

# FESTIVE FRASER COAST EVENTS GRANTS PROGRAMME GUIDELINES

## OVERVIEW

### Intent / Purpose

Fraser Coast Regional Council's Community Grants Policy supports the Goals outlined in Council's Corporate Plan 2018-2023. [www.frasercoast.qld.gov.au/corporate-plan](http://www.frasercoast.qld.gov.au/corporate-plan)

- To be a diverse, strong and well governed region of vibrant places, with an innovative and diverse economy and connected as a whole by our community spirit and respect for our natural environment.
- To make a positive difference for the region and the lives of our community members by ensuring we provide a service that is forward looking and well managed.

Council determines the total allocation of funds to the community grants programme through its annual budgetary processes. The number and types of grants approved by Council will depend on the demand for funding, the available programme budget and corporate priorities. In some instances, part funding may be offered. Funding priorities for individual grant programmes will be regularly reviewed to ensure their relevance and they continue to meet Council objectives.

### Objectives

- Provide identified and measurable social, community or economic benefits to the Fraser Coast communities;
- Align with Council's Corporate Plan 2018-2023.

This Programme is intended to:

- Provide community organisations with support to meet identified community needs
- Build community skills, capacity and resilience
- Provide opportunities for community organisations to leverage Council's assistance to obtain funding from other sources
- Provide opportunities for community organisations to assist Council to deliver on Councils strategic goals and identified key initiatives

### Grant available

Sponsorship is available for community groups and organisations to plan and host a Christmas or New Year's Eve community event between 17 November 2019 and 1 January 2020.

Assistance may be provided as a cash contribution or through the provision of in-kind Council services.

**The maximum grant available per application is \$2,000** (total grant value awarded).

The level of assistance available through the programme is limited by Council's budget decisions and priorities. No applicant can be guaranteed funding nor can an applicant be guaranteed funding of the full amount requested. Previous grant success does not guarantee future grant applications will be approved. Applicants should consider these limitations when preparing their request for assistance.

A minimum 20% (reviewed annually) input to the proposed activity/project by the applicant is required (in either funds, labour or in-kind support) for community grant scheme funding.

An unsuccessful application does not mean that the project or activity is not worthy of support.

### Logistics

There will be one funding round per financial year. Projects cannot start until a Funding Agreement has been signed by the applicant and Council. Projects and activities are to be completed within the grant operation period (17 November 2019 and 1 January 2020).

### Assistance, Assessment and Approval Responsibilities

Council's Community Event Support Team is available to assist local groups develop and submit event applications. This team **must** be consulted prior to the lodgement of any Events application.

Applications will be assessed by an appointed Assessment Panel. The Panel will comprise a Fraser Coast Regional Council Councillor, a community representative and three specialist Council staff.

Secretariat services to the Assessment Panel are provided by Council's Grants Officer and Executive Manager Economy and Community.

## ELIGIBILITY

### Who can apply to Council's Festive Fraser Coast Events Grants Programme?

Not for profit incorporated community organisations can apply for a Community Grant provided they meet the following criteria:

- The organisation:
  - Is based within the Fraser Coast local government area or the event must be held wholly within the Fraser Coast local government area;
  - Is a legal not for profit entity, complying with all incorporation requirements of the State and Commonwealth as at the closing date for the grant programme;
  - Has appropriate insurances and adheres to sound Workplace Health and Safety practices;
  - Has not received other Council funding for the same event or programme except from Councillor Discretionary Funds from which top-up funding is acceptable;
  - Has met acquittal conditions for any previous Council grants;
  - Has no debt to Council outside standard trading terms, or has entered into scheduled payment arrangements with Council that is being adhered to.
- Commercial entities are eligible to apply for funding for Regional Events (in accordance with the Fraser Coast Events Strategy).
- The event is aligned with Council's strategic goals and priorities and benefits the residents of the Fraser Coast Regional Council Local Government area.

If a community group is not incorporated and seeks to apply for a Grant, the group is able to do so provided that the application is auspiced and administered by an incorporated not-for-profit community organisation that is willing and able to accept legal and financial responsibility for the grant.

