

2018/19 EVENT DEVELOPMENT FUND

Eligibility and Guidelines – Stream 1 and 2

Intent: To assist build and grow local events and aid in creating a robust and sustainable events industry.

Not-for-profit events held in the Local Government Area are eligible to apply for financial assistance under the Event Development Fund. There are two levels of funding assistance available:

	STREAM 1	STREAM 2
	<p>\$3,000 or less For events held July 2018 to June 2019 Applications are open from 1 July 2018.</p>	<p>\$3,001 or more For events held January 2019 to December 2019 Applications are open from 30 September 2018.</p>

Key criteria – Stream 1 and Stream 2

- Only not-for-profit* events held in the Local Government Area are eligible to apply
- Events can not apply for funding via the Event Development Fund if funding has already been provided under another funding stream of Dubbo Regional Council for the same event in the same year.
- Assessment of applications will be based on the ability of the event to bring economic and/or social benefits to the LGA.
- Events that heighten the promotion of the LGA will also be given favourable consideration.
- Events must have \$20M public liability insurance and appropriate approvals.

Assessment criteria – Stream 2

Via the application process, events will need to demonstrate:

- Clearly stated aims, objectives and desired outcomes
- That the event promotes a positive image of the LGA
- The ability/capability of the applicant to arrange and deliver the event in a safe and sustainable manner
- The ability of the applicant to successfully market and promote the event
- That staging of the event addresses gaps in the types of events or timing of events held in the LGA
- That the event organiser is aware of insurance and regulatory obligations

Each application will be assessed based on:

- Estimated number of residents or visitors expected to attend the event
- Length of the event (overnight visitation)
- Ability of the event to continue and develop in future years
- Value of the event to the social fabric of the LGA and its contribution to the community's wellbeing and cohesiveness.

Ineligible activities/applications – Stream 1 and 2

- Events not staged in the Local Government Area
- Events run for commercial profit
- One off events
- Payment of debt
- Payment of insurance premiums
- Political activities
- Items included in another funding application or to top-up funding for previous funding or any other funding
- Organisations with gaming machines and/or which trade with a liquor licence most days of the week
- Funding for prize money, prizes or trophies
- Events which occur as a matter of course (e.g. school fetes)
- Day to day operational funding for the organisation
- Funding to assist expenses in relation to guests, VIPs or stallholders to attend the event
- Wages or payment to staff
- The proposal has safety and/or environmental hazards that are not managed by acts under a Risk Management Plan to mitigate risk
- No funding will be provided retrospectively

Conditions of funding

1. Events can not apply for funding via the Event Development Fund if funding has already been provided by another funding stream of Dubbo Regional Council for the same event in the same year.
2. That the funds will be used for the purpose as specified in the application, unless written permission for a variation is obtained from Council.
3. That Council will be advised in writing if there are any significant changes to the event as described in the application, or to the contact details of the recipient.
4. That if the event is cancelled, the funds will be repaid to Council.
5. All Council and other permits, approvals, insurance etc. relating to the event are obtained or funding may be withdrawn.
6. Allow Council to use photographs of your event in the promotion of the LGA as an events destination.
7. Where possible, the organisation will source goods and services for the event from within the Dubbo Regional Council Local Government Area.
8. All recipients of funding are required to return to Council:
 - a. Benefits as outlined in the Outwards Sponsorship Matrix (below)
 - b. Acquittal report within 60 days of either the conclusion of the event, or the end of the financial year, whichever falls first
 - i. Form A: Funding provided up to \$5,000
 - ii. Form B: Funding provided over \$5,000 (funding \$10,000 or more requires an auditors statement)
 - c. Completed survey providing Council with top level data/insights
9. Events that receive funding under Stream 2 for three (3) consecutive years will be ineligible to apply under the Event Development Fund in future years. Events will have the option to apply under the Major Events Sponsor Program.
10. Council reserves the right, as part of the assessment process, to request further information or documentation.
11. Failure to provide an acquittal report will preclude the applicant from future funding opportunities.

*For the purpose of the Event Development Fund, a not-for-profit entity is an organisation that does not operate for profit or direct/indirect gains of its individual members, but with the primary purpose of delivering event activity.

STREAM 2: Assessment process

The assessment process has been developed to ensure that Dubbo Regional Council invests in events that have the potential to return economic, social or cultural benefits. The criteria outline below not only reduces Council’s appetite for risk, but it also provides a matrix for industry to understand the importance of various elements of event delivery.

Section	Key Criteria	Points	Score
Mandatory criteria – must score 50/50 to qualify for further assessment			
1	Evidence that supplicant is a not-for-profit entity	25	/ 50
	Evidence of \$20M Public Liability Insurance (Certificate of Currency must cover the date of the event)	25	
Event details			
2/3	Applicant clearly states what is planned for the 2019 event and the desired outcomes	20	/ 20
Potential economic benefit			
4	Economic value to the LGA – more than \$500,000	20	/ 20
	Economic value to the LGA – \$200,000 to \$500,000	15	
	Economic value to the LGA – \$100,000 to \$200,000	10	
	Economic value to the LGA – less than \$100,000	5	
Potential social and cultural benefits			
5	The event positively promotes the LGA, benefits the community and has the potential to contribute to the social and cultural wellbeing of the LGA	30	/ 30
Capability and industry knowledge			
6	The organising committee has a solid structure and is drawing from strengths of individual members	20	/ 20
	An Event Management Plan is developed/in development comprising of		
	Running sheet including roles and responsibilities	20	/160
	Budget/outline of income and expenses	20	
	Risk Management Plan	20	
	Emergency Evacuation Plan	20	
	Waste Management Plan	20	
	Sustainability Plan	20	
	Accessibility Plan	20	
Marketing Plan	20		
Total			/ 300

For template documents including an Event Management Plan and Risk Management Plan, go to the online Event Organiser’s Toolbox: <https://www.dubbo.nsw.gov.au/Community-and-Groups/Events--Community-and-Awards/support-for-your-event>

Outgoing Sponsorship Benefits Matrix

Return benefits to Dubbo Regional Council

Value of sponsorship	Up to \$5,000	\$5,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	More than \$20,001
DRC brand recognition on appropriate printed material	●	●	●	●	●
Distribute Regional marketing material such as Visitor Guides	●	●	●	●	●
Provide feedback to Council via survey seeking outcomes	●	●	●	●	●
Images of the event to support destination marketing activity (on request from Council)	●	●	●	●	●
Acquittal Form A	●	●	●	●	●
Acquittal Form B		●	●	●	●
Provide feedback to Council via survey seeking outcomes		●	●	●	●
Acknowledge DRC support via digital platforms (website / social media)		●	●	●	●
Acquittal Report provided no later than 60 days from the completion of the event		●	●	●	●
PA announcement or signage at the activity / event			●	●	●
Acknowledge support via pro-active promotion or advertising (radio / tv / print)			●	●	●
Complimentary tickets / invites to launch, VIP function or an event				●	●
Naming right of an event / activity or space					●

For more information

Dubbo Regional Council
Marketing, Events and Partnerships team
02 6801 4000
marketingandevents@dubbo.nsw.gov.au

For support for your event including
Promotion on the Region's Events Calendar
Online Event Organisers Toolbox

Go to:

Dubbo.com.au