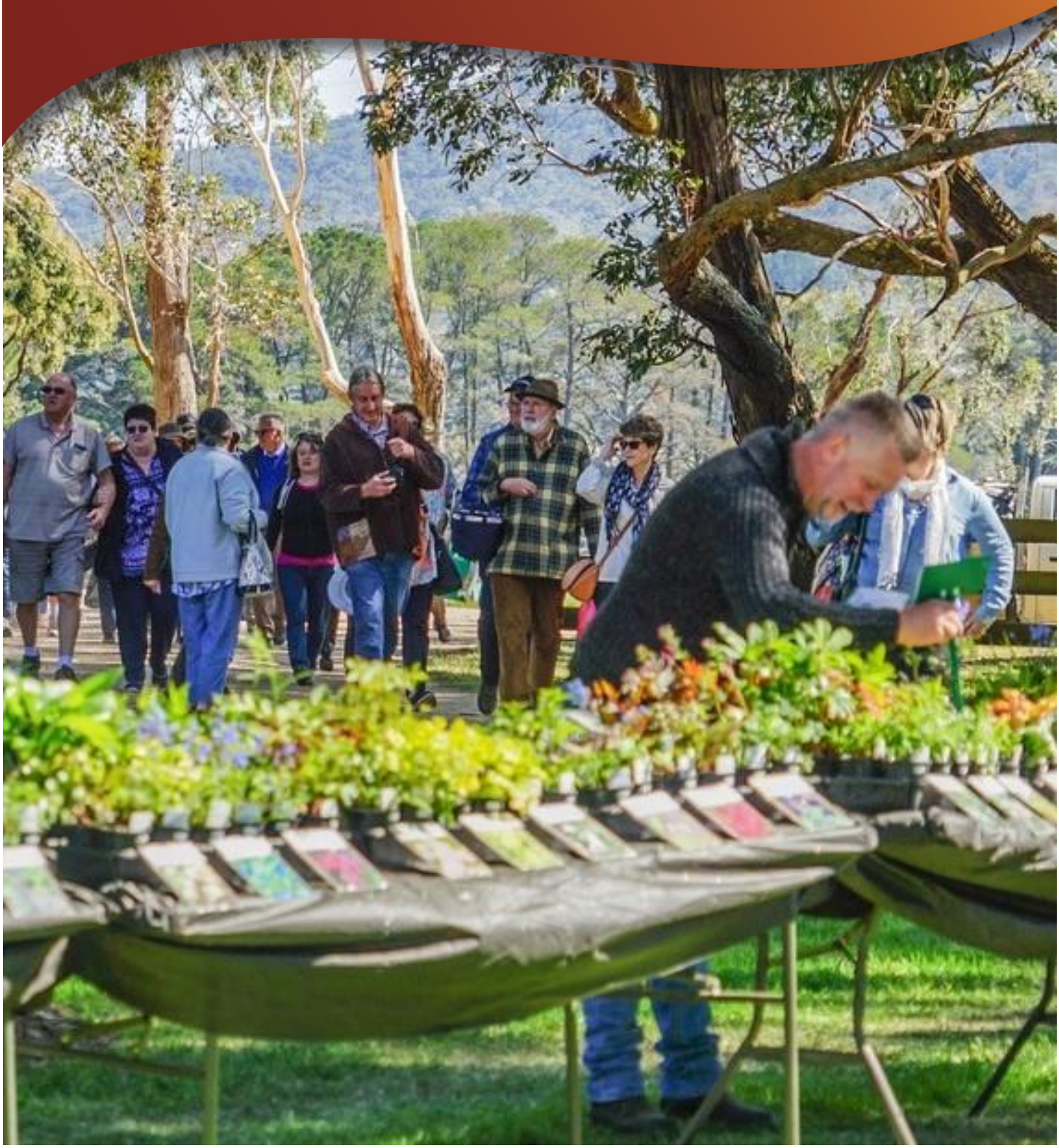
Macedon Ranges Shire Council

Events & Festivals Grant Program 2020/2021

Guidelines



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Overview

Macedon Ranges Shire Council is proud to support the Events and Festivals Grant Program in recognition of the significant social and economic benefits to the shire.

The program is for groups and organisations seeking funding and/or in-kind support for events and festivals staged within the shire. The program has three different tiers to enable all events and festivals to apply depending on size, focus and complexity.