### Who cannot apply to Council's Festive Fraser Coast Events Grants Programme?

- Government agencies or Departments of local, state or federal government;
- Educational, religious, political or medical organisations, where the application is for the organisation's core business – significant broader community benefit must be demonstrated in the application;
- Individuals.

### Council will not consider applications that:

- Are retrospective and are for events that have already commenced
- Request funding for general operating costs;
- Do not comply with any applicable legislative requirements;
- Are incomplete or applications that do not include all the required supporting documentation as provided for in these guidelines or the application form;
- Cause offence to disadvantaged or minority groups
- Promote gambling, smoking and/or consumption of other addictive substances
- Are for events run solely for fundraising or charitable purposes
- Do not support Council's Corporate Plan 2018-2023

### Selection Criteria

Organisations will need to demonstrate:

- Alignment with the criteria described in the Fraser Coast Events Assessment Framework as provided in the Fraser Coast Events Strategy (appended to these Guidelines).

Applicants must self-nominate the category of event that they are proposing for funding. It is anticipated that Festive Fraser Coast will generally fall in to Category 4.

The Assessment Panel reserves the right to consider the application in other categories as deemed appropriate by the Panel.
- The event opportunity and how it was identified and must address the expected community benefit;
- Expected outcomes of the planned event and how these will be measured;
- Willingness to work cooperatively with other organisations where appropriate;

- A significant input to the project by the applicant (minimum 20% in either funds, labour or in-kind support);
- All proposed projects or activities must comply with applicable legislation and regulations; and
- The lack of other appropriate funding sources available to organisers for the planned event.

## APPLICATION AND APPROVAL PROCESSES

1. Council will publicise the availability of its grants programmes on Council's website and social media sites, in the local paper and by direct email to individuals and organisations listed on the Grants Distribution list.  
Council will undertake ongoing engagement and capacity building with the community, assisting applicants to identify and develop projects.
2. Council's grant programmes are based on-line.  
The application form can be previewed prior to commencement of the application, and a pdf file can be printed from the final (review) page once an application has been commenced.  
**The online form is the only method for submitting an application.**  
If an applicant does not have access to a computer, Council libraries can provide access to a computer and the internet and some initial guidance to enable access to the application form.  
Once an application has been started, a number of people within the organisation can work on the application using the same login and password (only one person can be logged in at a time).  
Council officers are available to provide advice to community organisations. They can assist organisations to identify additional and alternate sources of funding relevant to their project or activity. For help with the questions within the application form, assistance can be provided by Council's Community Development and Engagement Team. Contact information is contained within the application form.
3. When an application is submitted, the applicant will receive an email confirmation of lodgement and a copy of the submitted application for the organisation's records.
4. Applications will initially be assessed by the Grants Officer to confirm organisational and project eligibility. If the grant round has not yet closed, and errors are identified, the Grants Officer will endeavour to work with the applicant to correct the application. Any amendments must be undertaken within the open application status of the Grant Application Round.
5. After the Grant Round closes, the Assessment Panel will be convened and assessment of applications will be undertaken. The Assessment Panel makes recommendations for project funding to Council for the final decision. In assessing the grants, Council will:
  - Ensure public monies are allocated in a fair and equitable way
  - Ensure best possible value for money
 Final decisions in the Community Projects Grants Programme are made by the Council, and in special circumstances, the Chief Executive Officer or delegate.
6. Once Council has decided grant funds allocations, applicants will be advised of the outcomes. Unsuccessful applicants can seek feedback on how they can strengthen future applications. Directions on how to seek this feedback will be provided with the outcome advice.

## GRANT ACQUITTAL REQUIREMENTS and CONDITIONS

1. All successful applicants will be required to enter into a funding agreement with Council and acquit funds within the allocated timeframes.  
Acquittal forms will be emailed to successful applicants and will also be available on Council's website. All questions must be completed on the acquittal form and evidence supplied including:
  - receipts;
  - photographs of activities;
  - proof of Council acknowledgement (logo placement on flyers, advertisements, social media etc)
2. Successful applicants will be required to actively and publicly acknowledge Council's support. The level of acknowledgement will be determined by the amount funded and will be outlined in the funding agreement.

