

Town of Gawler

Stimulus Program Guidelines

COMMUNITY EVENTS & ACTIVATION

AIM OF PROGRAM

The program will assist eligible local community organisations and Council to deliver events and activation initiatives to help support a connected, inclusive, and creative town. This includes local community sporting and active recreation organisations to hold an event (e.g. carnival, championships) or initiative outside of their regular activities.

This program is in response to the COVID 19 pandemic and the associated and significantly negative impact to community events and activation opportunities experienced across 2020.

A key component of the Stimulus Program – Community Events & Activation is the provision of opportunities for, and prioritising the use of local contractors, suppliers, and entertainers to assist the delivery of the program.

WHAT FUNDING IS AVAILABLE?

The Stimulus Program – Community Events & Activation budget is \$100,000, with this amount divided across Council delivered and local community delivered events, projects, and initiatives:

- Community delivered projects (\$75,000)
- Council delivered projects (\$25,000)

Community organisations are eligible to apply for funding towards community delivered projects only – funding will not be provided through this program to collaborate with Council for the delivery of an event or activation initiative.

The maximum amount that can be applied for by a local community organisation is \$10,000.

Funding will be provided on a once-off basis and without any commitment from Council of future funding.

Council reserves the right to review and amend the provision of funding through the Stimulus Program – Community Events & Activation based on public health directions, restrictions, and any additional consideration associated with the COVID 19 pandemic.

WHO CAN APPLY?

Local not for profit community organisations including local community sporting and active recreation organisations – properly constituted legal entity or be auspiced by such a body which is able and willing to accept legal and financial responsibility for the project.

Community organisations will only receive funding through ONE Council Stimulus Program – i.e. if a community organisation has received funding through either the Sporting Organisations (Lease Holder) or Council & Community Facility Upgrades Programs, the organisation **WILL NOT** be eligible to receive funding through the Community Events & Activation program.

AUSPICE

The auspice organisation will:

- Receive any funding that may be provided on behalf of the non incorporated/constituted organisation.
- Meet the eligibility criteria of this program and provide a letter, to be included in the application, indicating that they accept full financial and legal accountability for the project.
- Not be considered to be the applicant and may apply for funding in their own right.

PROGRAM TIME LINE

Early October 2020 - Program Open.

20 November 2020 - Program Close.

December 2020 - Funding recommendations presented to Council.

1 January 2021 to 30 June 2021 - Events and activation initiatives delivered and funding reconciled.

COMMUNITY EVENT CRITERIA

- The community event must be held within the Town of Gawler and benefit the local community.
- The applicant will be required to effectively describe the expected outcomes of the community event.
- The proposed community event will generate community participation, create positive community identity, and celebrate the cultural and social life of our community.
- The proposed event does not duplicate an event already available within the local area and does not clash with planned events within Gawler.

ELIGIBLE PROJECTS/COSTS

Funding is available through this program to assist eligible local community organisations with:

- Costs associated in the delivery of a community event, including equipment and facility hire, marketing and promotional expenses, catering and purchase of consumable materials required for the event.
- In-kind support from Council e.g. facility hire fees, cost of traffic management.

In-kind contributions from Council will be assessed on a case-by-case basis, with contributions in which Council incurs actual costs (e.g. publication of public notice for traffic management plan) forming part of the overall funding support provided.

All events must be delivered between January 2021 and June 2021 – no events being held in 2020 will be funded through this program.

All events must prioritise the use of local contractors, suppliers, entertainers etc.

INELIGIBLE PROJECTS

The following project types are ineligible for funding:

- Events that do not utilise **ANY** local contractors, suppliers, entertainers etc.
- Events that do not support the aim of the program.
- Events that require the applicant to secure additional external funding.
- Events that have already commenced and/or been completed.
- Events that will not be held between 1 January 2021 and 30 June 2021.
- Events that are not accessible and/or inclusive of the community.
- Events with a school, political or religious focus.

INELIGIBLE COSTS

Successful organisations cannot utilise funding from this program for the following project costs:

- As an applicant contribution towards additional external funding.
- Costs associated with ongoing operations such as but not limited to water, electricity, wages, prizes/awards (including prize money), insurance (Public Liability insurance costs related specifically to the event are eligible to be funded).
- Capital purchase of infrastructure/non-consumable materials e.g. purchase of BBQ.
- Retrospective costs, including reimbursement of costs already incurred and funding for projects that have already taken place or began prior to the application being approved by Council.