1.1 Program objectives

The objectives of the program are to support events and festivals that align with the priorities of the 2017-2027 Council Plan specifically:

- Enhance the social and economic environment, and
- Promote health and wellbeing

Preference will be given to applicants that:

- Foster community development and contribute to health and wellbeing.
- Align with the vision and strategic directions of the Macedon Ranges Visitor Economy Strategy 2019-2029.
- Showcase the key branding pillars of the region.
    - Health and wellbeing and rejuvenation.
    - Arts and Culture.
    - Food and Drink.
- Provide economic benefit to Macedon Ranges Shire through:
    - Visitation.
    - Overnight stays.
    - Increased visitor yield.
- Occur in locations and/or times of lower visitation.
- Demonstrate plans to become self-sustaining and less reliant on financial support from Council.
- Demonstrate plans to minimise impact to environment and surrounding community.
- Can deliver a successful, safe and compliant event or festival.

1.2 Timeline

Applications open	2 March 2020 at 9am
Applications close	6 April 2020 at 5pm
Applications assessed by panel	April / May 2020
Recommendations to Council	June 2020
Grant recipients announced	June 2020
Event takes place	1 July 2020 – 31 December 2021
Grants acquitted	Within 8 weeks of event completion

Eligibility

2.1 Eligible applicants

Events and festivals within the Macedon Ranges Shire and open to the public are eligible for funding.

Applications will generally be considered from:

- Creative, cultural, and sporting organisations.
- Private sector organisations.
- Not for profit organisations, including sporting, cultural and community that:
  - Are an incorporated body, cooperative or association.
  - Have an Australian Business Number (ABN) or can provide written advice from the Australian Taxation Office that no withholding tax is required from the grant payment.

  Please note: If your group is not incorporated, you can still apply for a grant if you have an auspicing body.

2.2 What will be funded

- Assistance with the costs associated with securing, hosting, staging and marketing events and festivals.
- Innovative strategies to increase visitation to existing events, including event development and tourism marketing.

2.3 What won't be funded

- Events staged outside of Macedon Ranges Shire.
- Private events that is not broadly accessible to the local community.
- Events and festivals on private land that have not determined potential restrictions and permit requirements with Council's Planning Department.
- Events that are not submitted by the application closure date.
- Applicants that have failed to acquit previous funding agreements.
- Applications that are incomplete or fail to meet criteria.
- Capital expenditure (the purchase of land, buildings, vehicles or building on privately owned land).
- Rental or lease of office space (event venue costs may be considered at the discretion of Macedon Ranges Shire Council).
- Events that are not held between 1 July 2020 and 31 December 2021.
- Projects or activities which:
  - Are religious or political.
  - Are discriminatory, sexist or disrespectful.
  - Ask for donations (fundraising).
  - Are the responsibility of other agencies (e.g. charities, government bodies).
  - Do not support responsible serving of alcohol.
- Recreational excursions, e.g. camps, holidays, tours.
- Catering.
- Debts.
- Competitions, gifts and prizes.

- Ongoing operational costs (core business) such as:
  - Salaries (except for contract work)
  - Rent
  - Annual general meetings
  - Insurance
  - Utility costs

Council support

3.1 Event classification

The level of support available from Council is determined by the scale, focus and economic impact of the event. Events are classified into one of three tiers using the classification criteria below.

Tier	Classification
Tier 1 Signature Event	**New, emerging or established events and festivals of significant scale that:** • Are exclusive to Macedon Ranges Shire Council. • Have the capacity to attract intrastate and interstate visitation. • Are of state or regional significance. • Align with existing Macedon Ranges tourism branding and strengths. • Have the capacity to drive overnight stays and/or increase visitor yield in the region. • Are or have the capacity to become a signature event for the Shire. • Appeal to identified target markets for the region.
Tier 2 Regionally Significant Event	**New, emerging or established events and festivals of medium to large scale events that:** • Have the capacity to attract intrastate visitation. • Are of regional significance. • Have a broader reach and attract high community attendance. • Attract visitors outside the township where it's being held.
Tier 3 Community Event	**Events and festivals of a small scale that:** • Reinforce civic pride and community connectedness. • Are of significance to the local community.

3.2 Funding

Funding is available as one-year or triennial agreements. Grant amounts are determined by the scope and capacity of the event.

