

# Major Local Community Events Grant



## Program Guidelines

*opportunity » growth » lifestyle*

### Introduction

Frankston City Council is proud to support the Major Local Community Events Grants Program in recognition of the significant contribution by the community to events in the City.

This grant program provides funding to support locally initiated events significantly benefiting Frankston City residents and building local capacity for participation in, celebratory, cultural and artistic activities. The events funded will primarily attract local audiences which enhance the quality of life of residents; celebrate local identity and culture; and provide a range of community benefits including participation, wellbeing and community connections.

### Objectives

The Major Local Community Events Grant Program has the following objectives:

- Support community organisations to develop and deliver successful and safe community events, which can have both a local or broader appeal and aim to attract 500+ visitors and/or residents of Frankston.
- Encourage the sustainability and longevity of major local community events.
- Provide opportunities for arts and cultural enrichment, social interaction and active participation in activities in a community setting.
- Encourage partnerships between local organisations and development of local community networks.
- Encourage and support the principles of access and equity.
- Identify the areas of the community that are willing to contribute to their own vision, programs and sustainability.

### Procedural Guidelines

The Arts & Culture Department is responsible for administering the Major Local Community Events Grant Program. The process will include:

- The program will be available for submissions on Monday 6 July 2020 and close on Friday 31 July 2020, with grant recipients notified of the outcome by mid-September 2020.
- Known local community event organisers will be notified and details will appear in public newspapers, on Council's website and through Council's communication channels.
- Details of available funding, eligibility criteria and application forms will be available on Council's website.
- When an application is received, an acknowledgement email will be sent.

- The relevant Council officers will assess applications for eligibility and ineligible organisations will be notified.
- An advisory panel will be established to provide advice and input into the decision-making process and to ensure the grant program objectives and criteria are fully assessed. Members will include a Councillor, Frankston Arts Board representative and Council officers with relevant expertise.
- The advisory panel may seek further information from applicants. The advisory panel will determine successful applicants.
- Results will be published on Council's website.
- The decision is final and no appeals will be accepted.
- A funding agreement will be issued.

## Eligibility

Applicants are eligible if:

- They are a community group, not-for-profit group or organisation.
- They are incorporated under the Associations Incorporation Reform Act 2012 or commenced the process of incorporation (evidence required).
- They are auspiced (sponsored or supported) by a group that is incorporated. If not incorporated, the auspicing organisation must meet eligibility requirements and take responsibility for the funds and acquittal.
- The proposed event must be located within the geographical boundaries of the Frankston City municipality.
- The Community Group must have a strong affiliation and/or live, work or provide services within the Frankston City municipality.
- Events are for the general community without discrimination or restriction and are socially, economically and physically accessible to the community.
- They provide a level of financial contribution to the event that can be demonstrated (may include financial and in-kind assistance that might be obtained from other parties in the form of support or sponsorship). It is not Council's intention to fully fund activities, programs, projects and events.

Applicants will be ineligible if:

- The event is a private event or function, or the proposed event will be held for members of a community or business organisation exclusively.
- The proposed event is of a commercial nature or for-profit.
- The proposed event is an educational event, sporting event, training activity, tradeshow, conference, expos, product launch or business event.
- The event is a school fete, fair, market or similar activity including programs and events, which take place on a weekly or monthly basis.
- The event is of a political or religious nature, or hosting any particular political party or religion.
- The event is the responsibility of another level of government (such as education, health); or is the responsibility of a group under their incorporation or lease/license agreement.
- The event is being hosted or presented outside of the Frankston municipality.

- The applicants are seeking retrospective funding for activities, programs, projects and events that have already started or have been completed.
- The application is for capital works and capital expenses.
- The applicant is in financial debt with Council or has not previously complied with grant conditions (including unable to properly account for prior funds; have not spent funds for the agreed purpose; or have not returned a detailed accountability form for previous years Community Grants).
- Unable to meet the compliance and safety requirements of running the event.
- Applicants do not have an adequate public liability insurance statement for proposed activities.
- The applicant is a staff member, Councillor or contractor to Frankston City Council.

