



2021-2022
EVENT ASSISTANCE PROGRAM

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EVENTS ASSISTANCE PROGRAM

Events provide us with points of celebration and opportunities for participation that takes us beyond everyday experiences. They connect communities, attract visitors and make a significant contribution, to not only the economy of Cabonne but also the region.

A balanced calendar of events offers visitors and residents a range of tourism, sporting, arts and celebratory activities...bringing life, colour and vitality to occur area and the surrounding region.

Aim

The aim of Cabonne Council's event sponsorship program is to

1. Provide an equitable means by which community organisations can access Council funds.
2. The Program also endeavours to establish mutually beneficial partnerships between Council and the community, to raise the profile of the Council within the community and to provide opportunities for project development and skill development of members involved in events.

Funding is established on the basic premise that events generate visitation by:

- Increasing the number of visitors to Cabonne and thereby generating additional income through visitor expenditure in the community
- Extending the length of stay of visitors and /or
- Attracting visitors during off peak or shoulder periods.

EAP funding must be expended on activities with a visitation focus on one of the following areas: -

- **PROMOTIONAL ACTIVITIES:** Marketing, advertising or publicity that target visitors from within the region, NSW and interstate.
- **RESEARCH ACTIVITIES:** Event evaluation or market research, which has a direct relationship to the event.

For the Events Assistance Program an event is defined as “something that happens at a given place and time” (www.wordnet.princeton.edu)

EAP funded events will be required to acquit the grant against the proposed use of funding nominated by the applicant on the funding application.

Should the purpose of funding change in the course of developing the event, the applicant must discuss the revised spending and receive approval from Council before proceeding.

HOW TO APPLY

Applicants are encouraged to discuss their application with Council's Economic Development Manager before submitting, and preferably before completing, an application form.

- Read these guidelines before completing the application form.
- Nominate which of the three event funding categories you wish to apply for (*see definitions on page 5*)
 - A Flagship Event*
 - B Core Event*
 - C Developing Event*
- Complete the application and tick the box relevant to the appropriate level of funding - ie A, B or C. These can be downloaded from the Cabonne Website www.cabonne.nsw.gov.au
- Applications will be assessed within the context of the funding criteria outlined on page 7 of these guidelines. Refer to the application form relevant to each category for more details. It is NOT necessary to provide a separate statement addressing the funding criteria.
- Submit a separate application for each event applying for funding.
- Submit your application to Cabonne Council by the due date.

EAP Contact Details:

Tourism, Culture & Events Coordinator
Cabonne Council
PO Box 17
MOLONG NSW 2866

Telephone: 02 6392 3200

Fax: 02 6392 3260

Email: Laura.lewis-minogue@cabonne.nsw.gov.au

Web: www.cabonne.nsw.gov.au

EVENT FUNDING CATEGORIES

Events, like any product in a dynamic market, have a life cycle. It is accepted that an established event will have differing needs to one, which is in the early stages of development. In recognition of this evolutionary process, Cabonne Council has established a set of event categories with funding levels and qualification criteria, which reflect those differences.

NOTE: Please ensure that you have selected the correct box in the application form for the category you wish to apply within.

A. Flagship Events:

(Max grant \$5,000 for three years only 1 per year granted)

- A 'Flagship' event is one, which has a significant impact on the Cabonne's visitation schedule.
- Flagship events must have appeal to a broad cross-section of the public, plus an already established reputation outside of the Cabonne region, or the [demonstrated] potential to develop substantial profile.
- Through its investment, Cabonne Council seeks to cement and maximise the event's visitation potential.
- Applicants must demonstrate in their application that grant money is being invested to bolster the establishment of the event as having significant and ongoing tourist appeal.
- Applicants are required to provide research substantiating the claim of visitation levels.
- All audience figures quoted (including projected audience growth) must be authenticated against an independent and reliable source of data and/or a disclosed methodology for calculation.
- Applications must include a strategic marketing plan, which demonstrates how the identified target audience/s will be reached.
- Funding provided by Cabonne Council for events in this category will be for a maximum of three years.

B. Core Events:

(Up to \$2,000 one off Funding – only 4 per year granted)

- A 'core' event is one which is already established on the events calendar but where visitation levels have remained constant for a period of time.
- Through its investment, Cabonne Council seeks to grow the event's visitation potential. Applicants must demonstrate in their application that grant money is being directly invested to bolster the visitation impact of the event (*in terms of visitor numbers, length of stay or breadth of experience*).
- Applications must include a strategic marketing plan, which demonstrates how the identified target audience/s will be reached.
- The maximum level of funding in this category is \$2,000.

