



Tourism Event Attraction Program 2021-2022

Application Guidelines

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Introduction

Easily accessed from Melbourne and the surrounding south-eastern suburbs, Frankston City is ideally located to attract a broad range of people seeking unique and memorable experiences with family and friends.

Events have historically been a significant drawcard for visitors to Frankston City and events are considered a fundamental aspect of the local lifestyle.

As we enter COVID-revival, Frankston City Council is working to support the revitalisation of the City's event calendar, specifically by seeking to attract tourism events which will enliven our community and lifestyle.

Council acknowledges the impact of the COVID-19 pandemic on the Events Sector and has developed the Tourism Event Attraction Program to provide support to commercial event organisers who are seeking to establish a new, or relocate an existing event to Frankston City. The Programs aims to reactivate the sector, reinvigorate the local economy and re-establish Frankston as a place for celebration for visitors across the year.

2021-2022 Frankston City Tourism Event Attraction Program

Purpose of the Tourism Event Attraction Program

The Tourism Event Attraction Program (Program) has been designed to attract unique, memorable and engaging tourism events to Frankston City. Different to community events, tourism events drive visitation and economic returns to our business community and give both visitors and residents year-round reasons to discover and experience our City's urban bayside location.

The Program is seeking events which:

- create unique experiences resulting in a sense of urgency and 'fear of missing out';
- drive visitation and encourage dispersal to hospitality, entertainment and retail precincts;
- are staged over multiple days, weeks and/or locations to extend attraction duration and the potential for overnight stays from regional, intrastate and interstate audiences;
- create positive economic benefits through partnerships and collaboration with local business;
- support the positioning of Frankston City as an events destination and raise the City's profile through positive media coverage to extended audiences; and
- respond to the lifestyle and amenity of Frankston City, as an urban destination which melds city living with coastal lifestyle and outdoor experiences.

Past Grant Recipients

Since 2017 the Program has supported the delivery of 20 events. These events have attracted over 200,000 people and have contributed an estimated additional \$35.157 million into the local economy.

Past recipients include:

- The Seaside Street Food Festival
- Hotter Than Hell
- Australian Beach Games
- Stellar Short Film Festival
- BMX Australia National Series
- Botanika Outdoor Cinema
- Feast at Frankston Waterfront
- Wells Street Christmas Twilight Markets
- F18 and Viper Catamaran State Titles
- Cinema Pop Up

Funding Introduction and Overview

The 2021-2022 Program offers two grant of up to \$20,000 to support event organisers to host their event in Frankston City before 30 June 2022.

The level of support for the event is dependent on the quality of the application submitted, the economic impact projected and the collaboration strategies presented.

It is anticipated that events applying for this grant will attract a minimum of 20,000 visitors across the duration of the event and result in economy impacts in excess of \$1 million.

The Program is seeking events which align with the City's Visitor and Tourism Strategy. Events which focus on arts and culture; creativity; and food and wine; and which activate our outdoor spaces and celebrate the City's urban bay-side location will be prioritised in the assessment process.

Applications must strongly demonstrate a proactive approach to attract visitors to Frankston City and disperse attendees to other experiences and businesses within the municipality.

Funding provided is an incentive only and not a fee for service. Funding from Council should only make up a portion of your overall event budget. Please demonstrate your organisation's financial investment to delivering the event in your application.

Council may also provide a range of in-kind support including marketing assistance, waived site fees and revenue losses and event management advice and support.

Funding Notes

The total value of funding support provided includes the value of in-kind activities.

The funding amount is fixed and may or may not be supplemented by the requested in-kind support.

The grant is available for the 2021-2022 financial year only with no option to extend. The event must be delivered by 30 June 2022. Funding cannot be rolled over to the 2022-2023 financial year.

If seeking an extended agreement, please contact the Tourism and Campaign Marketing team via tourism@frankston.vic.gov.au to discuss your proposal.

Grant Recipients from the 2021-2022 Program may apply in future years.

Funding will be delivered as per the Payment Schedule (*see page 6*).

It is recommended that you download/read the application form before starting the application to familiarise yourself with the questions and required supporting documentation.

Types of activities supported

Grants will be disbursed via a reimbursement model against approved expenses and are subject to achieving identified and agreed Key Performance Indicators.

Approved expenses include marketing activities, licence and permit fees (POPE, Liquor Licence), equipment hire and programming. A proposed budget will be required with your submission.

The Grant cannot be spent on general operating expenses such as labour costs, utilities, administration costs or insurance.

Payment Schedule

Payments will be made by reimbursement against approved expenses at the following intervals:

1. 20% - upon completing your Major Event Application Form including completed documentation as identified
2. 30% - upon receipt of approval from the Victorian Government under the Public Events Framework
3. 50% - upon completion of the event and following receipt of final report

The final 50% of the funding will be paid against receipts after the successful delivery of the event as described in the original application; and upon completion of the final report demonstrating the successful achievement of agreed key performance indicators and outcomes (minimum 75% achieved).

