



## 2020-21 COMMUNITY EVENTS AND CHRISTMAS EVENTS AND CAROLS SPONSORSHIP PROGRAM (TIER 3)

### GUIDELINES

Online applications close 12 noon Tuesday 10 March 2020

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#### MESSAGE FROM THE MAYOR



Community events and carols make an important contribution to our communities with opportunities for people to participate, attracting visitors and supporting our economy.

We assist our communities to present high quality, enjoyable events that contribute to the vitality and culture of our city through our sponsorship program.

We encourage you to contact the Grants Officer on (08) 8301 7355 to discuss your project before completing the application.

We look forward to receiving your application.

A handwritten signature in black ink that reads "Erin Thompson".

Mayor Erin Thompson

As a part of [Onkaparinga 2035](#) (our Community Plan), we are committed to realising the vision of our city being recognised as a thriving community, arts, events and tourism hub. Supporting community events and Christmas carols and events through cash and in-kind sponsorship is one of the key ways we are working towards achieving this goal.

Further information on our grants programs, including Frequently Asked Questions, is available on the grants and sponsorship page of our website [www.onkaparingacity.com/Grants and sponsorship](http://www.onkaparingacity.com/Grants and sponsorship) and information to assist you planning your event and permits is available at [Permits and licences](#)

Before starting your application, it is strongly recommended that you contact the Grants Officer on (08) 8301 7355 or email [Margaret.Ficken@onkaparinga.sa.gov.au](mailto:Margaret.Ficken@onkaparinga.sa.gov.au) to discuss your proposal.

**Only** on-line applications will be accepted. **No late or incomplete applications will be accepted.**

## **1. SPONSORSHIP CATEGORIES**

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The Community Events and Christmas Events and Carols Sponsorship Program provides cash and in-kind support for a diverse range of community events under the following categories:

- Arts and culture - Events that provide opportunities for community members to participate in activities that celebrate the arts and cultural diversity.
- Community development - Events that encourage community members to increase their participation in community life and/or capacity building.
- Sport and recreation - Events that provide opportunities for community members to engage in recreational and leisure activities with the aim of improving health, fitness and wellbeing.
- Tourism - Events that attract visitors to our region and add value to local industries and townships, including support for tourism trails.
- Christmas and Community Carols – Local community carols and Christmas events.

## **2. PURPOSE**

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The purpose of the Community Events and Christmas Events and Carols Sponsorship Program is to provide cash and in-kind support for community managed events that bring social and benefits to council and our communities. Through the program we aim to support a range of events that:

- align with [Onkaparinga 2035](#) objectives
- are driven by community interest and provide opportunities for community participation
- support new and current events that create inclusive, active, diverse and vibrant destinations through increasing the number of people and activity in our public spaces, centres, neighbourhoods, townships and villages.
- can be held on council land or in public places within the City of Onkaparinga.

## EXPECTED OUTCOMES

- 2.1. Are held within the City of Onkaparinga.
- 2.2. Are managed by local not for profit community organisations.
- 2.3. Are accessible to City of Onkaparinga residents.
- 2.4. Are free to attend.
- 2.5. Provide benefits to the wider community by encouraging opportunities for community participation and development, events that target marginalised groups within our communities are encouraged.
- 2.6. Build positive relationships with other organisations in the City to support the planning and delivery of the event, which can be demonstrated through letters of support.
- 2.7. Match our sponsorship contribution with cash and/or in-kind contributions.
- 2.8. Recognise and promote council's sponsorship of the event.

## 3. ELIGIBILITY CRITERIA

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### 3.1. Who is eligible:

To be funded an organisation must be a legal entity as defined by the Australian Tax Office (ATO).

- a. incorporated 'not for profit' organisations.
- b. organisations that have previously received council funding are eligible to apply provided the previous event has been delivered in accordance with the Conditions of Funding, and event evaluation report has been completed in full and submitted to the satisfaction of the City within the required timeframe.
- c. groups or organisations currently in receipt of council funding may apply, providing the Community Event sponsorship proposal is for a separate event, and all contractual obligations are being met.
- d. unincorporated groups are eligible to apply provided applications are auspiced by an appropriate incorporated body that meets the eligibility criteria.

