

Community Celebration Fund

Signature Event Guideline

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1. What is Signature Event Fund?

The Signature Event Fund provides support for events that drive the primary criteria of destination profile, economic impact and overnight visitor expenditure. Attract visitors that invest in the region and over 25% out-of-region visitors.

The Signature Event objectives are:-

- **Overnight Visitation**
Attracts external visitation specifically generating overnight visitor expenditure.
- **Social & Community**
Drives social and community outcomes, including community pride and cohesion.
- **Destination**
Enhances the profile and appeal of the Gladstone Region.
- **Economic Impact**
Generates economic activity in the Gladstone Region.
- **Financial Sustainability**
Demonstrates financial sustainability.
- **Environmental Sustainability**
Demonstrates environmental sustainability.

2. Who Can Apply?

To be eligible to apply for Signature Event funding, the organisation:-

Must be one of the following:

- a not-for-profit community organisation based in or servicing the Gladstone Regional Council area; or
- a business based in or servicing the Gladstone Regional Council area; or
- a not-for-profit sporting organisation/active recreation group based in the Gladstone Regional Council area; or
- an educational institution based in or servicing the Gladstone Regional Council area.

And must:

- be incorporated (not applicable for businesses);
- have an Australian Business Number (ABN) or complete and attach a “Statement by a supplier” form (http://www.ato.gov.au/uploadedFiles/Content/MEI/downloads/BUS38509n3346_5_2012.pdf); and
- be financially solvent.

However, the following will not be considered eligible:-

Organisations that do not have a current operational bank account for funding to be paid into.	Organisations that have a delinquent debt to Council (excluding interest free loans) or any outstanding matters/concerns with Council.
Organisations that have failed to adequately acquit, manage or deliver outcomes from previous Council funding.	Organisations that have access to funds generated from permanently licensed premises or onsite gaming machines.
Local, State, Federal government agency.	Political organisation or political party.
Religious or worship group.	

3. What Type of Events Can Be Funded?

For an event to be considered eligible, it must meet all Signature Event objectives and attract visitors that invest in the region (with over 25% out-of-region visitors).

Events¹ considered to be ineligible:-

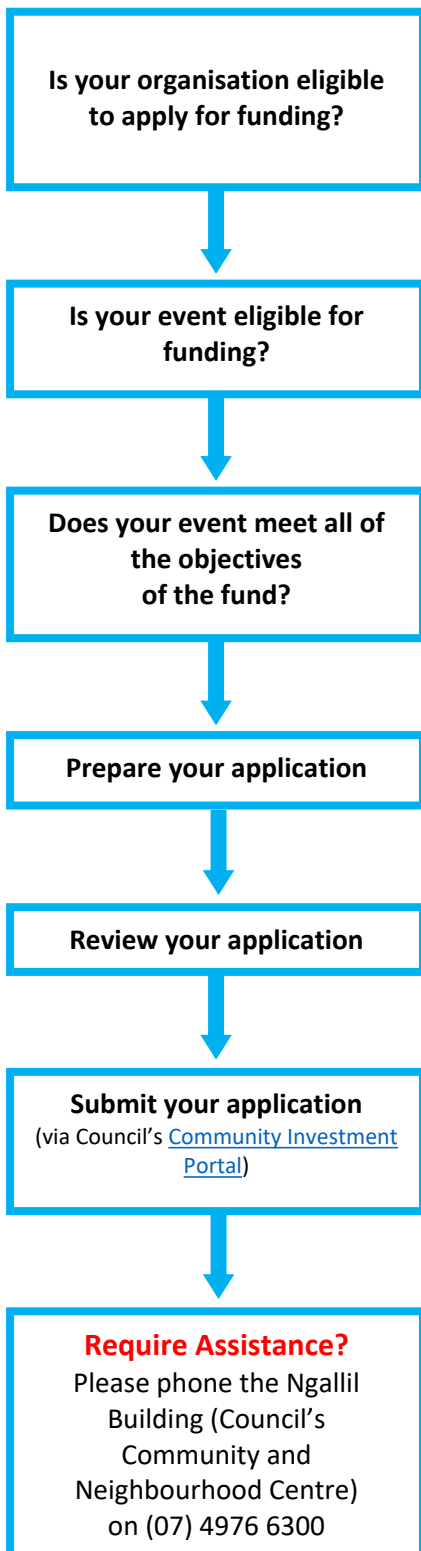
- Events that:-
 - Benefit only a small number of members/participants;
 - Exclude or disadvantage other members/participants;
 - Have already been undertaken or commenced; or
 - Could present a hazard to the community or environment.

