to the best of their ability, that the funds are used for the purpose for which the grants were intended.*

The auspice will also sign the grant agreement and will be responsible for the grant acquittal. Generally, if your event is auspiced, public liability insurance is the responsibility of the applicant, not the auspice organisation.

Activity	Yes	No
Events held outside the Surf Coast Shire		✓
Political or gaming activities		✓
Events that support the Council Plan	✓	
Community Christmas Carols**	✓	
Fundraising events where the primary purpose is to raise funds for a third-party organisation, agency or charity.		✓
Fundraising events where fundraising is the secondary purpose and the fundraising will directly benefit Surf Coast residents	✓	
School, Pre- School and Kindergarten events that are part of the standard curriculum		✓
School, Pre- School and Kindergarten fetes and fairs		✓
School, Pre-School and Kindergarten events that have significant engagement with and appeal to a wider community audience	✓	
Events or activities which have already started		✓
Events that are entirely tradeshows, teaching programs, conferences or lectures		✓
Circuses or events with caged or exotic animals		✓

***Community Christmas Carols are entitled to \$500 grants through a separate application process, and will not be required to submit an application through the annual Event Grants round.*

6. The components of an event that will be funded:

- Marketing and promotional initiatives and collateral
- Venue/site hire
- Equipment hire
- Event planning reports (to \$5,000)
- Photos and video of the event featuring the Surf Coast Shire
- Catering (to \$1,000)
- New event components (growth initiatives)

7. The components of an event that won't be funded:

- Interstate or overseas travel or accommodation
- New building works
- Capital or ongoing maintenance works
- Prize money, awards and trophy production
- New or replacement furniture, equipment or fixtures
- Organisational core operating costs such as funding for permanent staff members, insurance and utilities

8. Assessment Criteria

Funding applications will be assessed using the following criteria. There is no requirement to meet all points in each criteria, however applications that are able to demonstrate these attributes will receive stronger preference.

Criteria	Tourism Events	Boutique Cultural / Special Focus Events	Community Events
<p>Economic development opportunities – describe how the project will stimulate the economy including:</p> <ul style="list-style-type: none"> • Boosting off-peak visitation, overnight stays and expenditure; • The amount of visitation/tourism from people attending from outside the Surf Coast Shire and the length of stay during the event; • The level of training or visitation generated in the lead-up to the event; • The level of expenditure these visitors will generate (or have generated historically); • The opportunities where Surf Coast Shire or the host township can be promoted, the nature of this promotion and the marketing reach; • The level of involvement of local businesses in the event both pre (supply chain expenditure in event set up) or during (local business integration); • The ability of the event to trigger repeat visitation to Surf Coast Shire; • The opportunity to reinforce the brand of the Surf Coast Shire in a positive way. 	60%	40%	10%
<p>Social opportunities – detail the community benefits provided by the event – short and long- term - including:</p> <ul style="list-style-type: none"> • How the event will create social gathering opportunities; • The level to which people of diverse groups, abilities and ages are brought together; • Evidence of how the event will positively impact the host community; • Identify if the social opportunities are short (event specific) or long term (ongoing benefits) in nature; • Level of involvement by local volunteers; • How the event caters for needs of all abilities (including people with a disability). 	20%	30%	60%

<p>Cultural opportunities – describe how the event contributes towards:</p> <ul style="list-style-type: none"> • The development of arts and culture in the host township or greater Surf Coast Shire; • Arts and cultural networks in the Surf Coast Shire; • Other arts and cultural programs and/or projects taking place; • Linking attendees to culturally significant aspects of the host community through the event. 	20%	30%	30%
<p>Environmental sustainability - does the event plan for and contribute to:</p> <ul style="list-style-type: none"> • Positive environmental sustainable outcomes in the short (event specific) or longer term; • Fully comply with Council's Plastic Wise Policy, including elimination of all single use of plastic bottles, plastic bags, plastic straws, plastic packaging and balloons; • A level of excellence in event management from an environmental aspect (includes rubbish removal, waste, recycling and techniques that minimise the carbon footprint of the event); • Demonstrate a commitment to minimising waste being sent to landfill***; • Provide an element of environmental education or awareness for attendees. 	PASS/ FAIL	PASS/ FAIL	PASS/ FAIL

***To be successful in receiving funding, Tourism Events must be able to achieve a diversion from land-fill of greater than 75% and stream all waste including organics.

9. Application Process

The Event Grants Program will be released in February each year and advertised through Council's digital channels and in the Surf Coast Times. Note that a separate application process applies to the Sponsorship Program (refer below).

All applications must be made via Council's online event grants application system, available at www.surfcoast.vic.gov.au

9.1 Community, Boutique Creative / Special Focus and Tourism Events

1. Applications submitted via Council's online portal in February. Guidance provided by Council Officers on most appropriate funding stream.
2. Submissions close at the end of February. Individual applications assessed by Officers and scored against selection criteria.
3. Assessment panel meets and makes recommendations based on assessment criteria and further discussion.
4. Report presented to May Council Meeting for consideration. Grants announced publicly.

9.2 Sponsored events

5. Event organiser makes contact with Council officer and discusses suitability of event for sponsorship consideration.
6. Event organiser works in partnership with Council officer to develop a sponsorship proposal for consideration by Council.
7. Event organiser presents proposal at a Councillor Briefing.
8. Proposal is then tabled as a report for consideration at a Council Meeting.

10. Grant Agreement & Conditions

Successful applicants will be required to enter into an agreement with Council, which may include the following recognition benefits:

- Surf Coast Shire signage at the event
- Recognition of Surf Coast Shire in all advertising, promotions and social media
- Logo acknowledgment on all printed material including invitations, fliers, posters and programs
- Speaking opportunities for a Surf Coast Shire representative at the event and related activities
- Opportunity for Surf Coast Shire to include messaging in EDMs and other communications to event audience

11. Governance

- Funded groups will need to complete a grant agreement and acquittal report. Council will provide pro-formas. The grant agreement must be signed before any payment can be made, and the acquittal report must be completed within three months of the event. The group will be ineligible for any further grants if this report is not completed.
- It is the responsibility of all applicants to supply relevant taxation and insurance documentation as part of the application process.
- Funds made available through the Event Grants and Sponsorship Program are to be spent on the activities as outlined as part of the application process and agreement.
- Funded groups must seek advice from Council before making significant changes/variations to the event or to the proposed budget.
- Accurate financial records of the recipient organisation must be maintained and made available to Council officers in the event of any further audit by Council into the use of the grant.
- 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
- Council is not responsible for meeting any shortfall should the event run over budget.
- Any grant funds not expended on the event will be returned to Council.
- 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.
- The recipient shall release and indemnify Council, its servants, agents 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 grant agreement except where the claim, demand, liability, costs or action are caused by Council, its servants or agents.
- If the event/program is to be held on Council property, approval must be sought from Council through the relevant department(s).