

OVERVIEW

Dubbo Regional Council is committed to supporting the development, growth and sustainability of local events. Events play an important role in our community, providing a diverse range of vibrant experiences contributing the Region's social cohesiveness and wellbeing. Events heighten our community's pride of place and promote our Region as an attractive place to live and visit.

Events can deliver new dollars into the community; contributing to various sectors including tourism, retail, hospitality, services and professional sectors. This contributes to employment and a strong local economy.

Council's Event Assistance Program comprises:

- **Emerging Events Fund** | Supporting new and emerging community events
- **Community Events Fund** | Supporting local events that deliver social and cultural benefits
- **Event Support Program** | Providing human resources to help value add or promote events*
- **Destination Events Fund** | Supporting events that deliver significant economic benefits; and funding to attract and retain major event activity

* A survey of local event organisers was undertaken in early 2020. In response to the questions asking what event organisers needed from Council, financial assistance was listed as the highest priority followed by assistance with promotion and human resources. In response, Council created a new event assistance channel that provides staff time and resources to help events.

Whilst markets do not meet the guidelines to apply for funding, not-for-profit markets arranged by charities located in the Dubbo Region are permitted to apply for up to five (5) hours assistance.

COVID-19

Only events that can proceed under the restrictions and conditions set by the NSW Government under its current Public Health Order will be granted funding.

Council appreciates that these can change, therefore, Council reserves the right to award funding or hold funding until such time as the event can proceed under COVID-19 restrictions and conditions.

If the event is cancelled due to COVID-19, the event must return any funds received and reapply when funding re-opens; in the case of Incentive Funding, re-apply when the event is able to proceed under any Public Health Orders.

IMPORTANT INFORMATION

- All applicants will be required to submit an application online via SmartyGrants. No paper applications or applications via email or fax will be accepted.
- Only one (1) application for funding can be made for the same event. If Council receives applications under both the Emerging Events Fund and Community Events Fund, neither application will be accepted for consideration.
- Council's Event Assistance Program is highly competitive. Previous funding provided by Council or the submission of an application does not necessarily warrant success under the current program.
- Financial assistance can only be used for promotion and marketing and/or to assist with any Council fees or charges. Fees/charges include (but are not limited to) hire of venues, development of traffic control plans, line-marking, resources to enact a traffic control plan (witches hats/bollards/signage) waste disposal and promotion of the event via the CBD Promotions Program.
- Late or incomplete applications will not be considered.
- Council's event acquittal form will require you to evidence that you have returned all benefits as outlined in these guidelines.
- An event funding application submission does not mean the event has been approved by Council to proceed. If you wish to stage your event on a park, reserve, road or footpath please complete a Major Event Application Form. Click here to access application forms:
<https://www.dubbo.nsw.gov.au/Community-and-Groups/Events-Hub/event-organisers-toolbox>
- The Event Support Program can provide up to five (5) hours to assist community, not-for-profit events and markets conducted by charities located in the Dubbo Regional LGA to assist in:
 - Development of an Event Management Plan
 - Development of a Marketing and Promotional Plan
 - Development of print and digital assets to help promote the event
 - Development of content to assist with planning via regular attendance at meetings of the organising committee
 - Event delivery via support on the day of the event

EVENT ASSISTANCE PROGRAM TERMS AND CONDITIONS

Events that are successful under Council's Event Assistance Program must adhere to the following terms and conditions:

- Council reserves the right to award or hold funding until such time as the event can proceed under COVID-19 conditions or restrictions.
- Funds may only be used for marketing/promotion purposes or to help meet costs of Council fees/charges associated with the event. The funds can only be used for the purpose as specified in the application, unless written permission for a variation is obtained from Council.
- 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.
- The applicant must notify Council at the earliest opportunity that the event has been cancelled or postponed. If the event does not occur as scheduled for whatever reason, 100% of awarded funding must be repaid to Council.
- All Council and other permits, including approval and insurance for example, relating to the event must be obtained or awarded funding will be withdrawn.
- Where possible, the organisation will source goods and services for the event from within the Dubbo Regional Council Local Government Area.
- All recipients of funding are required to return all sponsorship benefits as outlined in these guidelines. (Refer page 9).
- Council reserves the right, as part of the assessment process, to request further information or documentation.
- Failure to provide an acquittal report will preclude the applicant from future funding opportunities.
- Successful funding applications do not guarantee success of future applications.
- Council reserves the right to negotiate the division of hours under the Event Support Program.