APPLICATION PROCESS

Complete the application in full and submit prior to the closing time of the program (20 November 2020). It is required that the applicant liaises with the Council Project Manager in the development of the application.

The application may require additional documents to be supplied including:

- Completed Council Community Event Permit Application.
- Written quotes and cost estimates.

ASSESSMENT PROCESS

Priority will be given to the following projects and project types:

- Events that significantly utilise local contractors, suppliers, entertainers etc.
- Events that cater for a broad section of the local community.
- Events that are low cost or free of entry charge.
- Events that do not have alcohol as a major theme to the event.

Applications will be assessed and recommended by a panel comprising Council Members and Town of Gawler staff. The Assessment Panel may recommend full, part or no funding – this decision is carefully considered with the view of maintaining the integrity of the event proposal. Applications are considered in conjunction with other community and Council delivered events and look to encourage a diverse range of event experiences

across Gawler and throughout the January 2021 to June 2021 period.

ASSESSMENT CRITERIA

Local priority (50%)

- Does the event prioritise the use of local contractors, suppliers, and entertainers for the event?

Quality, Experience, Planning (20%)

- Is it likely that the event will be delivered successfully and meet the aims of the event organisers?
- Does the event planning demonstrate realistic and adequate considerations for event budget, timeline, organising committee/group, logistic requirements, risk management?

Reach (10%)

- What is the level of impact that this event is likely to have across the community?
- Will this event welcome young people, seniors, families, and people with a disability?
- How will the event organisers promote the event to the community?

Environmental Considerations (10%)

- How will the event organisers look to reduce the environmental impact of the event?
 - o Use of sustainable resources.
 - o Reducing event waste and encouraging recycling.
 - o Encouraging active forms of travel.

Accessible and Inclusive (10%)

- Is the event accessible and inclusive to the community?
 - o Event organisers are encouraged to utilise facilities that promote and encourage access and inclusion.
 - o Events are encouraged to be free or low cost.

RECOMMENDATION PROCESS

Once the assessment process is completed, funding recommendations will be made to Council Members through a Council report presented to the December 2020 Council Meeting. Final decisions on all applications are at the discretion of Council.

FUNDING CONDITIONS

The following general funding conditions will apply, noting that additional specific conditions may be included within individual Funding Agreements:

- Funds must be used for the approved event as described within the application - any changes to the event must not be made without the written approval of Council.
- The applicant organisation commits to the underwriting of the event.
- The applicant will obtain a Council Community Event Permit for the funded event through the submission of a completed Council Community Event Permit Application.
- The applicant is responsible to ensure that any public health directions and/or restrictions related to the delivery of the funded event are fully adhered to by event organisers and event patrons.

NOTIFICATION

All applicants will receive written notification via mail or email regarding the outcome of their application, with successful applicants provided with a Funding Agreement form and a

Funding Acquittal form. Once a completed Funding Agreement form has been submitted to Council, funding will be deposited into your nominated bank account.

ACKNOWLEDGEMENT

Successful applicants will be required to acknowledge the support and contribution from the Town of Gawler in promotional material, media releases, and any other public documents relating to the project.

PUBLIC INFORMATION

The following information may be made public:

- Name of applicant.
- Project details – project title, summary of project description, project cost, and funding amount provided.

SUBMITTING AN APPLICATION

The Stimulus Program - Community Events & Activation application form can be downloaded from the Town of Gawler website: www.gawler.sa.gov.au

A hard copy application can be requested by contacting Council's Community Development Officer on 8522 9208 or communityevents@gawler.sa.gov.au

Applications must be properly completed and successfully received by **5pm Friday 20 November 2020**
- NO LATE APPLICATIONS WILL BE ACCEPTED.

It is the responsibility of the applicant to ensure that the application form, along with all other relevant documentation, is fully completed and successfully submitted before the deadline.

An acknowledgement will be provided on receipt of applications and it is the applicant's responsibility to contact Council if an acknowledgement is not received.

Applications can be submitted via email to:
communityevents@gawler.sa.gov.au

Or posted to:
**Stimulus Program - Community Events & Activation
Town of Gawler
PO Box 130
Gawler SA 5118**

Enquiries to Community Development Officer: 8522 9208
or communityevents@gawler.sa.gov.au