



2020-21 REGIONAL FESTIVALS AND EVENTS

GUIDELINES

Applications close at 12 noon on Tuesday 10 March 2020



MESSAGE FROM THE MAYOR

Festivals and events attract people from across our region and beyond. They raise awareness of our city and provide significant economic and community benefit.

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

Before starting your application, please contact Margaret Ficken, Grants Officer on (08) 8301 7355 or email Margaret.Ficken@onkaparinga.sa.gov.au to discuss your proposal and request a copy of the application form.

Applications will only be accepted if they are submitted using the 2020-21 application form.

No late or incomplete applications will be accepted.

Further information on our Grants and Sponsorship Programs are available at www.onkaparingacity.com/grants. Information to assist you planning your event and permits is available at www.onkaparingacity.com/Council/Grants/Event-Sponsorship

The funding range available for Regional Festivals and Events sponsorship program is **between \$6000 and \$29,999** per application. The program is very competitive and regularly oversubscribed; as such successful applications may **not be fully funded**.

Applications seeking funding less than \$6000 should refer to the Community Events and Christmas Carols (Tier 3) sponsorship program guidelines and contact Margaret Ficken, Grant Officer on (08) 8301 7355 or email Margaret.Ficken@onkaparinga.sa.gov.au

Links to a range of statistical resources that contain detailed information about our region is available at www.onkaparingacity.com/Services-and-projects/Research-and-statistics. This may be useful for your application.

1. SPONSORSHIP CATEGORIES

The Regional Festivals and Events sponsorship program supports the following:

- 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.

2. PURPOSE

The purpose of the sponsorship program is to provide cash and in-kind support for regional festivals and large events which bring social and economic benefits to the city. Through the sponsorship program we aim to support events that:

- align with [Onkaparinga 2035](#)
- are driven by community interest and provide opportunities for community participation
- support events that create active, diverse and vibrant destinations through increasing the number of people and activity in our public spaces, centres, neighbourhoods, townships and villages per Onkaparinga 2035
- generate additional tourism opportunities and encourage overnight visitation

- create vibrancy and encourage return visitation to ensure long term sustainability
- offer significant promotion and recognition opportunities for Council and economic benefits for the region
- are held on council land or in public places within the City of Onkaparinga.

3. EXPECTED OUTCOMES

- 3.1 Event organisers will build positive relationships with local organisations and/or businesses in order to plan and deliver the event (event organisers are encouraged to obtain letters of support from organisations and/or businesses or other relevant parties).
- 3.2 Providing significant economic benefits to our City through:
 - a. promoting Adelaide's south as a tourist and events destination
 - b. increased visitor spending with local businesses
 - c. increased uptake of overnight accommodation, preferably with bookings being coordinated through the [McLaren Vale and Fleurieu Visitor Information Centre](#)
 - d. attracting people from across our region as well as visitors from interstate and overseas to increase overnight stays to contribute to economic benefit
 - e. partnering with local businesses to stimulate business activity and developing employment opportunities (please refer to Council's [ON Business Program](#)).
- 3.3 Enhancing the profile of council through association with the event through:
 - a. being awarded naming rights for an event where possible/requested
 - b. supporting a range of events spread across our City
 - c. our branding being incorporated on all event marketing and advertising collateral on television, radio and print media
 - d. increased promotion of our brand and region in intra/interstate marketing materials.
- 3.4 Increasing the sustainability of events by:
 - a. securing sponsorship and in-kind support from other sources, and reducing the dependence on on-going council funding
 - b. supporting ongoing successful events that can demonstrate that they are growing in size and attendance. (Particularly relevant to event organisers wishing to apply for 'multi-year sponsorship' or 'long standing event sponsorship'.)

4. ELIGIBILITY CRITERIA

4.1 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. businesses are eligible to apply **provided they can demonstrate that the event could not proceed without sponsorship funding**
- c. groups or organisations currently in receipt of council funding may apply, providing the Event sponsorship proposal is for a separate event, and all contractual obligations are being met in accordance with their current funding agreement
- d. 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
- e. 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 with their application a 2020-21 [Auspicing Form](#).

