

<h2>EVENTS FUNDING ASSISTANCE POLICY</h2>	Date Adopted:	
	Adopted By:	Council
	Review Due:	April 2025
	Responsible Officer:	Manager Economic Development and Tourism
	Directorate:	Planning & Development
	EDRMS No:	D/19/96624

PURPOSE

The purpose of this policy is to outline the process for Council to determine the allocation of funds to attract, develop, promote and sponsor new or growing events that have the potential to generate economic, community and promotional benefits for the Southern Grampians Shire.

Council recognises the contribution major and minor events make to our region and endeavours to support our community through funding events that contribute to a vibrant, healthy and inclusive community.

DEFINITIONS

For the purpose of this policy, examples of events may include, but are not limited to: community events; festivals; markets; performances; corporate events; conferences; sporting events; workshops; fundraisers and competitions.

Major events have the potential to generate economic, community and promotional benefits to the Southern Grampians Shire. These may include; generating increased visitation and length of stay, driving economic prosperity, increasing the region's profile, promoting the Shire's brand attributes and benefiting residents and businesses within the Shire.

Minor events have the potential to generate community and promotional benefits, but may not directly bring economic benefit into the Southern Grampians Shire through an increase in visitor numbers.

APPLICATION AND SCOPE

This Policy applies to events and conferences taking place within the Southern Grampians Shire municipal boundary, funded through Council's Greater Grants Policy.

This Policy should be read in conjunction with the Council's Greater Grants Policy, and reference should also be made to the Greater Grants Guidelines when applying this policy.

GENERAL PROVISIONS

POLICY STATEMENT

In each budget year, Council may allocate funding to assist in attracting, developing, promoting and sponsoring Major and Minor events.

Preference will be given to assisting events which are unique, attract audiences from outside the Shire, generate media exposure and have the potential to be self-funding, held regularly and expand.

Grants may be available for one off events which have demonstrated economic, community and promotional benefits.

Special events with regional, state or national significance may apply for additional funding.

POLICY CRITERIA

Funds will only be made available to incorporated organisations with a Public Liability insurance- minimum \$10 million.

The event must be based within the Southern Grampians Shire municipal boundaries and the applicant must demonstrate how the event will directly benefit Shire residents.

POLICY EXCLUSION

Funds may only be made available to fundraising events where all policy criteria have been met.

Requests for retrospective funding will not be met.

Events receiving or eligible to receive Council funding from other programs may not be eligible for assistance.

Council may arrange for in-kind assistance to be provided in lieu of or additional to financial funding.

POLICY APPLICATION & PAYMENT PROCEDURE

In each financial year there will be two rounds of Greater Grants funding, falling in Jan/Feb and July/August, as advertised through Southern Grampians Shire Council's website.

Applications for funding must be made via the prescribed application form. Applicants will be advised in writing of the outcome of their application.

Council will only pay the allocated amounts. No responsibility will be taken for applicant's project costs running over budget.

Applicants will be required to submit a Grant Acquittal within 60 days of the completion of the event reporting on event outcomes.

CHARTER OF HUMAN RIGHTS COMPLIANCE

It is considered that this policy is compatible with the relevant human rights identified in the *Charter of Human Rights and Responsibilities Act 2006 (Vic)*.

GENDER EQUALITY COMPLIANCE

It is considered that this policy is compatible with the *Gender Equality Act 2020* and Gender Impact Assessments are undertaken when considering matters under this Policy.

REVIEW

This Policy was first adopted by Council on 13 September 2000.

This Policy must be reviewed a minimum of every 4 years.

AUTHORISED

Adopted at Council Meeting of {INSERT DATE}.

END