

RICHMOND VALLEY COUNCIL EVENT SUPPORT SCHEME



APPLICATION FORM 2020/21

IMPORTANT NOTE:

Richmond Valley Council's Event Funding Support Scheme is highly competitive as it receives and receives lots of requests from event organisers in the region annually. Please ensure you provide all requested information and answer the questions thoroughly. The Event Funding Support Scheme is not a donation but an investment into the development and successful presentation of events in the Richmond Valley.

SECTION A: APPLICANT ORGANISATION INFORMATION

1. ORGANISATION DETAILS

Name of Organisation/Association: _____

Postal address: _____

Town: _____ State: _____ Postcode: _____

Phone: _____ Fax: _____

Email: _____ Event Website: _____

2. EVENT/ORGANISATION CONTACT DETAILS

Please note the contact person should be available during working hours to allow Council to contact them regarding the application, if necessary.

Name of contact person: _____

Position title: _____

Telephone (business hours): _____ Telephone (after hours): _____

Mobile: _____ Email: _____

Website: _____

3. EVENT DETAILS

Name of event: _____

Date/s of event: Start date _____ Finish date: _____

Is this a school holiday period? _____

Where will the event take place? Town/s: _____

Venue/s: _____

Is the event a new event? _____

SECTION B: INFORMATION – ABOUT THE ORGANISATION

i) Briefly outline the nature and primary purpose of the organisation.

LEGAL STATUS OF ORGANISATION/ASSOCIATION

ii) Is the organisation/association incorporated? (please circle) Yes / No

In most cases, the applicant organisation will be incorporated. If it is not incorporated it will need a sponsor. A sponsor is a legally incorporated body accepting legal and financial responsibility for the event. Where a sponsor organisation is required, it should be noted that if the application is successful the grant will be forwarded to the sponsor organisation.

If yes, please enclose a copy of the organisation's constitution and receipt from the Office of Fair Trading to indicate incorporation is current.

If no, please enclose letter of consent from the sponsor organisation, stating that it is willing to take financial and legal responsibility for the grant.

iii) Does the organisation/association have an Australian Business Number (ABN)?

ABN: _____

iv) Is the organisation/association registered for the GST?

Yes / No

NB: If the organisation/association is not registered, only the approved grant amount will be provided.

ELIGIBILITY OF APPLICANT ORGANISATION/ASSOCIATION

vi) Does the organisation operate within the Richmond Valley Local Government Area?

(please circle) Yes / No

If no, can the organisation demonstrate that the event provides benefits to residents of the Richmond Valley? (please circle) Yes / No

If yes, please provide evidence _____

vii) Will the event be staged within the Richmond Valley?

(please circle) Yes / No

viii) Does the organisation have appropriate public liability insurance that covers the activity/event at the specified location, which includes Richmond Valley Council as an interested party?

(please circle) Yes / No

Please attach a copy of the certificate of currency to the application for a minimum of \$10 million. (Richmond Valley Council may request your insurance has a minimum \$20 million public liability cover if the event is considered as a higher risk event).

ix) Has the organisation satisfactorily acquitted all previous Council grants?

(please circle) Yes / No / NA

x) Does the organisation have:

A constitution Yes / No

A business plan Yes / No

An annual report Yes / No

An audited financial statement Yes / No

An event schedule Yes / No

Volunteer training manual or meeting notes Yes / No

Risk management plan for the event Yes / No

Traffic control/Traffic management plan Yes / No

Post event survey reports for previous events Yes / No

If yes to any of the above, please attach copies to the application.

Are there any other documents or manuals relating to your organisation of the event that will support your application? If yes, please detail below and attach a copy.

SECTION C: APPLICATION INFORMATION

FUNDING TYPE: Please tick the type of funding you are applying for:

A) FINANCIAL SUPPORT

Please list the amount you are requesting from Richmond Valley Council:

Amount \$ _____ + \$ _____ (10% GST) = \$ _____ (GST inclusive)

B) SERVICES & INFRASTRUCTURE SUPPORT

Please indicate which Council services your event requires (and provide details).

This support will then be costed and incorporated into your application:

(refer to page 6 of the Guidelines for the kind of support services available from Council)

- Traffic management plans and street closure notification
- Health checks and advice on temporary food stalls and sanitary requirements
- Planning permits and liquor licensing advice
- Booking and information service, including ticketing facilities
- Signage, barricading, street cleaning and garbage bins
- Risk management assessment advice and guidance
- Plant hire (truck, cranes, etc.)
- Other (please list) _____

SECTION D: INFORMATION ABOUT THE EVENT

1. Please provide a general overview of the event.

2. Please state the aims & objectives of the event.

3. Please list or attach the proposed event activities, schedule or program.

4. Has this event been staged before? Preference may be given to new events or events that can demonstrate new initiatives aimed at attracting new markets.

Yes / No

If yes, is this year's event significantly different to the event in previous years? Are there any innovative or creative elements to the event this year?