Funding Agreement	Grant amounts
One-year	• **Tier 1** – Up-to $10,000 • **Tier 2** – up-to $6,000 • **Tier 3** – Up-to $2,000
Triennial	Available to Tier 1 and 2 events that demonstrate strategies to increase visitation through event development and tourism marketing. Only one triennial agreement will be awarded to each of the tiers. Funding is available on a sliding scale reduced in increments over a three-year period. • **Tier 1** – **Year 1** up-to $15,000 **|Year 2** up-to $12,000 **| Year 3** up-to $10,000 • **Tier 2** – **Year 1** up-to $10,000 **|Year 2** up-to $ 8,000 **| Year 3** up-to $ 6,000 • **Tier 3** – Triennial funding not available

3.3 In-kind support

In-kind support is available to all tiers of the grant program. In-kind support allows for events and festivals to gain access to the following services that would normally come at a cost.

- Waiver of activity on a road permit fees.
- Assistance with the development of an event plan (this could include assistance with the development of a risk management plan or marketing plan).
- Bin hire (maximum of 10 bins).
- Additional cleaning of public toilets.

Where in-kind support is sought, an Events and Festivals Grant Program application must be submitted. Requests for retrospective in-kind support will not be considered.

3.4 In-kind venue hire

In-kind venue hire is available to all tiers of the grant program. It allows events and festivals to gain access to council managed facilities and reserves that would normally come at a cost. In-kind venue hire does not include associated staffing costs, cleaning or additional equipment hire required for venue operations; these costs can however be applied for though the funding support tiers.

Applicants applying for in-kind venue hire must include supporting documentation from the appropriate council department proving venue availability and hire fees.

Where in-kind venue hire is sought, an Events and Festivals Grant Program application must be submitted. Requests for retrospective in-kind support for venue hire will not be considered.

The following venues are excluded from in-kind venue hire due their unique operational requirements:

- Hanging Rock Reserve.
- Kyneton Town Hall.

Application

4.1 Application process

The application process consists of two parts:

1. Contact Nicole Pietruschka, Event and Festival Officer to determine eligibility to the program.

   Nicole Pietruschka
   T: (03) 5421 9521
   npietruschka@mrsc.vic.gov.au

2. Submission of an application.

4.2 Submission requirements

To be considered for funding applicants are required to submit detailed information on the event, and address all assessment criteria.

- Details of the event, including description, date and location.
- Description of how the funding will be used.
- Attendance data:
  - For existing events, previous attendances, up to 3 years, including local, intrastate, interstate attendance.
  - For new events, projected attendance, including local, intrastate, interstate attendance.
- Economic impact details from independent studies (where available).
- Marketing Plans that include:
  - Specific details relating to tourism marketing that will be undertaken.
  - Description of target markets.
  - All proposed marketing activity and timelines.
- Details regarding how the event aligns with and supports the:
  - Macedon Ranges tourism brands.
  - Strategic Plans of Macedon Ranges Shire Council 2019-2029.
  - 2017-2027 Council Plan.
- Details of financial management including:
  - Detailed revenue and expenditure budget demonstrating financial support beyond the Macedon Ranges Shire Council including, but not limited to State Government, regional and local tourism organisations and sporting, cultural, industry and community organisations.
  - Plans demonstrating future financial sustainability, independent of Council funding.
  - Quotes for goods and services the funding will be used for.
- Plans to minimise impact to environment and surrounding community.
- Demonstrated management capacity and plans to achieve a successful and safe event.

4.3 Assessment Criteria

Economic Benefits

This relates to the ability of an event to benefit Macedon Ranges in the form of new expenditure and / or future investment. The key factors that demonstrate this impact include:

- **Number of anticipated participants:** these include participants, spectators, organisers and other visitors who will travel to the region for the event.
- **Average length of stay:** the number of nights that participants will stay in the Macedon Ranges.
- **Expenditure:** estimated daily expenditure including expenditure from expected intrastate visitation.

Community and Stakeholder Engagement

The panel will assess how the event engages with local business, traditional owner groups, community and attendees through the following:

- **Consultation:** communication with, and opportunities for stakeholders to participate.
- **Satisfaction:** ensuring participants have a positive event experience that enhances the visitor's experience of the Macedon Ranges.
- **Local Involvement:** how community and/or regional institutions will be involved.
- **Community Outcomes:** what are the outcomes for community, how will the event provide a positive social environment and promote health and wellbeing in the shire.