Applicants wishing to be auspiced **must** complete and include a 2020-21 Grants and Sponsorship Program Auspicing Form, which is available on the sponsorship section of our website [www.onkaparingacity.com/Grants and sponsorship](http://www.onkaparingacity.com/Grants%20and%20sponsorship)

The completed Auspicing Form must be uploaded as a part of the sponsorship application.

### 3.2. Who is not eligible:

- a. previously funded applicants where the Conditions of Funding for any council funded activities have not been met.
- b. Elected members and employees of the City of Onkaparinga are not eligible to sign or be listed on any grant application.

- c. schools are not eligible to apply, however incorporated community groups based within a school setting are eligible to apply provided they can demonstrate that:
  - i. the event is initiated, managed and organised by local residents who are assisted rather than directed by a governing education body
  - ii. funding is not available from a governing education body for the event.
- d. businesses (for profit organisations) are not eligible.

#### **4. FUNDING CONDITIONS AND CRITERIA**

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Applicants must:

- 4.1. use funds for the approved event as described in the application form.
- 4.2. obtain written approval from the Grants Officer requesting changes to the project/event.
- 4.3. only submit one Community Events and Christmas Events and Carols (Tier 3) Sponsorship in any funding round. Applicants may submit applications for other council grants and sponsorship programs, providing it is for a separate event/project/activity.
- 4.4. contribute a minimum of 50% toward the total cost of the event. This may comprise of:
  - a. cash only or
  - b. a combination of cash and in-kind contributions which can include the donation of materials, volunteer labour hours, and/or other funding sources.
- 4.5. clearly detail in their application:
  - a. the aims and objectives of the event, and links to council's [strategic plan\(s\)](#)
  - b. the total number of community members to benefit
  - c. details of income and expenses relating to the management and delivery of the event.
- 4.6. identify any pre-requisite permits and/or licenses required for staging the event, and any relevant cash or in-kind funding. Specific permits may be required in cases where the proposed event location is identified by council as being a site of environmental and/or cultural significance. For any questions regarding council permit requirements, please contact our Permits & Licences team on (08) 8384 0666 or email [Permits@onkapinga.sa.gov.au](mailto:Permits@onkapinga.sa.gov.au)
- 4.7. obtain any relevant approvals including use of council land, liquor licenses and temporary road closures. Further information regarding permits and licences can be found on our website at [permits and licences](#)
- 4.8. obtain all necessary insurances and ensure that the City of Onkapinga is not held liable for any matter arising out of this sponsorship arrangement.
- 4.9. provide a current Public Liability Insurance Certificate (minimum \$20 million).
- 4.10. prepare a risk management plan that demonstrates event risk assessment and mitigation to minimise any impact to the local environment and local residents caused by the staging of the event. This includes noise, parking, waste management, labour, injury, weather, reputation, financial etc. A risk management template is available on the [www.onkapingacity.com/Grants and sponsorship](http://www.onkapingacity.com/Grants_and_sponsorship)

