

# Event Assistance Program

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## Guidelines

## Council’s Event Assistance Program comprises:

**1. Community Events Fund ..... 3**

Supporting locally organised events that create social connections and improve the liveability and well-being of our residents.

**2. Destination Events Fund ..... 7**

**Stream 1:**

Supporting locally organised events that deliver significant economic benefits.

**Stream 2:**

Funding to attract and retain major event activity delivering significant economic benefits.

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.

## 1. Community Events Fund

### Guidelines

Supporting locally organised events that create social connections and improve the liveability and wellbeing of our residents.

Funding limit: \$3,000

**Round 1** | Open July 2024 to September 2024 for events held prior to 30 June 2025.

**Round 2** | TBA: Round 2 is subject to availability of funding.

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#### Who can apply?

Event organisers that are not-for-profit.

#### When can I apply?

Round 1 will open July 2024 for events held prior to 30 June 2025.

Round 2 will open subject to availability of funds. Round 2 may not be available if all funding is exhausted under Round 1 applications.

#### 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 the following costs:

- assist with hire charges of Council venues or any other Council fee or charge associated with the event
- event marketing (activity to build awareness of the event with aim to drive attendance)
- engagement of artists, performers, musicians or other creative workers
- event production (eg audio hire) and event infrastructure (eg staging)

### **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 and emergency evacuation plan
- Certificate of Currency \$20M Public Liability/\$20M Product Liability Insurance (or letter of intent from your insurer)
- Projected budget

### **What factors will Council be considering when assessing applications?**

- Is the event open to the public, inclusive and accessible to everyone?
- Will the event help celebrate our community and the Dubbo Region's unique culture and identity?
- Will the event engage and entertain?

### **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 Dubbo Regional Council.
- Events that are organised to raise funds for a charity or organisation.
- 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.
- Events intended as a 'one-off' or that take place on a regular basis such as weekly, monthly or quarterly.
- Conferences or sporting events that are arranged as part of a local competition or series or schedule.
- The event has been held and you are applying for funding retrospectively.
- Your organisation/event has an outstanding debt to Council; or funding provided previously by Council has not been acquitted.

## Terms and Conditions

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

Funds must only be used as follows:

- Council fees and charges: funding can be used to meet hire charges of Council venues, fees or charges associated with the hire of the venue, as well as any other Council fee or charge relating to the event.
  - Marketing: activity to promote or market the event with the aim of attracting or increasing an audience. (Funding cannot be used to purchase promotional merchandise, prizes or incentives)
  - engagement of artists, performers, musicians or other creative workers
  - event production (eg audio hire) and event infrastructure (eg staging)
- Council must 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 approvals and appropriate insurance cover (as examples), relating to the event must be obtained or the 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.
  - 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.
  - 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 Community Events Fund and the Destination 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.
  - 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 sporting venue, park, reserve, road or footpath please complete follow this link for more information: [Event Organisers Toolbox - Dubbo Regional Council \(nsw.gov.au\)](https://www.dubbo.nsw.gov.au/Community-and-Groups/Events-Hub/event-organisers-toolbox)

## Return Benefits to Council

All events receiving funding under Council's 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. Willingness to participate in a joint media call or media release to help promote your event and Council's sponsorship.
4. Arrange with Council's Events Unit to collect a banner promoting Council's support for your event.
5. Provide a minimum of three (3) JPEG images of the event that can be used by Council to promote your event in the future and used to support destination marketing activities.

Failure to deliver on the benefits above may impede your ability to seek funding from Council in the future.

## 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>

Add your event to the Region's Event Calendar: [Events Calendar • Dubbo Region](#)

## 2. Destination Events Fund

### Stream 1

#### Guidelines

Supporting events that deliver significant economic benefits

Funding limit: \$10,000

**One Round:** Open July 2024 to September 2024 for events held  
1 January 2025 to 31 December 2025.

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#### Who can apply?