3. All projects must be completed within twelve (12) months of the Funding Agreement being executed unless a variation has been approved.
4. Unspent grant funds must be returned to Council within 60 days of the project completion.
5. Changes must not be made to the approved project or activity without the prior agreement of Council. Council will endeavour to approve changes where the level of community benefit is maintained as per the application and the changes are within the scope of the initial application.

### **Examples of eligible event expenditure**

Events elements that can be funded under the Community Events Grants Programme include:

- Marketing costs – including advertising
- Hire of Temporary infrastructure
- Road closure costs
- Programming elements that have a lasting benefit to the community (workshops etc)
- Engagement of short-term specialised personnel (Signature or Major Regional Events only)

### **Examples of in-eligible event expenditure**

***(these can be included in the project and funded from the applicant's funds)***

- Activities undertaken or committed to purchase before the organisation is notified in writing their application is successful
- Organisation's operational costs – rent/lease costs, administration expenses, insurances
- Auspice fees / project management fees
- Contingency costs
- Repayment of debts and loans
- Overseas travel costs
- Purchase of equipment / services that benefit an individual
- Consumables including catering
- Funding for a staff or member social event
- Alcohol
- Gifts or prizes
- Donations to and sponsorship of other groups
- Grant writer fees and associated costs are ineligible for funding.  
Associated costs include project management fees (including payment for managing the construction of facility improvements and/or the purchase of funded items) by a grant writer, and invoices/receipts provided by a grant writer (and any of their associated companies).

## Appendix 1: Fraser Coast Events Assessment Framework (from the [Fraser Coast Events Strategy 2014-2020](#))

The following assessment framework will be utilised to classify events to establish economic value and level of support.

Criteria	Signature Event (Category 1)	Major Regional Events (Category 2)	Regional Events (Category 3)	Community Events (Category 4)
<b>Definition</b>	<ul style="list-style-type: none"> <li>International or National interest</li> <li>Attract and increase regional visitation</li> <li>Grow the Fraser Coast's brand and awareness</li> <li>Deliver significant economic outcomes.</li> </ul> <p>(Transferable &amp; Iconic)</p>	<ul style="list-style-type: none"> <li>National or State interest</li> <li>Attract and increase regional visitation</li> <li>Expose the Fraser Coast's brand to new markets</li> <li>Deliver significant economic outcomes.</li> </ul> <p>(Transferable &amp; Iconic)</p>	<ul style="list-style-type: none"> <li>State or Regional interest</li> <li>Attract and increase regional visitation</li> <li>Showcase the Fraser Coast's brand</li> <li>Deliver moderate economic outcomes</li> </ul> <p>(Transferable &amp; Iconic)</p>	<ul style="list-style-type: none"> <li>Local or Regional interest</li> <li>Driven and supported by local communities</li> <li>Deliver primarily social outcomes at a local level.</li> <li>Deliver some economic outcomes</li> </ul> <p>(Iconic &amp; Local)</p>
<b>Marketing</b>	<ul style="list-style-type: none"> <li>May have international destination appeal as marketing mechanism</li> <li>Grow and support the destination and brand outside the Fraser Coast</li> <li>Showcase regional characteristics and qualities including its attractions and experiences</li> <li>Attract increased visitation to the region that increases visitation stay.</li> <li></li> </ul>	<ul style="list-style-type: none"> <li>Promote the Fraser Coast as an attractive event destination.</li> <li>Promote the Fraser Coast as a desirable place to live, work, invest and play.</li> <li>Attract increased visitation to the region that increases visitation stay.</li> </ul>	<ul style="list-style-type: none"> <li>Offers minimal destination brand awareness.</li> <li>Increase the awareness of the Fraser Coast as a catalyst to attract other events.</li> <li>Enhances the reputation of the Fraser Coast as a competitively diverse events destination.</li> </ul>	<ul style="list-style-type: none"> <li>Create community good will.</li> <li>Allow and assist in the development of community networks.</li> </ul>
<b>Recognition</b>	<p>International &amp; National:</p> <ul style="list-style-type: none"> <li>Recognition across all media</li> <li>Strong focus on niche markets</li> <li>Brand that will produce strong brand recognition for the Fraser Coast</li> <li>Event or activity that has the ability to attract significant numbers of participants and associated visitors</li> </ul>	<p>National &amp; State:</p> <ul style="list-style-type: none"> <li>Recognition across all media</li> <li>Strong focus on niche markets</li> </ul>	<p>State / South-East Queensland:</p> <ul style="list-style-type: none"> <li>Strong local presence and exposure</li> </ul>	<p>Local:</p> <ul style="list-style-type: none"> <li>Strong local exposure</li> </ul>

