

PROGRAM GUIDELINES

Tourism Events Grants Program



Background Different to a community event, a tourism event within Moorabool Shire compels visitors from Melbourne, regional cities and further afield, to want to visit Moorabool for a unique and entertaining experience that is not available within their own municipality. Tourism events can occur at any time of the year.

The Moorabool Shire Council Tourism Events Grants Program is designed to support the planning and delivery of tourism event initiatives with the expectation to significantly increase visitation to Moorabool Shire and levels of economic activity. The Tourism Events Grants are offered as one application round with a total of \$12,400 allocated to the community. Organisers can apply for any amount between the minimum \$100, up to \$3,000.

The Tourism Events Grant program assessment process is competitive, and merit based. To be considered, applications must meet the eligibility criteria outlined in these guidelines (page three) as well as read the assessment criteria (page four) before applying.

Objectives

The Program's key objectives are to:

- Attract visitation and increased economic activity into Moorabool Shire;
- Increase spend per visitor or participant;
- Support local tourism initiatives;
- Encourage initiatives to have a greater brand match (alignment with the Shire's key themes e.g. nature, agritourism, epicurean,,

Should this say Applicants will need to demonstrate how they will'Consideration may be given to initiatives that demonstrate they will:

- Address and manage risk;
- Measure initiative participation and estimate economic benefit;
- Have an event management plan;
- Complete [Moorabool Shire Council Event Application form](#), if event occurs on public land.

Critical Dates

28 March	Applications open. <i>Applications are submitted online.</i> <i>Eligible organisers are only able to submit one application.</i>
18 April	Applications close 11:59pm <i>No late applications will be accepted.</i>
June or July	Council assessment
June or July	Notification to applicants
June following year	Initiative completion deadline
8 weeks following completion of initiative	Initiative report and acquittal due

Eligibility

Organisers are eligible for funding if they can meet the listed criteria. The preference is for applications from community-based organising committees. Private individuals are eligible to apply, provided they have an ABN and can demonstrate significant return to the local economy.

- The initiative takes place in Moorabool Shire and will increase visitation and/or economic activity.
- Your organisation has contacted the Economic Development Officer to discuss your grant application.
- Is your organisation one of the following?
 - a) An incorporated 'not-for-profit' organisation with an Australian Business Number (ABN)?
 - b) Auspice* by an incorporated 'not-for-profit' organisation with an ABN? **See page six for definition*
 - c) An individual with an ABN?
- The initiative does not require an ongoing commitment of funds from Council.
- The initiative must be completed within 12 months of notification of funding success.
- Your organisation can provide a financial contribution toward the initiatives on a \$1 for \$1 ratio (Council \$1: Organisation \$1).
- Your organisation can demonstrate the support and permission needed by the management of the proposed venue (letter of support, approval, minutes, and funding/in-kind contribution).
- Your organisation will comply with any Council requirements for running the initiative.
- The funding of this initiative is NOT deemed the responsibility of State and/or Federal Government.
**See page six below for definition*
- You have read and understood the Tourism Events Grants Program Guidelines.
- Your organisation does not have any outstanding accounts with Council.
- Members of the organisation applying for a grant must disclose, in writing any perceived and/or conflict of interest.

Assessment Criteria

There are six assessment criteria. Each criterion will contribute to the overall percentage score (100%).