Delivery

To assess the applicant's ability to deliver a successful and safe event the panel will examine event documentation. Please see section **14. Supporting Documentation**.

- **Management:** demonstrated ability to deliver event within timeframe.
- **Financial Management:** deliver demonstrated financial sustainability and management capacity.
- **Marketing and Communications:** demonstrated plan for promoting event.
- **Environment:** plans to minimise impact to the environment.

Increasing Destination Awareness

This assessment criteria applies to Tier 1 and 2 events only.

The panel will assess the event's effectiveness in driving strategic brand and marketing outcomes for Macedon Ranges Shire, including:

- **Brand alignment:** the event delivers against the attributes of the Macedon Ranges Shire tourism brand.
- **Location and timing:** the nature of the event aligns with location and time of year the event is proposed to maximise benefit to the region.
- **Audience:** the nature and size of the event audience.
- **Marketing alignment:** how promotional strategies for the event support the marketing objectives of the region.
- **Media impact:** the potential for intrastate, interstate and/or international media coverage.

4.4 Assessment process

Eligible applications will be assessed against the criteria as well as supporting documentation submitted in their application. Applications that do not address criteria adequately will not be considered.

Once the panel has completed assessment the following process will be undertaken.

1. The panel will provide assessment recommendations to Council.
2. Recommendations will be considered for adoption by Councillors at Ordinary Council Meeting: 24 June 2020.
3. Adopted recommendations will be made publically available on the Council website.

Successful applicants will receive a letter of offer advising a grant is offered; on acceptance of the offer, a funding agreement will be provided.

4.5 Agreements

Successful applicants will be required to enter into a funding agreement with Macedon Ranges Shire Council to receive their grant. The funding agreement will include:

- Funding obligations and conditions.
- Acknowledgement conditions to recognise funding partners.
- Purpose for which the funding must be used.
- Reporting requirements that must be met by the funding recipient.

5. Conflict of Interest

All applicants will be required to declare any interests of which they are aware, which could reasonably raise an expectation of a conflict of interest or material interference with an application. These include financial or other interests that:

- Have been held
- Are currently held, or
- Will accrue.

Examples of financial or other interest include being a principal or key employee of a material professional adviser supplying services; and/or interests in contracts, trusts or other business arrangements.

Conflicts of interest can be actual, potential or perceived, and should be declared to ensure that any risks are managed. Detailed guidance can be found on the Victorian Public Sector Commission website in its Conflict of Interest Policy Framework – www.vpsc.vic.gov.au and in its eLearning guide on Conflicts of Interest.

6. Evaluation and Reporting

Successful applicants will be required to undertake a post-event evaluation; Council will provide this template with the funding agreement. Tier 1 and 2 events will also be required to conduct a visitor satisfaction survey provided by Council.

Post event evaluations and completed survey results will be required within eight weeks of the conclusion of the event.

Depending on the level of funding, events may be required to provide progress reports including financial summaries.

Triennial applications are subject to annual evaluation and review, successful grant recipients are expected to be financially self-sufficient by the end of year three.

7. Funding

Advance payments will be made in stages as long as:

- The funding agreement has been signed by both parties.
- Grant recipients provide reports as required, or otherwise demonstrate that the event is progressing as expected.
- Other terms and conditions of funding continue to be met.
- A valid tax invoice is received by Macedon Ranges Shire Council.

8. Privacy

Any personal information about applicants or a third party in an application will be collected by Macedon Ranges Shire Council. This information may be provided to Victorian Government bodies for the purpose of assessing your application. If you intend to include personal information about third parties in your application, please ensure they are aware of the contents of the privacy statement. Any personal information about you or a third party in your correspondence will be collected, held, managed, used, disclosed or transferred in accordance with the provisions of the Privacy and Data Protection Act 2014 and other applicable laws.

Macedon Ranges Shire Council is committed to protecting the privacy of personal information. You can find Macedon Ranges Shire Council Privacy Policy online at www.mrsc.vic.gov.au. Enquiries about access to information about you held by Macedon Ranges Shire Council should be directed to the Customer Service department of Macedon Ranges Shire Council.