HELPFUL RESOURCES

Council's Event Organisers Toolbox is compiled of templates and resources to assist you in planning your event. Click here to access the Event Organisers Toolbox:

<https://www.dubbo.nsw.gov.au/Community-and-Groups/Events-Hub/event-organisers-toolbox>

GUIDELINES | EMERGING EVENTS FUND**APPLICATIONS UP TO \$2,000 - Supporting new and emerging community events****Round 1** | Opens 5 July 2021 to 16 August 2021 for events held prior to 30 June 2022**Round 2** | Opens 28 February 2022 to 11 April 2022 for events held prior to 31 December 2022**Who can apply?**

- Event organisers that are not-for-profit
- Must be first or second year of the event.

How much can I apply for and what can the funds be used for?

- Events can apply for up to \$2,000 to help meet costs of promotion/marketing of the event and/or to help meet the cost of Council's fees and charges associated with the event.

What documents do I need to provide as part of my application?

- Event organisers must provide the following documentation as part of the application process:
 - Draft risk management plan
 - Certificate of Currency \$20M Public Liability Insurance (or letter of intent from your insurer)
 - Certificate of Currency \$20M Product Liability Insurance (if applicable)
 - Projected budget

What factors will Council be considering when assessing my application?

- Council will need to understand the skills and experience of the organiser/s to ensure that public funds being invested in the event are being managed in an appropriate manner.
- The event must not be intended as a one-off event and it must be a public event, inclusive and accessible.
- Events that are intended to deliver economic, social or cultural benefits and held outside school holiday and peak long weekend periods will be favourably considered.
- During the current COVID-19 pandemic, Council will seek from applicants how they intend to deliver a COVID-safe event whilst maintaining the event experience for the target audience.
- Council will also seek from the organiser how they intend to promote the Dubbo Region as a great place to live and hold events.

Who is not permitted to apply?

- Events that have been running for three (3) or more years.
- Events not being arranged by a not-for-profit organisation.
- Events not held in the Dubbo Regional Council Local Government Area.
- Events that have received funding for the same event under another channel of funding provided by DRC.
- You are a religious group or religious event.
- You are a political organisation or your event has a political purpose.
- You are a federal/state government department or agency.
- Events that do not align with the Council's or destination's values, brand or have the potential to negatively impact the Council's or Local Government Area's reputation.
- Fundraising events or activities – events that have a primary purpose to raise funds with the majority of profits generated distributed to third party organisations, agencies or charities without limited direct benefits to the Dubbo Regional Council Local Government Area.
- Events intended as a 'one-off' or that take place on a regular basis such as weekly, monthly or quarterly.
- Conferences or events that are arranged as part of a local competition/series/schedule.
- The event has been held and you are applying for funding retrospectively.
- Applicants or applying organisations that have outstanding debts with Council.

GUIDELINES | COMMUNITY EVENTS FUND**APPLICATIONS UP TO \$3,000** - *Supporting local events that deliver social and cultural benefits***Round 1** | Opens 5 July 2021 to 16 August 2021 for events held prior to 30 June 2022**Round 2** | Opens 28 February 2022 to 11 April 2022 for events held prior to 31 December 2022**Who can apply?**

- Event organisers that are not-for-profit.

How much can I apply for and what can the funds be used for?

- Events can apply for up to \$3,000 to help meet costs of promotion/marketing of the event and/or to help meet the cost of Council's fees and charges associated with the event.

What documents do I need to provide as part of my application?

- Event organisers must provide the following documentation as part of the application process:
 - Draft risk management plan
 - Certificate of Currency \$20M Public Liability Insurance (or letter of intent from your insurer)
 - Certificate of Currency \$20M Product Liability Insurance (if applicable)
 - Projected budget

What factors will Council be considering when assessing my application?

