



Tourism Event Attraction Program 2020-2021

Application Guidelines



FRANKSTON *Enjoy* **EVERY
MOMENT**

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Introduction

Easily accessed from Melbourne and the surrounding south-eastern suburbs, Frankston City is the ideal location to attract audiences seeking unique and memorable experiences with family and friends.

Frankston City Council (Council) produces six major festivals, including The Big Picture Fest, Frankston's Christmas Festival of Lights, The Waterfront Festival and Ventana Fiesta as well as facilitating over 100 smaller community run events.

To support the growth of the City's event calendar, Council is seeking to attract additional events which will enliven our community and lifestyle.

2020-2021 Frankston City Tourism Event Attraction Program

Purpose of the Tourism Event Attraction Program

The Tourism Event Attraction Program (the Program), has been designed to attract tourism events to Frankston City. Different to community events, tourism events drive 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 positive economic benefits through partnerships and collaboration with local business
- are staged over multiple days, weeks and/or locations to support the potential for increased overnight stays from regional, intrastate and interstate audiences
- support Frankston City's contribution to the Victorian and Mornington Peninsula regional tourism experience
- promote local inclusion and accessibility

Past Grant Recipients

Over the past four years, 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

Grant Funding Overview

The 2020-2021 Program offers two grants of \$12,000 to support event management companies wishing to create a new event or relocate an existing tourism event to Frankston City.

In addition to the grant funding, Council may also provide a range of in-kind support including marketing assistance, reduced site fees, event management advice etc.

Applicants are invited to specify any additional in-kind support they are seeking from Council to create, relocate or host their event in Frankston City.

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.

Due to the uncertainty placed on events as result of COVID-19, the grant is available for 2020-2021 only with no option to extend.

Eligibility

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

The event must:

- Include strategies to partner and/or collaborate with local businesses and community to support economic and social outcomes
- Demonstrate a link to the City's visitor and lifestyle strengths
- Showcase the region's visitor experiences
- Be accessible to all members of the public
- Be held within the municipal boundaries of Frankston City

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

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

Ineligibility

Events and applicants will be ineligible if;

- The event already exists in Frankston City
- The event is already receiving funding from Frankston City Council
- 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 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, market or similar activity including programs and events which take place on a weekly or monthly basis
- 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 applicant is unable to meet the compliance and safety requirements of running the events
- Applicants do 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

Funding Notes

There are two grants of \$12,000 each available in 2020-2021. The grants are exclusive of GST.

The 2020-2021 grant is available for one year only. There will be no option to extend the agreement.

If an applicant is seeking in-kind support only to stage their event in Frankston City, this can be negotiated upon completion of the application form.

The Grant will be disbursed via a reimbursement model against approved expenses and is 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.

The event must be delivered by 30 June 2021. Funding cannot be rolled over to 2021-2022.

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

Payment Schedule

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

1. Upon submission of event design (maximum 25%)
2. Upon completion of the event (maximum 50%)
3. Following receipt of final report and achievement of agreed key performance indicators

The final 25% 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 the agreed key performance indicators and outcomes.

Funding provided is an incentive only and not a fee for service. Please demonstrate your organisation's financial investment to delivering the event in your application.

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 contribution amount 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, marketing, waived site fees*, foregone fees and charges, i.e. loss of income from car parking charges.

POPE (Place of Public Entertainment), liquor licences 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. Council will provide letters of support where appropriate to assist these applications.

All events must adhere to State Government regulations in relation to COVID-19 and consider the cost of implementing additional measures.

* Please note: As part of Council's Relief and Recovery Package to support COVID-19 recovery initiatives, all fees and charges for event applications have been waived from Wednesday 1 July 2020 – Wednesday 30 June 2021. After this time, fees will be reinstated. Bonds and other charges will still be applicable during this period.

Charges which may apply to your event, include:

- Bonds
- Waste Bin Hire
- Application fee for Place of Public Entertainment (POPE) if required
- Late application fees

Event Types and Locations

To ensure that Frankston City has a range of events for residents and visitors to attend, events should be unique in nature and not similar to those already staged.

In 2020-2021, the Program will NOT accept applications for any indoor or outdoor cinemas.

Events may be staged in any suburb within the municipality.

Preference will be given to events which are staged in under-utilised locations and/or on private land.

Council has identified the following preferred Council managed sites for events in 2020-2021:

- Ballam Park
- Beauty Park
- Frankston Waterfront
- McCombs Reserve
- Kananook Creek and Long Island Precinct
- Downs Estate
- Frankston Park

Please note: events at the Frankston Waterfront and McCombs Reserve must not charge an entry free.

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.

Events proposed on private land should be negotiated directly with the land owner.

If you are seeking a site for your event, please contact the Tourism and Visitor Services team on 1300 322 322 to discuss your requirements.