5. What are the long term plans for your event? Please include evidence that the event has potential to develop in the foreseeable future as one that will attract visitation from outside the Council area.

6. How will the event increase the profile of the town/village/Council at a regional, state or national level?

TOURISM

1. What is the estimated number of visitors this event is likely to attract? _____

a. How did you estimate this number?

b. Of this estimate, how many will be visitors from outside the Local Government Area?

2. What is the estimated minimum length of stay of each visitor? _____

3. Please outline your target audience: _____

4. What type of accommodation is each visitor likely to stay at?

- HOTEL
- MOTEL
- BED'n'BREAKFAST
- CARAVAN PARK
- FRIENDS & RELATIVES
- OTHER

COMMUNITY

1. What is the expected immediate social, cultural and community benefit? Who will benefit and in what way?

2. What community organisations will be involved? Outline the nature and extent of their participation in, and/or support of, the event.

3. Does the event focus on/address issues identified as a priority under the Richmond Valley Community Strategic Plan (this document can be viewed at www.richmondvalley.nsw.gov.au). If yes, how?

SECTION E – FUNDING & OTHER SUPPORT

- i) What other funding will the event receive?

What in-kind and cash support will the event receive from other government bodies, community or commercial organisations? Please attach copies of letters confirming support and/or endorsement of event.

Name of Organisation	Type of support (eg materials, labour, cash etc)	Amount/Value (\$)
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$

ii) If applicable, how will the funds be used to grow the event and introduce new elements, into the future?

iii) If successful in obtaining funding, how will Council's contribution be recognized?

SECTION F – MARKETING/PROMOTION & MANAGEMENT

MARKETING & PROMOTION

i) Please attach a copy of the event marketing plan.

ii) Provide supporting documentation from previous events that show evidence of marketing and promotional strategies. Please include media from all platforms. (e.g. event program, press ads, editorial, etc).

iii) Who is responsible for marketing & promotion? _____

Contact details: Tel: _____ Email: _____

iv) Who is your target audience?

(iv) Event Organisers must now conduct surveys so documented evaluations can be provided to Council. Please provide evidence of previous survey evaluations, or provide surveys you will conduct at future.

MANAGEMENT & ADMINISTRATION

vii) Outline the management structure of your group/organisation (names of persons responsible for event management etc) & provide evidence of the organisation's capacity to manage the event and be accountable for its delivery. Attach details where necessary.

v) Will you be employing professional staff (full or part time)? In what capacity?

SECTION G - BUDGET

i) Please provide details of the income and expenditure budgets as well as comparative details if the event has been held previously.

The example table below can be used if required

INCOME	AMOUNT (\$)
TOTAL INCOME	
EXPENSES	
Advertising/marketing	
General administration costs (printing, postage etc.)	
Insurance	
Materials	
Salaries	
Sound	
Traffic Control	
Venue hire	
TOTAL EXPENSES	
PROFIT / LOSS (total income minus total expenses)	

SECTION H – ATTACHMENTS

Please include a copy of the following with your application:

- **Financial Statements for the past year**

This may be a copy of your most recent financial report, or alternatively, a statement prepared by your organisation that accurately reflects your past 12 months financial position. You do not need to provide 12 months of bank statements.

- **Event Budget**

A document that sets out the income and expenses you anticipate will be applicable to the event (as per Section F)

- **Certificate of Currency for Public Liability Insurance**

Please attach a copy of the certificate of currency to the application for a minimum of \$10 million. (Richmond Valley Council may request your insurance has a minimum \$20 million public liability cover if the event is considered as a higher risk event). If not available at the time of the application, please provide details of who you intend to purchase the policy from and the date which it will be received. Please note, funding will not be paid unless a current certificate of currency is received.

- **Risk Management Assessment**

This is a great tool to help organisers with their event planning. A template form is available from the Events Officer if required.

- **Proposed Event Program**

- **Site Map**

This doesn't have to be a professional drawing, just a mud-map of the event showing approximate information on where activities will take place.

- **Event Marketing Plan**

This is merely a plan of what marketing of your event will take place and its approximate timing.

SECTION I – DECLARATION

I declare that all details and information supplied in this application form and any attachments, are true and correct to the best of my knowledge and that the application has been submitted with the full knowledge and agreement of the management of the group or organisation. Richmond Valley Council will be notified of any changes to the information supplied and any other information or circumstances arising that may affect this application.

I have read the accompanying guidelines provided with this application form.

Signature of organisation's representative:

Name (please print):

Position:

Date:

Send your application to:

Events Officer
Richmond Valley Council
Locked Bag 10
CASINO NSW 2470
OR council@richmondvalley.nsw.gov.au

OR:

Richmond Valley Council
Cnr Walker Street & Graham Place
CASINO NSW 2470
or

Richmond Valley Council
Woodburn Street (cnr School Lane)
EVANS HEAD NSW 2473

Closing date is Friday, 3 April 2020 at 5pm.

Late applications will not be accepted.