



KIAMA MUNICIPAL COUNCIL
your council, your community

Signature Community Event Funding Program Guidelines



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Acknowledgment of Country

Kiama Municipal Council acknowledges the Traditional Custodians of the land, pays respect to Elders past, present and emerging, and extends that respect to all Aboriginal and Torres Strait Islander peoples in the Kiama area.

1. Purpose

We are proud of our local community's positive contributions to improving the quality of our lifestyle. Events delivered by the community for our community are highly valued for the experiences and opportunities they provide, they assist in maintaining our vibrancy, build on our community spirit and are a vital part of our DNA.

We understand that community groups often need support to transform these event concepts into a reality, and that's why our *Signature Community Event Funding Program* exists. There are many styles of events that are supported by our local community but most fit into the following categories:

- Destination and Major Events
- Community Events
- Civic Events

This *Signature Community Event Funding Program* aims to support eligible event organisers to plan and deliver successful community events who demonstrate their ability to provide a significant benefit to the Kiama Municipality's residents, demonstrate value for money, and align with Council's strategic goals and identified key initiatives. This fund will encourage sustainable practices to build long term capability and increase collaboration and local partnerships to deliver stronger and beneficial outcomes for our community.

Financial support can be granted to support an event for up to four years, in line with the Kiama Council Councillor tenure (*currently 2021-24*). We anticipate a further funding round becoming available, in which you can apply, following the 2024 Council elections.

2. References

- [Event Categories](#)
- [Kiama Council Community Strategic Plan](#)
- Kiama Council Grants, Donations and Sponsorship Policy (*draft, to be endorsed by Council*)
- [Kiama Council Fees and Charges](#)

3. Community Strategic Plan 2022 - 2032

The *Signature Community Event Funding Program* aligns with the following strategies of Council's Community Strategic Plan 2022- 2032:

Pillar 1: We belong and contribute

Outcome 1: A strong sense of community and belonging, where social and cultural life can flourish; and our families, friends and visitors feel welcome and included.

- ✓ Provide spaces, services and initiatives that foster a proud, inclusive, and connected community for all.
- ✓ Support our volunteers and community contributors.
- ✓ Connect with each other through participating in local arts, cultural and library activities and programs.
- ✓ Promote our major facilities to attract events and activities.
- ✓ In collaboration with our young people we will develop new, and enhance existing, partnerships and opportunities to expand their opportunities to participate in all aspects of community life.

Pillar 5: We expect accountable and transparent leadership; a Council that is financially sustainable

Outcome 1: Public funds and assets are managed strategically, transparently, and efficiently.

Outcome 2: Governance is transparent and builds trust.

- ✓ Public funds are managed in accordance with Financial Management Standards and the Local Government Act.
- ✓ Build strong relationships and ensure our partners and community share the responsibilities and benefits of putting plans into practice.

4. Definitions

Term	Definition
Acquittal	The process whereby a recipient demonstrates in writing to Council with clear supporting evidence that it has expended the funds in accordance with the terms prescribed in the funding agreement.
ATDW	Australian Tourism Data Warehouse
Community Benefit	Building stronger communities by improving connectivity and inclusion, increasing individual and community wellbeing, contributing to a sense of place, and strengthening shared community values. <ul style="list-style-type: none"> • Improving community and economic capacity and building social capital. • Celebrating our lifestyle, environment, and culture. • Increasing commitment to sustainable practices and the promotion and protection of our natural environment. • Contributing to a positive, vibrant image of the region.
Community Strategic Plan	Refers to the Kiama Council Community Strategic Plan (CSP): A high level 10 year plan developed collaboratively by Council with the Kiama Municipal community. It identifies the community's vision and objectives for the Municipality and strategies to achieve them.
Conflict of Interest	A conflict between a council officer, councillor or community delegate's personal interests (e.g., including interests arising from their relationships or club memberships); and the public interest: that might lead to a decision that is contrary to public interest.
Council	Kiama Municipal Council
Cultural Diversity	Cultural and linguistically diverse communities, young people, Aboriginal and Torres Strait Islanders, older people, people with disability, etc.
Donation	A one-off or recurring financial contribution or in-kind support where an acknowledgement of Council would be appreciated, but not required. The contribution is not subject to a delivery of a direct benefit for council or community in exchange for the donation.
Economic Impact	An analysis examining the effect of an event on the economy in a specified area. It measures changes in business revenue for the area during the period of the event. For example, spend in restaurants/cafes, accommodation spend (heads in beds).
Financial Assistance	Payments given to individuals or organisations which are not commensurate with a reciprocal benefit received by Council. The following examples are not considered financial assistance and are therefore outside of this policy: <ul style="list-style-type: none"> • payments in exchange for provision of a service which Council may otherwise provide.

