

MAJOR FESTIVALS AND EVENTS GRANTS

Major Festivals and Events Guidelines

ONKAPARINGA GRANTS

As a part of our [Community Plan 2030](#), we are committed to a shared vision for the City of Onkaparinga. This includes supporting the many community groups, businesses and individuals who make our community a vibrant place to live, work and play. One way which we can do this is through our Grants Program.

BEFORE YOU GET STARTED

Before applying, we strongly encourage you to discuss your proposal with our Events Officer.

GRANT WRITING WORKSHOPS

We will be holding free grant writing workshops in July/August 2021.

Bookings are essential for all workshops as places are limited.

Please visit our website for further information.

APPLICATIONS

To be successful, applications need to meet the requirements in these guidelines.

To apply visit www.onkaparingacity.com/grants

Please note we are only accepting applications via our online application system.

Applications close

Monday 23 August 2021, 12pm

MORE INFORMATION

www.onkaparingacity.com/grants

Events Officer

Phone (08) 8301 7378

Email events@onkaparinga.sa.gov.au

Frequently asked questions

Please refer to the Grants page on our website for frequently asked questions (FAQs).

Definitions

Please refer to the [Grants Policy](#) on our website for up to date definitions.

Onkaparinga Grants **BRING YOUR IDEAS TO LIFE.**

CITY OF ONKAPARINGA

APPLY NOW

FUNDING INFORMATION

Grants of between \$6000 and \$30,000 are available per application.

Purpose

Major Events and Events grants contributes to the outcomes of the strategic plans including (but not limited to) the Tourism Strategic Plan 2019–23.

Our Major Festivals and Events Grants aim to support a range of events that:

- encourage visitors to enjoy more of what's on offer in our vibrant and diverse region
- provide high quality, vibrant, compelling events which offer something different to other events around the state (i.e. have a distinct point of difference) that aligns with the strengths of our destination McLaren Vale and Fleurieu Coast – food, drink (beer, gin, wine), beaches, villages, nature and art
- drive substantial economic impact for our city through event-based visitation, generating visitor spend with overnight visitation and supporting the delivery of a quality 'year round' events calendar
- provide opportunities for state and interstate marketing and promotion of our city and region
- create vibrancy and encourage return visitation to the region.

Objectives

- providing significant economic benefits to our city
- primarily attracting visitors from across our state and interstate to increase overnight stays to contribute to economic benefit
- increased visitor spending with local businesses

- increased uptake of overnight accommodation, preferably with bookings being coordinated through the [McLaren Vale and Fleurieu Coast Visitor Information Centre](#)
- positively contributing to and building our city and regional events calendar
- promoting our region as a visitor and events destination
- partnering with local businesses to stimulate business activity and developing employment opportunities (please refer to Council's [ON Business Program](#))
- building 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 they will be working with)
- enhancing the profile of our city and region through association with the event through:
 - being awarded naming rights for an event where possible
 - our branding being incorporated on all event marketing and advertising collateral including digital, television, radio and print media
 - increased promotion of our brand and region on state and interstate marketing materials.
- increasing the sustainability of events by:
 - encouraging applicants to secure sponsorship and in-kind support from other sources, and reduce their dependence on on-going council funding
 - supporting ongoing successful events that can demonstrate that they are growing in size and attendance or diversifying the experience they offer.

FUNDING INFORMATION

The level of funding for major festivals and events is dependent on the quality and uniqueness of the event, timing of the event, target audiences/visitors, expected realistic attendance and overnight stays, event marketing and promotion plan as well as your event management capability.

Additional funding conditions include:

- Applicants may only submit one Major Festivals and Events Grant application in any funding round.
- Applicants must contribute a minimum of 50 per cent toward the total cost of the event. This may comprise of cash only, or a minimum cash contribution of 25 per cent of the overall event cost and a combination of cash and in-kind contributions (which can include the donation of materials, and/or other funding sources, etc.).
- Applicants may seek funding for activities that indicate the organisation may return a profit. However, during the assessment process consideration will be given to whether Major Festivals and Events funding is required in order for the event to proceed, and how the profits are likely to be used/shared (i.e. financial benefit to single or multiple businesses).
- Applicants who have submitted multiple applications across different grant programs must rank their applications in order of preference (i.e. if not all applications are able to be funded, please let us know which is the most important to you) and this will be considered in the assessment process for each grant.
- Council may prioritise applications that align best with our Community Plan 2030 and other strategic plans.
- A major festival or event can be annual, biennial or one-off. Where funding is sought for more than one year through subsequent application processes, preference will be given to those who seek reduced funding or provide increased benefits to council and our region.
- The event must take place after 1 January 2022 and all funds must be acquitted in accordance with agreed terms and conditions.