- 4.11. deal with any complaints received relating to your event (planning and delivery). Further information can be found on the Environment Protection Authority website <http://www.epa.sa.gov.au>
- 4.12. ensure that safe management systems are put in place for the planning and delivery of your project. This includes undertaking a risk assessment and ensuring that key individuals involved with delivering the project are aware of the identified risks and the related mitigation strategies. *(Please refer to the SafeWork SA website's resources/events safety page for a copy of a Risk Assessment Template and Event Safety Checklist, [www.safework.sa.gov.au](http://www.safework.sa.gov.au)).*
- 4.13. observe and comply with recognised Australian Standards and must observe any relevant federal, state or local government regulations or guidelines.
- 4.14. where required, the applicant will ensure that the project complies with all the relevant acts, codes, standards and applicable legislation, including, but not limited to, the Anti-Discrimination Act 1991, Child Safety (Prohibited Persons) Act 2016, Disability Discrimination Act and Work Health and Safety Act 2012.
- 4.15. ensure that your activity promotes healthy lifestyles and wellbeing (including healthy catering) in accordance with the eat well and be active recommendations on our Healthy Active Lifestyles Onkaparinga - HALO webpage at [Healthy Active Lifestyles Onkaparinga](#)
- 4.16. minimise waste and encourage recycling, information is available on our waste and recycling webpage at [Waste and recycling](#)
- 4.17. submit any relevant materials to support your application, including evidence of support (for example, land owner consent, co use support letter, partnership letters etc.)
- 4.18. ensure all relevant stakeholders including, but not limited to neighbours and businesses surrounding the project site, have been informed and/or where applicable their participation or permission has been sought/obtained.
- 4.19. Conduct a South Australian Police Crowded places-self assessment for activities attracting 500 plus participants and/or spectators, [www.police.sa.gov.au/your-safety/crowded-places](http://www.police.sa.gov.au/your-safety/crowded-places)

Please note: failure to upload the required documentation for this application may result in an application being deemed ineligible for assessment.

## 5. FUNDING AND IN-KIND SUPPORT

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The Community Events and Christmas Events and Carols (Tier 3) Sponsorship Program is very competitive and significantly over subscribed, successful applications **may not be fully funded**.

Applications seeking funding of \$6000 or more should refer to the Regional Festivals and Events (Tier 2) Sponsorship Program guidelines, contact Margaret Ficken (08) 8301 7355 or email [margaret.ficken@onkaparinga.sa.gov.au](mailto:margaret.ficken@onkaparinga.sa.gov.au)

Event sponsorship is a business relationship where both parties work together to achieve agreed community objectives.

All financial figures should be reported as excluding GST. If successful, GST will be included in the grant payment where relevant.

## Community Events

Up to \$5999 is available to support community events.

## Christmas carols and events

The funding available under this category is dependent on the predicted numbers attending your event. Applicants can apply for:

- Up to \$824 for events attracting between 0–200 people
- Up to \$1648 for events attracting between 200–800 people
- Up to \$2369 for events attracting over 800 people

### 5.1. What costs are not eligible?

The following activities are not eligible for funding:

- a. events that will commence or take place prior to 1 July 2020
- b. money already spent
- c. recurrent operating costs for organisations or groups, such as ongoing salaries (one off facilitator/trainer fees or insurance directly related to the event are acceptable)
- d. direct requests for donations
- e. events that benefit only members of an organisation
- f. costs associated with commercial benefit, for profit or private reward or any costs associated with a private business, refer to Council's ON Business Partnership Program at <https://www.onbusinesspartnerprogram.com/>
- g. training or education activities, conference costs, interstate or overseas travel, refer to our [Community Training and Development Fund](#)\*
- h. participation of sporting or recreation teams in competitions, refer to [Sporting Donations Program](#)\*
- i. capital developments, e.g. renovations or building changes that will form a permanent part of a structure, refer to our [Minor Capital Works and Facilities Grants](#)\*
- j. purchase of equipment or materials not directly related to the event, refer to our Small Equipment Grants which form part of our [Community Grants program](#)\*

\*Please refer to the guidelines of the referenced grants and donation programs, available on the Grants and sponsorship section of our website at [www.onkapingacity.com/Grants and sponsorship](http://www.onkapingacity.com/Grants and sponsorship) to determine your organisation's eligibility for alternative funding streams.

