



IT'S GREAT 2024

THE GILGANDRA REGION EVENTS
ATTRACTION AND TOURISM FUND





Objectives

1. To encourage events that complement our Community Strategic plan and our Regions activation and revitalisation projects including the Gilgandra Activation Blueprint
2. Develop a culture and infrastructure that supports and grows a vibrant events calendar in the Gilgandra Region
3. Maximise the contribution events make to tourism and economic development in the Gilgandra Region
4. Recognise the contribution events make to the social and cultural development of residents and visitors to the Gilgandra Region
5. To promote the Gilgandra Region as an attractive place to Live > Enjoy > Grow



BACKGROUND & OBJECTIVES

Gilgandra Shire Council (GSC) recognises that local events contribute to the vibrancy and energy of our town and region. The ability to deliver events is critical to drive our region's competitive advantage and economic growth. The It's GREAT Program has been established to assist with investment into events with funding available to local businesses and community groups to assist in the delivery of these events within the Gilgandra Region.

Funding Availability

The total pool of grant funding for 2023/24 is \$50,000. Grants will be considered in one competitive funding round for local events under 2 funding categories:

- Stream 1: Up to \$2,000 (ex GST) - Non-matched funding.
- Stream 2: Open (ex GST) - Contribution Required.

Timeframe

Applications open Monday, 8 April 2024 and close at 5pm on Friday, 31 May 2024. The funded event and acquittals must be completed by 30 June 2025.

Who is Eligible?

Local Business/Community Group/Club must be located within the Gilgandra LGA and a legally constituted entity (holder of an Australian Business Number or Incorporated Number).

APPLICATION PROCESS

It is required that you contact Council's Activations and Communications Team to discuss your project before you can make your application.

All applications must be received through Council's website with the online application asking questions relevant to the criteria noted within this document.

Application must be received prior to Friday, 31 May 2024 at 5.00 pm through this online form.

How To Apply

First Step: contact Council to discuss if you are thinking of applying!

1. Contact Council's Activations and Communications Team to discuss your project.
 - Email: enjoy@gilgandra.nsw.gov.au
 - Phone: 02 6817 8800
 - Book and appointment and visit us at Council's Warren Road office.
2. Plan your project; gather quotes, complete Budget and Action Plan Templates (provided), consider insurance/permits required.
3. Complete the online application form on Council's website: www.gilgandra.nsw.gov.au



ASSESSMENT PROCESS

This will be a competitive grant process with a total pool of \$50,000 available.

Applications received must first meet all eligibility requirements listed on the following page. Eligible applications will then be assessed based on the criteria by a panel of representatives comprising of at least three GSC staff, and two external parties. The merit of eligible projects will be scored based on the assessment criteria by the individual panelists, these scores will then be collated and applications ranked.

The Assessment Panel's recommendations will be presented to Council who will consider the recommended funding allocations at a formal Ordinary Council Meeting. A decision will be made by Council as to which applications will be funded and the level of funding to be provided.

All applicants will be notified by phone and in writing as to the outcome of their application.



Eligibility

To be eligible for funding assistance under the It's GREAT Program applications must satisfy the following:

- Local Business/Community Group/Club organising the event must be located within the Gilgandra Local Government Area.
- The Local Business/Community Group must be a legally constituted entity and be the holder of an Australian Business Number (ABN) or Incorporated Number.
- Have all appropriate insurances, permits and licenses or can demonstrate that all relevant paperwork for these processes has been lodged with the relevant authorities.
- Be able to provide a copy of current Public Liability Insurance covering the event to the value of \$20 million, or can demonstrate that all relevant paperwork for these processes has been lodged with the relevant authorities.
- The event must comply with relevant approvals.
- Applicant must have contacted Council's Activations & Communications Team prior to submitting an application.
- To be considered applicants must submit an application with all required documentation (for example; insurances, permits, quotes, event Action Plan and Budget, etc.).
- The event proposed must be open to everyone, with exceptions considered to age restrictions for licensed events.

Assessment Criteria

Eligible events will be assessed and scored based on the following assessment criteria:

- ✓ **Meets Program Objectives:**
 - To encourage events that complement our Community Strategic plan and our Regions activation and revitalisation projects including the Gilgandra Activation Blueprint
 - Develop a culture and infrastructure that supports and grows a vibrant events calendar in the Gilgandra Region
 - Maximise the contribution events make to local tourism and economic development in the Gilgandra Region
 - Recognise the contribution events make to the social and cultural development of residents and visitors to the Gilgandra Region
 - To promote the Gilgandra Region as an attractive place to Live > Enjoy > Grow
- ✓ **Budget:**
 - Detailed event Budget provided (may use template provided)
 - Level of contribution considered for Stream 2 applicants.
 - Practicability of event budget
 - Demonstrates ability and priority to use Local Suppliers
- ✓ **Event Details:**
 - Event Action Plan provided (may use template provided)
 - Feasibility for completion within timeframe
 - Previous experience running events or similar
 - Financial gain or fundraising is not the primary focus
- ✓ **Benefit to the Gilgandra Region:**
 - A high weighting will be given to events with potential for ongoing/flow on economic and community benefits
 - Event suitability (i.e. complements/competes with existing events)
 - The sustainability and potential for growth of the event



WHAT EVENTS WILL BE FUNDED

Funding is specifically for events to be held in the Gilgandra Region which are open to everyone to attend (exemption when age restrictions apply). These may include but are not limited to:

- Festivals and fairs
- Sporting events
- Food and leisure events
- Community classes and workshops
- Market days
- Art and cultural exhibitions
- Theater and film festivals
- Music festival
- Gala's, balls and community celebrations

Event Example

Gilgandra Film Festival

Gilgandra Film festival, established in 2023, is Gilgandra's very own short film festival, brining something new to the region!

