



Richmond
Valley
Council



RICHMOND VALLEY COUNCIL
EVENT SUPPORT SCHEME

FUNDING GUIDELINES

FOR EVENTS HELD IN THE PERIOD
1 JULY 2024 - 30 JUNE 2025

Adopted by Council on 16 February 2016

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Purpose of the Events Support Scheme

In August 2005 Richmond Valley Council adopted a Strategic Plan for Events in the Richmond Valley.

Its goals were to:

- develop a culture and infrastructure that supports and grows a vibrant events calendar in the Richmond Valley;
- maximise the contribution events make to the tourism development of the Richmond Valley; and
- maximise the contribution events make to the social and cultural development of residents and visitors to the Richmond Valley.

The Richmond Valley Events Support Scheme is a Richmond Valley Council initiative developed to facilitate the Goals above through encouragement and support of a range of events; from local community events to commercially significant State, National and International events.

The vision of the scheme is to:

- facilitate a vibrant and innovative events culture within the Richmond Valley, fostering and supporting those events which reinforce the unique characteristics of the Richmond Valley;
- encourage the development of tourism in the Richmond Valley and increase economic development opportunities;
- encourage the involvement of local residents in projects and events that facilitate positive interaction, cultural activity and a strong community identity among the citizens of our diverse community;
- clarify for interested organisations the application procedures and requirements concerning the allocation of funding and service support from Council's Events Support Budget;
- ensure consistency in application for funding/service support by all organisations seeking event funding from Council; and
- allow proposals to be objectively evaluated against each other and stated criteria ensuring the events/projects with the most merit will be funded/supported.

Who Can Apply?

In order to be eligible for Events Support, your group/organisation must satisfy the following criteria:

- stage the event within the Richmond Valley Local Government Area;
- have appropriate public liability insurance (minimum \$20million);and
- have satisfactorily acquitted all previous Council grants.

Applications that will not be considered.

Funding is not available for:

- Ongoing annual organisational support, i.e. general operating expenses
- Projects which require retrospective funding, i.e. projects which have commenced or are completed
- The purchase of plant and equipment
- Capital Works projects, i.e. infrastructure

Applications will not be considered from past recipients who have not fully met previous funding or acquittal obligations through Richmond Valley Council's Events Support Scheme or any other of Council's grant programs.



Types of Funding Available

The Richmond Valley Council Events Support Scheme provides for two avenues of funding for events

1. Grant

Developed to support and encourage events, this type of funding may be by way of financial contribution and in-kind support. When applying for funding, applicants will be required to meet the specific criteria outlined in the guidelines using the application form provided and supplying the required supporting documentation.

2. Sponsorship

Sponsorship of an event could be as a cash or in-kind fee paid to an organisation in return for the commercial benefit(s) associated with that event. Council provides this kind of assistance with the aim of gaining marketing exposure. Application is made by a written submission addressing the criteria listed in the guidelines.

This guide contains full details, criteria and application information on each of the above funding avenues.

Other Funding Avenues?

Not all events will be suitable or eligible for funding under this policy. In some cases, funding may be available from other avenues within Council for example s.356 Community Funding.

Our grants officer is also available to meet with if you are interested in other sources of funding at a regional, state and federal level.

Please don't hesitate to contact the Events Officer for more information on these options, and other ideas.

Note: Council policy states that an event may only be successful in receiving funding from one of these avenues.



Events Support Grant

EVENT SUPPORT GRANT GUIDELINES

Closing Date: midnight Sunday 3 March 2024

Events Support Scheme Grants can consist of:

- financial assistance by direct payment (tax invoice); and/or
- in-kind service support i.e. Council services and/or infrastructure support e.g. barricades, truck hire, garbage bins, traffic management plans, posters, printing etc.

When applying for funding, applicants will be required to meet the specific criteria outlined in these guidelines.

The amount of financial assistance to eligible events will be limited by the total grants budget allocation in each financial year.

Every application will be considered on its merits. Funding for any event will be re-assessed annually upon application. Please remember, event funding is designed to be 'seed' funding only. As such, this kind of funding is usually only available for three years however this time period should not preclude an organisation from applying for support if relevant.