Criteria	Signature Event (Category 1)	Major Regional Events (Category 2)	Regional Events (Category 3)	Community Events (Category 4)
	to the region.			
<b>Occurrence</b>	<ul style="list-style-type: none"> <li>Transferable – on cycle events international-national-corporate</li> <li>Iconic – non transferable</li> <li>“One-Off” event or Recurrent</li> </ul>	<ul style="list-style-type: none"> <li>Iconic – non transferable</li> <li>“One-Off” event or Recurrent</li> <li>National-State - Transferable on a cycle of rotation</li> </ul>	<ul style="list-style-type: none"> <li>State / Regional – transferable on a cycle of rotation</li> <li>Can be annual events with specific target markets</li> <li>Ability to host “one-off” with / without local support</li> </ul>	<ul style="list-style-type: none"> <li>Annual Recurrent Event or may be local “one-off”.</li> </ul>
<b>Duration</b>	<ul style="list-style-type: none"> <li>Minimum three day event</li> <li>Ability to attract extra pre-post event bed nights</li> </ul>	<ul style="list-style-type: none"> <li>Minimum two days.</li> <li>Ability to attract extra pre-post event bed nights</li> </ul>	<ul style="list-style-type: none"> <li>One or two days</li> <li>Ability to attract extra pre-post event bed nights</li> </ul>	<ul style="list-style-type: none"> <li>Local event likely to be only one day.</li> </ul>
<b>Visitor Nights</b>	<ul style="list-style-type: none"> <li>Ability to deliver a minimum of 3000 direct visitor nights.</li> </ul>	<ul style="list-style-type: none"> <li>Ability to deliver a minimum of 1500 direct visitor nights.</li> </ul>	<ul style="list-style-type: none"> <li>The capacity to deliver in excess of 500 visitor nights.</li> </ul>	<ul style="list-style-type: none"> <li>Minimal ability to deliver extra visitor nights</li> </ul>
<b>Economic Impact</b>	<ul style="list-style-type: none"> <li>Economic value generally in excess of \$3 million net benefit</li> <li>Major economic benefit to region; event to have the capacity to attract visitors to the whole region</li> </ul>	<ul style="list-style-type: none"> <li>Economic value up to \$1 million.</li> </ul>	<ul style="list-style-type: none"> <li>Economic value over \$300,000.</li> </ul>	<ul style="list-style-type: none"> <li>Limited in terms of economic value to the Fraser Coast</li> <li>Local Spend Only</li> </ul>
<i>Assume 25% of Total Non-Local Spend based on non-local spend per person per night as Local Spend.</i>				
<b>Media Exposure</b>	<ul style="list-style-type: none"> <li>Some International coverage</li> <li>Strong National and State coverage</li> <li>Strong Regional</li> </ul>	<ul style="list-style-type: none"> <li>Primarily State exposure</li> <li>Strong Regional</li> </ul>	<ul style="list-style-type: none"> <li>Strong Local</li> <li>State or selected area exposure</li> </ul>	<ul style="list-style-type: none"> <li>Limited – mostly local</li> </ul>
<b>Attendance</b>	<ul style="list-style-type: none"> <li>Event 5000 plus attendees</li> <li>Sport 500 plus competitors - Sports event competitors plus 2.6 persons per competitors</li> </ul>	<ul style="list-style-type: none"> <li>Event 2000 - 5000 attendees</li> <li>Sport 200 - 500 competitors - Sports event competitors plus 2.6 persons per competitors</li> </ul>	<ul style="list-style-type: none"> <li>Event 1000 - 2000 attendees</li> <li>Sport 100- 200 competitors - Sports event competitors plus 2.6 persons per competitors</li> </ul>	<ul style="list-style-type: none"> <li>Up to 1000 attendees</li> <li>Sport up to 100 local competitors</li> <li>Local number minimal fiscal impact to business</li> </ul>