Key Dates

- Applications open: 10am, Tuesday 14 July 2020
- Applications close: 4pm, Thursday 13 August 2020
- Shortlist and interviews: Monday 7 to Friday 11 September 2020
- Successful candidates and contracts issued: Monday 5 to Friday 9 October 2020

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. Please review the **Assessment Criteria** below for further details.

In particular the Panel will look for events which:

- are well established in other locations, are new concepts for Frankston City or new events completely
- will increase Frankston City's economic and social profile through partnerships and by engaging with local businesses in the delivery and promotion of the event and destination
- positively contribute to Frankston City's profile as a visitor and events destination and include local, regional and intrastate campaigns, covering multiple platforms (print and digital)
- have a minimum anticipated attendance of 5,000 people
- will take place prior to 30 June 2021
- demonstrate a sincere interest in becoming a part of the Frankston Community and have financial viability without the support from Council
- expose the City to an audience which may not have previously considered Frankston as a potential visitor destination

Assessment Criteria

- Event concept reflects the lifestyle and culture of Frankston City and Mornington Peninsula region.
- Event plan includes proactive strategies to partner with local businesses to support broader economic outcomes including increased local spending through dispersal and packaging programs.
- Event concept and program supports increased visitation and extended stays within Frankston City.
- Event plan includes proactive strategies to measure visitation and the visitor experience.
- Event concept supports the competitive position of Frankston City as a visitor destination.
- The event timing and location does not conflict with existing events and community programs.
- The inclusion of marketing strategies to promote the event to intrastate and interstate audiences.
- The event includes opportunities for community participation and volunteering
- Event management companies with proven experience in the delivery of similar events
- Demonstrable financial management and viability of the event beyond funding from the Program
- Proactive program to secure external endorsements and sponsorship

Other events

If your event is community focused and does not address the criteria outlined in these Guidelines you may be eligible for funding through some of Council's alternative grants programs.

To find out more about these opportunities please contact us directly: visit: frankston.vic.gov.au or phone 1300 322 322

Policies, Application Forms and COVID-19

The Program application form is the primary tool which will be used to assess your application. Please ensure you address all relevant sections of the application form and attach identified supporting documentation.

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

Internal Policies

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

- Waste Wise Events Policy
- Healthy Choices Policy

These can be found on Council's Policies, Plans and Strategies web page under 'A Liveable City':

https://www.frankston.vic.gov.au/Your_Council/About_Us/Policies_Plans_and_Strategies

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

The current COVID-19 Pandemic means that there are a number of restrictions in place and events cannot currently be staged in Frankston City.

The 2020-2021 Program is being implemented in anticipation of restrictions lifting to allow events to return. Once this happens, all events will be required to demonstrate that they have been developed to meet expectations as they relate to public safety, hygiene and the collection of personal data to allow for contract tracing.

Your application should demonstrate your consideration for these additional measures.

Please refer to the following resources to ensure your application responds to the Pandemic:

- 1) Business Victoria Tourism Industry Guidelines for coronavirus web page -

<https://www.business.vic.gov.au/disputes-disasters-and-succession-planning/coronavirus-covid-19/tourism-industry-guidelines-for-coronavirus-covid-19>

- 2) Victorian Tourism Industry Council (VTIC) Guiding Steps for Re-Opening document:

<https://www.vtic.com.au/wp-content/uploads/2020/05/RE-OPENING-PROGRAM-FOR-THE-TOURISM-INDUSTRY.pdf>

- 3) Creative Victoria Arts and Culture Return to Business Guidelines -

<https://creative.vic.gov.au/news/2020/guidelines-for-the-phased-re-opening-of-our-creative-sector>

Compiling your application

Assessment process

Eligible applications will be assessed by the Selection Panel who will identify applications which best meet the objectives of the Program.

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

Interviews will take place between Monday 7 to Friday 11 September 2020, if required. It is the applicant's responsibility to ensure that they can attend the interview to speak to the proposal.

Selection Panel

The Selection Panel consists of senior Council personnel from across the organisation. The Panel will assess the applications against the selection criteria.

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.

Successful applicants

Successful applicants will be informed between Monday 5 to Friday 9 October 2020.

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

If successful, in addition to this application, you will be required to complete a Major Event Application Form. 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>.

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.

Unsuccessful applicants

Unsuccessful applicants will be notified no later than Friday 30 October 2020. The Selection Panel will provide feedback on each submission.

Terms and Conditions

- Past applicants are eligible to apply for the Program.
- Successful applicants are required to enter into an agreement with Council prior to the release of any cash or in-kind support.
- Agreements must be signed and returned within two business days of confirmed acceptance.
- 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.
- Release of funding is via reimbursement. Payments will be made at key milestones upon receipt of payment for approved expenses.
- Late applications will not be accepted.

Contact Us

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

Amy Parsons, Coordinator Tourism and Visitor Services

Amy.parsons@frankston.vic.gov.au

1300 322 322