Term	Definition
	<ul style="list-style-type: none"> statutory contributions such as SES, Rural Fire Service and NSW Fire Brigade. waiver of a bond or security deposit.
Funding Agreement	A formal agreement between Council and an organisation, individual or community group that details the nature and scope of how funds will be used, the terms and conditions of the acceptance into a program and responsibilities of both council and grantee in the provision of funding.
Funding Guidelines	The authoritative document which potential applicants have access to in order to understand the purpose and expectations of a grant opportunity.
Funding Round	A period of time in which you can apply for a specific amount of money.
Grant	A one-off financial contribution where funds are provided to a recipient through a formal program for a specified purpose, directed at achieving goals and objectives consistent with Council policy, where the recipient is selected on merit against a set of criteria. The funding is subject to a funding agreement and an acquittal and acknowledgement of Council support is required.
In-kind	Refers to an arrangement whereby Council foregoes revenue on items for which Council would normally charge a fee (eg. waste services, reserve and hall hire, staff time etc.)
LGA	Local Government Area
Not-for-profit organisation	A registered incorporated association, including a charitable organisation that does not directly operate for the profit or gain of its owners, members or shareholders, directly or indirectly.
Terms of Reference	A Terms of Reference (ToR) document articulates the scope of work for a taskforce and how the people identified in the ToR will work together in the pursuit of a shared goal.

5. Overview

These funding guidelines are to assist prospective applicants in determining eligibility and obligations and assist the application process for the *Signature Community Event Funding Program*.

This Funding Program seeks applications from event organisers whose event falls into the [Community Event](#) category and fit the eligibility criteria below.

Please read the guidelines fully before starting your application, if you have concerns about your event's eligibility, we urge you to contact us well in advance of the application deadline. Please email events@kiama.nsw.gov.au or call 02 4232 0444 and request to speak to an events coordinator.

6. Funding eligibility

For an application to be eligible for the *Signature Community Event Funding Program*, it must meet the following requirements:

- Considered a Community Event (see [event categories](#)) that operates in and/or shows a direct benefit to the residents of Kiama LGA, aligning with Council's Community Strategic Plan.
- Application received within before the deadline, and at least three (3) months prior to the proposed event start date*.

- Event based within the Kiama local government area.
- A current Kiama Council issued Development Consent or Permit for the event or is agreeable to working with Council to obtain one (if applicable).
- Current public liability insurance of at least \$20 million.
- Agree to proactively engage with local businesses in the event planning and delivery of the event.
- Ability to present strong financial management i.e. financially solvent / event not entirely reliant on Council funding.
- Not have received funding support/grant from another department of Council for the same event (i.e. Destination Event Funding).
- Not be a regularly re-occurring event e.g. a weekly or monthly scheduled market.
- Have met and complied with all Council funding, reporting and acquittal obligations for any previous funding.
- Individuals or organisations associated with the event have no outstanding fees or equipment owed to Council.

**Unless under exceptional circumstances stated within your application.*

Ineligible applicants / programs

- Foreign companies, such as a charity formed or incorporated outside Australia, even if it is registered to carry on business in Australia.
- A trust (which by its nature is an obligation imposed on a person or other entity (the trustee) to hold property for the benefit of beneficiaries or for a particular purpose).
- Organisations that make profits allocated to shareholders, owners and/or members.
- Activities, events and programs that duplicate Council's existing projects.
- Religious ceremony / activity whereby the promotion of a single faith is the main purpose.
- Applications from government departments, or political parties/organisations.
- Events or organisations with an affiliation with gambling or tobacco products or illegal activities.
- Events that do not reflect the objectives within Kiama Council's Community Strategic Plan or in conflict with Council's policies.
- Services or products that are injurious to health.
- Initiatives that discriminate on the basis of race, sex, age, disability or religion.
- Services or products that carry high risk of reputational damage to Council.
- Employees or Councillors of Kiama Council.
- Applications requesting more than 80% of the total event costs.
- Previous grant applicants with outstanding requests to provide adequate or additional acquittal information / reporting.

What the funding can be used for

The delivery of the *Signature Community Events Grant* is subject to annual budget allocations. Funding will be capped, and Council will require a contribution to the event from the event organiser or a third party.

Eligible items for funding may include but are not limited to:

- Expenses related to hire of equipment, temporary structures, professional services (including artist fees).
- Traffic management plans including traffic control services.
- Promotion and advertising of the event.

