

## Indigo Shire Tourism Events Grants Program 2019 / 2020

### Introduction

The Indigo Economic Development & Tourism Advisory Committee (IEDTAC) is a joint initiative between Indigo Shire Council and the local tourism industry to provide a co-ordinated regional focus for marketing and tourism development. Each year the committee calls for applications to the Tourism Festivals & Events Grants Program and provides a recommendation to Indigo Shire Council on how to distribute the discretionary fund.

The aim of the IEDTAC Festival and Events Grant Program is to provide support for new events in their growth phase. To this end, events can apply annually for up to 3 years through the IEDTAC Festival and Events Grant, both for financial sponsorship and logistics support. Applications that are seeking support beyond their third year of funding must demonstrate that their event is introducing a significant new experience or innovation that achieves the objectives of the grant program.

### Objectives of the Grants Program

IEDTAC will recommend distribution of Indigo Shire Council's annual discretionary events fund. The objective of this allocated funding is to maximise economic outcomes for Indigo Shire through the attraction and support of new and innovative events.

This will be achieved by supporting events that;

- Grow the visitor economy through any of the following-
  - Increasing overnight stays;
  - Increasing midweek visitation; and
  - Increasing off-peak visitation.
- Attract new audiences to Indigo Shire through any of the following-
  - Developing an event that shows significant innovation from events that have been delivered in Indigo Shire before;
  - Developing a new experience within an existing event to attract a new audience; and
  - Adding an element of creative appeal that has the potential to build the Indigo Shire brand through social and traditional media take up.

### Support Available

Indigo Shire offers two funding streams within the events grant program:

1. Financial sponsorship; and
2. Logistical support.

Event organisers can apply for one or both streams. Successful applicants may receive only a portion of their requested sponsorship. The level of funding, both financial and logistical, will be determined on a case-by-case basis.

### **Financial Sponsorship**

*Monetary assistance to event organisers for the purposes of operational or marketing expenses associated with the event.*

Pending Council decision, the maximum financial support amount is \$4,000. Events can apply for financial sponsorship for up to 3 years. Past this, an event will need to demonstrate significant innovation that satisfies the objectives of the grant program to be eligible.

### **Logistical Support**

*Non-monetary support that can assist event organisers to cover costs associated with the use of Council resources and other services required to run the event successfully.*

This support is not transferrable to cash. Logistical support is available to event organisers to encourage the growth of new events and aims to enable events to become self-sustainable by their fourth year of operation. The maximum amount of logistical support that a single event will be eligible for will reduce yearly, with the event organiser responsible for paying the difference.

- First year of grant support - up to 100% of logistics cost
- Second year of grant support - up to 50% of logistics cost
- Third year of grant support - up to 25% of logistics cost

At the discretion of Council, logistical support may include-

- Traffic management, including road closures and traffic slowing;
- Additional cleaning of public facilities;
- Hire of additional toilets;
- Provision of 240L rubbish, recycle and organic bins including costs of collection by Cleanaway.
  - Note: Events may be eligible each year to have 100% of their waste charges covered through the logistics support. You must supply a waste management plan that is compliant with Indigo Shire's Plasticwise Policy, otherwise waste charges will be charged in line with the reduced support per year.
- Hire of Council managed buildings (Rutherglen Town Hall, Beechworth Town Hall and town kiosks, etc);
- Hire of Council managed parks and gardens; and
- Council building and planning fees.

### **Eligible Events**

- Events that are complementary to Council's strategic direction and the values of IEDTAC.
- Events that incorporate one (or more) of Indigo Shire's identified product strengths.
- Events that attract significant positive publicity and boost the profile of the region as a tourist destination.
- Events that have regional tourism significance, increase visitation and provide strong economic benefit.
- All or part of event to take place within Indigo Shire
- Event is not entirely financially dependent on only Indigo Shire Council support, other avenues for income and funds have been sourced.
- Event takes place between 1<sup>st</sup> July 2019 and 30<sup>th</sup> June 2020.
- Be a registered business, including commercial operations, or an incorporated association. If the organisation is not incorporated, then it must be under the auspice of an incorporated association.
- Practice equal opportunity and non-discrimination.

- Deliver the event within the grant period.
- Events that apply for a Community Grant are eligible.
- Events that have allowed sufficient timeframes for permits and planning requirements.

## **Ineligible Events**

- Events that have a political purpose, or applications made by political organisations.
- Events that denigrate, exclude or offend parts of the community.
- Applications from organisations linked to contentious issues that may harm the reputation of the Indigo Shire community or Council by association.
- Events with the sole purpose of advocating a religious faith or belief.
- Events that directly promote anti-social activities such as gaming (excluding regulated gaming events such as horse racing).
- Events that are associated with the tobacco or firearms/weapons industry.
- Events that do not support responsible serving of alcohol.
- Applications seeking retrospective funding.
- Applications not submitted on the correct form.
- Applications which do not include all necessary documentation, including a budget and marketing plan.
- Applications received after the close date.

