



Tourism Events Grant Program Funding Guidelines

2018–2028

Purpose

The Tourism Event Grant Program (TEGP) addresses the Ballarat Events Strategy 2018 – 2028's key priorities to support and attract events which advance increased tourism visitation and yield; supports Ballarat's civic/liveability; and/or contributes to amplifying Ballarat's tourism destination brand.

The TEGP aims to support a balanced events portfolio which provide compelling reasons to visit Ballarat; enhance the city's perception; extend Ballarat's competitive strengths and unique attributes; and increase the city and region's vibrancy for visitors and residents.

Specific assessment criteria will apply regarding how the event delivers on Ballarat Event Strategy 2018 – 2028 outcomes:

- Build and celebrate Ballarat's strengths and unique attributes
- Deliver strong investment economic return
- Enhance and support community liveability
- And directly benefit Ballarat's Visitor Economy

Applications are encouraged from new or existing events for up to \$20,000. Existing events, activities and projects are encouraged to outline the additional value that will be generated by the grant funding for the event or activity.

Who can apply?

- For profit organisations and businesses with a commitment to work collaboratively where possible with other groups and businesses.
- Not for profit organisations which:
 - Are incorporated associations or companies and have an ABN or can provide written advice from the ATO that no withholding tax is required from the grant payment
 - Are auspiced by an eligible organisation for the project's duration

Application Process

Applications are open monthly with assessments conducted at the end of each month. Applications will only be accepted via the Smarty Grants program and will only be assessed once the application and supporting documentation is complete.

Once received, Council officers will check eligibility and may seek additional information.

Assessment Process

The Tourism Events Grant Allocations Delegated Committee (Allocation Committee) assess and allocate grant funding decisions on all TEGP applications.

The Allocations Committee is a Committee of Council that is comprised of four City of Ballarat staff and three City of Ballarat Councillors. (including one chairperson).

The Allocation Committee will determine events to be funded and the project criteria's funding level. Applicants will be advised within two weeks of the Grant Allocations Delegated Committee's determination.

It is expected the assessment process will be completed within two (2) to four (4) weeks from each monthly grant assessment cycle's end.

Considerations

- Any eligible organisation can make a maximum of one annual application for individual projects, events or activities across the City of Ballarat funding programs. Multiple applications across funding programs for the same project will not be accepted.
 - Organisations applying for Tourism Event Grants are welcome to submit multiple applications as long as the funding is sought for different and unrelated events or activities.
- Unless otherwise exempt, applicants are to demonstrate a minimum dollar for dollar project contribution through funds, sponsorship, or in-kind support

• FUNDRAISING EVENTS

Events that have a primary fund raising purpose, and the profit majorities generated are distributed to third-party organisations, agencies, or charities with limited direct benefits to City of Ballarat residents, are not eligible for program funding.

Applications may be considered where fundraising is a secondary purpose with high local and visitor attendance (e.g. tourism event) and the fundraising will directly benefit City of Ballarat residents, aligns with the Council Plan or is seed funding.

• ONGOING FUNDING

Tourism Event Grants are one-year agreements. Organisations and groups seeking funding should consider it as seed funding and the events or activities should have reasonable potential to be self-sustainable following initial Council funding support.

The following will NOT be funded under the TEGP:

- Individual submissions
- School and government agency submissions
- Submissions from organisations with outstanding Council debt or previous unacquitted grants
- Events or activities which have already started (no retrospective funding)
- Events or activities already receiving Council funding
- Political, religious or gaming activities
- Operating or recurring costs (e.g. wages, insurances, utilities, rent, telephone, internet)
- Prizes or gifts

Funding Conditions

Please note the following when developing your application:

- Applicants may apply for funding amounts between \$500 and \$20,000 (GST exclusive).
- Grant payments over \$10,000 will receive a maximum of 50 per cent of the grant up front. The funding's remainder will be provided upon project completion and on receipt of a satisfactory acquittal.
- For projects receiving under \$10,000, recipients will receive a full upfront payment. All projects will be required to submit a satisfactory acquittal upon project completion.
- For requests under \$5,000, applicants can complete the Small Grant Application Form which requires fewer details.

Successful applicants will be required to agree to the following:

- Funded organisations will be required to sign a funding agreement prior to any funded project commencement
- All funded projects must be based in the City of Ballarat or otherwise provide evidence the project/event/activity will involve and support a significant amount of people from the municipality
- Council funding must be used in accordance to the project approved by the Council's funding agreement
- All funded projects must provide all relevant and required consents, permits or approvals prior to commencement (including a City of Ballarat Event Permit, etc)
- Funded organisations are required to meet all relevant legislative requirements (e.g. Occupational Health & Safety, Risk, Equal Opportunity, Workers Compensation)
- The support of the City of Ballarat for funded projects must be acknowledged as detailed in the funding agreement and the City of Ballarat must be provided with an opportunity to speak at launches and openings
- Funded organisations are required to ensure volunteers are registered with the organisation and adequately covered by insurance as detailed in the funding agreement.
- Funds are required to be expended within 12 months of signing the funding agreement, unless otherwise provided for within that agreement
- Funds not expended within the agreed timeframe are to be returned to the City of Ballarat unless a written extension is obtained
- Funded organisations will be required to provide Council with a tax invoice if they are registered for GST, or an invoice if they have an ABN but not registered for GST, or an invoice and signed 'statement by supplier' if they do not have an ABN
- All applications will be assessed on a case by case basis and are subject to funding availability

ACQUITTALS

- Funded organisations must submit a signed acquittal report to Council within one (1) month of the funded project's completion as detailed in the funding agreement. Organisations who fail to provide an acquittal report will not be eligible to make any further funding applications
- All acquittals should be submitted via SmartyGrants using an official City of Ballarat template and include evidence of agreed expenditure.

Grant assessments will begin at the end of every month for applications received within that calendar month.