- Events that have received three (3) consecutive years funding prior to 2020/2021 will be required to demonstrate new initiatives and continuous improvement strategies.
- The events must be open to the public, inclusive and accessible to everyone.
- Events that are intended to deliver social or cultural benefits and held outside school holiday and peak long weekend periods will be favourably considered.
- During the current COVID-19 pandemic, Council will seek from applicants how they intend to deliver a COVID-safe event whilst maintaining the event experience for the target audience.
- Council will also seek from the organiser how they intend to promote the Dubbo Region as a great place to live and hold events.

Who is not permitted to apply?

- Events not being arranged by a not-for-profit organisation.
- Events not held in the Dubbo Regional Council Local Government Area.
- Events that have received funding for the same event under another channel of funding provided by DRC.
- You are a religious group or religious event.
- You are a political organisation or your event has a political purpose.
- You are a federal/state government department or agency.
- Events that do not align with the Council's or destination's values, brand or have the potential to negatively impact the Council's or Local Government Area's reputation.
- Fundraising events or activities – events that have a primary purpose to raise funds with the majority of profits generated distributed to third party organisations, agencies or charities without limited direct benefits to the Dubbo Regional Council Local Government Area.
- Events intended as a 'one-off' or that take place on a regular basis such as weekly, monthly or quarterly.
- Conferences or events that are arranged as part of a local competition/series/schedule.
- The event has been held and you are applying for funding retrospectively.
- Applicants or applying organisations that have outstanding debts with Council.

GUIDELINES | EVENT SUPPORT PROGRAM

APPLICATIONS UP TO FIVE (5) HOURS - Supporting events with time and skills of staff from Council's Regional Events Branch

Round 1 | Opens 5 July 2021 to 16 August 2021 for events held prior to 30 June 2022

Round 2 | Opens 28 February 2022 to 11 April 2022 for events held prior to 31 December 2022

Who can apply?

- Event organisers that are not-for-profit.
- Market event organisers that are a charity located in the Dubbo Region.

How much can I apply for and what can the funds be used for?

- Events can apply for up to five (5) hours to help develop plans, create content, develop digital assets and provide assistance on the day.
- Staff from Council's Regional Events Branch only.

What documents do I need to provide as part of my application?

- Event organisers must provide the following documentation as part of the application process:
 - Draft risk management plan
 - Certificate of Currency \$20M Public Liability Insurance (or letter of intent from your insurer)
 - Certificate of Currency \$20M Product Liability Insurance (if applicable)

What factors will Council be considering when assessing my application?

- Council will need to understand the skills and experience of the organiser/s to ensure that the event is being managed in an appropriate manner.
- The event must not be intended to be a one-off event and it must be a public event, inclusive and accessible to everyone.
- Events that are intended to deliver economic, social or cultural benefits and held outside school holiday and peak long weekend periods will be favourably considered.
- Events that do not apply for, or are not successful in receiving, funding will be favourably considered.

Who is not permitted to apply?

- Events not being arranged by a not-for-profit organisation.
- Events not held in the Dubbo Regional Council Local Government Area.
- Events that have received funding for the same event under another channel of funding provided by DRC.
- You are a religious group or religious event.
- You are a political organisation or your event has a political purpose.
- You are a federal/state government department or agency.
- Events that do not align with the Council's or destination's values, brand or have the potential to negatively impact the Council's or Local Government Area's reputation.
- Fundraising events or activities – events that have a primary purpose to raise funds with the majority of profits generated distributed to third party organisations, agencies or charities without limited direct benefits to the Dubbo Regional Council Local Government Area.
- Events intended as a 'one-off' or that take place on a regular basis such as weekly, monthly or quarterly; with the exception of markets staged by charities located in the Dubbo Region LGA.
- Conferences or events that are arranged/delivered as part of a local competition/series/schedule.
- Applicants or applying organisations that have outstanding debts with Council.

GUIDELINES | DESTINATION EVENTS FUND

Stream 1: *Supporting events that deliver significant reputation, brand and economic benefits - applications up to \$10,000*

Open 6 August 2021 close 16 October 2021 (one round only) - the event must be held between 1 January 2022 and 31 December 2022

Stream 2: *Incentive funding to attract and retain major event activity delivering significant economic benefits*

Funding open all year round and subject to availability of funding under Council's budget.