***Please note:** Indigo Shire also runs a Community Grants Program that includes funding to support community projects. Only events with tourism significance and economic benefit will be considered under the Indigo Shire Event Grants Program.*

## **Timelines**

- **Applications open Wednesday 5 June 2019**
- **Applications close 5pm Friday 19 July 2019**
- **Funding results announced Wednesday 28 August 2019, via the O&M Advertiser. All applicants will also be advised of the outcome of their submission via email on this date.**

## Assessment Criteria

The Indigo Shire Economic Development and Tourism Advisory Committee (IEDTAC) will assess how effectively each application addresses the following assessment criteria. The potential for a higher demand for grants than Council can resource means that not all applications may be funded, or events may only partially funded. A series of templates have been developed to assist with your application, these can be downloaded from our [website](#).

1. The event must promote one or more of Indigo Shire's identified key tourism strengths as identified below.
  - Arts and Cultural Heritage
  - Food, Wine & Craft Beer
  - Cycle
  - Nature Based Tourism (including outdoor activities such as walking)
2. Able to demonstrate the likely impact of the event on local economy and flow on benefits to local businesses that are directly attributed to the staging of the event.
3. Level to which the event will attract outside visitation to Indigo Shire through either;
  - Intrastate and/or interstate visitation
  - Increasing overnight stays, midweek visitation or off peak visitation
  - Encouraging repeat visitation
  - Increasing visitor yield
4. If a recurring event, what plan is in place for the event to;
  - Grow
  - Become financially self-sustainable
5. The value added to the existing events calendar with consideration of;
  - Avoiding scheduling conflicts with other events
  - Adding fresh and innovative events to the calendar that appeal to growth audience segments
6. Demonstration of waste reduction strategies being implemented by your event, through a detailed Event Waste Management Plan.
7. Attachment of a detailed budget showing that the event is financially viable.
8. Attachment of an event marketing plan that identifies;
  - Key objectives of the event.
  - Your target audience.
  - Strategies to reach the target audience.

## General Conditions

### Acknowledgement of Indigo Shire Council's support

Where appropriate, Indigo Shire Council must be acknowledged as a sponsor and the Indigo Shire Council logo included in printed promotional material (brochures or flyers), newspaper and television advertising and on the event website. Various electronic copies of the Indigo Shire Council logo are available at [www.indigoshire.vic.gov.au/Advertising/Logos\\_and\\_style\\_guides](http://www.indigoshire.vic.gov.au/Advertising/Logos_and_style_guides)

### Event Promotion

Unless agreed otherwise, a current ATDW event listing is required before any logistic or funding support is provided to an event organiser.

### Other costs

Unless agreed otherwise through the grant provision, all other costs associated with the event are the responsibility of the organising committee. Council involvement not detailed through the grant application process will be charged at commercial rates. (E.g. road closures, equipment hire, waste services etc.) Applications for other costs (in-kind) must be included as part of this application.

### Event Feedback

#### *Attendee Surveys*

Successful events must agree to conduct the Indigo Shire event survey at the event, or subsequently send out to an email database of participants, to gather data about visitors and economic impact. This data will assist with:

- Helping organising committees to improve the festival/event.
- Provision of valuable information on the importance of events to Indigo Shire's economy.
- Informing future marketing campaigns.

#### *Business Surveys*

Events that successfully apply for traffic management at their event may be required to gather data from to quantify the economic impact of the event.

### Reporting and Evaluation

Post Event Evaluation Forms, including an Acquittal Report will be distributed to successful applicants. This form must be submitted to Council within four weeks of the conclusion of the event. Failure to provide a Post Event Evaluation Form will deem the event ineligible for grant funding in following years.

### The Process

The Indigo Shire Festivals & Events Grants Program has a pool of \$26,000 (subject to Council approval and adoption of the Indigo Shire draft budget at Council's special meeting in June). This pool of funds is for delivery of grants and sponsorship of events in Indigo Shire in the 2019/20 financial year.

An event will generally be allocated funding for a maximum of three years (although Council reserves the right to assess individual cases) and funding given in one year does not guarantee funding in following years.

Applications should be sent to Indigo Shire Events Grants Program, PO Box 28, Beechworth, 3747 or [info@indigoshire.vic.gov.au](mailto:info@indigoshire.vic.gov.au) and must be **received by 5pm on Friday 19 July 2019**. If you need any assistance completing the application form or have any queries, please contact the Tourism Team on 1300 365 003 or [info@indigoshire.vic.gov.au](mailto:info@indigoshire.vic.gov.au)