What the funding cannot be used for

Ineligible items for funding include but are not limited to:

- Event costs already funded by Kiama Council
- Consumables such as stationery, printing, fuel, vehicle / plant / equipment repairs
- Travel expenses
- Mobile phone costs
- Catering and alcohol
- Office equipment
- Wages or salaries
- Payment of debt
- Charitable fundraising
- Insurance / electricity / rent
- Items included in any other Government grant application.

7. Important dates

Applications need to be submitted at least three (3) months prior* to the proposed event start date.
**Unless under exceptional circumstances stated within your application.*

Signature Community Event Funding 2023/24	Key Date
Applications open	Monday 31 July 2023
Applications close	Monday 21 August 2023
Applications assessed	Wednesday 23 August 2023
Recommendation report to Council	Tuesday 19 September 2023

8. Application process

To apply for Signature Community Events Funding, visit kiama.gov.au/grants and follow the link to the SmartyGrants application form. Below is an overview of the process:

Submit your application	Fill out and submit your application online using the SmartyGrants portal (including all necessary supporting documents) by the funding round closing date (see page 5).
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<p>Application assessment</p>	<p>Your application will first be checked for eligibility.</p> <p>If eligible, your application will be reviewed by the <i>Internal Grants Assessment Panel</i> against weighted criteria (see page 7).</p> <p>The <i>Internal Grants Assessment Panel</i> provide a recommendation to Council, this may include full, partial or no funding for one or up to four consecutive years (dependent on the Councillor tenure/term).</p> <p>Council reviews the recommendation from the assessment panel and makes a decision on endorsement.</p> <p>Funding outcomes may take up to 6 weeks from the application closing date.</p> <p>Decisions regarding successful applications are binding and no requests for reassessment within the current round will be accepted.</p>
<p>Outcome advised</p>	<p>All application outcomes will be notified in writing.</p> <p>If successful, you'll be sent a funding agreement and the conditions and obligations with such.</p> <p>The successful applicant's name, event name and the funding amount may be made publicly available, including on the website.</p> <p>The first financial instalment will be paid following the submission and approval of the event operational plan.</p>
<p>Event delivery</p>	<p>Events receiving funding are required to acknowledge Council in the promotion of and at the event in accordance with your Funding Agreement.</p> <p>Any significant changes to the event, (e.g. date change, venue change, any change to the event purpose), will need to submit a variation to your funding agreement. You will need to receive approval from Council in writing before you undertake any variations.</p> <p>Should a recipient withdraw their application, misuse funding, fail to comply with funding conditions, or is cancelled, Council is authorised to terminate the agreement and the recipient is required to return the funds.</p>
<p>Post Event Report</p>	<p>All grant recipients are required to complete a Post Event Report and acquit the funds on completion of the event. To ensure this is successful you must:</p> <ul style="list-style-type: none"> • Keep copies of receipts for all event expenses related to your grant funding and attach these to your report. • Complete the Report within 4 weeks of event completion. • Any unspent funds will need to be returned to Council. Council reserves the right to include any further conditions of funding, as required. • The final payment instalment will be paid post event report, pending all reporting requirements are met and Council in-kind services are balanced.

9. Assessment and funding criteria

Assessment Criteria
Criterion 1 – Community Impact and Benefit (30%)
Considerations: <ul style="list-style-type: none">• Provides opportunity to connect people, provides increased entertainment opportunities and develops positive community relationships.• Event concept is unique and adds to the local event calendar.• Demonstrates cultural, artistic, social and economic returns on investment and/or celebrates and preserves local culture/heritage.• Increases skills and builds capacity of community members.• Utilises local spaces, places, facilities and infrastructure.
Criterion 2 – Reach (25%)
Considerations: <ul style="list-style-type: none">• Provides access to and engagement in arts and culture for diverse local community members, participants and audiences.• Incorporates community participation and consultation (where appropriate).• Has measures in place to ensure the event is accessible and inclusive.• Evidence of local demand for proposed program/s.
Criterion 3 – Event Quality and Strategic Alignment (15%)
Considerations: <ul style="list-style-type: none">• Provides clearly defined event objectives.• Applicant provides evidence supporting the capacity to effectively deliver high quality events with well substantiated community support.• Budget relevant to the scale of the event that indicates expected profit/loss and demonstrates strong financial management• Supports one or more of Kiama Council's objectives outlined within the Community Strategic Plan.• Values Council's contribution.
Criterion 4 – Viability, capacity, and capability (5%)
Considerations: <ul style="list-style-type: none">• Evidence of good planning, governance, and risk management.• Financial sustainability and ability to generate financial support beyond the Funding Program• An effective and positive relationship and/or partnership with Council.• Evidence of collaboration with local businesses and stakeholders.• Clearly defined measures of success.