- 1. Please describe your initiative and your motivation for conducting it? (10%)**
 - Provide a brief description of the initiative.
 - Explain why you want to do this initiative and why it is important to Moorabool shire?
- 2. What will this initiative achieve? (20%)**
 - What will be the immediate and future benefits of the initiative to the Shire and community?
 - Project sustainability: How will the project/group continue after the funding ceases?
- 3. Why is this initiative important to the local community and who are your target audience? (20%)**
 - Is the initiative aligned to the strategic objectives of Council as outlined in the Council Plan 2021-2025?
 - What gap or opportunity will the initiative address?
 - What facilities/services/programs/equipment will be utilised during the initiative?
 - Evidence of the demand for this type of initiative at this location.
 - Applications for funding deemed the responsibility of State and/or Federal government will not be given priority, therefore demonstrate the project isn't a State or Federal Government responsibility.
- 4. Who will be involved in the initiative? (15%)**
 - Who are the project partners?
 - What will their participation be?
 - Who will be involved locally?
 - Evidence of Moorabool Shire businesses which are being used.
- 5. How will you carry out your initiative? (including risk management) (15%)**
 - Identify the key tasks to run your initiative: Confirm quotes, commissioning, promotion, acquit project, event day etc.
 - Who will be running the initiative and how will they report to the organisers?
 - How will you finish your initiative within the 12-month timeframe?
 - How will you identify and address risks in your initiative?
 - How will you account for the economic impact of the initiative?
- 6. Please provide a project budget and explain how you arrived at the costs? (20%)**
 - Detail proposed project expenditure. The costs: Promotion, advertising, catering, materials and labour etc.
 - Detail proposed project income - organisation contribution, fundraising, grants, donations, entry fees etc.
 - Detail in-kind contributions - volunteer time @ \$25 per hour, phone calls, venue, printing, and materials donated etc.
 - Provide quotes to support proposed expenditure.

Assessment Process

Successful applications will be determined using the following process:

1. Assessment of applications by an Assessment Panel. Please note applications need to obtain a score of 70 or above to be considered for a successful grant. Unsuccessful organisations will be supported to improve their application to re-submit in the following round of Tourism Events Grants.
2. Report presented to Council of assessment outcomes and recommendations.
3. Council resolution to adopt or reject recommendation.
4. Notification to applicants of outcomes.

Procedure for Payment of Grants

- Grant applicants are notified regarding the outcome of the grant round.
- Successful applicants receive the Terms and Conditions.
- The grant is paid to applicant on receipt by Council of the following:
 - Signed Terms and Conditions;
 - Invoice or Tax Invoice for grant amount; and
 - Current at time of initiative Public Liability Insurance Certificate (Certificate of Currency).
- Applicant groups are encouraged to use local suppliers, services and materials where available.

Moorabool Shire Council encourages the support of local businesses and services for grant expenditure.

GST Legislative Requirements

To enable payment of the grant, all successful applicants must have an ABN (Australian Business Number) or be auspice by a group that has an ABN.

Successful applicants do not have to be registered for GST. However, where an applicant is registered for GST, the grant will be grossed up 10% to cover the GST that the applicant must pay to the ATO on receipt of the grant. Where an applicant is not registered for GST, the grant will not be grossed up. (Registrations are substantiated through the ATO's ABN Register)

Grant Monies Acquittal

Groups and organisations successful in obtaining a grant are required to acquit for the grant monies at the end of the project. This involves specifying the actual costs incurred against the projected costs (at application) outlining the initiative activity and plans for next year. Acquittal is a vital component of the Tourism Events Grants program and is to be completed within eight weeks of the completion of the initiative.

If a grant recipient fails to submit an approved acquittal, or breaches the terms and conditions, that recipient may be suspended from applying for subsequent grants.

Definitions

*Auspice:

Where an applicant group is not incorporated, this group may approach another group to 'auspice' the application. This means that the auspice group will apply on another group's behalf. The auspice group will assume all legal and financial responsibility for the project delivery and will submit the acquittal report at the end of the project. Applicants and their auspice organisation must be able to demonstrate a clear relationship and an agreement detailing how the project will be managed and implemented.

*In Kind:

In-kind is a contribution to the project other than cash. In-kind contributions may include donations of voluntary labour or donated goods/services. Where in-kind contributions have been included in the budget, applicant groups must submit a voluntary labour and in-kind support details form as an attachment to your application. Applications must describe each in-kind contribution and how you arrived at the value of this contribution. If provision of services such as trades or donated goods is included, then the applicant must provide a signed letter or donated quote from the donator indicating that value at a reasonable commercial rate. Volunteer labour contributions should be calculated at \$25 per hour.

*Funding responsibility of State and/or Federal Government:

Funding is for initiatives that directly support and promote local volunteers and as such applications for funding that are deemed responsibility of State and/or Federal government will not be given priority.