Community Celebration Fund

Impact Event

Guideline

CONTENTS

GLADSTONE
REGIONAL COUNCIL

1. What is Impact Event Fund?

Impact Event funding supports events that demonstrate tourism and regional economy benefits and attract 2,500 to 5,000 participants, with 10% out-of-region visitors.

The Impact Event objectives are:-

- **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.
- **Overnight Visitation**
  Attracts external visitation specifically generating overnight visitor expenditure.

2. Who Can Apply?

To be eligible to apply for Impact 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.

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

3. What Type of Events Can Be Funded?

For an event to be considered eligible, it must meet a minimum of four (4) of the Impact Event objectives, attract between 2,500 - 5,000 participants (with 10% out-of-region visitors) and be held during the timeframes advertised on Council's website (applicable to the round).

Events[1] considered to be ineligible:-

- Events that:-
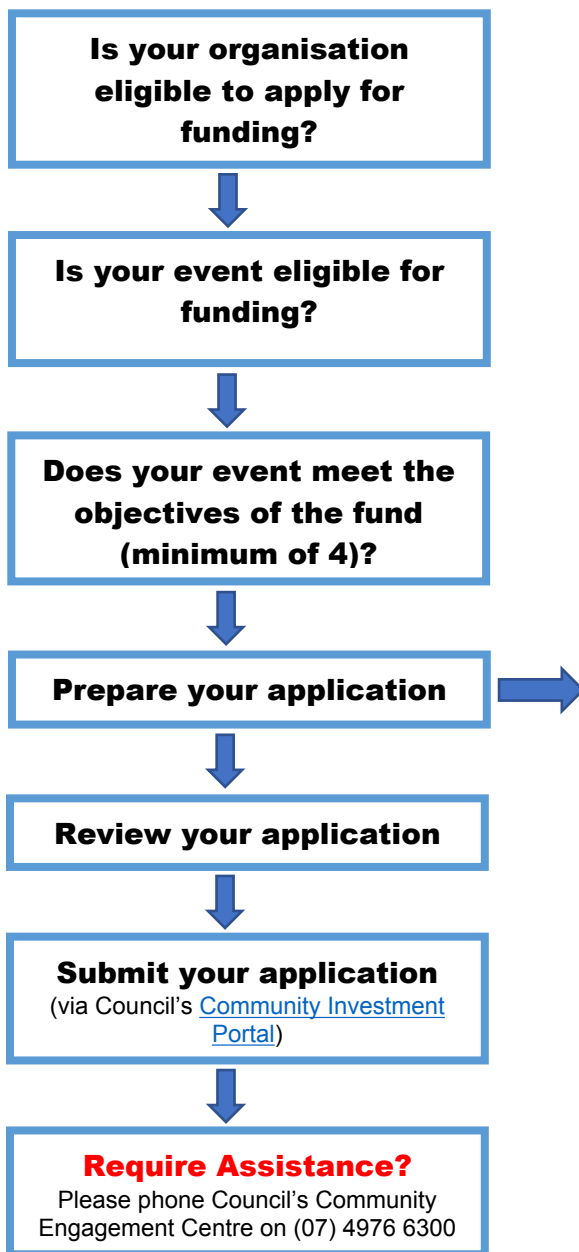 - Benefit only a small number of members/participants;

- 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 purposes[1]:-

- 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

Is your organisation eligible to apply for funding?
↓
Is your event eligible for funding?
↓
Does your event meet the objectives of the fund (minimum of 4)?
↓
Prepare your application
↓
Review your application
↓
Submit your application (via Council's Community Investment Portal)
↓
Require Assistance? Please phone Council's Community Engagement Centre on (07) 4976 6300

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.
- ✓ Statement by a supplier form (if no ABN).
- ✓ Certificate of Incorporation (not applicable for businesses).
- ✓ Certificate of Currency (Public Liability).
- ✓ Event Strategy.
- ✓ Risk Assessment Strategy.
- ✓ Sponsorship Proposal.
- ✓ Marketing/Communication Plan.
- ✓ Event Location Approval e.g booking confirmation, approval from land owner (if the applicant is not the land owner).
- ✓ Income & Expenditure (Event Specific).

Supporting Documentation *(Non Mandatory)*
- ✓ Cash Flow Forecast.
- ✓ Organisation Strategic Plan.

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 may:-

- 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; or
    - are received after the closing date (advertised on Council's website).

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 be required to complete a "New Vendor Details Form").
- 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

There are three (3) funding rounds offered each financial year (which are advertised on Council's website). Applicants can apply up to a maximum of $25,000 (ex GST). 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 must bear their own costs of the Funding Agreement which will be drafted by Council at Council's expense.

11. Acknowledgements

The manner in which Council's support is to be acknowledged will be specified in the terms and conditions of the approval letter and/or Funding Agreement.

12. Timeframes

Applicants will be notified of the outcome of the application twelve (12) weeks after the closing date (advertised on Council's website).

13. Acquittal Process

Funding recipients will be required to submit an acquittal via Council's Community Investment Portal within eight (8) weeks after the event is completed.

Failure to submit an acquittal and any information/documentation requested, may 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.