9. Code of Conduct for Child Safe Standards

If your event provides services or facilities specifically for children you will be required to meet Child Safe Standards.

The standards require organisations to have a code of conduct that establishes clear expectations for appropriate behaviour with children.

For information about the Child Safe Standards contact the Department of Health and Human Services.

10. Important Information

Applicants must not assume they will be successful, or enter into commitments based on that assumption before receiving formal notification of the outcome of their funding application.
Applicants should not assume that initial success guarantees future success. All applicants are encouraged to plan for contingencies and consider other funding sources and options should their application be unsuccessful.

11. Links

Victoria Visitor Economy Strategy
https://djpr.vic.gov.au/__data/assets/pdf_file/0006/1340979/Visitor_Economy_Strategy.pdf

Macedon Ranges Visitor Economy Strategy
https://www.mrsc.vic.gov.au/files/assets/public/live-amp-work/business-amp-economy/strategies-amp-plans-business/macedon-ranges-visitor-economy-strategy-2019-2029.pdf

Victorian Guidelines for Planning Safe Public Events
Victorian Guidelines for Planning Safe Public Events – 2018

12. Contact Information

Nicole Pietruschka
Events & Festivals Officer
npietruschka@mrsc.vic.gov.au
Tel 5421 9521 or 5421 9616

13. Council contacts for Events & Festivals

Macedon Ranges Shire Council officers can assist event and festival organisers with a range of services all year round. Fees may apply to some aspects of support.

All officers can be contacted by calling 5422 0333.

COUNCIL DEPARTMENT AND CONTACT	ASSISTANCE AVAILABLE
Economic Development and Tourism Nicole Pietruschka Events & Festivals Officer	• Events & Festivals Planning Guide is available at: http://www.mrsc.vic.gov.au/See-Do/Events/Running-An-Event/Permits#section-2 • Promoting tourism focussed events or festivals on the official tourism website for the Macedon Ranges www.visitmacedonranges.com • Promoting events and festivals on the tourism facebook page www.facebook.com/macedonrangesnaturallycool • Liaising with Daylesford Macedon Tourism (DMT) regarding promotional opportunities http://dmrtourism.com.au/ • Promote event or festival at the Macedon Ranges Visitor Information Centres ie: in the monthly events calendar and on the events board • Brochures • Grant Writing for Events and Festivals Workshop
Cultural Development Terry Moore Cultural Development Officer	• Potential for inclusion in a monthly poster run to promote community events and festivals
Justin Charleson Technical Supervisor	• Book a Council hall (not parks, reserves and gardens), visit mrsc.vic.gov.au/venue-hire • Audio visual and technical equipment hire or advice (small not for profit events and festivals only)
Recreation and Sport Anne Walsh Coordinator Hanging Rock	• Hanging Rock event enquiries and liaison
Amy Turner Recreation Administration Officer	• Book a Council managed park, reserve, garden and/or sports ovals, visit mrsc.vic.gov.au/venue-hire
Building Rod Spitty Municipal Building Surveyor	• Permits or advice for Temporary structures such as seating stands, marquees and stages, http://www.mrsc.vic.gov.au/See-Do/Events/Running-An-Event/Seating-Stages-Marquees • An Occupancy Permit for a Place of Public Entertainment (also known as a POPE)
Planning Steve Polak	• Place of Assembly Permits (may apply to events and festivals on private land)