4.2 Who is not eligible:

- a. previously funded applicants where the Conditions of Funding for any council funded activities have not been met
- b. schools, other than incorporated community groups based within a school setting who can demonstrate that the event is initiated, managed and organised by local residents (assisted rather than directed by a governing education body) and that funding is not available from a governing education body.
- c. Elected members and employees of the City of Onkaparinga are not eligible to sign or be listed on any grant application

5. FUNDING CRITERIA

- 5.1 Applicants may only submit one Regional Festival and Event sponsorship application in any funding round.
- 5.2 Funding is primarily for events held within our city, however events held outside our city boundaries that raise awareness of our city, or encourage people to visit our region, may be funded.
- 5.3 Applicants must contribute a minimum of 50% toward the total cost of the event. This may comprise of **cash only**, or a **minimum cash contribution of 25%** of the overall project cost and a combination of cash and in-kind contributions (which can include the donation of materials, volunteer labour hours, and/or other funding sources, etc.).
- 5.4 Events should attract a minimum of 1000 people to the event/s, excluding repeat visits by the same people. This can include competitors/participants at an event, e.g. in a sporting competition such as a surf life-saving carnival, an athletics carnival or a charity event such as a fun run.

6. APPLICATION REQUIREMENTS

- 6.1 Applicants must:
- a. meet the aims and objectives of the event, and links to council's strategic plan
 - b. reach at least the minimum required total number of competitors/participants at the event
 - c. reach at least the minimum total required number of spectators/attendees at the event
 - d. provide detailed income and expenses relating to the management and delivery of the event. ([Budget template](#)).
- 6.2 Obtain all permits and/or licenses required for staging the event. 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 & Licenses team on (08) 8384 0666 or email Permits@onkaparinga.sa.gov.au
- 6.3 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. An example risk management template is available on the [Event Sponsorship website](#).
- 6.4 Applicants are responsible for dealing with any complaints received relating to the staging of the event. Further information can be found on the Environment Protection Authority website www.epa.sa.gov.au.
- 6.5 Provide a current Public Liability Insurance Certificate (minimum of \$20 million).
- 6.6 Ensure that the activity promotes healthy lifestyles and wellbeing (including healthy catering) in accordance with the eat well and be active recommendations of our [Healthy Active Lifestyles Onkaparinga](#) (HALO) program.
- 6.7 Minimise waste and encourage recycling, information is available on our [Waste and recycling webpage](#).
- 6.8 Develop a detailed event communications plan that demonstrates how:
- a. the event will be promoted to attract visitors from inside and outside of the City of Onkaparinga, intrastate, nationally and overseas (where applicable)
 - b. the applicant will engage with tourism services in our region
 - c. the event will promote the attractions of our region
 - d. our branding will be incorporated into marketing collateral for the event including:
 - i. the distribution of at least one media release which includes the wording 'supported by the City of Onkaparinga'
 - ii. recognition of council sponsorship in any speeches and public announcements
 - iii. displaying our logo on all print and electronic forums (eg advertising and promotion, invitations, banners, posters, website (with link), Facebook, television etc.) in accordance with the City of Onkaparinga logo style guide
 - iv. displaying the 'supported by City of Onkaparinga' banners in prominent areas (to be picked up by event organisers).

Note: Multi-year sponsorship applicants and long-standing event applicants should complete the dedicated attachment in place of an event plan.

- 6.9 Develop a detailed event marketing and management plan that shows:
- a. site plan showing services, pedestrian and vehicle access points, fencing, stalls, facilities, stages, first aid and event management
 - b. event management committee roles and responsibilities in the lead up and during the event
 - c. draft event run sheet (program).
- 6.10 Submit any relevant materials to support the application.
- 6.11 Ensure that the activity complies with all the relevant acts, codes, standards and applicable legislation, including, but not limited to, the *Anti-Discrimination Act 1991*, *Children and Young People (Safety) Act 2017*, *Disability Discrimination Act* and *Work Health and Safety Act 2012*.
- 6.12 Ensure that **TWO** executive signatures have been included on the Declaration Page.

7. FUNDING AND IN-KIND SUPPORT

7.1 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 – funding cannot be used retrospectively
- c. recurrent operating costs for organisations or groups, such as ongoing salaries (one off performer/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
- 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](#)).

*Guidelines are available on the Grants and Awards section of our website at www.onkaparingacity.com/grants to determine your organisation's eligibility for alternative funding streams.

7.2 What are eligible expenditure items?

- 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.

If you identify a figure for any of the types of labour listed, the statement needs to include a brief description of the labour task, number of hours and labour rate (\$30 for general labour activities and \$45 for professional/skilled/trade labour activities).

