



**Business Centre:**  
Brown Street, Hamilton 3300  
Telephone: (03) 55730444  
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**Address related correspondence to:**  
Events Coordinator  
Development & Tourism Unit  
Southern Grampians Shire Council  
Locked Bag 685, Hamilton 3300

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## **SOUTHERN GRAMPIANS SHIRE COUNCIL**

### ***Major Events and Conference Assistance Guidelines***

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#### **1. Purpose of Program**

The purpose of the program is to encourage groups, organisations and individuals to develop promotional events and activities, which bring visitors, expenditure and positive publicity to Southern Grampians Shire.

#### **2. Eligibility of Applicants**

The program is open to any incorporated community group or organisation that is driving a community minded initiative, operates or initiates action within Southern Grampians Shire.

#### **3. Period of Grant**

It is expected that the event will be implemented within the financial year that the grant payment is made.

#### **4. Eligibility of Project**

Grants will be available to:

- 4.1 Attract, develop, promote and sponsor major events and conferences that have the potential to generate significant additional visitors and have economic and promotional benefits for the Southern Grampians Shire.

## **5. What Funding is Available?**

- 5.1 Grants up to \$2,000 are available. Special events of a regional significance may apply for additional funding.
- 5.2 Funding is provided on the merits of the event, with emphasis on economic, promotional and community benefits.
- 5.3 The amount of funding will be assessed on:
  - the number of visitors attracted
  - the number of visitors expected to stay overnight
  - the estimated promotional value
  - innovation and likelihood of the event becoming part of the annual events calendar
  - other cash and in-kind contributions
  - previous assistance provided by Council
- 5.4 Events that have had successful applications for three years are eligible to apply for on going financial support. When the agreed amount is decided by Council, the recipient of funding must provide yearly evaluation reports. This on going agreement will be reviewed every two years by Council.

## **6. Funding Criteria**

- 6.1 The event should demonstrate the potential to attract visitors from outside the Southern Grampians Shire.
- 6.2 The event should demonstrate the capacity for:
  - \* sound management
  - \* financial responsibility
  - \* effective promotion and publicity
  - \* capacity to complete the project
- 6.3 Preference for funding allocation will be given to those events that have the potential to become self supporting and grow
- 6.4 The event should have economic, promotional, social and community benefits
- 6.5 The event should demonstrate that other funding or other income sources are being provided
- 6.6 The event must demonstrate a need for additional financial assistance to facilitate advertising and promotion to a larger target market outside the Southern Grampians Shire
- 6.7 The event should be supported by clear objectives and an accurate budget, including information regarding in kind contributions
- 6.8 Funds will generally be allocated for promotion and advertising.

- 6.9 The event must demonstrate a commitment to a waste wise/recycling program
- 6.10 As part of Southern Grampians Shire's commitment to increase participation for all community members and in order to comply with the existing Disability Anti-Discrimination Legislation, there is a condition that the event must accept the Companion Card. (i.e You must not charge an admission fee for the carer/support person of the person with a disability who holds a Companion Card. For more information please refer to [www.companioncard.org.au](http://www.companioncard.org.au))
- 6.11 The event must acknowledge the support of the Southern Grampians Shire Council on all promotional material produced. The Southern Grampians Shire Council logo is available from the Events Coordinator on 03 5573 0480.

## **7. What will not be funded**

- 7.1 Requests for retrospective funding (ie events which have already occurred)
- 7.2 Equipment, unless it can be demonstrated that it is essential for the event to be successfully advertised or promoted
- 7.3 Projects considered to be the responsibility of other authorities
- 7.4 Salaries
- 7.5 General operating expenses
- 7.6 Events receiving or eligible to receive other Council assistance.

## **8. Grant payment procedure**

- 8.1 Applicants will be advised in writing of the outcome of their submission.
- 8.2 Council is only obliged to pay the allocated amounts. No responsibility will be taken for budget over runs.
- 8.3 Project outcomes are monitored by Council and applicants are required to submit a report which substantiates the responsible use of the funds at the prescribed time, or within 60 days of the completion of the project.
- 8.4 Applicants must invoice Council for the allocated amount after the completion of the project.

## **9. Application Form and Further Information**

- 9.1 Applicants must complete all sections of the attached application form and provide any other relevant information.
- 9.2 The form provided is for major events or conferences that seek funding for up to \$2,000.
- 9.3 Applicants are invited to discuss their event/application with Miss Sardie Bennett, Events Co-ordinator, on 5573 0480.
- 9.4 Completed applications to be returned to the Events Coordinator Tourism, 117 Brown Street, Hamilton 3300.
- 9.5 Applications for funding will be considered by Council on a monthly basis.
- 9.6 Applications will close four weeks prior to Council consideration.