



A photograph of a person's hand holding a glowing red hula hoop in front of a crowd of people at night. The background is filled with out-of-focus lights, creating a bokeh effect. The overall scene is vibrant and festive.

# EVENT FUNDING

## Event funding program guidelines

*Lake Macquarie City Council is committed to supporting event organisers and community groups to deliver events and activities across the City that benefit the community and support the outcomes of Council's Event and Festival Strategy and Action Plan 2019-2024.*

*The Event Funding Program has three funding categories with applications accepted twice a year.*

### **Community events**

Community funding recognises the vital contribution that not-for-profit organisations and groups play in the development of a strong and resilient community. Community events should make a positive and ongoing contribution to the community. This funding is provided to assist event organisers to develop new events or improve existing ones while working towards event sustainability.

### **Local events and celebrations**

Local events, activities and celebrations, staged for local audiences, can be funded to support small businesses and increase community participation. These may be one-off activities or new events for the community, sporting or recreation clubs that celebrate a location or themes that are relevant to the local population.

### **Sponsored events and festivals**

Sponsorship funding is provided for high profile events and festivals, in recognition of the economic benefit and vibrancy they bring to Lake Macquarie City. Events and festivals in this category will attract visitation to the City, from outside the region, and encourage residents to participate in major cultural, sporting and recreational activities.

## Funding limits

FUNDING PROGRAM	MAXIMUM FUNDING AMOUNT
Community events	Up to \$10,000
Local events and celebrations	Up to \$2,000
Sponsored events and festivals	Up to \$20,000

## Objectives

The program aims to fund meaningful, creative and high-quality events for our community and visitors.

### FUNDING IS PRIORITISED FOR EVENTS AND FESTIVALS THAT:

- Celebrate community and Lake Macquarie's unique culture and identity
- Assist in building a diverse and economically strong communities
- Are attractive to visitors
- Are engaging, surprising and entertaining

## Funding eligibility

Funding is competitive. Putting together a strong application takes time and energy. Give yourself time to plan, review and gain support for your application before submission.

Use clear, simple language to outline your activity. You should demonstrate how it meets the assessment criteria and how it supports the key themes in Council's **Event and Festival Strategy and Action Plan 2019-2024**.

### TO BE ELIGIBLE FOR ALL FUNDING CATEGORIES, THE FOLLOWING CRITERIA MUST BE MET:

1. Conduct the event/activity within Lake Macquarie City.
2. Contribute to one or more of the key themes in Council's Event and Festival Strategy and Action Plan 2019-2024.
3. Demonstrate social, economic and environmental benefits to Lake Macquarie City, as per the assessment criteria.
4. Provide an event budget (income and expenditure) and demonstrate that the event/activity is financially viable with or without Lake Macquarie City funding. (Tip: your budget should be realistic, viable and make good use of the funding)
5. Obtain all regulatory approvals for the event/activity such as an event license.
6. Hold current and relevant Public Liability Insurance to the value of \$20 million.
7. Commence the event/activity between six\* and 12 months from the application cut-off date (retrospective funding is not available).
8. Organisations/individuals must have the ability to provide evidence of experience in delivering events.

\* Community Events or Local Events may commence between three and 12 months from the application cut-off date.

### TO BE ELIGIBLE FOR COMMUNITY EVENT OR LOCAL EVENT FUNDING, THE ABOVE CRITERIA MUST BE MET PLUS THE FOLLOWING:

1. Be a not-for-profit entity or have a not-for-profit entity manage the funding on your behalf.

### FUNDING ASSISTANCE WILL NOT BE CONSIDERED FOR THE FOLLOWING:

- capital expenses
- ongoing operational or administrative costs
- individuals
- government agencies
- payment of debt or insurance premiums
- committees of Lake Macquarie City Council
- religious ceremonies
- the core business of educational, religious and medical organisations
- organisational programs
- activities that duplicate existing services
- political parties
- academic research, coursework or fees, or projects seeking financial support for research, studio work or activities that will be submitted for academic assessment
- Events that are primarily driven as fundraisers

## Assessment criteria

- The assessment process is a competitive one. Once submitted, applications will be assessed on merit, against the assessment criteria, eligibility criteria, available funding and other applications.
- The following criteria must be met:
- Alignment with Council's **Event and Festival Strategy and Action Plan 2019-2024**
- The extent to which the event/activity proposes to raise awareness of, or increase the profile of, Lake Macquarie City
- Demonstrate benefits to Lake Macquarie City Council as a sponsor or supporter of the event/activity
- Provide a sound event management plan (if required) and a comprehensive budget, demonstrating financial viability
- Present the size of the marketing audience/reach (international/state/regional/local)
- Demonstrate environmentally sustainable practices
- The degree to which the event/festival increases participation for people of all ages, cultures and means
- Review of the applicant's funding history and compliance

## Assessment process

There are two funding rounds each year, which generally open in June and October.

Please visit [lm.city/event-festival-funding](http://lm.city/event-festival-funding) for up-to-date application open and close dates.

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## Submitting your application

You must submit your application online through the SmartyGrants portal at [smartygrants.com.au](http://smartygrants.com.au).

As part of the application, you will be required to answer all questions in the application and submit supporting documentation.

Following an eligibility check, applications will be assessed against the assessment criteria and the funding outcome recommended to Council for consideration and endorsement. When assessing applications, Council may contact the event organiser or community group for further information.

If awarded funding, applicants are unable to seek additional support from other Council funding programs for the same event/activity.

### SUPPORTING DOCUMENTATION

As part of your application, you will be required to submit the following documentation.

- a copy of the organisation's Certificate of Currency and/or schedule for Public Liability Insurance to the value of \$20 million
- if applicable, evidence of the organisation's legal
- not-for-profit status or auspice letter provided by a
- not-for-profit entity
- for Sponsored events, an event management plan, including marketing activity that demonstrates the benefits to Lake Macquarie City and letters of support and images of past events.

Tip: Support material plays a vital role in how we understand and assess your application. Choose high-quality support material that is concise, current and directly relevant to your application.

## Receiving assistance

All applicants will be notified in writing of the outcome of their application, within seven days of Council's decision.

Council may offer a lower funding amount than requested and place conditions or be specific about the items in the budget, it is offering to fund. If Council approves your application for funding, you are responsible for confirming your venue booking, required infrastructure, Workers Compensation for employed staff and liability insurance to hold your event/activity.

Successful applicants must sign and comply with a funding agreement detailing the terms and conditions of the funding, including:

- acknowledgement of Lake Macquarie Council (including but not limited to; logo, website links, verbal or written mention) as a sponsor of the event/activity on all official event, media and advertising material
  - use funds for the purpose for which the assistance was awarded, unless written permission for variation has been obtained from Council prior to the activities being undertaken
  - obtain all appropriate permits, approvals, and insurance relating to the project
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## Reporting

All successful applicants will be required to provide an acquittal report within two months of completion of the sponsored event/activity.

The report must include outcomes of the event/activity funded by Lake Macquarie City Council, an income and expenditure summary, examples of promotional material and photos of the event/activity.

Applicants will not be considered for future funding if the report is not completed and returned.