

Image: Waterfront Festival,  
Photographer James Terry

# Destination Event Attraction Program

## Guidelines





## Acknowledgment of country

Frankston City Council acknowledges and pays respect to the Bunurong People, the Traditional Custodians of these lands and waters. We acknowledge and uphold their continuing relationship to the land.



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# The Destination Event Attraction Program

## Key dates



\* Frankston City Council reserves the right to extend the application period or open subsequent rounds if no suitable submissions are received. Dates and timings are subject to change at the discretion of Council. Funding rounds will not open if funding is fully committed. If your event falls outside of these application rounds, but you still wish to hold it in Frankston City, please email [toursim@frankston.vic.gov.au](mailto:toursim@frankston.vic.gov.au). To stage your event without financial support from Council, please apply for an event permit, more information can be [found here](#).

**Frankston City is a premier events destination in Melbourne's south-east. The Destination Event Attraction Program (DEAP) has been developed by Frankston City Council to support the ongoing attraction of events which will enliven the community and lifestyle, drive visitation and result in positive creative, economic and social outcomes.**

The DEAP is a centerpiece to Council's program to strengthen Frankston City's positioning as a destination for major and seasonal events and rejuvenate the City's broader visitor economy.

A new event partnership program, the DEAP offers cash and in-kind sponsorship to support suitably experienced creatives, collaborators and event organisations to curate and deliver a single or series of events from concept through to presentation in Frankston City.

## DEAP Objectives and priorities

Council aims to build Frankston City's reputation as an arts, culture and tourism destination by partnering with organisations to deliver high quality festivals and events which activate our spaces, enhance resident and visitor experiences and embrace and build upon the City's creative arts culture.

**The key objectives of the program are to partner with event organisers that will:**

- position and build Frankston's reputation as a Creative Events Destination
- deliver high calibre events
- enhance Civic pride, transform perceptions and stimulate imaginations
- present unique experiences which drive visitation and create social media worthy moments

- achieve significant media attention and reach
- Inspire creative community, embrace bold ideas and creative ambition
- celebrate cultural diversity, inclusion and accessibility
- showcase the City's lifestyle and cultural assets, delivering experiences which are distinctly Frankston
- expose and attract new audiences to Frankston City
- drive economic and branding benefits to the local economy.

## Priorities

**Off-season:** Events proposed for the window of May-October are viewed favorably, but not a requirement. Council is actively looking to attract programming for this traditionally quieter period in the event calendar.

**Location:** Council is interested in events that utilise, establish or reinvigorate out-of-box spaces that have traditionally been unused for events.

**Out-of-area visitation and spend:** Tourism expenditure will be a key metric in measuring the value added to the local area economy, as a result of tourism activities generated by a funded event.



# Event Categories and Criteria

The DEAP categorises events into three tiers to ensure the application, assessment and subsequent sponsorship agreement is reflective of the level of investment. The tiers are categorised by the total investment value (cash and in-kind) and defined by the criteria as per the tables on the following pages.

Please select the category which best aligns to your event and its realistic outcomes.

# Event Categories and Criteria

## Tier 1

Image: Frankston Generator,  
Southside Festival,  
Photographer Thomas Barnes

### TIER ONE

High calibre events which position and build Frankston's reputation as a Creative Events Destination via unique experiences that transform perceptions, achieve significant media attention and drive economic and branding benefits to Frankston through the attraction of new audiences.

<b>Estimated attendance</b>	Minimum 10,000	<b>Community benefits</b>	Significant community benefits provided to encourage local participation and engagement e.g. complimentary tickets, pop-up experiences (free), discounts.
<b>Profile</b>	State and/or National exposure for Frankston	<b>Business engagement</b>	Demonstrable proactive approach to support pre and post-event dispersal and overnight conversion including: <ul style="list-style-type: none"> <li>• engaging local businesses in the development and delivery of the event AND</li> <li>• developing packages and cross promotions</li> </ul>
<b>Value of funding</b>	Between \$50,000 and \$150,000	<b>Event viability</b>	Funding from the DEAP program may be used to compliment other non-Frankston City Council grant funding. Applicants will need to match the funding requested to at least a 1:1 ratio.
<b>Visitation</b>	Minimum 50% out of region visitation	<b>Sponsorship Benefits available to Council</b>	<ul style="list-style-type: none"> <li>• Logo recognition as a Presenting Partner</li> <li>• Tickets/corporate hospitality</li> <li>• Digital and print advertising opportunities</li> <li>• Signage and branding opportunities</li> <li>• Speaking/ profiling opportunities</li> </ul>
<b>Economic impact*</b>	Between \$700,000 and \$1,500,000		

\* Economic Impact will be calculated in REMPLAN using event attendance figures provided in your application, specifically the number of daytrip visitors (not Frankston City residents).



