

# 2023-24 Major Events Grants Guidelines



File No: REC/40

## Applications due by 5pm on Friday 30 June 2023

Applications are to be submitted using the grant application form. Major Events Grants Funding applications can be accepted for events being held between 11 August 2023 - 30 June 2024. Electronic copies are preferred, although hard copy applications will be accepted.

## Application Assistance

Applicants are encouraged to contact the Shire to discuss their application before submitting. For assistance contact:

Tanya Perdue  
Communications Officer  
Phone: (08) 9780 5231  
Email: [tperdue@amrshire.wa.gov.au](mailto:tperdue@amrshire.wa.gov.au)

For permits to comply with relevant legislation and Shire policies contact:

Catherine Gardiner  
Events and Permit Officer  
Phone: (08) 9780 5266  
Email: [cgardiner@amrshire.wa.gov.au](mailto:cgardiner@amrshire.wa.gov.au)

## Submitting Your Application

Applications must be submitted by completing an application form.

**Completed applications must be submitted to the Shire by email or post**

Email	<a href="mailto:amrshire@amrshire.wa.gov.au">amrshire@amrshire.wa.gov.au</a>
Post	Chief Executive Officer Shire of Augusta Margaret River PO Box 61 Margaret River WA 6285

## Purpose

The Shire of Augusta Margaret River is committed to supporting major events of State or National significance that attract visitors, generate economic activity, engage the community and promote the region.

Objectives in providing grants to major events:

1. to support events that promote our region by attracting visitors as participants, spectators and support crews;
2. to support events that maximise the economic benefits to local businesses to achieve a vibrant and diverse economy;
3. to support events that are inclusive, foster healthy lifestyles and are respectful of the local community; and
4. to support events that are environmentally responsible and support the preservation of our unique natural environment.

## Eligibility

**Grants will be considered for:**

- businesses;
- incorporated not-for-profit organisations;
- events that predominantly take place within the boundaries of the Shire of Augusta Margaret River; and
- events which are open to the general public

**Grants will not be considered for:**

- events that have already received Shire funding for the particular year or are applying for funding through another Shire funding stream; and
- events that are organised and run by applicants who have not acquitted previous grant funding in accordance with these guidelines.

## Funding amounts

Applications for up to \$20,000 *including* GST will be considered per year. The funding amount being requested should *include* GST.

## Funding rounds

An initial funding round will open in May 2023, for events taking place between 11 August 2023 and 30 June 2024.

If the funding pool has not been exhausted, a second round may open in September 2023 for events taking place in the remaining Financial Year (until 30 June 2024).

## Multi-year funding

Applications for multi-year funding up to three years will be considered. This is subject to a satisfactory acquittal of each year's event. Funding periods will not be extended by rolling over funds to the next financial year in cases where events have been cancelled or event dates have moved into the next financial year.

## Assessment criteria

The Shire is committed to an assessment process that is fair, equitable and transparent. The criteria for grant funding that is considered during the assessment of an application includes:

### **Economic impact including visitation**

The estimated economic impact for an event incorporates the anticipated number of interstate and international participants, spectators, support teams and others, the length of their stay and their estimated daily expenditure. Where possible, previous events are analysed to obtain verification of potential numbers. Where an event is being held for the first time, a credible estimate of its potential economic impact is gauged through discussions with the applicant and independent sources. Events able to demonstrate local spend and direct local employment as a result of the event will receive favourable consideration under this criterion.

### **Media impact**

The media plays a significant role in creating awareness of the Margaret River Region as a tourism destination. The estimated reach of media coverage includes TV, digital and social media, radio and traditional print media. Events able to provide significant coverage will receive favourable consideration under this criterion.

### **Community benefit**

Events that are accessible and inclusive, foster healthy lifestyles and provide opportunities for community involvement, including collaboration with the community in the planning and development stage, or increase local skills will receive favourable consideration under this criterion. Opportunities for the Shire to offer benefits to the community such as ticket competitions/giveaways, scholarship/participation/workshop opportunities or hosting networking events in line with the event will be assessed favourably.

### **Environmental impact**

Events organised in an environmentally responsible way that include sustainability initiatives to minimise their event footprint will receive favourable consideration under this criterion. Events that add capacity to enhance, promote, conserve or educate the community about the natural environments will be ranked favourably.

### **Event timing**

The tourism calendar consists of high, shoulder and low periods. During the high period, accommodation businesses are full, tourist attractions are frequently visited, and tourist operators are generally busy. The opposite occurs during the low period. Under this criterion, an event staged in a low season (June - August) or shoulder seasons (September - November or March - May), is often more attractive than an event staged in a high season (December - February).

### **Capacity to deliver**

Event organiser's capacity to deliver includes ability to demonstrate a comprehensive event management plan, event budget, ability to comply with relevant legislation, insurance requirements and Shire policies. The higher the applicant percentage cash contribution, the more favourable the weighting (includes other funding sources but does not include in-kind contribution).

### **Shire funding acknowledgement**

Event marketing and promotion effectively acknowledges Shire funding across a number of channels such as social media, media releases, radio advertising etc including logo placement on event websites, signage and advertising material.

## Conditions of Funding

### Successful applicants will be required to:

- only use the funds for the purpose/s indicated in the application;
- ensure all activities comply with any Health Directions released by the WA Government.
- spend all funds and return any unspent funds to the Shire by 30 June in that financial year;
- return unspent funds to the Shire as per the acquittal process;
- adhere to all Shire compliance requirements (as directed);
- provide invoice to the Shire in the financial year in which the event is held;
- acknowledge the Shire in all advertising, promotion and media publicity related to the funded project;
- contact [media@amrshire.gov.au](mailto:media@amrshire.gov.au) for a copy of the Shire's logo;
- within one month of the project completion date submit acquittal information to the Shire;
- provide 10 hi-res images for the Shire's unlimited use within one month of event completion. Copyright must permit for the Shire to use these images for any use; and
- meet any other conditions outlined in your Letter of Agreement.

## Application and Acquittal Process

### Grant Assessment and Award

- Applications will be reviewed in line with these guidelines and the assessment criteria contained in the application form by a Shire Grant Assessment Team.
- All applicants will receive an email notifying them of the outcome of their application.
- Successful initial round applicants in will receive grant money from August 2023 upon receipt of their invoice.

### Grant Acquittal Process

- Submit an Acquittal Form within a month of the funded event;
- Demonstrate/provide evidence of the outcomes of the funded event;
- Submit all invoices and receipts showing how the funds were spent; and
- Submit evidence of how you have acknowledged the Shire.