All in-kind sponsorship and support requested from Council needs to be clearly identified **and included** in the application and budget. Subsequent requests for additional support will not be available.

In-kind support listed in the income and expenditure columns needs to match, resulting with at least a net zero sum total.

- 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

www.onkapingacity.com/Council/Grants/Event-Sponsorship

- d. All requests for in-kind sponsorship must be:
 - i. detailed in the event sponsorship application
 - ii. costed in the income and expenditure budget
 - iii. collected from the Field Operations Centre at Seaford Meadows unless otherwise advised (an email will be sent to confirm details after the Event application is submitted).
- e. Unless portable toilets have been requested in the event application form at point of grant application, they cannot be supplied to the event organiser.
- f. The level of in-kind support requested from us will be considered when assessing each sponsorship application.

What constitutes income?

- a. Cash - all anticipated cash income streams from your contribution, council, sponsors and funding partners, including anticipated ticket sales, entry fees, site fees for stall holders, merchandising, raffle sales, food and beverage sales. Evidence of cash support from funding partners (not including the applicant or Council) will need to be attached.
- 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 attached.

7.3 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.

8. WE RETAIN THE RIGHT TO NOT SPONSOR AN EVENT

- 8.1 Where an applicant has received sponsorship in the previous funding year which generated a profit greater than the value of our sponsorship. This provision will be renegeed in cases where profits have been:
- 8.1.1 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
 - 8.1.2 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
- 8.2 where the application does not demonstrate alignment with Onkaparinga 2035
- 8.3 where the organisers did not adhere to previous agreed conditions of funding. This includes (but not limited to) inadequate recognition of the City of Onkaparinga as a sponsor and incorrect use of our branding.

9. MULTI-YEAR SPONSORSHIP

- 9.1 Multi-year sponsorship is available to support new events to become established in our region.
- 9.2 Funding is offered for a period of up to three years.
- 9.3 The event must not have been held on more than one previous occasion.
- 9.4 Applicants are required to: discuss their event with the Grants Officer to determine eligibility and obtain an additional application form complete and submit the multi-year sponsorship attachment as a part of their application form.
- 9.5 Applicants are required to achieve a minimum 70% score in their application assessment prior to becoming eligible for consideration for multi-year sponsorship.
- 9.6 Events successful in securing multi-year sponsorship will be required to submit an evaluation report within two 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.

Council retains the right to amend the conditions of the multi-year sponsorship in response to the outcomes of our upcoming 2020-21 Grants Review.

10. LONG-STANDING SPONSORSHIP

- 10.1 Long-standing sponsorship is available to support events which have successfully demonstrated continued alignment with the Regional Event sponsorship program purpose and demonstrated strong performance in relation to achieving the Program outcomes (refer to section 1).
- 10.2 Funding is offered for a period of up to five years.
- 10.3 The event must have been sponsored through the sponsorship program for at least five consecutive events (years).
- 10.4 Previous events must have been successfully delivered in accordance with the sponsorship application and Conditions of Funding.
- 10.5 Applicants must complete and submit the long-standing event sponsorship attachment as a part of their application form.
- 10.6 Applicants are required to achieve a minimum 70% score in their sponsorship application assessment prior to becoming eligible for consideration for long-standing sponsorship.
- 10.7 Events successful in securing long-standing sponsorship will be required to submit an evaluation report within two 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.

Council retains the right to amend the conditions of the long-standing sponsorship in response to the outcomes of our upcoming 2020-21 Grants Review.

11. APPLICATION PROCESS

Once an application has been received:

- 11.1 An acknowledgment email will be sent to the nominated contact person 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**).
- 11.2 The eligibility of the application will be checked by the Grants Officer, and Applicants may be notified if any information needs to be clarified or additional information is required prior to assessment.
- 11.3 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.
- 11.4 Funding recommendations will be competitively ranked, and the cash and in-kind sponsorship requests will be considered based on ranking and available sponsorship pool.
- 11.5 Funding recommendations will be presented to a Council meeting in June for consideration and/or approval. Elected Members may seek further information or clarification, and we will contact the applicant if this is the case.
- 11.6 Applicants will be notified of the outcome of their application for funding within 14 days of the Council meeting. Contact will be made within two days of the meeting to applicants whose events are schedule in July and August.

Please note that there is no appeals process.