# Event Categories and Criteria

## Tier 2

Image: Lucky Day Out,  
Photographer Chris Pompei

### TIER TWO

**High calibre events which contribute to positioning Frankston as a Creative Events Destination by presenting bold ideas that stimulate imaginations, celebrate the city's lifestyle and generate significant positive media attention to transform perceptions and attract new audiences.**

<b>Estimated attendance</b>	Minimum 3,000	<b>Community benefits</b>	Identified opportunities which encourage local participation and engagement and creation of ongoing beneficial partnerships within the local community
<b>Profile</b>	Regional profile and exposure for Frankston	<b>Business engagement</b>	Demonstrable proactive approach to support pre and post-event dispersal including: <ul style="list-style-type: none"> <li>engaging local businesses in the development and delivery of the event OR</li> <li>developing collaborative promotions</li> </ul>
<b>Value of funding</b>	Between \$15,000 and \$50,000	<b>Event viability</b>	Funding from the DEAP program may be used to compliment other non-Frankston City Council grant funding. Applicants will need to match the funding requested to at least a 1:1 ratio.
<b>Visitation</b>	Minimum 35% out of region visitation	<b>Sponsorship Benefits available to Council</b>	<ul style="list-style-type: none"> <li>Logo recognition as a Major Partner</li> <li>Tickets/ corporate hospitality</li> <li>Digital and print advertising opportunities</li> <li>Signage and branding opportunities</li> <li>Speaking/profiling opportunities</li> </ul>
<b>Economic impact*</b>	Between \$300,000 and \$700,000		

\* Economic Impact will be calculated in REMPLAN using event attendance figures provided in your application, specifically the number of daytrip visitors (not Frankston City residents).

# Event Categories and Criteria

## Tier 3



Image: Seaside Street Food Festival, Photographer Steve Brown

### TIER THREE

Events which stimulate imaginations, celebrate the City's lifestyle and cultural diversity and generate positive local media attention to enhance Civic pride.

<b>Estimated attendance</b>	Minimum 800	<b>Community benefits</b>	Demonstrable initiatives which support community engagement and creation of ongoing beneficial partnerships within the local community
<b>Profile</b>	Local profile and exposure for Frankston	<b>Business and community engagement</b>	Desirable to partner with local businesses and community groups
<b>Value of funding</b>	Between \$5,000 and \$15,000	<b>Event viability</b>	Funding from the DEAP program may be used to compliment other non-Frankston City Council grant funding. Applicants will need to match the funding requested to at least a 1:1 ratio
<b>Visitation</b>	Local attendees	<b>Sponsorship Benefits available to Council</b>	<ul style="list-style-type: none"> <li>• Logo recognition</li> <li>• City and branding opportunities</li> <li>• Speaking/profiling opportunities</li> </ul>
<b>Economic impact*</b>	Up to \$300,000		

\* Economic Impact will be calculated in REMPLAN using event attendance figures provided in your application, specifically the number of daytrip visitors (not Frankston City residents).



## Sponsorship Funding

Applicants are invited to specify the investment they are seeking from Council to create, relocate or host their event in Frankston City, including both cash and in-kind contributions.

Please provide a budget that outlines your projected income, including any Council contribution and how that funding will be allocated to the project as well as your total expenditure.

If you are seeking in-kind support only to stage the event in Frankston City, please outline in your budget and consider the below as potential in-kind opportunities:

- event management advice
- marketing support
- waived site fees (on Council owned or managed land)\*
- 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 as in-kind support. Event organisers are required to apply for and finance these permits individually. Council may provide letters of support where appropriate to assist these applications.

## \*Council Managed Event Sites

[Frankston Foreshore](#)

[Kananook Creek and Long Island Precinct](#)

[McCombs Reserve](#)

[George Pentland Botanic Gardens](#)

[Frankston Football Oval](#)

[Beauty Park](#)

[Baxter Park](#)

[Ballam Park](#)

[Frankston Arts Centre](#)

Other Council managed locations can be nominated by Applicants for consideration and will be assessed on a case-by-case basis depending on the nature of the event and the infrastructure and services required.

## Private Property

[Cruden Farm](#)

[McClelland Sculpture Park + Gallery](#)

Other private property sites can be nominated by applicants for consideration. All events proposed on private land should be negotiated directly with the land owner.

If you have questions or need to seek clarification about the process please do so in writing by emailing Frankston City Council: [tourism@frankston.vic.gov.au](mailto:tourism@frankston.vic.gov.au). All questions and responses will be provided to all submitters in writing unless doing so would reveal commercial-in-confidence information, intellectual property or sensitive information relating to a submitter.