- 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

ELIGIBILITY CRITERIA

Who can apply

Any Australian organisation is eligible to apply, providing they:

- can demonstrate capacity and capability in delivering major festivals and events, including previous experience
- are an organisation recognised by/registered with the Australian Tax Office (including businesses and not-for-profit organisations as defined in our [Grants Policy](#))
- hold Public Liability Insurance with a reputable insurer for the sum of no less than \$20 million per incident and present a current certificate of currency with the application
- agree to indemnify the City of Onkaparinga, its employees and agents from and against all actions, suits, claims, costs and demands directly or indirectly arising from the operation of the festival or event.
- do not have an overdue grant acquittal with City of Onkaparinga. You will need to satisfactorily acquit previously awarded grants before being eligible to apply for this grant. Organisations that have had unsatisfactory dealings with council may also be precluded from receiving funding. Please refer to our [Grants Policy](#) for further information.

Who is not eligible

- Elected members and employees of the City of Onkaparinga must not be involved in the development of a grant application and are not eligible to sign or be listed on any grant application. Refer to the [Grants Policy](#) for more information.

What we can fund

- events located in the City of Onkaparinga
- applications that can demonstrate the event will align with the purpose and objectives of the Major Festivals and Event Grants.

What we won't fund

- events which are not located in the City of Onkaparinga
- applications from individual persons
- applications from groups that are not recognised by/registered with the Australian Tax Office

- payment of ongoing salaries, however once-off performers fees are acceptable
- recurrent operational costs e.g. telephone, utility costs, maintenance, ongoing Public Liability Insurance (however insurance specifically for the festival or event is acceptable)
- events that will commence or take place prior to 1 January 2022
- retrospective activity including expenses already incurred
- applicants who have an overdue grants acquittal with the City of Onkaparinga. Please refer to our Grants Policy for further information
- applicants who 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.

Additional requirements/information

- Applicants must 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 Property Transactions team on (08) 8384 0666 or email mail@onkaparinga.sa.gov.au
- For any events located on council land or in council buildings, council staff will provide advice and support to guide you throughout your project. The Events Officer will connect successful applicants with the most appropriate staff member.
- Applications must be received by the deadline of the funding program through the SmartyGrants online system. Late applications will be deemed ineligible and will not be accepted.
- We encourage you to contact us with your ideas and we can advise you if they are eligible or if an alternative funding program would be suitable. We may be able to provide assistance or have suggestions on sourcing elements of your event.

APPLICATION AND ASSESSMENT

Applicants must apply online through the Grants page on our website:

www.onkapingacity.com/grants

Applications must include:

- detailed income and expenses relating to the management and delivery of the event ([budget template](#))
- an event management plan that shows:
 - a site plan showing services, pedestrian and vehicle access points, fencing, stalls, facilities, stages, first aid and event management
 - event management committee roles and responsibilities in the lead up and during the event
 - draft event run sheet (program).
- a detailed event marketing and communications plan that demonstrates how:
 - the event will be promoted to attract visitors from inside and outside of the City of Onkaparinga, intrastate, nationally and overseas (where applicable)
 - the applicant will engage with tourism services in our region
 - the event will promote the attractions of our region
 - our branding will be incorporated into marketing collateral for the event
- must have an appropriate level of insurance(s) proportionate to the risk associated with the program/project being undertaken, which must include a minimum of \$20 million Public Liability Insurance cover (this can be purchased as a 'once off' cover and should be included in the budget costs). Successful applicants may be required to produce a copy of the certificate of currency when submitting the signed Conditions of Funding. Successful applicants without sufficient insurance(s) may need to obtain appropriate cover prior to the release of grant funds and any permit approvals given. Contact Local Community Insurance Services www.localcommunityinsurance.com.au or your insurance broker for further advice/assistance.

- a risk management plan that demonstrates event risk assessment and mitigation to minimise any impact to the local environment, local residents caused by the staging of the event, and meet any COVID/legislated requirements. This includes noise, parking, waste management, labour, injury, weather, reputation, financial, etc. An example risk management template is available on our [website](#).

We have a range of statistical resources that contain detailed information about our region at www.onkapingacity.com/Services-and-projects/Research-and-statistics. You may find this useful for your application.

Assessment process

Once an application has been received:

- receipt of application will be acknowledged via email
- applications will be checked for eligibility
- assessment of applications will be undertaken by a panel using the criteria in these guidelines.

Prioritisation

Priority will be given to events that:

- address an identified gap and do not replicate existing similar events
- sells tickets and promotes accommodation opportunities in partnership with our McLaren Vale and Fleurieu Coast Visitor Centre.

Grant assessment panels will consider many factors, including an application's risks and opportunities, and an organisation's previous dealings with council. The panel is able to recommend funding allocations that may not align with the scoring process, however whether or not an organisation is funded is always at council's discretion.

