



Event Grants and Sponsorship Guidelines

Each year, Surf Coast Shire Council (Council) supports, partners, facilitates or delivers some 300 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 and inclusive 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 provide support to events where it is most needed and to 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 five event funding streams:

Funding Stream	Opening	Details	Funding range
Tourism Event Grants	Open: 1-28 February 2024	<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
Boutique Creative / Special Focus Event Grants	Open: 1-28 February 2024	<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
Community Event Grants	<p>1st round opens: 1-30 April 2024</p> <p>2nd round open: 1-29 November 2024</p> <p><i>2nd round will open in November in 2024 due to Council election.</i></p>	<ul style="list-style-type: none"> Bring together diverse groups, abilities and ages within the community Celebrate local communities Usually small scale in nature, with a dominant social and community focus Predominantly attract local residents Round 1 is for events held between 1 July – 24 December 2024 Round 2 is for events held between 1 February – 30 June 2025 	\$500 - \$3,000
Community Christmas Carol Funding	Open: 1-29 November 2024	<ul style="list-style-type: none"> One event per township will qualify for funding Townships are pre-allocated the level of funding based on the event size and township population Three levels of funding available (based on event capacity) <ul style="list-style-type: none"> Small: 101 – 400 = \$300 Medium: 401 - 900 = \$500 Large: 901+ = \$900 	\$300 - \$900
Event Sponsorship	On application	<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 stream 	On application

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

4. Funding Duration

Council acknowledges that events should aim to be sustainable, however Council encourage event organisers to apply for state and local government funding in order to continuously deliver high quality events. Under these guidelines; Christmas Carols, Community, Boutique Creative/Special Focus and Tourism Events may apply for single year funding when each grant stream opens.

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	✓	
Community Asset Committees		✓
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		✓
Elected members and employees of Council		✓

***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		✓
Events held in the peak holiday season, defined as 24 December to 31 January (inclusive), and the four-day Easter period commencing with Good Friday		✓
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		✓

Activity	Yes	No
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		✓

Regular occurring farmers, craft or retail markets		✓
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**** Community Christmas Carols**

Conditions of funding:

- The event must be on public land or in a public facility and free for the community to attend
- If more than one organisation per township applies for funding, priority will be given to the organisation that:
 - Have previous experience in delivering Christmas Carols.
 - Provide greater accessibility for all members of the community
 - Best serve the townships population

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

- Marketing and promotional initiatives and collateral
- Artist/speakers/performer fees
- 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 Creative/ 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. 	20%	30%	45%
<p>Cultural opportunities- does the event plan for and contribute to:</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%	45%
<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); • Demonstrate a commitment to minimizing waste being sent to landfill*** • Provide an element of environmental education or awareness 	PASS/ FAIL	PASS/ FAIL	PASS/ FAIL
<p>Disability Access and Inclusion – Describe how the event:</p> <ul style="list-style-type: none"> • Demonstrates a commitment to the inclusion of people with a disability (not limited to people with a physical disability) • Provides information to attendees to enable people with a disability to plan or choose not to attend the event. • Considers neurodiversity and mental health needs. 	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%

9. Application Process

- All event streams will be advertised through Council's digital channels and in the Surf Coast Times.
- All applications must be made via Council's online event grants application system, available at [Event Grants & Sponsorship – Surf Coast Events](#)

9.1 Tourism and Boutique Creative / Special Focus

- Applications submitted via Council's online portal in February each year. Guidance provided by Council Officers on most appropriate funding stream.
- Submissions close at the end of February. Individual applications assessed by Officers and scored against selection criteria.
- Assessment panel meets and makes recommendations based on assessment criteria and further discussion.
- Applicants advised of outcome in May.

9.2 Community Events

- Applications submitted via Council's online portal in April each year for events operating from 1 July – 24 December or October each year for events operating from 1 February – 30 June.
- Submissions close at the end of April for round 1 and end of October for round 2.
- Individual applications assessed by Officers and scored against selection criteria.
- Assessment panel meets and makes recommendations based on assessment criteria and further discussion.
- Applicants advised of outcome two weeks from the closing date of each community round.

9.3 Community Christmas Carols

- Applications submitted via Council's online portal in October each year.
- Submissions close at the end of October. Applications checked against eligibility criteria
- Applicants advised of outcome two weeks from the closing date.

9.4 Sponsored Events

- Event organiser makes contact with Council officer and discusses suitability of event for sponsorship consideration.
- Event organiser works in partnership with Council officer to develop a sponsorship proposal for consideration by Council.
- Event organiser presents proposal at a Councillor Briefing.
- Proposal is then tabled as a report for consideration at a Council Meeting
- Sponsorship outcome is announced after the 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. The grant agreement must be signed before any payment can be made, and the acquittal report must be completed within one to three months depending on the event stream. 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.

Appendix 1 Christmas Carol Funding Breakdown

Carol Funding Details

** Only one event per township will qualify for funding. There are three levels of funding available under this program. Townships are pre allocated the level of funding based on the event size (as depicted below).

- Small 101 –400 = \$300
- Medium 401 - 900 =\$500
- Larger 901+= \$900

Conditions of funding:

1. The event must be on public land or in a public facility and free for the community to attend
2. If more than one organisation per township apply for funding, priority will be given to the organisation that have:
 - a. Previous experience in delivering Christmas Carols.
 - b. Provide greater accessibility for all members of the community
 - c. Best serve the townships population

Applications will be open from 1-31 October each year.

Townships & Funding

The following townships can apply for funding. Current township size and approximate event size are indicated to identify level of funding to be received for Christmas Carols.

Town	Event	Township population	Event capacity/ size	Funding S,M,L
Aireys (Includes Fairhaven, Eastern View & Moggs Creek)	Aireys Inlet community Christmas Carols	1415	150	Small -\$300
Anglesea	Carls by Candlelight	3208	400	Medium - \$500
Torquay	Carols by the Sea	18534	5000	Large - \$900
Jan Juc	Jan Juc Carols	4151	500	Medium -\$500
Winchelsea	Carols by the Barwon	2456	200	Small -\$300
Lorne	Carols on the Lorne	1327	150	Small - \$300
Deans Marsh	Twilight Carols	368	300	Small -\$300
Moriac	No Carols currently	852	Est: 250	Small- \$300 (Currently NA)