C. Developing Events:

(Up to \$500max per event – up to \$2,000 per year granted)

- A 'developing' event is one, which is in concept, developmental stage or first year of development. This category can also include smaller community events and 'one offs' including trophy sponsorship etc.
- Applicants must demonstrate that the event being assessed has significant potential to attract visitors to the Cabonne region.
- Applications are encouraged to include a brief marketing plan, which demonstrates how the identified target audience/s will be reached.
- The maximum level of funding in this category is \$500.

FUNDING CRITERIA

- Assessment of applications for funding will be based on the following criteria.
- Applicants should apply using the application form for the relevant event category – i.e. Flagship; Core or Developing events – ensuring that the funding criteria are considered.

Applicants should be mindful of assessment against the funding criteria when completing applications, however **it is NOT necessary to provide a separate statement addressing the criteria listed below:**

- 1. Economic benefit:** Generated by extent and duration of tourist visitation
- 2. Awareness:** Actual or potential profile
- 3. Competence:** Background of organising body, including any previous/current event experience. Evidence of a comprehensive business case.
- 4. Longevity:** Capacity for annual or regular scheduling in comparison to one-off events
- 5. Scheduling:** Timing of the event in relation to its ability to extend the length of stay of visitors to the Cabonne area.
- 6. Utilisation of local venues:** Utilisation of local infrastructure such as venues, Facilities and other services that provide economic benefit and demonstrate the capacity of the Cabonne region to conduct events
- 7. Compatibility:** Extent to which the event complements Cabonne Country.

FUNDING QUALIFICATION

The following are eligible to apply:

- Not for profit organisation
- Incorporated associations
- Registered businesses (sole traders or partnerships)

It is important to note that Cabonne Council will NOT fund:

- Minor activities, such as product launches, that attract media interest only
- Activities that form part of the regular business of the applicant these could include school fetes, agricultural shows etc.
- Events that have already commenced or been held
- Capital or equipment costs
- More than 30 percent of the total event budget
- Any applicant with an outstanding EAP acquittal
- Applications from individual persons
- Private functions
- Debutante Balls
- Events organised by political parties or lobby groups
- Projects/ organisations that have not successfully acquitted any previous Cabonne Council sponsorship or grant.
- Events that could receive funding elsewhere.
- Business development such as websites, consultancy fees, brochure development.

FUNDING PROCESS

Assessment procedure

- Applications are assessed by the Economic Development & Tourism Committee.
NOTE - Panel members are required to sign conflict of interest and confidentiality declarations and are not permitted to make individual applications to the fund.
- Recommendations are made by the panel to Council for endorsement

Timeline

- The application assessment process will take approximately six-weeks to complete from the closing date
- Applicants will be advised of the outcome as soon as a decision has been made
- Cabonne Council may contact applicants where clarification on an application is required

Funding agreement

- Successful applicants will be required to complete a formal funding agreement with Cabonne Council
- The agreement will be sent to successful applicants and must be signed by relevant authorised parties. In essence the agreement stipulates the terms and conditions under which the funding has been awarded

Grant payments

- Funding should be regarded as a commercial transaction that requires delivery of specified outcomes. Outcomes are determined by the 'purpose of funding' nominated by the applicant in the grant application
- Grants must be acquitted against the 'purpose of funding' nominated by the applicant and agreed to by Council.

NOTE: Should the 'purpose of funding' change in the course of developing the event, the applicant must discuss the revised spending and receive approval from Council before proceeding

- Grants are paid in one instalment: 100% of grant upon receipt and approval of the grant acquittal. Applicants wishing to have payment made up front or prior to the event must notify Council when completing the application form and make justification by outlining how they propose to guarantee the XX of the event in accordance with the guidelines.

Funding conditions

- Successful applicants will be required to use the event funding in compliance with funding obligations detailed in the funding agreement
- Cabonne Council must be notified immediately if any element of the event relevant to the grant changes significantly. Applications must be made in writing if permission is being sought to apply grant funding to amended activities
- Funding can be withdrawn, at the discretion of Cabonne Council, if an event is unduly delayed or fails to comply with the funding agreement
- It is mandatory for successful applications to acknowledge support from the Cabonne Council by the inclusion of Cabonne Country logo in a prominent place on all event publications, advertising and websites.
- As a condition of funding, Cabonne Council is to receive a complimentary advertisement in the event program or equivalent.
- Acknowledge sponsorship in advertising and provide complimentary tickets for event attendance by Council officials.