Assessment criteria

The funding allocation for the Major Festivals and Events Grants is managed through a competitive application process. All applications will be subject to a rigorous assessment process. Evidence of proposed attendance numbers and likely length of stay along with collaboration with other local businesses/stakeholders may be requested to support the assessment of your application.

Applications will be assessed on their merit using the criteria outlined below, giving consideration to alignment with the purpose and objectives of the funding, as well as (for previous grant recipients) compliance with funding conditions and the completion of acquittal reports within the required timeframes.

Criteria	Weighting
<p>1. Economic benefit</p> <p>Capacity of the event to deliver significant economic contributions to the visitor economy, with consideration to:</p> <ul style="list-style-type: none"> the anticipated number of visitors who will travel specifically to attend the event the average visitor length of stay (visitor nights) the estimated daily visitor expenditure the cost of the event relative to expected returns (i.e. return on investment) the ability to substantiate visitation and economic impact claims. 	30%
<p>2. Marketing impact and brand enhancement</p> <p>Effectiveness in driving marketing outcomes for the destination. In addition, consideration will be given to evidence of suitable marketing/promotional strategies, and how an event will profile the destination, generate awareness and provide a positive media impact.</p> <p>Ability to provide a clear rationale for event timing, including the ability to fill gaps in the event calendar.</p> <p>Clearly identifying target audiences to generate visitation/event attendance.</p>	20%
<p>3. Business benefit</p> <p>Opportunities for local business engagement and participation, and enhancement of city's vibrancy.</p> <p>Opportunities for local businesses/industry to leverage off the event.</p>	20%
<p>4. Event quality and uniqueness</p> <p>Provide a high quality, vibrant, compelling festival or event which offers something different to other events around the state (i.e. have a distinct point of difference) that aligns with the strengths of the city, such as food, drink (beer, gin, wine), beaches, villages, nature and art.</p>	15%
<p>5. Event management capacity and capability</p> <p>Applicants must demonstrate their ability to deliver an event of this scale.</p> <p>All events supported through the Major Festivals and Events Grants must be financially sustainable and not reliant solely on council funding. Applicants should address how the event is financially sustainable and provide any risk mitigating strategies.</p>	15%

Conditions of Funding

The following conditions of funding apply:

- The funding provided must be used for the approved activities. Any changes to the funded activities detailed in the application may not be undertaken without prior written approval from council.
- Applicants must obtain any necessary permits and approvals and meet any costs associated with those approvals.
- The event must have written support from the land manager/owner, including where council is the landowner (please provide evidence when submitting your application).
- The event must commence after 1 January 2022.
- Applicants must 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. (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).
- 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 *Child Safety (Prohibited Persons) Act 2016*, *Disability Discrimination Act* and *Work Health and Safety Act 2012*.
- At the completion of the event an acquittal report including an expenditure statement must be provided in line with the agreed funding conditions. Failure to do so may jeopardise future funding applications.
- A council logo (either the City of Onkaparinga logo or the McLaren Vale and Fleurieu Coast logo as appropriate) shall be used on all material relating to the funded activities and an appropriate acknowledgement of our funding must be given by the recipient in all promotional material, announcements and reports of the activities to the public.

Major Festival and event sponsorship checklist/application upload

<input type="checkbox"/>	Name of organisation responsible for event
<input type="checkbox"/>	Address
<input type="checkbox"/>	Telephone number of contact person
<input type="checkbox"/>	Email Address
<input type="checkbox"/>	Position of contact person. (Make sure you nominate someone with authority to negotiate on behalf of your group)
<input type="checkbox"/>	Provide information on your organisation's background and history. (Include information on the role of the group and current sources of funding)
<input type="checkbox"/>	Describe your organisation's structure/operations (e.g. paid/voluntary staff, registered office, loaned space or home-based etc.)
<input type="checkbox"/>	Grants previously received from Council (past 5 years)
<input type="checkbox"/>	Explain the aims of your event for which you are seeking sponsorship.
<input type="checkbox"/>	Specify the target markets for your event and expected numbers – attach your marketing plan
<input type="checkbox"/>	Attach event management plan and risk management plan
<input type="checkbox"/>	Attach public liability insurance and other insurances/permits currently held relevant to the event
<input type="checkbox"/>	Attach the event budget Ensure you name any current sponsors/donations/sources of funding
<input type="checkbox"/>	Provide a clear outline of what financial sponsorship you are requesting
<input type="checkbox"/>	Provide a clear outline of what sponsorship benefits you are offering
<input type="checkbox"/>	Detail all promotional avenues open to the sponsor including pre-event, during the event and post event

If the event has previously been staged, it is valuable to include photographs, video footage or audience evaluation results to support the application or request. In addition, any media coverage of the event and examples of marketing collateral (including sponsor brand recognition) is suggested to be included.