Note: If you are ineligible under this grants program please refer to Council’s other grants programs that are available on Frankston City Council’s website:

- **Community and Miscellaneous Grants** - [www.frankston.vic.gov.au/Our Community/Community Grants](http://www.frankston.vic.gov.au/Our_Community/Community_Grants)

## Funding

Available as one-off seed funding or as triennial funding to new, emerging or established annual events (organisers must be able to demonstrate longevity and sustainability via business plans and a three year budget or similar for triennial requests). Grant amounts are determined by the scope and capacity of the event.

Funding type	Grant amounts
<b>Seed Funding</b>	One off funding allocated per group/organisation for this category is available at either \$5,000 or \$10,000.
<b>Triennial Funding</b>	<p>Funding allocated per group/organisation for this category is available at either \$10,000 or \$7,500 in year one. Funding is available on a sliding scale, reduced at \$2,500 increments over a three-year period:</p> <p><b>Year 1</b> \$10,000   <b>Year 2</b> \$7,500   <b>Year 3</b> \$5,000</p> <p><b>Year 1</b> \$7,500   <b>Year 2</b> \$5,000   <b>Year 3</b> \$2,500</p> <p>Triennial applications are subject to annual evaluation and review, successful grant recipients are expected to be financially self-sufficient by the end of year three.</p>

Please note-funding requests should only make up a portion of your overall event budget; it is not viable to rely on Council to fully fund your event. The assessment panel has the authority to recommend to Council to amend the structure of the funding in line with the application.

## Funding timeline

Please note funding will be paid in three stages:

1. 30% on signed agreement
2. 40% six weeks prior to the event date
3. 30% upon completion of the event and reporting requirements

Successful applicants must invoice Council for payment in the stages as outlined.

Due to the COVID-19 pandemic government restrictions, successful applicants will only be permitted to run their event if there are no applicable mass gathering restrictions in place, which would reasonably allow the event to occur. Discussions will be had between the events team and successful applicants to determine reasonable timeframes.

## Assessment Criteria

The following criteria and weighting are considered essential:

	Criteria	Weighting
<b>Event objectives</b>	<p>Demonstrate how your event will contribute towards Frankston City Council's vision to be the Lifestyle Capital of Victoria.</p> <p>Demonstrate how your event aligns with or complements the strategic priorities and Long Term Outcomes of <i>A Liveable City</i> in <a href="#">Council's Plan 2017-2021</a>.</p>	30%
<b>Capacity and capability</b>	<p>Provide evidence the organisation has the expertise and capacity to successfully manage and evaluate the event over the funded period.</p> <p>Demonstrate the capacity, capability, experience and skills of the event organisers, including how you will comply with Council and other authority requirements, including but not limited to required building and planning permits.</p> <p>Demonstrate a sufficient lead-time to plan, deliver and promote the event, including timelines.</p> <p>Provide evidence of a business plan for the event or festival including timelines (<u>for triennial funding applicants only</u>).</p> <p>Provide a realistic budget demonstrating the event has multiple sources of revenue (for example, sponsorship or other fundraising) and is not solely dependent on Council funding. Provide a draft risk management plan to ensure you have considered relevant factors in running this event.</p> <p>Demonstrate how you will build ongoing beneficial partnerships within the community.</p> <p>A budget and event plan must be attached for the proposed event.</p>	35%

<b>Demand and Relevance</b>	<p>Does the event have an appropriate location and fit within the community.</p> <p>Does the event timing and its impact align within the municipality and its existing event calendar?</p> <p>Does the event have potential for long term sustainability following Council’s support including the level of innovation, creativity and change within the event?</p> <p><u>For triennial applications</u>, provide a clear rationale for the service or program being provided over a three-year period.</p>	15%
<b>Community impacts and benefits</b>	<p>Demonstrate how the event will celebrate, attract and engage the local community.</p> <p>Demonstrate how the event will artistically or culturally benefit Frankston City residents.</p> <p>Does the event</p> <ul style="list-style-type: none"> <li>• Recognise, celebrate and commemorate occasions or places of significance?</li> <li>• Provide free or low cost entertainment and participation options?</li> <li>• Adhere to social justice principles including accessibility and inclusion?</li> </ul>	20%

Applicants should address the essential assessment criteria in their applications to be considered for funding under this program.