Council understands the difficulty ongoing COVID restrictions present to events and as such will support successful applicants in navigating the challenges of restrictions and the Public Events Framework; including any event cancellations due to lockdowns. If your event is affected by a lockdown or unable to proceed due to other COVID restrictions, Council will enter immediate discussions to assess in good faith the grant funding.

In-kind support

In-kind contributions have a financial cost to Council and are therefore given a monetary value which is included in the total support value provided through the Program, in addition to the cash contribution.

Examples of in-kind support for which the event may be eligible include event management advice, localised marketing and communications support, waived site fees (on Council managed land) and foregone fees and charges, i.e. loss of income from car parking charges.

POPE (Place of Public Entertainment), liquor licenses and other external authority fees (including Parks Victoria fees) are not included in in-kind support. Event organisers are required to apply for and finance these permits individually (grant funding may be used for these costs). Council will provide letters of support where appropriate to assist these applications.

If your event is staged on Council managed land, a Bond will be required prior to the event taking place. The Bond will be returned at the completion of the event following an inspection by a Council Officer to determine that no damage has been done (or damage done has been rectified) to the site.

Payment and Funding Agreement

Successful applicants must sign a Recipient Agreement detailing the grant obligations within seven business days of receipt. Failure to sign and return the Agreement in this time will result in the grant being withdrawn.

Funding is conditional on the applicant completing the Major Event Application Form and submitting all identified supporting documents; in addition to receiving approval from the Victorian Government under the COVIDSafe Public Events Framework to stage the event.

Payment terms are 30 days from the date of invoice. Payments are not processed before the timeframes stipulated in the funding agreement (*see Payment Schedule, page 6*).

Frankston City Council will not be responsible for shortfalls in event budgets if the grant recipient is unable to meet event costs.

The funding will be provided as a grant. Logo recognition or equivalent recognition for Frankston City Council is expected (*see Page 15, General Terms and Conditions for further detail*).

Frankston City Council reserves the right to withhold 50% of the grant funding if the organiser fails to deliver the grant obligations outlined in Recipient Agreement and Key Performance Indicators.

Frankston City Council reserves the right to request return of the upfront 50% of the grant funding if the event fails to occur prior to 30 June 2022 and the event is unable to be adapted or rescheduled in the event of tightened COVID-19 restrictions.

Council will enter immediate discussions with Recipients to support amendments and rescheduling efforts and assess in good faith, the grant funding.

Events must occur before 30 June 2022. If the event is postponed until after 30 June 2022, the grant will no longer be available.

Grant recipients must comply with any additional terms and conditions specified in the Recipient Agreement.

Final reports must be submitted no later than four weeks after the agreed completion date of the event as stated in the Recipient Agreement unless otherwise agreed.

Things to consider when applying for the Program

- Applicants should seek additional funding from other sources. Grants provided are not a 'fee for service' and Council will not fund the entire cost of your event.
- Consider the location of your event and ensure you understand all permit requirements and booking processes.
- Events must be delivered in a COVID Safe manner and be approved through the Victorian Government's Public Events Framework.
- Events proposed to take place on the Frankston Waterfront must not charge an entry free.

Eligibility

Before commencing the application process, please review the following to determine if your event is eligible for the Program.

The event must:

- be held within the municipal boundaries of Frankston City prior to 30 June 2022;
- include strategies to partner and/or collaborate with local businesses to support economic outcomes;
- include strategies to proactively market and specifically target audiences beyond the Frankston City municipality;
- demonstrate a link to the City's visitor and lifestyle strengths; and
- be accessible to all members of the public.

In addition:

- The Event Organiser must have a valid Australian Business Number (ABN).
- The event must demonstrate compliance with all Acts, Regulations and Statutory instruments in regard to current COVID-19 restrictions in the execution of a COVID-safe event.

Events will be considered more favourably if they reflect one or more of the below:

- Staged over multiple days, weeks or locations to support expected attendance numbers
- The concept is new to Frankston City or Victoria
- The event is targeted to attract regional, intrastate or interstate audiences

ARE YOU COVID READY?

All events supported through the 2021-2022 Tourism Event Attraction Program must follow the latest health advice, COVID Safe principles and physical distancing measures throughout the lifespan of the project.

Organisations applying to hold a public event must receive approval through the Victorian Government's COVIDSafe Public Event Framework prior to the release of any funding.

For more information, please visit: coronavirus.vic.gov.au/public-events.