Image: Big Picture Festival, Photographer pixels



# Assessment Criteria

Image: Saturation  
by Joel Zika,  
Collide Public Art,  
Photographer  
Steve Brown



## Assessment Criteria

The Selection Panel will be looking for applications which clearly address the key selection criteria outlined in the table below to achieve Council's objectives (refer page 3 – DEAP Objectives). The following criteria are considered essential:

CRITERIA	
<b>Program objectives and significance</b>	<p>Applications must demonstrate how the event:</p> <ul style="list-style-type: none"> <li>• supports Frankston's positioning and reputation as a Creative Events Destination</li> <li>• number of estimated attendees and high-value travellers</li> <li>• merit of the event concept and alignment with the objective of being 'Distinctly Frankston'</li> <li>• contributes to the broader event calendar in the City</li> <li>• aligns with or compliments the strategic priorities and Long Term Outcomes of Community Strength and Thriving Economy in <a href="#">Council's Plan 2021-2025</a></li> </ul>
<b>Economic, social and community impact</b>	<p>Applications should include plans and programs that support positive social and economic outcomes including:</p> <ul style="list-style-type: none"> <li>• raise the profile of Frankston City and change perceptions through iconic memorable events that stimulate imaginations</li> <li>• bold, ambitious and unique experiences to attract new audiences and drive visitation</li> <li>• proactive initiatives to celebrate, attract and engage the local community and business community</li> <li>• programming that showcases or contributes to the lifestyle and cultural experiences of Frankston City</li> </ul>
<b>Capacity and capability</b>	<p>Applicants should demonstrate that they have the expertise and capacity to successfully plan, deliver and manage the event during the funding period. This includes, but is not limited to:</p> <ul style="list-style-type: none"> <li>• the capacity, capability, experience and skills of the event organisers, including skills to develop necessary plans, risk assessments and permits as required</li> <li>• event viability including the provision of a realistic budget demonstrating the event has sources of diverse revenue streams (for example, sponsorship, event partners, ticket sales or other fundraising benefits) and is not solely dependent on Council funding for viability</li> </ul>



Image: Waterfront Festival,  
Photographer James Terry

<b>Sustainability and Accessibility</b>	<p>Applications should outline the strategies and initiatives to deliver a positive, accessible and sustainable event. Examples may include:</p> <ul style="list-style-type: none"> <li>• utilising e-ticketing</li> <li>• reducing power consumption</li> <li>• avoiding the use of single-use plastics</li> <li>• reducing printed material</li> <li>• providing recycling facilities</li> <li>• encouraging the use of public transport to and from the event</li> <li>• establishing improvement targets, for returning events</li> </ul>
<b>Extent of funding requirements</b>	<p>Applications should clearly demonstrate how DEAP funding will improve the outcome of the event, including:</p> <ul style="list-style-type: none"> <li>• will the funding be the deciding factor as to whether the event proceeds or not</li> <li>• how will the event benefit from this funding e.g. improved offering, reaching certain demographics through marketing, engage experts</li> <li>• for returning events, the level of new programming and/or increased benefit that the funding will contribute to</li> </ul>

Applicants must address the essential assessment criteria in their applications.

## Eligibility Criteria

For an application to be eligible, the Event proposed must:

- take place within the Frankston City Council Local Government Area ([Frankston City](#))
- be publicly accessible
- be predominantly creative or cultural in nature
- demonstrate it is of significant economic, social or community benefit

Applications will only be considered if:

- they are submitted in line with program dates and include all requested supporting documentation
- all appropriate areas of the application are completed

In addition, Applicants must:

- have a valid and active Australian Business Number (ABN) or be a not-for-profit/community group or organisation (Tier 3 only);
- have public liability insurance to the value of \$20 million and be willing to list Frankston City Council as an interested party
- be able to present a fully formed event concept and supply the requested supporting documentation
- where relevant, comply with [Council's Child Safe policy](#)



Image: Block Party,  
Photographer dreamscaperecording

## Ineligibility

Applications will be ineligible if:

- the event already exists in Frankston City or within 25kms of Frankston City;
- the event is already receiving funding from Frankston City Council in the proposed financial year;
- identical or overwhelmingly similar event programming is being planned by the organiser in Victoria within 3 months of start/finish date;
- 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 the purchase of event infrastructure;
- the event is political or religious in 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 a school fete, fair, or similar activity;
- the Applicant is seeking retrospective support 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 funding conditions;
- 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 of Frankston City Council;
- the event does not adhere to State Government regulations in relation to COVID-19.



Image: Lucky Day Out,  
Photographer Chris Pompei

# How to apply





## How to apply

Applications must be submitted online using SmartyGrants. Please use this [Application Form](#) to apply now.

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

Please ensure you attach requested supporting documentation to your application.

Once you have submitted your Application, you will receive an automated electronic receipt from SmartyGrants. Once submitted you will no longer be able to edit your submission.