## Application Process

**Step 1:** Completed applications need to be lodged via Council’s website by the advertised closing date (**Friday 31 July 2020**). Applications received after this date will not be eligible for consideration and there is a no appeals process for late applications.

The application form for this program can be obtained online at:

<http://www.frankston.vic.gov.au/CommunityEventsGrant>

**Step 2:** All applicants (successful/unsuccessful) will be notified by mid-September 2020, at which time you may be required to provide additional information if requested that addresses your event program, logistics and other compliance aspects of your event in more detail. Further details about running an event and compliance expectations can be viewed at:

<https://www.frankston.vic.gov.au/Things To Do/Events/Event Applications and Information>

The Frankston City Council Community Grants Policy guides the conduct of the Grants Program. Copies are available from Council’s website [frankston.vic.gov.au](http://www.frankston.vic.gov.au) or on request from the events team.

## Conditions of the Grant

- The number of applications supported and the level of funding provided will be at Council's discretion and will reflect the available budget, the quality of the applications, the outcomes achievable and the needs of the community.
- Allocation of funds to an applicant for any purpose in any year must not be taken as a commitment by Council for funding in a subsequent year. Triennial grant recipients' performance will be reviewed annually; continued funding is subject to satisfactory achievement against agreed targets and no guarantee of funding beyond three years is provided.
- Only one application per organisation will be accepted.
- Council's contribution will be limited to the amount granted. All other costs associated with the proposed project/activity will be covered by the applicant. Council is not responsible for any underestimated costs by applicants.
- Council reserves the right to publicise any aspect of activity associated with its Community Grants Program. Recipients must assist Council with publicity as required including attendance and providing marketing material.
- Council must be acknowledged in any promotional material or publicity. This includes:
  - Prominent placement of Council's supplied logo on all promotional material preceded by the text 'proudly supported by'.
  - Verbal acknowledgement during opening/closing proceedings and as appropriate at other significant events relating to the event.
  - Opportunity for the Mayor or ward Councillor to participate in the event in an official capacity if appropriate
  - Opportunity for Council to take up a presence at the event, with no charge to Council.
- Successful applicants will be expected to spend and acquit their funding by the agreed date in the Funding Agreement.
- Organisers must ensure compliance with Council's Major Local Community Events Guidelines, including timely submission of detailed event, traffic safety and other required event specific plans as specified in the funding agreement.
- A budget must be submitted with your application. Please ensure you include evidence of income from alternative sources and an outline of all expenses including compliance and safety regulations which apply to your event. It is a requirement you highlight the expenses this grant will cover. Please note if you have selected triennial funding you will be expected to provide a three year budget reflecting how your organisation will become sustainable as the funding support decreases in year two and year three.
- Council may make funding conditional on other specific conditions being met, as outlined in an offer to the applicant.
- Funding will be paid in three stages (as outlined above). The organisation must invoice Council for payment at the required stages and show evidence of expenditure in relation to your event.
- Evidence of your organisation's financial contribution and where this grant will be spent must be included in the budget you submit with this application.

- All funding provided by Council will require an evaluation report and financial acquittal. Specific evaluation requirements will be outlined in individual funding agreements and will depend on the nature and size of the grant.
- If Council's grant funds are not spent, all remaining funds must be returned to Council.
- Council's decision is final and will not be reviewed. No further correspondence will be entered into.

*Community Grants Policy - Available on request, or from [www.frankston.vic.gov.au](http://www.frankston.vic.gov.au)*

## Further Information

If you require further information please contact the events team on 1300 322 322 or email [frankstonevents@frankston.vic.gov.au](mailto:frankstonevents@frankston.vic.gov.au)

**Feedback** about the Major Local Community Events Grant Program and its process is always welcomed.

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**Applications will only be accepted online**  
**Late or incomplete applications will be deemed ineligible**

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