Ineligibility

Events and applicants will be ineligible if;

- The event is located outside of the Frankston City municipality
- The event already exists in Frankston City
- The event is already receiving funding from Frankston City Council
- The event is held online or virtually
- 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 funding is for capital works or expenses including event infrastructure; or for labour expenses
- The event is of a political or religious nature, or hosting any particular political party or religion
- The event includes activities which pollute land, air or water or destroy or waste non-recurring resources
- 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 applicants are seeking retrospective funding for activities, programs, projects and events which have already started or have been completed
- 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 purposes; or have not returned detailed accountability forms for past Grants)
- The event fails to provide a COVIDSafe Plan, demonstrating how the event will be delivered within the changing restrictions and requirements.
- The applicant is unable to meet the compliance and safety requirements of running the events
- The applicant does not have an adequate public liability insurance statement for the proposed activity
- The applicant is a staff member, Councillor or contractor to Frankston City Council
- The application is submitted after the official close date for the Program

Key Dates

- Applications open: 10am, Wednesday 4 August 2021
- Applications close: 4pm, Friday 3 September 2021
- Successful candidates and contracts issued: Monday 20 to Friday 25 September 2021

Frankston City Council reserves the right to extend the application period or open subsequent rounds if funding is not allocated.

How to apply

Applications for the Tourism Event Attraction Program must be completed online using SmartyGrants. You can access the application form here: <https://frankston.smartygrants.com.au/TEAP2122>

Applications must address the eligibility and assessment criteria, answer all questions and be submitted prior to the advertised closing date.

Please ensure you attach requested supporting documentation to your application.

Please ensure you have considered the ongoing impact of COVID-19 and include a detailed plan on how the event can be modified to adapt to changing restriction levels to be delivered in accordance with the Victorian Government's COVIDSafe Public Events Framework prior to 30 June 2022.

Once you have submitted your application you will receive an electronic reply acknowledging receipt from SmartyGrants. Once submitted you will no longer be able to edit your application.

Technical support

Please refer to the SmartyGrants help guide for technical assistance related to submitting your application. The SmartyGrants support desk is open 9am – 5pm Monday to Friday on 03 9320 6888 or by email service@smartygrants.com.au.

Assessment process

Eligible applications will be assessed by the Selection Panel. The Panel will be looking for the strongest applications which best meet the objectives of the Program.

This is a competitive process. Eligible applications are not guaranteed funding.

Shortlisted applicants may be required to attend an interview with the Selection Panel.

Selection Panel

The Selection Panel consists of senior Council personnel from across the organisation. The Panel will consider the application holistically in terms of the city's existing event calendar and assess the submission against the selection criteria.

What is the Selection Panel looking for?

The Selection Panel will be looking for applications which clearly demonstrate the intent to achieve Council's Program objectives (*refer Page 4*).

In particular, the Panel will be asking these questions as they assess the submissions:

- Does the event concept respond to the lifestyle and amenity of Frankston City, as an urban destination which melds city living with coastal lifestyle and outdoor experiences?
- Will the event attract 20,000 visitors across the duration and take place prior to 30 June 2022?
- Does the event plan include proactive strategies to increase the economic impact of the event including partnering with local businesses to increase local spending through dispersal and packaging programs?
- Does the event concept and program support increased visitation and extended stays within Frankston City and include proactive strategies to measure visitation and the visitor experience?
- Does the event concept positively support Frankston City's profile as a visitor and events destination and expose the City to an audience which may not have previously considered Frankston as a potential visitor destination?
- Does the timing and location of the event compliment the City's existing event calendar?
- Does the submission include proactive marketing strategies, including local, regional and intrastate campaigns, covering multiple platforms?
- Does the applicant have proven experience in the delivery of similar events?
- Does the submission include an event budget which demonstrates strong financial management practices and the viability of the event beyond funding from the Program?
- Has the applicant included a proactive program to secure external endorsements and sponsorship?
- Does the application consider the ongoing impact of the COVID-19 Pandemic and how the event can be adapted to respond to changes in restrictions?

Outcome Notification

Successful and unsuccessful applicants will be notified in writing. All funding decisions are final.

Successful applicants

Once informed, successful applicants must formally accept the funding and/ or in-kind support within seven business days. Once accepted, Council officers will work with the successful applicant to finalise their individual Recipient Agreement including key performance indicators.

Successful applicants will be required to complete a Major Event Application Form and submit all requested documentation prior to the release of any funding.

Events supported through the Program must acknowledge Council in all marketing and communications material and provide the opportunity for Council to activate at the event.

The applicant name, event name and the funding amount may be made publicly available, including publication on Council's website and media releases.

Unsuccessful applicants

Unsuccessful applicants will be notified no later than 30 October 2021.

Unsuccessful applicants will not be reimbursed for the time spent on the application process.

