

# 2014/2015 EVENT DEVELOPMENT FUND ELIGIBILITY CRITERIA AND GUIDELINES

Not-for-profit events held in Dubbo are eligible to apply for funding (cash/in-kind) under the Event Development Fund.

There are two levels of funding assistance available:

1. \$1000 or less for events held July 2014 to June 2015 -  
*Applications are open from July 2014 - June 2015 - maximum of \$10,000 allocated under this stream.*
2. \$1001 or more for events held Jan 2015 to Dec 2015  
*Applications open 29 September 2014 and close on 7 November 2014. The funds will be released in December 2014. A maximum of \$30,000 has been allocated under this stream.*

**Events can not apply for funding / in-kind services via the Event Development Fund if funding has already been provided by another funding stream of Dubbo City Council for the same event in the same year.**

## Assessment criteria

- The organisation is a not-for-profit organisation.\*
- Clearly stated aims, objectives and desired outcomes.
- Creates and promotes a positive image of the City.
- Ability of the applicant to secure additional funding from sponsors or other levels of government.
- Support and participation of volunteers.
- Ability of the applicant to successfully market and promote the event.
- Demonstrated capacity of the applicant to successfully undertake the proposal within agreed time frames and budget.
- Estimated number of Dubbo residents or visitors who will attend the event.
- Length of the event (number of days held).
- Ability of the event to continue and develop in future years.
- Economic sustainability of the event, especially where the event is held annually or more than once per year.
- Staging of the event addresses gaps in the type of events held in Dubbo or timing.
- Event has appropriate insurances and is aware of its regulatory obligations (proof of approvals will be required when processed).

*\* For the purpose of the Event Development Fund, a not-for-profit entity is an organisation that does not operate for profit or direct/indirect gains of its individual members, but with the primary purpose of providing services to the community.*

If an organisation is not a legal entity, it can apply for a not-for-profit funding provided that its application is auspiced and administered by a legally constituted entity, as above.

An organisation may auspice one or more community groups. The auspicing organisation can also lodge an application on its own behalf.

## Ineligible activities/applications will include;

- Event is not being staged in the Dubbo LGA
- Events run for commercial profit
- Payment of debt
- Payment of insurance premiums
- Political activities
- Items included in another funding application or to top-up funding for a previous funding or any other funding
- Organisations with gaming machines and/or trade regularly with a liquor licence most days of the week
- Funding for prize money, prizes or trophies
- Events which occur as a matter of course (eg. school fetes)
- Day to day operational funding for the organisation
- Capital expenses, purchases, equipment, wages
- The proposal has safety and/or environmental hazards

Please note:

1. No funding will be awarded retrospectively
2. Applications that received funding for three consecutive years prior will be deemed ineligible.
  - Funding under the program is seed funding to assist events to grow and become sustainable
3. Events receiving financial/in-kind assistance through another channel of Dubbo City Council are ineligible for support under the Event Development Fund. (Refer Application Form).
4. All events receiving funding under the Event Development Fund will be asked to complete a survey, post event. The Survey is aimed at providing opportunity for event organiser to reflect on outcomes of the event and assist Council in collating data and information on the City's Events Industry.

## More information

If you have any further questions please contact Council's City Promotions and Events Supervisor,

Lana Willetts:

P (02) 6801 4451

E [lane.willetts@dubbo.nsw.gov.au](mailto:lane.willetts@dubbo.nsw.gov.au)

## How we will we assess your application:

The assessment process has been developed to ensure that the City invests in events that have the potential to return economic, social or cultural benefits. The criterion not only reduces Council's appetite for risk, but it also provides a matrix for industry to understand the importance of various elements of event delivery.

Section	Key criteria	Points	Score
<b>Mandatory criteria</b> - must score 50/50 to qualify for further assessment			
1	Evidence that applicant is a not-for-profit entity	25	/50
	Evidence of \$20M Public Liability Insurance (Certificate of Currency must cover date of the 2015 event)	25	
<b>Event details</b>			
2/3	Applicant clearly states what is planned for 2015 and the desired outcomes	30	/30
<b>Potential economic benefits</b>			
4	Economic value to the City - <b>more than \$200,000*</b>	25	/50
	Economic value to the City - <b>less than \$200,000*</b>	15	
	Economic value based on event attracting local and regional day trippers	10	
<b>Potential social and cultural benefits</b>			
5	The event positively promotes Dubbo and has the potential to contribute the social and cultural wellbeing of the City	30	/30
<b>Capability and industry knowledge</b>			
6	The organising committee has a good structure and is drawing from strengths of individual members	20	/20
	The following were previous plans or drafts for the 2015 event were provided:		
	Budget/Outline of income and expenses	10	/20
	Event Management Plan	10	/20
	Risk Management Plan	10	/20
	Accessibility Plan	10	/20
	Sustainability Plan	10	/20
Marketing Plan	10	/20	
<b>TOTAL</b>			<b>/300</b>

\*Based on information provided in the application - number of expected visitors x number of nights x \$136pp/pp

## Events receiving \$5000 or more

For events receiving \$5000 or more (financial and/or in-kind) an acquittal and evaluation is required to be provided to Council within 60 days of either the conclusion of the project or activity, or the end of the financial year, whichever falls first. Information to be provided will include:

Financial Report	<ul style="list-style-type: none"> <li>A statement of actual and budgeted expenditure in relation to the funding. For funding of \$10,000 and over, this statement must be audited.</li> <li>Copies of supporting documentation such as of receipts, invoices, accounts and financial statements.</li> </ul>
Funding Evaluation	<p>Recipients of the funding will be asked to assess their performance according to the following indicators:</p> <ul style="list-style-type: none"> <li>Demonstrated achievement of outcomes identified in the application.</li> <li>The level of public awareness of their activity or project.</li> <li>Public presentations (number held/attendance levels).</li> <li>Attraction of visitors to Dubbo.</li> <li>Amount/type of media coverage generated.</li> <li>Involvement of volunteers.</li> <li>Acknowledgment of the contribution of Dubbo City Council.</li> </ul>

Tangible evidence to support performance indicators may be submitted such as photos, press clippings, copies of fliers, newsletters, documents produced etc. Failure to satisfactorily complete performance evaluation and acquittals may disqualify recipients from further funding available.