### 5.2. Expenditure

- a. Cash - all anticipated cash expenditure items for the event, including venue hire, equipment hire, marketing and promotion expenses, catering, traffic management fees, cash labour/consultation and management expenses directly related to the event
- b. In-kind - all anticipated in-kind expenditure (task and value) associated with equipment donations, license fees, permit fees, volunteer labour activities (professional and general) from Council and other sources:

- i. if you identify a figure for any of the types of labour listed, the statement needs to include a brief description of what the labour task, number of hours and labour rate (\$30 for general labour activities and \$45 for professional/skilled/trade labour activities)
  - ii. all in-kind sponsorship and support requested from Council needs to be clearly identified and included in the application, subsequent requests for additional support will not be available
- c. Applicants may request 'in-kind' support in addition to cash sponsorship. This may include the provision of equipment such as portable toilets, flag bunting, rubbish bins etc.
- A list of available equipment and related in-kind costs is outlined on the Planning Your Event page (refer Community Event In-kind Costs document for material costs, and the terms and conditions document for permit related costs) at [Event application](#)
- d. The level of in-kind support requested from us will be taken into account when assessing each sponsorship application and when allocating funds.
- e. To confirm approved sponsorship in-kind support requests, you are required to complete an Event Application form, and submit it at least eight weeks prior to the event. Successful events will have their dates tentatively booked into our records system; however in-kind support will not be confirmed until receipt of the Event Application. The form is available at [Event application](#)

### 5.3. Income

- a) Cash - all anticipated cash income streams including your organisation's contribution, requested council sponsorship, funding/sponsorship from other partners, anticipated ticket sales, entry fees, site fees for stall holders, merchandising sales, raffle ticket sales, food and beverage sales. Evidence of cash support from funding partners (not including the applicant or council) will need to be uploaded.
- b) In-kind - all anticipated in-kind contributions (task and value) received from volunteer labour, donations and sponsorship from council and other sources. Evidence of committed in-kind support (not including the applicant or council) will need to be uploaded.

### 5.4. The tax system

Applicants should be aware of their responsibilities to comply with federal government taxation requirements. For information or advice on whether you should be registered for GST or need an Australian Business Number contact the Australian Taxation Office info line on 132 866 or visit their website at [www.ato.gov.au](http://www.ato.gov.au)

## **6. WE RETAIN THE RIGHT TO NOT SPONSOR AN EVENT**

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We retain the right to not sponsor an event where an applicant/event organiser has:

- 6.1. received sponsorship in the previous funding year generated a profit greater than the value of our sponsorship. This provision will be renegeed in cases where profits have been:
  - a) retained to hold future events, in which case this profit should be highlighted as income in the budget section of the subsequent event sponsorship application
  - b) donated to a charity or not-for-profit organisation where the core focus of that organisation is to provide programs and/or services to communities within the City of Onkaparinga

- 6.2. not demonstrated alignment with [Onkaparinga 2035](#) (our Community Plan).
- 6.3. not adhered to previous agreed Conditions of Funding. This includes (but is not limited to) inadequate recognition of the City of Onkaparinga as a sponsor and incorrect use of our branding.

## **7. MULTI-YEAR SPONSORSHIP**

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- 7.1. Multi-year sponsorship is available to support new events to become established in our region.
- 7.2. Funding is offered for a period of up to three years.
- 7.3. The event must not have been held on more than one previous occasion.
- 7.4. Applicants seeking multi-year sponsorship are required to:
  - a. Contact and discuss their event with the Grants Officer on (08) 8301 7355 or email [Margaret.Ficken@onkaparinga.sa.gov.au](mailto:Margaret.Ficken@onkaparinga.sa.gov.au) to determine eligibility and obtain an additional application form.
  - b. achieve a minimum 70% score in their Community Events and Christmas Events and Carols (Tier 3) Sponsorship Program application assessment prior to becoming eligible for consideration for multi-year sponsorship.
- 7.5. Events successful in securing multi-year sponsorship will be required to submit an evaluation report within three months of the completion of each event to demonstrate compliance with the Conditions of Funding agreement. Late and/or incomplete evaluation reports may impact funding provisions in the subsequent years of the multi-year sponsorship agreement.
- 7.6. Council retains the right to amend the conditions of/revoke future year's funding for the multi-year sponsorship in response to the 2020-21 Grants & Sponsorship Service Review recommendations.