Policies, Application Forms and COVID-19

The Program application form and supporting documentation are used to assess your application. Please ensure you address all relevant sections of the application form and attach detailed supporting documents to convey your concept and outcomes to the Panel.

The application form can be found online ([frankston.vic.gov.au](https://www.frankston.vic.gov.au)) and has been created to ensure that your application addresses the key selection criteria required to determine eligibility.

Prior to submitting your grant application we highly recommend you read all the information in relation to hosting an event in Frankston City, in particular the Event Guide. This information can be found here: <https://www.frankston.vic.gov.au/Things-To-Do/Events/Event-Applications-and-Information>

Internal Policies

Council has recently introduced a number of internal policies which will be applicable to your event application, specifically:

- Waste Wise Events Policy
- Healthy Choices Policy

These can be found on Council's website: <https://www.frankston.vic.gov.au/Things-To-Do/Events/Get-Involved-in-Council-Run-Events>

Please read these policies and ensure that you understand your obligations prior to completing the application.

Major Event Application Form

Successful applicants will be required to complete and submit a 'Major Event Application Form'.

Please visit Council's Event Applications and Information web page to familiarise yourself with the process and expectations - <https://www.frankston.vic.gov.au/Things-To-Do/Events/Event-Applications-and-Information>

COVID-19 Considerations

There are a number of restrictions in place in regards to how an event can be staged safely during the COVID-19 Pandemic.

As part of the application process, Applicants will need to demonstrate that they have considered the ongoing impact of COVID-19 including details of how the event can be adapted to be delivered in the event that restrictions are tightened or eased.

A draft COVIDSafe Plan for the event will be required at the time of completing the Major Event Application Form.

All events funded through the Tourism Event Attraction Program must receive approval to stage the event through the Victorian Government's COVIDSafe Public Events Framework (PEF).

Events attracting between 1,001 and 7,500 attendees per day will be considered a Tier 2 event under the PEF. Any event seeking an exemption under the PEF (e.g. a variation to any of the stipulated requirements) will need to allow 6-8 weeks for processing and approval as these applications will be assessed by both the PEF Panel and Chief Health Officer.

Events attracting more than 7,500 attendees per day will be assessed as a Tier 1 event. These applications should allow 8-10 weeks for processing and approval and will be assessed by the PEF Panel, Chief Health Officer and Ministerial Events Taskforce.

We encourage you to submit your application to the Public Events Framework as soon as possible.

Please note: Council is not responsible for your COVIDSafe Plan and does not participate in the approval process for the Victorian Government's COVIDSafe Public Events Framework.

Please familiarise yourself with the Victorian Government's COVIDSafe Public Events Framework and what will be required in your event planning - <https://www.coronavirus.vic.gov.au/public-events>

Terms and Conditions

Canvassing and lobbying

Any canvassing or lobbying of Councillors, Council officers or any members of the Selection Panel is strictly prohibited and will result in your application immediately being deemed ineligible.

General Terms and Conditions

- Past applicants are eligible to apply for the Program.
- Successful applicants are required to enter into an agreement with Council within seven business days of receipt of the Recipient Agreement.
- Release of funding is via reimbursement. Payments will be made at key milestones upon receipt of payment for approved expenses.
- No funding or in-kind support will be released until the Applicant has completed the Major Event Application Form and provided complete copies of all necessary documentation.
- All events funded through the Tourism Event Attraction Program must receive approval to stage the event through the Victorian Government's COVIDSafe Public Events Framework (PEF).
- Council reserves the right to request the return of the initial 20% grant funding paid if it found that the applicant has failed to provide the necessary documentation and information requested to gain approval under the PEF.
- Event organisers are responsible for the safe execution of the event in addition to arranging and paying for any and all licences, site fees, insurances and permits required to run the event.
- A post event report, demonstrating performance against the agreed key performance indicators must be returned within 30 days of the event date.
- Frankston City Council reserves the right to withhold 50% of the grant funding if the organiser fails to deliver the grant obligations outlined in Recipient Agreement and Key Performance Indicators.
- Frankston City Council reserves the right to request return of the upfront 50% of the grant funding if the event fails to occur prior to 30 June 2022 and the event is unable to be adapted or rescheduled in the event of tightened COVID-19 restrictions.
- 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.
- 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 under-estimated costs by applicants.
- Council reserves the right to publicise any aspect of activity associated with the Tourism Event Attraction 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.
- Organisers must ensure compliance with Council's Event Officers and requirements, 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.
- 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.
- If Council's grant funds are not spent, all remaining funds must be returned to Council.
- Late applications will not be accepted.
- Council's decision is final and will not be reviewed. No further correspondence will be entered into.

Contact Us

To discuss your event or for assistance while completing your application please contact:

Amy Parsons, Coordinator Tourism and Campaign Marketing

amy.parsons@frankston.vic.gov.au

1300 322 322