Funding submissions/applications may be received at any time before the Funding deadline. However, applications will only be reviewed for events taking place in the following financial year, commencing 1 July 2023.



Criteria

Event Support Scheme funding applications will be assessed on the following criteria:

Economic

- i) Level of economic impact associated with the event to the local economy by intrastate and interstate visitors (and to a lesser extent international visitors, although not essential).
- ii) Level of financial viability and sustainability as evidenced in the event's budget and or business plan.
- iii) Level of cash and in-kind support already secured from other relevant organisations (e.g. corporate sponsorship, community organisations, State or Federal Grants).
- iv) Level to which the event will attract outside visitors and encourage increased length of stay (eg. accommodation and attractions packages).
- v) Evidence that the event has potential to develop in the foreseeable future as one that will attract visitation from outside the Council area.
- vi) Level to which the event will increase the profile of the town/village/Council at a regional, state or national level.

Marketing

- i) Evidence of marketing and promotional strategies including details of the event objectives and target audience.
- ii) Documented research evaluation from previous events (if applicable) or mechanisms in place to conduct visitor/market research for the event.
- iii) Level of local, state and/or national media exposure generated by previous events.

Community

- i) Opportunities available to link or form partnerships with additional events and or organisations.
- ii) Have the potential for 'flow-on' benefits (social, cultural and community). Council will support events which provide increased opportunity for social, cultural and community activity and have the potential to develop organisers' skills and attract new external audiences.
- iii) Attract income and support from other sources (cash and in-kind sponsorship, donations, other grants, etc.)

- iv) Demonstrate community support (i.e.: audience/participant potential, eg. a strong group of volunteers who help to organise the event, as well as strong community attendance at the event).
- v) The applicant's record in providing a quality event.
- vi) Focus on issues identified as a priority under the Richmond Valley Community Strategic Plan.

Other

- i) Indicators of likely level of visitation.
- ii) Level of experience of key event personal. The level of expertise should be to the extent required to successfully conduct the event within budget and to meet specified objectives.
- iii) Evidence of broad community support.
- iv) Level of Cultural significance to the region and opportunities for local artist, performers and minority groups.

Council services and infrastructure support

Richmond Valley Council receives many requests from event organisers for logistical support.

Events requiring Council services and infrastructure support only (e.g. barricades, garbage bins, street cleaning, traffic management plans, etc.) are still required to complete an Application Form.

Council will provide quotes for such services, the cost of which will be incorporated into the application. (NB: Council personnel, plant and equipment may be hired at internal rates. The hired plant and equipment is ONLY operated by competent and authorised Council employees.)



Support is most common in the following areas:

- 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 & garbage bins;
- risk management assessments; and
- truck hire.
- venue hire

Please remember to list all Council services your event requires in the application form. This support will then be costed, and considered as part of your application.

Events Manual

To help Event Coordinators plan their event and who to contact at Council, an Events Manual has been written by Council.

This manual is a fantastic guide to help with the organisation and management of an event.

To obtain a copy of this manual, please contact the Events Officer on 02 6660 0300 or email council@richmondvalley.nsw.gov.au.



Funding Conditions

The following conditions apply to all successful applications:-

By submitting an application under the Events Funding Scheme, the applicant acknowledges and agrees to be bound by the conditions of funding detailed in this guideline.

Contact with Events Officer

Successful applicants must make contact with the Events Officer to discuss the event at least four months prior to the event and provide the Events Officer with regular updates on the event planning.

Funding Agreement

Successful applicants will be required to enter into an agreement with Richmond Valley Council which details the level of grant, benefits agreed to, payment terms and evaluation procedures.

Tax Invoice

Successful applicants will be required to provide Council with a tax invoice for 50% of the approved amount and a detailed risk assessment for the event 3 months prior to the event.

Input as to use of Funds

Council reserves the right to have input to the use of funds as outlined in Council's Event Support Policy/Funding Guidelines and the Richmond Valley Event Strategy.