## **8. LONG-STANDING SPONSORSHIP**

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- 8.1. Long-standing sponsorship is available to support events which have successfully demonstrated continued alignment with the purpose of our Community Events and Christmas Events and Carols (Tier 3) Sponsorship Program, and demonstrated strong performance in relation to achieving the Program outcomes.
- 8.2. Sponsorship is offered for a period of up to five years.
- 8.3. The event must have been sponsored through our event sponsorship program for at least five consecutive years.
- 8.4. Previous events must have been successfully delivered in accordance with the sponsorship application and Conditions of Funding.



- 8.5. Applicants seeking long-standing sponsorship are required to:
- a) Contact and discuss their event with the Grants Officer on (08) 8301 7355 or email [Margaret.Ficken@onkaparinga.sa.gov.au](mailto:Margaret.Ficken@onkaparinga.sa.gov.au) to determine eligibility and obtain the Long-standing event sponsorship attachment as a part of their Community Events and Christmas Events and Carols (Tier 3) Sponsorship application
  - b) achieve a minimum 70% score in their Community Events and Christmas events and Carols (Tier 3) Sponsorship Program application assessment prior to becoming eligible for consideration for long-standing sponsorship.
- 8.6. Events successful in securing long-standing sponsorship will be required to submit an evaluation report within three months of the completion of each event to demonstrate compliance with the Conditions of Funding agreement. Late and/or incomplete evaluation reports may impact funding provisions in the subsequent years of the Long-standing events sponsorship agreement.
- 8.7. Council retains the right to amend the conditions of/revoke future year's sponsorship for the longstanding sponsorship in response to the 2020-21 Grants & Sponsorship Service Review recommendations.

## 9. APPLICATION PROCESS

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Once an on-line application has been submitted:

- 9.1. An acknowledgment email will be sent to the email address nominated on the application form within one week of the close date (**please contact council if you have not received an acknowledgement notification for each separate application submitted, it is your responsibility to contact Council**).
- 9.2. The eligibility of the application will be checked by the Grants Officer, and applicants may be contacted if any information needs to be clarified or additional information is required.
- 9.3. Eligible applications will be assessed by a panel comprising a minimum of three officers and one elected member. The assessment panel may seek further information or clarification on any aspects of an application, but will not contact to source mandatory information (e.g quotes, land owner consent etc).
- 9.4. Funding recommendations will be competitively ranked, and the cash and in-kind sponsorship requests will be considered based on ranking and the available sponsorship pool.
- 9.5. Funding recommendations will be presented to a Council meeting in June for consideration and/or approval. Elected Members may seek further information or clarification.
- 9.6. Applicants will generally be notified of the outcome of their application for funding within 14 days of the Council meeting. For events scheduled in July and August we will endeavour to contact the applicants within two days of the Council meeting.

Please note that there is no appeals process.

## 10. ASSESSMENT CRITERIA

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The funding allocation for the Community Events and Christmas Events and Carols (Tier 3) Sponsorship Program is managed through a competitive application process. All applications will be subject to a rigorous assessment process.

Applications will be assessed giving consideration to:

- alignment with the Sponsorship Program expected outcomes (as outlined in section 3)
- alignment with our Community Plan and strategies
- the success of previous sponsored events, if applicable, including compliance with funding conditions and the completion of evaluation reports within the required timeframes.

The weighting of criterion used to assess applications is:

Criterion	Weighting
1. Community and Social Benefits – Encourage community participation, low cost attendance. Alignment with our Onkaparinga 2035, addressing community need.	50%
2. Building Partnership and Relationships – working in partnerships with local community groups, businesses, volunteer organisations, schools, etc.	30%
3. Event promotion and recognition of council's sponsorship	10%
4. Quality and detail of event income and expenditure statement ( <i>budget</i> )	10%

## 11. SUBMITTING AN APPLICATION

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Event sponsorship information is available on our Events sponsorship program page at [www.onkaparingacity.com/Grants and sponsorship](http://www.onkaparingacity.com/Grants and sponsorship)

To facilitate this process, all applicants **must** submit their application **on-line by 12 noon Tuesday 10 March 2020:**

**Failure to upload the required documentation may result in an application being deemed ineligible for assessment.**

Please keep a copy of the application, accompanying documentation and evidence of submission for your records. An acknowledgement email will be sent directly once your application has been submitted on-line **(it is your responsibility to contact the Grants Officer if you do not receive this).**

## FREQUENTLY ASKED QUESTIONS

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A full list of FAQs is available on the grants website [www.onkaparingacity.com/Grants and sponsorship](http://www.onkaparingacity.com/Grants and sponsorship)

### What does in-kind mean?

'In-kind' refers to items, materials, equipment or services, other than cash, that are being donated or loaned for the purposes of the event. This refers to the cash value that the item or service would have cost if you had to pay for it.