GST

- GST may apply to your grant funding depending on your organisation's status
- Cabonne Council will be required to withhold 48.5 per cent of your

organisation's funding and remit this amount directly to the Australian Taxation Office if your organisation (or the organisation that has agreed to administer your funding) has no Australian Business Number (ABN), or is unable to provide a declaration indicating a valid reason for not quoting an ABN (eg. Australian Taxation Office's *Statement by Supplier* form available from www.ato.gov.au)

- If a successful organisation is GST registered then GST will apply to the amount funded. In response to this situation, Cabonne Council will 'gross-up' funding to these organisations by 10 percent. Where the amount is grossed-up, Cabonne Council will require successful applicants to provide a tax invoice for the approved funding amount. The successful applicant will have to remit 1/11 of the monies received to the Australian Taxation Office
- If a successful organisation is GST exempt, then GST does not apply to the funding
- In the drafting of the event budget, all amounts should be GST exclusive.
- It is recommended that each applicant check their status with the Australian Taxation Office on 132 866 or www.ato.gov.au prior to providing a submission

FUNDING OUTCOMES

The completion of a comprehensive acquittal process is a critical part of the EAP funding process as it validates the event outcomes against the original proposal.

Successful applicants will be required to fully acquit the funding within 90 days of the completion of the event. Applications to the EAP will not be considered if previous funding has not been acquitted. Failure to correctly acquit funding may result in repayment of the initial funding amount.

The acquittal phase is an opportunity to reflect on the level of success achieved and validates your event in terms of:

- Key outcomes
- Strengths and weaknesses
- Financial viability and return on investment
- Visitation achieved (e.g. satisfaction survey, entry pro forma or postcode analysis)
- Potential for further growth and development

Grant acquittals must include:

- A completed acquittal form, which will be part of the funding agreement
- Details of income and expenditure against the budget submitted in the original
- funding application, copies of all invoices for items funded through the EAP grant and evidence of payment
- An event report showing event attendance with a breakdown of participants and spectators; a review of marketing and PR activities for the event; media coverage received in relation to the Event; and a sponsor benefits report outlining how Council's support was recognised

- A minimum of three photographs or digital images for possible use in future promotional material

OTHER WAYS CABONNE COUNCIL CAN HELP

Cabonne Council is able to assist events realise their visitation potential and can provide in-kind support, advice and assistance. These opportunities should be explored formally with Councils Promotion's & Tourism Officer to determine the best solution to meet the desired event outcome.

Other Sources of Funding:

- **Department of Industry & Investment**

The Department of Industry & Investment recently opened an events and tourism funding under the Departments Town life program.

Events and tourism projects will need to demonstrate that Tourism NSW funding is not available for the event or activity. The following activities may be supported provided there is demonstrable economic benefit to the community:

- new or significantly enhanced events
- coordination of a number of local events under an events group
- tourism development activities such as culinary or cultural tourism trails
- specific market segment development eg conference or ecotourism markets
- new product development such as bed and breakfast or farm stay networks within a local area.

For further information please contact:

Community Economic Development Manager
NSW Trade & Investment
Orange Agricultural Institute
1447 Forest Road
Locked Bag 6006
ORANGE NSW 2800
Tel: 02 6360 8411
Fax: 02 6360 8484
Mob: 0428 960 107
Email: jenni.thompson@business.nsw.gov.au

- **NSW Heritage Grants Program**

The NSW Heritage Incentives Program supports the community's identification, conservation, management and promotion of NSW heritage. It is now run as 12 targeted programs. Please look at the programs set out below and also on the related page, [Heritage Assistance Through Other Sources](#) to determine the eligibility criteria and most appropriate source of funding for your proposed project.

To discuss your project or to be placed on our mailing list for the next funding round, please telephone Victoria Throp (02) 9873 8577 or

Miriam Stacy (02) 9873 8576 at the Heritage Office, or email: victoria.throp@heritage.nsw.gov.au or miriam.stacy@heritage.nsw.gov.au.

- **Australia Council**

The Australia Council, the Federal Government's arts sponsorship body, enriches the life of the nation by supporting and promoting the arts. Individuals and organisations may apply for grants under a range of grant categories. Further information on the various categories is available from the Australia Council

www.ozco.gov.au

Ph: 1800 226 912

- **Festivals Australia**

Festivals Australia is a Federal Government cultural funding program, which provides assistance to Australian regional and community festivals for the presentation of quality cultural projects. Funding is available to add a new or special sort of cultural activity that has never been done before and could not otherwise be afforded

www.dcifa.gov.au

Ph: 02 6271 1661 or 1800 819 461 (free call)

Non Funding Support:

- **Festivals and Events Association**

The Festivals and Events Association is a professional industry body for people and organisations involved in the event industry. The aims of the association are: to provide opportunities for people involved in the event industry to share knowledge and experience, to improve industry standards through training and development, and to promote the value of festivals and events to the community at large

www.fea.org.au

Ph: 02 9212 0817