



TOURISM EVENTS GRANT PROGRAM

Funding Guidelines

PURPOSE

The Tourism Events Grant Program (TEGP) addresses key priorities of the Ballarat Events Strategy 2018–2028 to support and attract events, activities or projects which advance and encourage increased visitation, participation and yield and/or contribute to the presentation or marketing of Ballarat as a tourism destination of choice.

The TEGP aims to support a balanced portfolio of events, activities or projects which provide compelling reasons to visit Ballarat; enhance the perception of the city; extend Ballarat's competitive strengths and unique attributes; and increase the vibrancy of the city and region for visitors and residents.

Specific assessment criteria will apply regarding how well the event, activity or project can:

- Deliver strong economic and social return on investment;
- Build and celebrate Ballarat's strengths and unique attributes;
- Activate the city's key precincts; and
- Deliver increased visitor numbers and increased yield.

Applications are encouraged from new or existing events, activities and projects for up to \$20,000. Existing events, activities and projects are encouraged to outline the additional value that will be generated by the Grant funding for the event or activity.

WHO CAN APPLY?

Cultural, Creative and Sporting Organisations;

For profit organisations and businesses with a commitment to work collaboratively where possible with other groups and businesses;

Not for profit organisations which:

- Are incorporated associations or companies and have an ABN or can provide written advice from the ATO that no withholding tax is required from the grant payment;
- Are auspiced by an eligible organisation for the duration of the project.

APPLICATION PROCESS

There are four (4) application rounds per year: August, October, February and April. Applications will only be accepted during these rounds and only via the online SmartyGrants program.

Once received, Council officers will check eligibility and may seek additional information if required.

ASSESSMENT PROCESS

The Grant Allocations Committee (GAC) assess and allocate grant funding decisions on all applications to the TEGP.

The GAC is a delegated Committee of Council that operates under Section 63 of the Local Government Act 2020. The GAC is comprised of four community representatives and three City of Ballarat Councillors.

The GAC will determine projects to be funded and the level of funding to be provided in accordance with the criteria relevant for the project. Applicants will be advised of the outcome of their application within two weeks of the determination of the Grant Allocations Delegated Committee.

It is expected that the assessment process will be completed within eight (8) weeks of the closure of the round.

CONSIDERATIONS

Any eligible organisation can make a maximum of one application per year for individual projects, events or activities across the City of Ballarat funding programs. Multiple applications across funding programs for the same project will not be accepted.

Organisations applying for Tourism Event Grants are welcome to submit multiple applications as long as the funding is sought for different and unrelated events or activities.

Unless otherwise exempt, applicants are to demonstrate a minimum dollar for dollar contribution to the project through funds, sponsorship or in-kind support

Fundraising Events

Events that have a primary purpose to raise funds and the majority of profits generated are distributed to third-party organisations, agencies or charities without limited direct benefits to City of Ballarat residents, are not eligible for funding through this program.

Applications may be considered where fundraising is a secondary purpose to the event or activity with high local and visitor attendance (e.g. tourism event) and will directly benefit City of Ballarat residents, aligns with the Council Plan or is seed funding.

Ongoing Funding

Tourism Event Grants are one-year agreements. Organisations and groups seeking funding should consider the grant as seed funding and the events or activities should have reasonable potential to be self-sustainable following initial funding support by Council.

The following will not be funded under the TEGP:

- Submissions from individuals
- Submissions from schools and Government agencies
- Submissions from organisations with outstanding debt to Council or previous unacquitted grants
- Events or activities which have already started (no retrospective funding)
- Events or activities already receiving City of Ballarat funding
- Political, religious or gaming activities
- Operating or recurring costs (e.g. wages, insurances, utilities, rent, telephone, internet)
- Prizes or gifts

SCHEDULE OF PAYMENTS

The schedule of payments for funded projects shall include:

- Grant payments over \$5,000 will receive a maximum of 50% of the grant up front. The remainder of the funding will be provided upon completion of the project and on receipt of a satisfactory acquittal.
- For projects receiving under \$5,000, recipients will receive a full upfront payment. All projects under \$5,000 will still be required to submit a satisfactory acquittal upon completion of a project.

CONDITIONS OF FUNDING

- Funded organisations will be required to sign a funding agreement prior to commencement of any funded project.
- All funded projects must be based in the City of Ballarat or otherwise provide evidence that the project/event/activity will involve and support a significant amount of people from the municipality.
- Council funding must be used in accordance to the project approved by the Council as detailed in the funding agreement.
- All funded projects must provide all relevant and required consents, permits or approvals prior to commencement (including a City of Ballarat Event Permit, etc).
- Funded organisations are required to meet all relevant legislative requirements (e.g. Occupational Health and Safety, Risk, Equal Opportunity, Workers Compensation).
- The support of the City of Ballarat for funded projects must be acknowledged as detailed in the funding agreement and the City of Ballarat must be provided with an opportunity to speak at launches and openings.
- Funded organisations are required to ensure volunteers are registered with the organisation and adequately covered by insurance as detailed in the funding agreement.
- Funds are required to be expended within 12 months of signing the funding agreement, unless otherwise provided for within that agreement.
- Funds not expended within the agreed timeframe are to be returned to the City of Ballarat unless a written extension is obtained from Council.
- Funded organisations will be required to provide Council with a tax invoice if they are registered for GST, or an invoice if they have an ABN but not registered for GST, or an invoice and signed 'statement by supplier' if they do not have an ABN.
- All applications will be assessed on a case by case basis and are subject to the availability of funding.

ACQUITTALS

- Funded organisations must submit a signed acquittal report to Council within one (1) month of completion of the funded project as detailed in the funding agreement. Organisations who fail to provide an acquittal report will not be eligible to make any further funding applications.
- All acquittals should be submitted via SmartyGrants using an official City of Ballarat template and include evidence of agreed expenditure.