



FESTIVAL CITY GRANTS PROGRAM 2021 / 22 GUIDELINES

GENERAL INFORMATION

Maribyrnong City Council's Festival City Grants Program provides financial and in-kind support for festivals via a competitive grant round. The Festival City Grants Program is guided by Council's Festival City Policy (The Policy) which sets out a framework to attract, host and support the best of Australia's festivals for the benefit of the City of Maribyrnong's residents, businesses and cultural tourists.

As an applicant you must meet the Eligibility Criteria and address the Funding Criteria. In particular applicants must demonstrate how the festival contributes to achieving the Council Plan 2017-2021 priority areas, furthers the objectives of the Festival City Policy and addresses the strategies of the Tourism Visitation Strategy. These documents can be found on Council's website www.maribyrnong.vic.gov.au

In response to the COVID-19 environment and to ensure funding helps support the economic recovery of the City, for the 2021/22 Grants Program Council will be:

- accepting applications from businesses located within the City of Maribyrnong, in addition to not-for-profit incorporated organisations
- preferencing applications which present contemporary experiences and attract new visitation to the City's key activity centres
- preferencing applications that best demonstrate benefits to local business, local suppliers and contractors

GRANTS PROGRAM TIMELINE

Festival City Grants Program opens for applications at 12pm	3 May 2021
Festival City Grants Program applications close 12pm midday	31 May 2021
Panel assessments and Council report drafting period	June/July 2021
Funding recommendations report to Council for endorsement	17 August 2021
Outcome letters sent to all applicants	18 August 2021
Funding Agreements sent to successful applicants	27 August 2021
All signed agreements returned to Council by successful applicants	10 September 2021
Workshop (3hrs) for all successful applicants (exact date tbc)	September 2021

PRACTICAL CONSIDERATIONS FOR COVID-19

COVID-19 has had a substantial impact on the delivery of festivals, and we acknowledge the ongoing challenges that this situation presents for the festivals and events industry.

Whilst currently (May 2021) restrictions on public gatherings have significantly eased, Council is aware of the dynamic environment we all live in whilst the pandemic continues. Should State Public Health requirements change in the lead up to or during a funded festival, Council's Festivals and Visitation team will work with organisers to work through the practicalities of adjusting, postponing or cancelling. Festivals which need to be significantly adapted will be required to submit a revised

budget and may receive partial funding only, depending on the revised plans. Council will evaluate the individual circumstances for festivals which are unable to go ahead within the funded period, and advise whether grant funds will be required to be refunded. Further details in relation to cancellation will be outlined in the funding agreement.

It is the legal responsibility of anyone planning a public event in Victoria to ensure it is designed as a COVIDSafe event in accordance with current public health advice. As at May 2021, all public events must comply with the requirements of the State Government's Public Events Framework. Depending on the scale and risk involved, the event organiser must seek approval from the Victorian Government to run the event. For further detail visit: www.coronavirus.vic.gov.au/public-events. Festivals will be required to provide Council with evidence of registration with the State Government and [have](#) completed all COVIDSafe event documentation within the specified timeframe

SUBMITTING YOUR APPLICATION



Note: * Refer to page 4 below for the priority areas, objectives and strategies

ELIGIBILITY CRITERIA

- Applications must be received by 12pm midday 31 May 2021
- The festival must meet the definition of a festival as outlined in the Festival City Policy.
- The festival must take place between October 2021 and June 2022 (inclusive)
- The festival must occur within the boundaries of the City of Maribyrnong
- The applicant must be an incorporated body, a not-for-profit organisation or apply under the auspice of an incorporated body
- For the 2021/22 Grant Round specifically, applications will also be accepted from registered businesses located within the City of Maribyrnong
- Applicants must have a registered ABN
- The applicant must have acquitted ALL previous Council grants and have no outstanding debts to Maribyrnong City Council
- The applicant must provide evidence of Public Liability Insurance (PLI) to the value of **\$20 million**
- Recipients of a Festival City Grant must be able to attend a three hour Festival Professional Development Workshop to be held in September 2021.

APPLICATIONS THAT ARE NOT ELIGIBLE

- Multiple applications for the same festival
- Multiple applications from the same applicant
- Festivals that are sponsored by tobacco companies
- Festivals that are sponsored by gambling companies, unless the company issued the funding through their community grants program (evidence must be provided)
- Festivals that are considered to be the responsibility of another sphere of Government or a duplication of an existing service or program
- Festival activities that take place outside the City of Maribyrnong
- Festivals with a primary purpose of promoting religion or politics or are for fundraising purposes
- Festivals that have applied for funding through more than one Maribyrnong City Council Grants Program in each financial year. For example, Council will not fund the same, or part of the same festival, through its Community Grants Program or Business Improvement District Grants and its Festival City Grants Program in the same funding cycle.