12. ASSESSMENT CRITERIA

The funding allocation for the Regional Festivals and Events 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 Regional Festivals and Events sponsorship expected outcomes (as outlined in section 3), alignment with Onkaparinga 2035 (our Community Plan) and the success of previous sponsored events (if applicable) including compliance with funding conditions and the completion of evaluation reports within the required timeframes, per the weighted criterion below:

Criterion	Weighting
1. Quality and detail of event proposal, including: income and expenditure statement; plans for event sustainability; evaluation of previous events (if applicable)	25%
2. Economic benefits including tourism benefits; additional sponsors; demonstration of partnerships with local businesses, council, local organisations	25%
3. Event promotion and Council recognition	25%
4. Community and social benefits	25%

13. FUNDING CONDITIONS

- 13.1. Funds must be used for the approved event as described in the application form.
- 13.2. The applicant commits to underwriting the event.
- 13.3. Changes may not be undertaken without prior written approval from the Grants Officer.
- 13.4. The applicant will obtain all necessary insurances, and ensure that the City of Onkaparinga is not held liable for any matter arising out of this sponsorship.
- 13.5. The applicant will 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.
- 13.6. The applicant will obtain any relevant approvals including use of council land, liquor licenses and temporary road closures. No money will be issued until all approvals/permits are received.
- 13.7. The applicant will ensure that safe management systems are put in place for the planning and delivery of your activity. This includes undertaking a risk assessment and ensuring that key individuals involved with delivering the event are aware of the identified risks and the related mitigation strategies.
- 13.8. The applicant will comply with recognised Australian Standards and must observe all relevant federal, state or local government regulations or guidelines.
- 13.9. Applicants are responsible for dealing with any complaints received relating to the staging of the event, including behaviour of attendees and traffic management issues. Further information can be found on the Environment Protection Authority website at www.epa.sa.gov.au.
- 13.10. The applicant will submit a detailed Evaluation Report within 60 days of the completion of the event. The Assessment Panel may request an independent evaluation to be undertaken of the

benefits derived from an event as a condition of the sponsorship funding. This will be negotiated with the event organisers prior to awarding t sponsorship funding and will primarily be focused on events who have received \$15,000 or greater in cash sponsorship funding.

- 13.11. The applicant will 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

14. SUBMITTING AN APPLICATION

Applications will only be accepted using the 2020-21 Regional Festivals and Events sponsorship application form. Please note late applications **WILL NOT** be accepted.

All applicants **must** submit the following:

1. A completed 2020-21 Regional Festivals and Events sponsorship application, signed by **TWO** executive signatures have been included on the Declaration Page.
2. A detailed income and expenditure statement
3. A signed 2020-21 Auspicing Form (if applicable)
4. A current Public Liability Insurance Certificate (minimum of \$20 million)
5. An event marketing plan
6. A detailed event site plan
7. A risk management plan
8. A draft run sheet/progam
9. Any relevant materials to support your application, including evidence of support

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

Please note that the maximum email limit is 10MB.

Completed application forms must be **marked to the attention of Nikki Palmer 'Regional Festivals and Events Sponsorship Program'** and may be submitted by:

- **Email:** mail@onkaparinga.sa.gov.au
- **Post:** Nikki Palmer, Business Support Officer, City of Onkaparinga
PO Box 1, Noarlunga Centre SA 5168
- **Hand** delivering in an envelope to one of our council offices located at:
 - Aberfoyle Hub - The Hub, Aberfoyle Park
 - Aldinga - 11 Central Way, Aldinga Beach
 - Noarlunga Centre - Ramsay Place, Noarlunga Centre
 - Willunga - St Peters Terrace, Willunga
 - Woodcroft - 175 Bains Road, Morphett Vale

Please keep a copy of the application, accompanying documentation and evidence of submission for your records.

FREQUENTLY ASKED QUESTIONS

What is the maximum amount of money our organisation can apply for?

The minimum funding for Regional Festivals and Events sponsorship program is \$6000. The maximum funding is \$29,999. Applicants are required to match any sponsorship allocation with cash or in-kind support that is equivalent to or of greater value to the allocation provided by council. For example, if an applicant applies to council for \$10,000 then matching support (cash and/or in-kind) of \$10,000 is required. Applicants are reminded that they are required to provide minimum cash contribution of 25% of the total project cost.

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 Regional Festivals and Events 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 do we expect from the sponsorship relationship?

It is important to recognise and promote council sponsorship as specified on the 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) 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. Previously sponsored events will be considered when your application is assessed.

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.