

# Willoughby City Council

## Community Small Grants Program

### Guidelines

**OPENING DATE: Monday 13 February 2017**

**CLOSING DATE: Friday 31 March 2017**

#### Category 3 – Event Seed Funding

Willoughby's seed funding for events aims to encourage the development of new events and support new and emerging artists by providing community groups and individuals with seed funding to help support and launch new event activities. The funding program also aims to provide the Willoughby community with the opportunity to experience new and fresh events and activities.

The funding supports events taking place **throughout the year** (July 2017 to June 2018) as well as those taking place in September as part of the Emerge Festival

<http://emergefestival.com.au>

#### Vision

In 2017, The Emerge Festival will be held during the month of September. The festival aims to foster and instigate cultural activity through enriching communities, stimulating contemporary practice, encouraging quality engagement and showcasing the city as a diverse and creatively dynamic place.

#### Program Overview

The program supports new and developing events, where an event is defined as a cultural, social or entertainment activity undertaken by a group or organisation outside of normal programs and initiatives. The seed funding is available to support new events that organisers are planning to grow and develop.

Events must take place within the Willoughby Local Government area, be of value to the local community or support economic development. Grants of up to \$3,300 (incl. GST, or \$3,000 where GST is not payable) are available for a single event. Grants are intended as seed funding to enable the event to become financially sustainable. Groups may be funded up to a period of two years for the same event.

Applicants should note that requests for funding will not automatically be approved, and that if approved, Council makes no commitment towards continued funding. All events receiving seed funding must be open to the public and not restrict entry to anyone. Private events are not eligible for funding through this program. The seed funding is not a sponsorship and funding cannot be used to supplement existing fundraising or charity activities.

#### Requirements

Events must meet the below criteria, and applicants must respond to the below criteria and provide the following information in their application.

#### Seed funding criteria:

1. The event must be held within the Willoughby local government area.
2. The event must be of value to the Willoughby community and/or attract visitors to the City.
3. The event is required to be a new or reinvigorated activity, and organisers need to demonstrate how the seed funding will be used to support the growth of a new initiative.
4. Organisers must demonstrate how the activity will continue once seed funding is ceased.



**Required information:**

1. Address the seed funding criteria.
2. Provide a full description of the proposed event and target market.
3. Identify when and where the event will take place.
4. Indicate if the event is to be held as part of the Emerge Festival (Events must take place in September 2017).
5. The organiser needs to identify their company / community group or name of individual if a sole proprietor and provide ABN.
6. Identify other funding sources, and marketing strategies.
7. Provide a growth plan and indicate how the seed funding will be used to support the growth of the event.
8. Identify how environmental sustainability will be considered in the management of the event.
9. Provide details on event evaluation measures.
10. Provide information on fees and/charges being charged to the public to attend, or list if event is a free event.

**Conditions of seed funding**

1. A report on the event including financial acquittal and event evaluation must be provided to Council within four weeks of the completion of the event.
2. Acknowledgment of Council's support is required in all marketing material through the inclusion of Council's logo. Material using Council's logo must be approved by Council before distribution. If the event is approved to be held as part of the Emerge Festival the festival logo must be included on all material.
3. All organisations must supply Council with evidence of Public and Products Liability Certificate of Currency insurance with a Limit of Liability of no less than Ten (10) Million Dollars for any one event. If the event will involve the sale of food, cooking or heating or the use of compressed gases the Limit of Liability must be not less than Twenty (20) Million Dollars. Evidence must be provided prior to the event (preferably uploaded with the application.)
4. All organisations must ensure food vendors adhere to Council's requirements for one-day food stallholders and must compile a waste management plan. A copy of the food and waste management plan can be obtained from Council.
5. All unspent funding must be returned to Willoughby City Council within four weeks of the event date.
6. Successful applicants must invoice Council for the funding once the application has been approved, and event organiser notified.
7. Funds received must be spent solely for the purposed identified in the application

**Eligibility:**

In order to be eligible to apply for seed funding, the applicant must be a formally incorporated Body, Company Limited by Guarantee or a Business that is not running the event for the purposes of generating a profit for the owners, staff or shareholders.

A person or group that is not incorporated must seek an incorporated body to auspice their event. This means the auspice organisation undertakes legal responsibility for the applicant's event and (if required) will receive and manage any grant on behalf of the applicant.

**Organisations NOT eligible to apply:**

- Political parties.
- Commercial Businesses (excluding Arts and Cultural Organisations).
- Government departments or agencies (Applications for school based groups will be considered).
- Bodies receiving any other grant, sponsorship or in-kind assistance from Willoughby City Council.
- Organisations able to fund the event autonomously.

**Applicants are requested to note that grants are NOT available for:**

- Events being held outside the Willoughby Local Government Area.
- Retrospective projects.
- Payment of public liability insurance.
- Staff positions that require recurrent funding.
- Funding initiatives or events that are organised for commercial purposes.
- Projects that are not an event.
- Standard operating costs for a group or organisation.
- The funding of furniture, production of publications (such as books, pamphlets and CDs), clothing, educational classes, building infrastructure or to set up long term community development initiatives.

**Approval Process:**

The application will be assessed by specialist Council officers and Executive Leadership team. An overview of each project and officer recommendations will be presented to Councillors for endorsement. Applicants can expect to receive notice of Council's decision in **August**. Applications for proposed inclusion in the 2017 Emerge Festival program will be fast-tracked to allow approval to allow inclusion in the 2017 program.

You are encouraged to discuss your concepts with our Festival & Events Team Leader, Tami Miller: Please call 9777 7979 to discuss your application.

**CLOSING DATE: Friday 31 March 2017.**

**Late applications will not be considered.**