¹ Please note that this is not an exhaustive list of all ineligible events and costs.

Funding cannot be sought for the following purposes¹:-

- Ongoing operational costs (e.g electricity bills, rates, insurance etc).
- Capital or equipment costs (with the exception of hiring temporary equipment).
- Ongoing salary costs.
- Trophies/prizes/prize money.
- Sanctioning fees.
- Administration expenses/sundries.

4. Your Application



Information to Assist you in Preparing your Application

Aim of the Event

- ✓ Type of funding required (monetary or in-kind)?
- ✓ How will the funding be used?
- ✓ What is likely to be achieved?
- ✓ How will the event meet the objectives of the fund?
- ✓ How will the event be measured to determine if it is a success?
- ✓ Estimated number of attendees and target audience?

Need of the Event

- ✓ What is the need for this event?
- ✓ How has the need been identified?
- ✓ What will the benefits be?
- ✓ Will the event benefit other groups, businesses or wider community?

Supporting Documentation (Mandatory)

- ✓ Current Audited Financial Statements and most recent Profit & Loss Statement.
- ✓ Cash Flow Forecast.
- ✓ Income & Expenditure (Event Specific)
- ✓ Statement by a supplier form (if no ABN).
- ✓ Certificate of Incorporation (not applicable for businesses).
- ✓ Certificate of Currency (Public Liability).
- ✓ Event Plan/Plan of Activities.
- ✓ Marketing/ Communication Plan.
- ✓ Sponsorship Proposal.
- ✓ Organisation Strategic Plan.
- ✓ Risk Assessment Strategy.
- ✓ Certified Traffic Management Plan.
- ✓ Event Location Approval e.g booking confirmation, approval from landowner (if the applicant is not the landowner). Please note that approval is required before funds can be released or paid.

Supporting Documentation (Non Mandatory)

- ✓ Event Strategy.

Association Costs

- ✓ Breakdown of costs to complete the event.
- ✓ Costs are to relate to financial contribution only.
- ✓ All amounts are to be GST exclusive.
- ✓ Obtain quotes where necessary.

Acknowledgements

How is the organisation going to acknowledge Council's financial contribution (if successful).

5. Council Assessment

Applications will be assessed against Council's Community Investment Policy and Corporate Standard, this Guideline, and the information provided in the application.

Council reserves the right to:

- Request further information to assist with the assessment or to substantiate any claims made.
- Contact any parties mentioned/listed within the application for verification.
- Liaise with other funding organisations to determine if other funding has been sourced and the status of this funding.
- Exclude applications from the assessment process that are incomplete, and/or, received after the closing date (advertised on Council's website).
- Offer partial funding to any application made to the Community Investment Program.

When assessing against this guideline, applications will be scored on their ability to demonstrate alignment to the following six (6) key selection objectives. It is recommended that you provide a response to each objective to ensure your application is assessed on the highest score possible.

Key Selection Criteria		
Objective		Score
KSC 1	Drives social and community outcomes, including community pride & cohesion	22.5%
KSC 2	Enhance the profile and appeal of the Gladstone region	22.5%
KSC 3	Generates economic activity in the Gladstone region	20%
KSC 4	Demonstrates financial sustainability	5%
KSC 5	Demonstrated environmental sustainability	5%
KSC 6	Attracts external visitation specifically generating overnight visitor expenditure	25%

Each KSC is assessed on evidence provided:

- 1 - Unacceptable or no evidence
- 2 - Marginal or some evidence
- 3 - Meets criteria
- 4 - Exceeds criteria

The total value determined by the assessment panel is calculated into a percentage (score).