The economic benefit of events applying for incentive funding must be no less than \$400,000. Events applying for incentive funding must make a commitment to hold the event in the Dubbo Region for three years. Locally organised events are ineligible to apply. Council reserves the right to determine funding outside the Guidelines should the event be deemed to be of benefit to the Dubbo Region.

Who can apply?

- Events that have a strong brand or the potential to amplify the Dubbo Region's reputation as a destination including promotion of the Region's value propositions on offer to event owners.
- Events that can deliver strong economic benefits.

How much can I apply for and what can the funds be used for?

- Events can apply for up to \$10,000 to help meet costs of promotion/marketing of the event and/or to help meet the cost of Council's fees and charges associated with the event.
- Events seeking funding over \$10,000 can apply at any time under Stream 2 - Incentive Program however, funding is subject to available funds within Council's budget at the time of application.

What documents do I need to provide as part of my application?

- Event organisers must provide the following documentation as part of the application process:
 - Risk management plan
 - Certificate of Currency \$20M Public Liability Insurance (or letter of intent from your insurance agent)
 - Projected budget

What factors will Council be considering when assessing my application?

- The strength of the event owner or event brand; ability of the event to promote the Dubbo Region and estimated economic benefit that will be derived by holding the event in the LGA.
- The event is being delivered by an organising committee/event owner that has a proven record of successfully arranging and delivering major events.
- Events that intend to be staged over multiple years, and timed to be held outside school holiday and peak long weekend periods will be favourably considered.

Who is not permitted to apply?

- Events not held in the Dubbo Region LGA.
- Events that have received funding for the same event under another channel of funding.
- You are a religious group or religious event.
- You are a political organisation or your event has a political purpose.
- You are a state government department or agency.
- Events that do not align with the Organisation or destination's values, brand or have the potential to negatively impact the Council's or LGA's reputation.
- Events that take place on a regular basis such as weekly, monthly or quarterly.
- Conferences or events that are arranged/delivered as part of a local competition/series/schedule or calendar of events.
- The event has been held and you are applying for funding retrospectively.
- Events seeking Incentive Funding must not be locally organised events.
- Fundraising events or activities – events that have a primary purpose to raise funds with the majority of profits generated distributed to third party organisations, agencies or charities without limited direct benefits to the Dubbo Regional LGA.

RETURN BENEFITS TO COUNCIL | EMERGING EVENTS FUND and COMMUNITY EVENTS FUND

All events receiving funding under Council's Emerging Events Fund or Community Events Fund are required to return the following benefits.

1. All events receiving funding are required to complete an acquittal form. The acquittal form must be returned to Council no later than 60 days from the conclusion of the event.
2. Dubbo Regional Council brand placement/recognition, including the following:
 - a. Printed promotional material
 - b. Event website
 - c. Social media posts/activity promoting the event
 - d. Dedicated post/activity acknowledging Council as a sponsor
3. PA message or signage at the event/activity.
4. Minimum three (3) images of the event to be provided to Council to support destination marketing activity.
5. Enable Council to co-ordinate a media opportunity if appropriate.

RETURN BENEFITS TO COUNCIL | DESTINATION EVENTS FUND and INCENTIVE FUND

1. All events receiving funding are required to complete an acquittal form. The acquittal form must be returned to Council no later than 60 days from the conclusion of the event.
2. Dubbo Regional Council brand placement/recognition, including the following:
 - a. Printed promotional material
 - b. Event website
 - c. Social media posts/activity promoting the event
 - d. Dedicated post/activity acknowledging Council as a sponsor
3. PA message or signage at the event/activity.
4. Minimum three (3) images of the event to be provided to Council to support destination marketing activity.
5. Enable Council to co-ordinate a media opportunity if appropriate
6. Opportunity to speak to participants/audience of the event
7. Opportunity to have an activation at the event
8. Complimentary tickets to attend or participate in the event

FOR MORE INFORMATION

Council's Regional Events Branch

P: (02) 6801 4000

E: regionalevents@dubbo.nsw.gov.au