

Indigo Shire Tourism Events Grant 2021 / 2022

Introduction

The Tourism Events Grant, previously known as IEDTAC Festival and Events Grant is open each year to event organisers looking to develop festivals and events in line with the Destination Game Changer 2023 Tourism Strategy.

Applications are evaluated by a panel who make a recommendation to Indigo Shire Council on how to distribute the discretionary fund.

The aim of the Tourism Events Grant 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 Tourism 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 Grant Program

The panel will recommend distribution of Indigo Shire Council's annual discretionary Tourism Events Grant. 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;
 - 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.
 - 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

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.

The maximum financial support amount is \$6,000. 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 logistic 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 costs
- Second year of grant support - up to 50% of logistics costs
- Third year of grant support - up to 25% of logistics costs

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: Event waste management plan must be provided.
- Hire of Council managed buildings (Rutherglen Town Hall, Beechworth Town Hall and town kiosks, etc).
- Hire of Council managed parks and gardens.
- Council building and planning fees.

Eligible Events

- Events that are complementary to Council's strategic direction.
- 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 July 2021 and 31 October 2022.
- 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 have allowed sufficient timeframes for permits and planning requirements.
- Applications seeking retrospective funding but held within the specified dates.
- Events that comply with Coronavirus restrictions when planning and at the time of the event.

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 outside the specified dates.
- Applications not submitted on the correct form.
- Applications which do not include all necessary documentation, including a budget and marketing plan.
- Events that apply for a Community Grant or Community Events Grant are ineligible.
- Applications received after the close date.

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

Timeline

- **Applications open 9am Wednesday 7 July 2021.**
- **Applications close 5pm Monday 16 August 2021.**
- **Evaluation panel meet in August to make a recommendation to Council.**
- **Council meeting 28 September 2021, to award funds.**
- **Funding results announced in the second week of October 2021, via the council website. All applicants will also be advised of the outcome of their submission via email on this date.**

Applications

Please note the application form will ask questions specific to your event under COVID restrictions, including your event tier level. It is strongly recommended that you use the [Guided Planning Tool](#) provided by Business Victoria before starting your application to determine your event tier level.

The Guided Planning Tool can also provide you with information tailored to your event, including:

- permits that may be required to run your event.
- risk level estimate and applicable risk management suggestions.
- checklist of tasks and the details of who you should contact for further information.

Assessment Criteria

The evaluation panel will assess how effectively each application addresses the following assessment criteria. All applications will be scored out of 100 points and feedback supplied. The potential for a higher demand for grants than Council can resource means that not all applications may be funded, or only partially funded.

Applications will need to demonstrate:

- The event promotes one or more of Indigo Shire's identified key tourism strengths as identified below. **(15 points)**
 - Arts and Cultural Heritage
 - Food, Wine & Craft Beer
 - Cycle
 - Nature based tourism (including outdoor activities such as walking)
- The likely impact of the event on local economy and flow on benefits to local businesses that is directly attributed to the staging of the event. **(10 points)**
- The level to which the event will attract outside visitation to Indigo Shire through either; **(10 points)**
 - Intrastate and/or interstate visitation
 - Increasing overnight stays, midweek visitation or off peak visitation
 - Encouraging repeat visitation
 - Increasing visitor yield
- If a recurring event, what plan is in place for the event to; **(10 points)**
 - Grow
 - Become financially self-sustainable
- The value added to the existing events calendar with consideration of; **(5 points)**
 - Avoiding scheduling conflicts with other events
 - Adding fresh and innovative events to the calendar, that appeal to growth audience segments
- Waste reduction strategies being implemented by your event, through a detailed Event Waste Management Plan. **(10 points)**
- Attachment of a detailed budget showing that the event is financially viable. **(20 points)**
- Attachment of an event marketing plan that identifies; **(20 points)**
 - Key objectives of the event.
 - Your target audience.
 - Strategies to reach the target audience.
- Ability to obtain necessary permits and approvals from Council or other governing body. **(yes or no)**
- Consideration of effect of coronavirus on viability of event **(yes or no)**

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. This will be made available to you if successful.

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 Tourism Events Grant has a pool of \$30,000 for funding and \$35,000 for logistic support. This pool of funds is for delivery of grants and sponsorship of events in Indigo Shire in the 2021/2022 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 must be completed through online grant tool, SmartyGrants by 5pm on Monday 16 August 2021. If you need any assistance completing the application form or have any queries, please contact the Tourism Team on 1300 365 003 or events@indigoshire.vic.gov.au.