Criteria	Signature Event (Category 1)	Major Regional Events (Category 2)	Regional Events (Category 3)	Community Events (Category 4)
<b>Participants / and visitors external to the Fraser Coast</b>	<ul style="list-style-type: none"> <li>Target 50% or greater of participants and visitors from outside the Fraser Coast</li> </ul>	<ul style="list-style-type: none"> <li>Target 35% of participants and visitors from outside the Fraser Coast</li> </ul>	<ul style="list-style-type: none"> <li>Target 25% of participants and visitors from outside the Fraser Coast</li> </ul>	<ul style="list-style-type: none"> <li>Up to 10% of participants and visitors from outside the region.</li> </ul>
<b>Link to Strategic Direction</b>	<ul style="list-style-type: none"> <li><b>Lifestyle:</b> Identify and support a range of emerging and major events; Provide facilities and promote activities which celebrate the arts and heritage across the region: Support cultural events that highlight the cultural diversity of the region. Support events that promote social inclusion, cultural awareness, environmental and economic benefits.</li> <li><b>Prosperity</b> Work in collaboration with tourism industry bodies, local businesses and all levels of government to build successful visitor experiences; Develop an approach across the region to capitalise on increased tourism; Provide a coordinated and balanced calendar of events attracting new events that align with the regions brand and positioning.</li> <li><b>Natural Environment</b> Pursue options to enhance vibrant open spaces suitable for community living</li> <li><b>Economic Advantage:</b> Maximise utilisation of existing infrastructure and facilities by delivering added value to the Fraser Coast.</li> </ul>	<ul style="list-style-type: none"> <li><b>Lifestyle &amp; Experience:</b> Identify and support a range of emerging and major events. Provide facilities and promote activities which celebrate the arts and heritage across the region: Support cultural events that highlight the cultural diversity of the region. Support events that promote social inclusion, cultural awareness, environmental and economic benefits.</li> <li><b>Prosperity</b> Work in collaboration with tourism industry bodies, local businesses and all levels of government to build successful visitor experiences; Develop an approach across the region to capitalise on increased tourism; Provide a coordinated and balanced calendar of events attracting new events that align with the regions brand and positioning.</li> <li><b>Natural Environment</b> Pursue options to enhance vibrant open spaces suitable for community living</li> <li><b>Economic Advantage:</b> Maximise utilisation of existing</li> </ul>	<ul style="list-style-type: none"> <li><b>Lifestyle &amp; Experience:</b> Identify and support a range of emerging and major events; Provide facilities and promote activities which celebrate the arts and heritage across the region: Support cultural events that highlight the cultural diversity of the region. Promote community driven activities with strong Council support or partnership; Encourage increased volunteer support and engagement in community activities; Support events that promote social inclusion, cultural awareness, environmental and economic benefits.</li> <li><b>Prosperity</b> Work in collaboration with tourism industry bodies, local businesses and all levels of government to build successful visitor experiences;</li> <li><b>Natural Environment</b> Pursue options to enhance vibrant open spaces suitable for community living</li> <li><b>Investment &amp; Partnerships:</b> Encourage economic growth and facilitate a whole of community benefit from the hosting of events on the Fraser Coast.</li> </ul>	<ul style="list-style-type: none"> <li><b>Lifestyle &amp; Experience:</b> Promote community driven activities with strong Council support or partnership; Encourage increased volunteer support and engagement in community activities; Provide facilities and promote activities which celebrate the arts and heritage across the region: Support cultural events that highlight the cultural diversity of the region. Support events that promote social inclusion, cultural awareness, environmental and economic benefits.</li> <li><b>Prosperity</b> Work in collaboration with tourism industry bodies, local businesses and all levels of government to build successful visitor experiences;</li> <li><b>Natural Environment</b> Pursue options to enhance vibrant open spaces suitable for community living</li> <li><b>Investment &amp; Partnerships:</b> Encourage economic growth and facilitate a whole of community benefit from the hosting of events on the Fraser Coast.</li> </ul>

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