APPLICATION SCORE	DESCRIPTION	FUNDING RECOMMENDATION
75% and above	A score of 75% and above demonstrates that the application has met or exceeded all assessment criteria.	100% of amount requested offered to applicant.
65-74%	A score between 65% and 74% demonstrates that the application has met most assessment criteria and has alignment with Council's Standard or objectives.	Partial funding - 85% of amount requested offered to applicant.

55-64%	A score between 55% and 64% demonstrates that the application meets some assessment criteria and has alignment with Council's Standard or objectives.	Partial funding - 75% of amount requested offered to applicant.	
Below 55%	Scores 55% and below demonstrate that the application does not meet any assessment criteria.	Application Unsuccessful	

6. Successful Applications

Successful applicants will be notified in writing and may be required to enter into a Funding Agreement as a precondition for receipt of the funding.

The following will be the responsibility of the applicant:-

- Ensuring bank account details in Council's vendor data base are kept up to date. Approved funding amounts will be deposited directly into the nominated bank account, as currently held on Council's vendor data base.
(In the event that Council does not have the applicant details on Council's vendor data base, the applicant will receive an emailed invitation from eftsure (Council's contracted onboarding supplier) requesting vendor information").
- Submit a tax invoice.
- Expend funds within the timeframes given.
- Submit an acquittal.
- Obtain all appropriate permits, approvals, licences, insurances etc to undertake the project.
- Comply with the terms and conditions applying to the funding.

By submitting an application the Applicant consents to Council:-

- Advertising projects that have been successfully funded by Council (i.e media release, social media); and
- Advertising successful recipient details on Council's website (including but not limited to, project description, name of recipient, amount funded).

7. Unsuccessful Applications

Unsuccessful applicants will be notified in writing.

8. Appealing Decisions

All decisions made by Council resolution are final and cannot be appealed internally.

Where a decision is made by a Council Officer under delegation, a request for review of the decision can be made to the Chief Executive Officer for consideration.

9. Funding

Applications will be accepted all year round (preferably six (6) months prior to the event). No minimum/maximum funding limit has been applied. The amounts allocated each financial year will be determined by Council's annual budget. Once budget allocations have been expended, no further

applications will be considered that financial year, unless a budget revision is endorsed via a Council resolution.

Funding must only be used for the approved purpose.

Council may:-

- Approve funding amounts less than what has been requested.
- Pay approved funding amounts in instalments and apply conditions where necessary.
- Not fund organisations that have already secured funding (monetary or in-kind) from within Council or external to Council for the same event.
- Not fund events that duplicate other events, services or programs within the Gladstone Regional Council area, unless evidence of demand is provided and agreed upon.

Recurrent funding is not guaranteed, and applicants are encouraged not to rely on Council's funding for this reason.

10. Funding Agreements

Successful applicants may be required to enter into a Funding Agreement with Council.

The Funding Agreement will include (but not limited to) the benefits agreed to, payment terms, performance required, acknowledgements of funding and evaluation methods.

Each party will bear their own costs of the Funding Agreement which will be drafted by Council at Council's expense.

11. Acknowledgements

All applicants will be required to acknowledge Council's support. The way Council is acknowledged will be clarified in writing to successful applicants.

Any additional Promotional Material referencing Council or containing the Council logo must be submitted for approval prior to printing, production, publication, and distribution. Approved logo will be provided by Council.

12. Timeframes

All Applications received will initially be assessed at an officer level (with appropriate delegation) within:

1. four weeks after the closing date; or
2. where no closing date is advertised, four weeks from the date the application was received.

Where a Council decision is required, it is noted the process may take up to twelve (12) weeks for decision.

13. Acquittal Process

Funding recipients may be required to submit an acquittal within eight (8) weeks after the project is completed. Acquittal forms will be made available via Council's [Community Investment Portal](#) to the SmartyGrants acquittal process.

Failure to submit an acquittal and any information/documentation requested, will impact future funding eligibility through Council, or result in Council requesting some, or all of the funding to be paid back to Council.

14. Quality Assurance

Council representatives may from time to time undertake quality assurance checks (including site audits) to ensure funding allocations have been spent according to the information provided.