Organised by the Gilgandra Film Festival Committee it is an open to all, ticketed, community event which encourage residents to join in the planning meeting held in the lead up to the event.

Into it's second year the 2024 program will include local and international films, and a special mini doc competition for local primary children.

It's GREAT Program Objective met for this event:

- ✓ Complements the Community Strategic Plan and Gilgandra Activation Blueprint
- ✓ Contributes to a vibrant events calendar in the Gilgandra Region
- ✓ Contributes to tourism and economic development
- ✓ Highlights the contribution events make to the social and cultural development of residents and visitors
- ✓ Promotes the Gilgandra Region as a place to Live > Enjoy > Grow!



WHAT WILL BE FUNDED

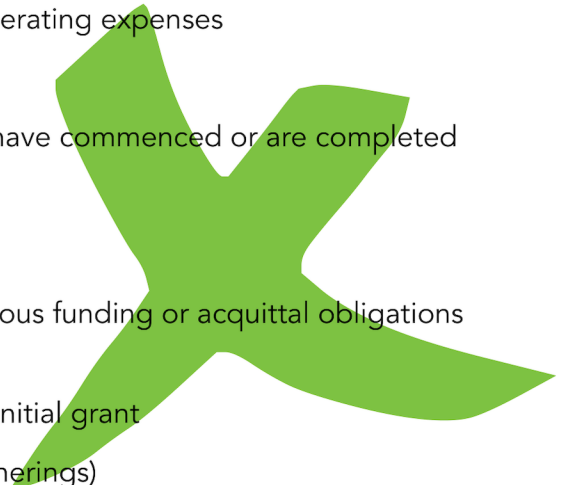
Eligible expenditure can include, but is not limited to:

- Leasing/hiring essential equipment
- Carrying out small building alteration work to enable event (safety features, sound attenuation, disability access, etc)
- Professional development, including upskilling event staff
- Administration costs and Insurances directly related to the event
- Promotional materials and marketing activities
- Security costs
- Road closure costs
- Catering
- Lighting, etc.



WHAT WON'T BE FUNDED

- Ongoing annual group/organisational support, i.e. general operating expenses
- Staff wages
- Events which require retrospective funding, i.e. events which have commenced or are completed
- The purchase of plant and equipment
- Permanent capital works projects, i.e. infrastructure
- Applications from past recipients who have not fully met previous funding or acquittal obligations through any other GSC grant programs.
- Projects that require ongoing funding or support beyond the initial grant
- Events where membership is required to attend (e.g. club gatherings)
- Prizes or giveaway money or items





Budget

A full budget for the event must be provided as part of the application. This budget will outline the event and any relevant quotes. The budget should include details on all income sources, which will be used to fund the project and appropriately balanced expenditure breakdown. A budget template will be provided on the GSC website. Where possible, quotes should be supplied for budget items.

Local Suppliers

Aligning with Councils Local Purchasing Goods & Services policy, applicants should consider giving priority to local suppliers for delivery of their event. Applications that include the use of local suppliers will be given a higher priority for selection.

Funding Agreement

Successful applicants will be provided with a funding agreement which will outline the conditions of the funding and the funding amount.

Compliance

Applications will only be approved for funding if they comply with Council's relevant Building and Planning requirements.

Successful applicants must adhere to the program terms and conditions and the funding agreement.



ACQUITTAL

All successful applicants will be required to report to Council when the event is completed. The Acquittal process is important because it enables Council to evaluate the success of the It's GREAT Program.

Your acquittal must include:

- A summary of the event including your feedback on the things that went well and also things that you have learnt from the event
- Details of event expenditure together with receipts attached.
- Copies of promotional materials, photographs or video for the purpose of promoting the grants scheme through Council publications and website.
- Quantitative data; e.g. number of attendees, number of local suppliers used, any flow on effect to local community economics, etc.

A group which fails to complete their acquittal documents is ineligible to apply for funding under any future rounds of the It's GREAT Program until their acquittal is completed and reviewed by Council.

*All events must be completed and acquitted
by 30 June 2025*



CONTACTS

All applications must be received through Council's website: www.gilgandra.nsw.gov.au

It is required that applicants contact Council's Activations and Communications Team to discuss your project before you can make your application, via phone 02 6817 8800 or email enjoy@gilgandra.nsw.gov.au.

We look forward to receiving your application!