Acknowledgement

Organisations that receive funds from Council are required to acknowledge Council's contribution in all advertising and promotional material associated with the event. This means the Richmond Valley Council's promotional logo should appear in a prominent position on any brochures, flyers, posters, press advertisements, invitations and programs associated with your event.

Council permission must be sought prior to using the Richmond Valley Council logo in any such acknowledgements and a proof provided to the Events Officer for approval prior to production.

Use of Council Signage

Funded events will be supplied a minimum of two Richmond Valley signs that will be required to be erected in a prominent position as agreed to by the Events Officer. Signs lost or returned damaged will be paid for from the balance of remaining funds to be invoiced after the event.

Compliance

Organisations that receive funds from Council must comply with and meet any conditions that Council or any other agency may impose relating to health, building, public order and safety. Any expense from imposed conditions will be met by the event organisers.

Acquittal Report

Successful applicants must provide to Council an evaluation report within 60 days of the completion of the event. Please use the Acquittal Report Form provided which is available from Council's website or from the Events Officer. Survey results, media clippings, copies of promotional and advertising material and final budget (detailing both income and expenditure, in-kind and cash), are to be included in the Acquittal Report.

Failure to provide a satisfactory event Acquittal Report could result in forfeiture of the remaining 50% of funds and jeopardise future funding through the Event Support Scheme.

Post Event Survey

Where possible, applicants are required to conduct a minimum of 100 surveys or 10% of the attendance (which ever is greater) at the event, in a bid to gauge the event's marketing and tourism benefits to the Richmond Valley. Survey results must be included in the event Acquittal Report. Survey template can be provided by Richmond Valley Council Events Team upon request.

Successful applicants should provide an opportunity for a Richmond Valley Council representative to speak at the event and include Richmond Valley Council in sponsor invitations. In the case of ticketed events Council should be supplied with up to seven complimentary tickets in accordance with funding contribution amount/value.



Administrative Requirements

Funding Agreement

Successful applicants will be required to enter into a formal agreement with Richmond Valley Council.

The agreement schedule(s) will consist of the General Conditions and any event specific Special Conditions that maybe be deemed appropriate.

Auspice bodies for unregistered groups or organisations

Proposals from applicants not registered as a legal entity or associated body will need to provide details of a sponsoring registered organisation willing to auspice, manage and acquit the granted funds. A letter of confirmation from the auspice organisation must be attached to the application.

Assessment and acquittal report

It is a condition of the grant that an acquittal report be submitted within eight weeks from the completion date of the funded event.

Funds as taxable income

Any monies received by the grant recipient will be considered to be taxable income unless the Australian Taxation Office has declared the organisation a tax-exempt body.

GST (Goods & Services Tax)

Organisations and individuals are strongly encouraged to clarify their GST status and indicate on the Application Form what that status is. For detailed information:

Phone 13 28 66 or visit <http://www.ato.gov.au/>

Legal and insurance standards

All applicants must ensure that they comply with all legal and insurance standards. For certain projects that include public participation or occur in public areas, applicants will be asked to produce proof of public liability insurance (certificate of currency) to a minimum of \$10,000,000. Richmond Valley Council needs to be named on the insurance as an interested party.

For any legal queries please check this website: <http://www.artslaw.com.au/>.



How to Apply

Closing date is midnight Sunday 3 March 2023.

Applicants are advised that they should discuss the eligibility of their applications with the Events Officer prior to submitting their application.

Application forms are available from Council's Events Officer phone 02 6660 0300 or on our website www.richmondvalley.nsw.gov.au. All applications must be submitted on the correct application form and received by Council by the due date of **midnight Sunday 3 March 2023**.

Applications, where applicable, should include the relevant supporting documents as detailed in the application form.

Written submissions must be:

- Submitted on white A4 paper (if submitting by post)
- Printed type face (minimum 11 point)
- Print single sided only
- Presented in loose leaf form (paper clipped) with page numbers. Do not staple or hard bind any of the material

Send your application to:

Events Officer, Richmond Valley Council

Locked Bag 10

CASINO NSW 2470 Email – council@richmondvalley.nsw.gov.au

OR hand deliver to either:

Richmond Valley Council

Cnr Walker Street & Graham Place or

CASINO NSW 2470

Richmond Valley Council

Woodburn St (Cnr School Lane)

EVANS HEAD NSW 2473

Incomplete applications will not be accepted. Late applications will not be accepted.