## 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](mailto:service@smartygrants.com.au)

## Supporting documentation

Applicants are encouraged to provide supporting documentation as part of their application.

Please refer to Frankston City Council's [Event Applications and Information and Event Guide](#) to understand the requirements applicable for your event.

## Supporting documentation should include:

### Sponsorship Benefits Package

Outlining benefits offered to Frankston City Council including, but not limited to:

- signage and branding opportunities
- speaking opportunities
- complimentary and/or discounted tickets
- digital and print advertising opportunities

### Programming information

Artist bios, pres shots or media or key artists involved in the event

### Event budget

Balanced budget including all income sources (confirmed and unconfirmed) and expenses. The event budget should demonstrate which expenses the sponsorship funding will be allocated. The budget should also include in-kind support requested in the application.

### Event Marketing and Communications Plan

Outlining planned activities to engage and attract identified target markets. The plan should also outline how the event will profile Frankston City (place).



### Event Risk Assessment

The event organiser is responsible for the safety of the site, staff and patrons attending the event. All events have an element of risk and as such a thorough risk assessment including a draft COVIDSafe Plan will be required before the event is approved. Applicants may upload an example of a past risk assessment to

demonstrate capability or alternatively create a draft risk assessment which can be built upon before the event proceeds.

### Previous Event Data

Including market research reports, economic impact assessments and performance reporting.



## Assessment process

Eligible applications will be reviewed by a Selection Panel who will identify applications that best meet the objectives of Frankston City Council.

Shortlisted Applicants will be contacted to attend a meeting with relevant Council Officers to determine the suitability and feasibility of presenting the event in Frankston City.

Once an event is deemed suitable, Applicants will be required to complete a Major Event Application Form and enter into an agreement with Frankston City Council which will outline the funding model, both party's obligations and reporting requirements.

Please review all information in relation to hosting an event in Frankston City on Council's [Event Applications and Information](#) webpage.

## Funding timeline

Funding will be paid in three stages:

1. 30% on signed agreement
2. 40% six (6) weeks prior to the event date, subject to required documentation being received by the events team
3. 30% upon completion of the event and reporting requirements

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

## Terms and Conditions

- Any canvassing or lobbying of Councillors, Council Officers or any members of the Selection Panel is strictly prohibited and will result in the application immediately being deemed ineligible.
- 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.
- Only one application per organisation will be accepted per round.
- 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 events supported by the DEAP. Recipients must assist Council with publicity as required including enabling attendance and the provision of identified promotional material.
- Successful Applicants will be expected to spend and acquit their funding by the agreed date in the Funding Agreement.
- Council may make funding conditional on particular elements, as outlined in an offer to the Applicant.
- Funding will be paid in three stages upon receipt of an invoice addressed to Council and supporting evidence of expenditure in relation to the event.
- Evidence of your organisation's financial contribution and where the financial support provided will be spent must be included in the budget submitted with the 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 financial support provided.
- Any financial contribution which is not spent at the completion of the event must be returned to Council.
- Council's decision is final and will not be reviewed. No further correspondence will be entered into.
- Dates and timings are subject to change at the discretion of Frankston City Council
- Funding rounds will not open if funding is fully committed
- Frankston City Council reserves the right to extend the application period or open subsequent rounds if no suitable submissions are received.



Image:  
Big Picture  
Festival,  
Photographer  
Steve Brown

## Conflict of Interest

All Applicants will be required to declare any interests of which they are aware, which could reasonably raise an expectation of a conflict of interest or material interference with an application.

These include financial or other interests that:

- have been held;
- are currently held; or
- will accrue.

Examples of a substantial financial or other interest include being a principal or key employee of a material professional adviser supplying services; and/or interests in contracts, trusts or other business arrangements.

Conflicts of interest can be actual, potential or perceived, and should be declared to ensure that any risks are managed.

## Privacy

Personal information about Applicants or third parties provided in the application will be held by Frankston City Council and may be provided to Council Officers and Representatives for the purpose of assessing the application. If you intend to include personal information about third parties in your application, please ensure they are aware of the contents of the privacy statement.

Any personal information about you or a third party in your correspondence will be collected, held, managed, used, disclosed or transferred in accordance with the provisions of the *Privacy and Data Protection Act 2014* and other applicable laws.

## Contact Us

If you have questions or need to seek clarification about the process please do so in writing by emailing Frankston City Council: [tourism@frankston.vic.gov.au](mailto:tourism@frankston.vic.gov.au).

All questions and responses will be provided to all submitters in writing unless doing so would reveal commercial-in-confidence information, intellectual property or sensitive information relating to a submitter.



Image: Waterfront Festival,  
Photographer James Terry



**FRANKSTON**  
*Enjoy* EVERY MOMENT