Planning & Building Liaison Officer	http://www.mrsc.vic.gov.au/Build-Plan/Planning-Permits-Approvals-Forms/Permit-Application-Process-Checklists-Planning%23section-3#section-3 • Information on Liquor Licence applications
Operations Operations Administration	• For information on bins and rubbish requirements visit: http://www.mrsc.vic.gov.au/See-Do/Events/Running-An-Event/Bins-Toilets ** • Council maintained parks and gardens (mowing schedules, maintenance schedules)
Engineering and Projects Simone Plunkett Engineering and Projects	• Activity on a Road Permit** http://www.mrsc.vic.gov.au/See-Do/Events/Running-An-Event/Activities-and-events-on-a-road
Organisational Development Coordinator Risk & OHS	• Advice on risk management** • Public liability insurance
Communications Communications Admin	• Local promotion of community events and festivals http://www.mrsc.vic.gov.au/See-Do/Events/Running-An-Event/Promoting-Your-Event
Community Safety Michael Dyt Environmental Health Coordinator	• Food Traders permit, temporary or mobile food stall registration • Council's smoke free policy: http://www.mrsc.vic.gov.au/About-Council/Laws-Regulations/Cigarettes-Smoking
Althea Jalbert Local Laws Coordinator	• Community signage (community events and festivals only) • Advice on ways to reduce impact of noise generated by the event and festival • Parking arrangements: http://www.mrsc.vic.gov.au/See-Do/Events/Running-An-Event/Traffic-Parking • Raffle Tickets: http://www.mrsc.vic.gov.au/About-Council/Laws-Regulations/Raffle-Tickets • Fireworks
Karen Dunstan Emergency Management Coordinator	• Advice on Emergency Management Plans • Advice on potential emergency related risks of events and festivals
Engineering Infrastructure and Projects Stuart Gunnell Building Compliance Officer	• Requesting additional cleaning of public toilets
Traffic & Road Safety Officer	• Assess Traffic Management Plans to ensure they comply with legislation
Community Support Unit Building Inclusive Communities Officer	• Advice on making events and festivals accessible and inclusive for all

14. Supporting Documentation

To assess the applicant's ability to deliver a successful and safe event the panel will examine event documentation. Please see section **4.3 Criteria for Assessment** under 'Delivery'.

Below are some example of documentation that can be provided to demonstrate ability to deliver the event.

Management

- Council 'Proposed Event Notification Form'.
- Public Liability Insurance.
- Evidence of the status of approvals, permissions, notifications, permits etc
- Event Management Plan.
  - Event details.
  - Aims & outcomes.
  - Contacts.
  - Key tasks.
  - Production schedule/timelines/run sheets.
  - Consultation & notification plans.
  - Budget.
  - Venue & site plans.
  - Traffic, transport & parking plans.
  - Event program.
  - Permits, permissions, licence.
- Emergency Management Plan.
  - Emergency management structure & communication plan.
  - Evacuation procedure.
  - First aid medical plan.
  - Crowd control & security.
  - Weather monitoring & response.
  - Gas Safety Plan.
  - Event contingency or postponement plan.
  - Emergency contact lists.
- Risk Management Plan.
  - Faulty electrical equipment (stalls, hall, food, vendors).
  - Slips, trips and falls.
  - Manual Handling.
  - Separation of pedestrians and vehicles
  - Unattended bags.
  - Lost children.
  - Loud music/noise.
  - Inclement weather.

Financial Management

- Detailed revenue and expenditure budget.
- Financial sustainability independent from Council Support.
  - Provide a long-term strategic plan.
  - Increase revenue by charging an entry fee, raising ticket prices or introducing a participation fee for stallholder/suppliers.
  - Seek further sponsorship/grants.

Marketing & Communications

- Marketing & Communications Plan:
  - Council's Tourism Unit manages the official tourism website for the Macedon Ranges www.visitmacedonranges.com.
  - Online events calendar on Council's website www.mrsc.vic.gov.au.
  - Community newsletters to find out about advertising and editorial opportunities.
  - School newsletters will accept public notices.
  - Promote in Council's regular e-newsletters (Business, Youth, Arts & Culture, Environment, and Recreation).
  - Local newspapers offer a community guide or calendar feature where local events and festivals can be listed each week.
  - Social media and online campaigns.
  - Community signage boards.
  - Display information at the Macedon Ranges Visitor Information Centres and list your event or festival in the monthly events and festivals calendar.
  - Daylesford and Macedon Ranges Explore http://dmrexplore.com.au is an online e-travel guide where events and festival can be promoted.
  - List your event and festival at Australia Tourism Data Warehouse www.atdw-online.com.au (this was previously Events Victoria).
  - Daylesford Macedon Tourism (DMT) http://dmrtourism.com.au/.

Environment

a. Waste Management – Recycle, Reduce and Re-use Strategy.
   - Minimise single use plastic (plastic bags, bottles, cups, plastic straws etc.)
   - Set up recycle and compost stations.
   - Set up wash stations
   - Promote your commitment to environmental sustainability.
   - Provide re-useable cutlery and crockery.
   - Choose biodegradable tableware and decorations.
   - Use digital media such as social media to promote event or festival.
   - Provide reusable cutlery and crockery.

b. Green travel options
   - Encourage public transport, car-pooling and shuttle buses.