2. Event Sponsorship

EVENT SPONSORSHIP GUIDELINES

Sponsorship can be defined as a cash or in-kind fee paid to an organisation or individual in return for the commercial benefit(s) associated with that event.

Council provides this kind of assistance with the aim of gaining marketing.

To this end, applications will need to outline the benefits associated with sponsoring the event.

How to Apply

When applying for sponsorship for events, applicants will be required to submit a written proposal that meets the specific criteria outlined below.

All applications must be made addressed to the Events Officer and not made directly with the individual areas of Council.

Sponsorship proposals may be received at any time of the year provided they are received three (3) calendar months prior to the event date.

Once a Sponsor Proposal is assessed by the Events Officer and deemed eligible, it will be forwarded to relevant Council Officers for final determination. Each proposal will be considered on its merits and in alignment with Council's Community Strategic Plan.

The amount of financial assistance to eligible events will be limited by Council's Events Funding Scheme budget allocation in each financial year. Eligible applications received after the annual budget allocation is exhausted will not be considered.

Criteria

Event Sponsorship Proposals will be assessed on the following criteria. Please address all relevant criteria in the sponsorship proposal:

Event Details

i) History, objectives and long term goals, staffing, date and times.

Financial Details

i) Funding and/or Council services/infrastructure requested.

ii) Details of how funds will be spent.

iii) Full list of other sponsors involved in the event and their level of support.



Target Audience

- i) Number of people who will see, attend or be involved in the event.
- ii) An outline of the event's target audience.

Benefits

- i) Outline of benefits i.e.: planned publicity and media exposure, marketing and promotional plans and other benefits associated with sponsoring your event.
- ii) Outline of the synergies between Council's business enterprise and the event.
- iii) Detail how this nexus between Councils enterprises and your organisation can be further enhanced beyond the life of your event.

Conditions

By submitting an application under the Events Funding Scheme, the applicant acknowledges and agrees to be bound by the conditions of funding detailed in this guideline.

Funding Agreement

Applicants will be notified of the outcome of their application six (6) weeks after lodgement. Successful applicants will be required to enter into an agreement with Richmond Valley Council which details the level of funding, benefits agreed to, payment terms and evaluation procedures.



Payment

The sponsorship funding will be made in two payments. 50% prior to the event and 50% after the event and after receipt of the applicants post event report. To receive payment, the applicant must provide a valid tax invoice. The tax invoice should be sent to

Richmond Valley Council Events Officer

Locked Bag 10

CASINO NSW 2470

Email – council@richmondvalley.nsw.gov.au

Acknowledgement of Support

Organisations that receive sponsorship funds from Council are required to acknowledge Council's contribution in all advertising and promotional material associated with the event. This means the Richmond Valley Council's logo must appear in a prominent position on any brochures, flyers, posters, press advertisements, invitations and programs associated with your event.

Council permission must be sought prior to using the Richmond Valley Council logo in any such acknowledgements and a proof must be provided to the Events Officer for approval prior to production. Where possible Council signs, flags or banners may be required to be erected in designated positions for prominent exposure. Signs lost or returned damaged will be paid for from the balance of remaining funds to be invoiced after the event.

Successful applicants should provide an opportunity for a Richmond Valley Council representative to speak at the event and include Richmond Valley Council in all sponsor invitations.

Post Event Report

Successful applicants must provide to Council a Sponsor's Report of the event within 60 days of the completion of the event. This report should include details of the event, media clippings, copies of all promotional and advertising material.

Please include information on how Council's sponsorship helped the sustainability of your event.

General Note

The Events Sponsorship Scheme is different to the Event Funding Grant Scheme. The criteria attached to this kind of support are significantly different to that which applies to the Event Support Scheme. Generally, sponsorship requests receive a lesser amount than the Event Funding Scheme due to the amount of money left available after the Event Funding Scheme has been allocated.