For the purposes of the Community Events and Christmas Events and Carols Sponsorship Program the concept of in-kind falls into two categories:

1. In-kind contributions that are made by the applicant. These can include (but not limited to):
  - a. the donation of materials for an event
  - b. the provision of a venue (where hire fees are perhaps waived or discounted)
  - c. the provision of volunteer hours to help stage an event
    - general volunteer activities are valued at \$30 per hour
    - qualified volunteer activities are valued at \$45 per hour (these are specialized tasks carried out by a credentialed person to support the staging of an event)

Example: an electrician providing electrical expertise and an accountant managing an event's accounts. We value these services at \$45 per hour. Professional services provided must be directly related to their profession/trade, and relevant to the event being staged. An accountant cooking a BBQ at a community event would be valued at \$30 as they are undertaking a general activity.

It is the responsibility of the applicant to ensure that a person is appropriately credentialed for any tasks they carry out relating to the event. Details of the tasks and volunteer rates should be shown in the budget.

2. In-kind support that is provided by council to support events that is addition to the cash support we provide through sponsorship funding.

For a list of council provided in-kind support please refer to [Event application](#)

This can include (but not limited to):

- a. the 'loaning' of rubbish/recycling bins; portable toilets; flag bunting etc
- b. services that can be provided at the discretion of council, these are usually subject to negotiation and dependent on available resources and conditions will apply
- c. Waiving of permit fees relevant to the staging of sponsored events.

3. Applicants are required to:
  - a. clearly stipulate any in-kind contributions being made to support the event
  - b. calculate the value of in-kind (i.e. not cash) support being sought from council using the community event in-kind support information.
4. The level of in-kind support requested will be taken into account when assessing your sponsorship application. Any approved in-kind support will be detailed in your conditions of funding.

### **What does council expect from the sponsorship relationship?**

It is important to recognise and promote council sponsorship as specified in your application form and in the Conditions of Funding. Maintaining ongoing communication with the Grants Officer about **all aspects of publicity** associated with the event is important to establish the best way for the sponsorship relationship to be developed.

### **Can we request the Mayor attends our event?**

Yes, the Mayor is often happy to attend events that council is sponsoring, and her role can range from attending as a spectator to officially opening your event and making a speech. The Mayor's diary is extremely busy and tends to fill up quickly. Therefore all requests for the Mayor and/or elected members to attend your event must be made in writing to the Grants Officer ([Margaret.Ficken@onkaparinga.sa.gov.au](mailto:Margaret.Ficken@onkaparinga.sa.gov.au)) at least eight weeks out from your event the Grants Officer will notify you of the Mayor's availability, and may request additional information for speech notes etc.

### **If we received funding in the past does this mean we can be funded again?**

Yes. Each year applications will be considered on their merit. Usually council's contribution will reduce over time unless you can clearly demonstrate that the event is growing and providing increased benefit to the community.

### **Can our event be for fundraising purposes?**

Yes. You can apply for funding for an event which is generating funds for a not for profit community organisation providing that you can demonstrate the economic or community benefit this will generate. Applications that seek sponsorship to support your organisation's general operating costs will not be funded. Details of where any profits from your event will be directed should be clearly explained in your budget, and the balance should be zero.

### **Can we purchase equipment?**

Funds will not be provided for equipment unless directly related to the running of your event. You may wish to apply to our community grants program for funding for minor equipment upgrades or replacement to assist with the continuation of your group's core business.