Locally organised events with the potential to deliver significant economic benefits.

#### When can I apply?

Applications will open July 2024 for events held 1 January 2025 to 31 December 2025.

#### 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 the following costs:

- assist with hire charges of Council venues or any other Council fee or charge associated with the event;
- event marketing (activity to build awareness of the event with aim to drive attendance)
- engagement of artists, performers, musicians or other creative workers
- event production (eg audio hire) and event infrastructure (eg staging)

#### 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 and emergency evacuation plan
- Certificate of Currency \$20M Public Liability/\$20M Product Liability Insurance (or letter of intent from your insurer)
- Projected budget

### What factors will Council be considering when assessing applications?

- Does the event have the potential to drive significant economic benefits to the region
- The event is not held during school holidays or long weekends
- The event is likely to amplify the Dubbo Region's reputation as an events venue
- Does the event have a strong brand identity and a proven record of successfully arranging and delivering events.

### Who is **NOT** permitted to apply?

- 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 Dubbo Regional Council.
- 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.
- Conferences or sporting events that are arranged as part of a local competition or series or schedule.
- The event has been held and you are applying for funding retrospectively.
- Your organisation/event has an outstanding debt to Council; or funding provided previously by Council has not been acquitted.

## Terms and Conditions

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

Funds must only be used as follows:

- Council fees and charges: funding can be used to meet hire charges of Council venues, fees or charges associated with the hire of the venue, as well as any other Council fee or charge relating to the event.
- Marketing: activity to promote or market the event with the aim of attracting or increasing an audience. (Funding cannot be used from promotional merchandise, prizes or incentives)
- Engagement of artists, performers, musicians or other creative workers
- Event production (E.g. audio hire) and event infrastructure (E.g. staging)



- Council must 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 approvals and appropriate insurance cover (as examples), relating to the event must be obtained or the 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.
- 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.
- 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 Community Events Fund and the Destination 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.
- 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 sporting venue, park, reserve, road or footpath please complete follow this link for more information: [Event Organisers Toolbox - Dubbo Regional Council \(nsw.gov.au\)](https://www.dubbo.nsw.gov.au/event-organisers-toolbox)

## Return Benefits to Council

All events receiving funding under Council's Destination 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. Willingness to participate in a joint media call or media release to help promote your event and Council's sponsorship.
4. Arrange with Council's Events Unit to collect a banner promoting Council's support for your event.
5. Provide a minimum of three (3) jpeg high res images of the event that can be used by Council to promote your event in the future and use to support destination marketing activities.
6. Opportunity to speak to participants/audience of the event
7. Opportunity to have an activation at the event
8. Complementary tickets for the Mayor/or representative to attend or participate in the event
9. Channel accommodation enquiries via [Visit • Dubbo Region](#) and the Dubbo and Wellington Visitor Information Centres
10. Promote the Region's [Great Big Adventure Pass](#) to participants/supporters and target market/s.
11. An event survey to participants/delegates will be sent to you to distribute. The survey will help Council collate data around the event's economic and social impact as well as inform Council of the Region's performance/perceptions as an events venue.

Failure to deliver on the benefits above may impede your ability to seek funding from Council in the future.

## Stream 2

### Guidelines

Incentive funding to attract and retain major event activity delivery substantial economic benefits.

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*Funding open all year round and subject to availability of fund available under the Regional Events operational 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.*

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**Applications can be made via this link:**

[Destination Event Fund - Stream 2 \[Incentive Program\] - Dubbo Regional Council \(smartygrants.com.au\)](https://smartygrants.com.au)

Applications under \$20,000 are determined by Council's Chief Executive Officer

Applications over \$20,000 are determined by Council

### For More Information

Council's Regional Events Branch

P: (02) 6801 4000

E: [regionalevents@dubbo.nsw.gov.au](mailto:regionalevents@dubbo.nsw.gov.au)