Assessment Criteria

Criterion 5 – Funding need (15%)

Considerations:

- What impact will funding have to this proposed event?
- Is the event receiving other funding?
- Will the funding enable or support the event to occur again in the future?
- Consideration of reduced reliance on Council.
- For events that have been funded previously, applicants must clearly define sustainable practices and demonstrate the ability for ongoing delivery to the community with a reduced reliance on Council funding.

10. Financial payments and milestones

The successful recipients of the *Signature Community Events Program* will receive the approved financial support in two instalments to support the event, provided obligations are met and approved.

Process	%	Requirements to receive payment
Instalment 1	75%	<ul style="list-style-type: none">• Funding agreement signed by both parties.• Event Plan and Marketing Budget approved.• No more than six months in advance of event start date.• Payee set up in Council Supplier System (if new).• Invoice made out to Kiama Council with purchase order (PO) number quoted.
Instalment 2	25%	<ul style="list-style-type: none">• Approved Post Event Report with evidence to support event project completion and budget.• Invoice made out to Kiama Council with PO quoted.

11. Funding agreement and obligations

Successful applicants will be required to enter into a legally binding funding agreement with Council detailing the terms, funding obligations, deliverables and conditions of receiving the funding support. This will include:

Event planning

Event Management Plan including detailed site plan

Event budget reflecting all income and expenditure forecasts

Relevant notifications and approvals sought with state agencies

Recognition of funding
Kiama Council logo representation on all print and digital collateral
Opportunity for Council representation / attendance at event
Working with Council
Ensure all relevant council approvals have been obtained
Work collaboratively and respectfully with council in achieving event planning milestones
Post Event Report
Collect statistical data from event attendees
Provide a Post Event Report using the provided template and responding to each item.

Grant agreements must be signed by an authorised representative with the requisite authority to bind the organisation. Successful applicants will be required to accept the payment schedule noting payments will be made according to set milestone deliverables, detailed in the grant agreement.

Successful applicants will have 15 calendar days from the date of the Letter of Offer to accept and sign the funding agreement with Council. The offer may be withdrawn if the grant agreement is not executed within the timeframe. A grant agreement has been duly executed by both the successful applicant and Council, otherwise the granted event support becomes void.

Council reserves the right to withhold the balance of the funding if the organiser fails to comply with the obligations outlined in the funding agreement.

Council will not be responsible for shortfalls in event budgets if the successful applicant is unable to meet event costs. All unspent funds in excess of \$100 are to be returned to Council.

Note:

- All applications are to be submitted using the SmartyGrants online portal.
- The funding program is very competitive and successful applicants are not guaranteed to receive the full amount requested on their application.
- Decisions regarding successful applications are binding and no requests for reassessment will be accepted. Event organisers are invited to re-apply in future funding rounds.
- Eligible applications will be assessed using the information provided in the application (and any supporting documents) and assessed based on the criteria at section 10.
- Applications that do not adequately address the assessment criteria or provide insufficient information will not be considered.
- Events that donate a large portion of their surplus funds at the cost of being financially sustainable will not be considered for funding. It is important that you retain sufficient funds from your event to reinvest into future years.

12. Reporting

Applicants successful through this program are required to submit a Post Event Report within four weeks of the event conclusion. This report will include a summary of the event as well as key learnings, financial information as well as feedback and data relating to the attendees to your event.

The Post Event Report must include:

- An overall report into how the event was planned to be run, how it actually performed and any key learnings.
- Evidence of how Council and Destination Kiama were acknowledged (eg. screen shots, photos, posters etc.)

Note:

- All funding expenditure is to be clearly acquitted as per the stipulated process and supporting documentation must be submitted post event disclosing expenditure of Council grant funds.
- Please note the final payment milestone cannot be issued until the Post Event Report is received and approved.
- Applicants who do not complete a Post Event Report or return an unsatisfactory report will be penalised for any future funding from Kiama Council.

13. How to apply

Council utilise the SmartyGrants online platform. Links to the platform can be found on the Council website.

Please see below some helpful tips when navigating through the application:

- You will be required to set up an account to commence the application process.
- Ensure once you have completed each page to press 'Save Progress' before you continue to the next page.
- If you wish to leave a partially completed application, press 'Save and Close' and log back in with the same details you registered with to continue the application. If you do so, you can select 'My submissions' link at the top of the screen and you can start where you left off.
- You can also download any application, whether draft or completed, as a PDF by clicking on the 'Download PDF' button located at the bottom of the last page of the application form.
- You can navigate forward or backward through your application by clicking 'next page' or 'previous page'.
- A number of people can work on an application using the same log in details as long as only one person is working at a time. Ensure you save as you go.
- If you wish to upload/submit attachments to support your application, they will need to be saved on your computer or on a storage device. Then it is a simple 'drag and drop' or 'browse' to locate your saved document (leave time to upload one at a time).
- Ensure you review your application thoroughly before you submit, if you prefer, we recommend saving your work in a Word document as a backup.
- You will not be able to submit your application until all mandatory fields are completed.

- Once you have submitted your application no further editing or uploading of supporting materials is possible.
- When you submit your application, the registered email will receive a confirmation with a copy of your submitted application attached (check your junk/spam folder). If you do not receive this email, presume that your application has NOT been submitted. Please contact our Event Coordinator events@kiama.nsw.gov.au as soon as possible in this case.
- If you need more help using this form, download the [Help Guide for Applicants](#) or check out [Applicant Frequently Asked Questions \(FAQ's\)](#).

Council will not accept any hard copies or emailed submissions, or any submission received after the closing date.

14. Frequently Asked Questions (FAQs)

What is the total amount allocated to support this program?

This is dependent on the budget Council sets each financial year, however will be approximately \$40,000 excluding GST.

This program states it is available to support events up to four years, why is this year only one?

The program has been designed to align with Kiama Councillor tenure. As there is an election planned for 2024, we are only permitted to offer funding that will be endorsed, and the event delivered within that particular council term. We anticipate a new program round, in which event organisers can apply for four years of funding will become available with a new council.

Is the funding inclusive or exclusive of GST?

The application form requests all monetary information to be exclusive of GST. If your organisation is registered for GST, and you were successful in your application, then GST would be added to your grant amount at the point of invoicing. For example if your application is successful and your organisation is registered for GST and requests \$10,000 (excluding GST) you would submit a tax invoice for \$10,000 plus GST for a total of \$11,000. However if your organisation is not registered for GST and requests \$10,000 (excluding GST) your invoice would be for \$10,000 with no GST component.

Must the event be free to the public?

No. The eligibility and assessment criteria are the only conditions and evaluation tools that will be used. It can be helpful to highlight where aspects of your event are free however, as this will assist in the social/inclusivity goals.

Am I eligible for funding if I already have sponsorship from another Government organisation or alternate funded program?

Yes, if the organiser can clearly stipulate and report on Kiama Council funding being used specifically to meet the objectives and criteria within this funding program. All sponsorship funding must be stipulated clearly in your application. You cannot however, apply both Destination Event Funding and Signature Community Event funding to the same event.

How will I know if my application has been successful?

An event coordinator will contact you via email within 6 weeks of the application close date to advise the outcome of the application. Alternatively, tune in to the [Council meeting](#) following your application deadline.

How can I obtain statistics required for post event reporting?

Part of your event planning should include steps taken to be able to evaluate the success of your event and return on investment. This is a requirement for this program and is crucial for understanding your event and determining avenues for improvement.

It is highly recommended that if your event is ticketed you include some simple questions to determine where attendees are from and if they stayed overnight. You could also have them check a box if they are happy to be contacted in the future, and this will assist you in creating a database.

Other measuring tools that may assist:

- Documenting the number of entry tickets sold / wrist bands
- Install gate counters
- Surveying of a portion of attendees on the day/during the event
- Creating a Facebook Event and use Google Analytics to pull data on reach.
- Monitoring social media engagement on the lead up, during and post event to capture feedback
- Runs a competition that allows you to gather simple data
- Event #hashtags can assist in gathering event photos and comments
- Introduces tracked promo codes for various marketing campaigns to monitor effectiveness
- Dividing the event space into segments and organising staff or volunteers to count number of people per segment at regular intervals, with the final estimate worked out using counts across all segments
- Calculating the maximum possible crowd size prior to your event and estimating the number of attendees relative to the maximum size.

Are there other Government programs that can assist with funding my event?

[Destination Event Funding](#)

There are two rounds of funding which generally close in March and December each year.

[Festivals Australia Grants](#)

The Department of Infrastructure, Transport, Regional Development and Communications offers a Federal government funding program providing approximately \$1.2 million each financial year to support the presentation of arts and cultural activities that will enable community members living in regional or remote Australia to participate in or attend an arts driven experience at a festival, or significant one-off community celebration.

There are two rounds of funding which generally close in October and March each year.

For more information visit [Department of Infrastructure, Transport, Regional Development and Communications](#).

15. Help

For any assistance or to express interest in an information session, please contact our Event Coordinator on (02) 4232 0444 or email events@kiama.nsw.gov.au.