ASSESSMENT CRITERIA

- Festival meets the priorities of the Council Plan 2017 – 2021, the objectives of the Festival City Policy* and the strategies of the Tourism Visitation Strategy*
- Festival organisers show evidence of a good track record and commitment to a professional and safe approach in festival or event planning and delivery
- Demonstrated local need and community support for the festival
- Festival directly benefits local business, local suppliers and contractors
- Festival presents high quality, contemporary experiences which will attract new visitation to the City
- Festival takes place in, or is in close proximity to, one of the City's identified key Activity centres:
 - Central Footscray Precinct - ie Nicholson Street Mall, Maddern Square and surrounds
 - Yarraville Village Pop Up Park and surrounds
 - Seddon Village
 - Barkly Street, West Footscray
 - Braybrook Community Hub precinct
 - Edgewater Shopping Precinct, Maribyrnong
 - Highpoint Shopping Centre, Maribyrnong
- Festival considers gender equity, inclusion and accessibility, including provisions for people with a disability, the elderly and the young (if appropriate) and includes activities for local residents at no cost

- Evidence of organiser's ability to develop and deliver an effective marketing and promotional plan
- Evidence of organiser's commitment to good sustainability practices and shows strategies to reduce the environmental impact of the festival
- Demonstrated financial viability through provision of a clear, detailed and realistic festival budget and additional sources of funding for the festival

*** The priority areas of the Council Plan 2017 – 2021 that link to the Festival City Grants Program are:**

Healthy and inclusive communities

Council will provide and advocate for services and facilities that support people's wellbeing, healthy and safe living, connection to community, cultural engagement and whole of life learning.

Quality places and spaces

Council will lead the development of integrated built and natural environments that are well maintained, accessible and respectful of the community and neighbourhoods.

Growth and prosperity

Council will support diverse, well-planned neighbourhoods and a strong local economy.

Mobile and connected city

Council will plan and advocate for a safe, sustainable and effective transport network and smart, innovative city.

*** The objectives of the Festival City Policy are to:**

- Continue to build the City's strong reputation as the Festival City
- Provide or produce world-class memorable festival experiences that position Maribyrnong as a major festival destination
- Deliver a balanced calendar of festivals across the year, encouraging festivals that can be staged outside the concentration of festivals held over the summer months
- Facilitate geographic distribution of festivals to enable a fair distribution of festivals across the City
- Influence improved festival delivery, financial viability and programming
- Showcase high level cultural experiences that acknowledge the diversity of our communities
- Ensure festivals comply with all regulatory requirements and are still easy to run.

*** The strategies of the Maribyrnong Tourism Visitation Strategy that link to the Festival City Grants Program are:**

- Promote and facilitate investment in tourism product and experiences
- Facilitate the development of new recreational and cultural tourism opportunities along the Maribyrnong River Corridor
- Facilitate investment within the Footscray Activity Centre which contributes to the visitor experience and increases economic activity
- Establish a destination marketing approach which promotes Maribyrnong's key visitor destinations
- Work with key strategic partners to raise awareness of Maribyrnong's strengths and address existing perceptions

ADDITIONAL INFORMATION

GENDER EQUITY, INCLUSION AND ACCESSIBILITY

Gender Equity, Inclusion and Accessibility are important considerations for all festivals and events supported by City of Maribyrnong. Council strongly encourages all applicants to consider how the festival will be inclusive and accessible for people with a disability, the elderly and the young (if appropriate) and will remove barriers for participation on the basis of gender or identity.

As some examples you could consider the following:

- Take into account how ALL people will access and engage with the festival.
- Are there adequate provisions for people with a disability or limited mobility, older people and young people (e.g. appropriate parking, toilets, stage viewing areas, change and feeding areas for small children, chill-out zones etc.)
- Will you offer Auslan interpretation for stage performances, live captioning or other accessible features.
- Consider different ways of communicating with the audience about the festival e.g. using plain English, translations where necessary, use of pictures, radio or large font size
- Does your festival programming promote gender equity and inclusion and reflect the diversity of our City's community.
- Are there leadership opportunities on your organising committee for women, gender diverse people and men from a range of background and identities.

For more information and assistance please refer to Council's Towards Gender Equity 2030 Strategy or contact Council's Coordinator Health and Wellbeing Development or Coordinator Diversity and Inclusion on 9688 0200.

ENVIRONMENTAL CONSIDERATIONS

Council has recognised that we are in a state of climate emergency and regards environmental sustainability as a key priority across all events and activities. Applicants are required to consider how their festival will impact on the environment and must identify what measures they will implement to practice and promote sustainable practices, such as:

- Plan how to minimise and manage waste from the festival.
- Provide highly visible, clearly labelled waste and recycling bins.
- Consider the use of composting food waste for a local community garden.
- Specify that food vendors must use reusable, recyclable or 100% compostable plates, cups and utensils.
- Encourage the use of public transport, walking or cycling in all promotional material.
- Avoid the use of unnecessary print marketing to reduce the use of paper.
- Consider any local flora, fauna or sensitive ecological environment in your event planning.
- Minimise unnecessary giveaways.
- Consider offsetting the carbon emissions from your festival.

For more information and assistance please contact Council's Sustainability Officer on 9688 0200.

LOBBYING

Lobbying of the Mayor, Deputy Mayor, Councillors, employees of the City of Maribyrnong or assessment panel members in relation to a funding application is strictly prohibited. No consideration will be given to an application submitted by an applicant where such lobbying has been proven to have taken place.

BUDGET

When preparing your budget please take into account the following:

- Successful applicants may NOT receive all the funding requested
- Ensure you provide a detailed budget noting all items including in-kind and cash amounts
- Note other sources of funding and sponsorship (these must be itemised not a lump sum), including whether these are confirmed or unconfirmed and indicate if your organisation has been successful with this funding in the past
- Some in-kind support from Council attracts additional costs to Council that must be represented in your budget, this includes but is not limited to:
 - Provision of rubbish bins (for budgeting purposes list \$40 per bin requested)
 - Risk Management (if applicable) – contact the Festival Officer to discuss 9688 0333.

ASSESSMENT

Festival City Grant applications are assessed on a competitive basis. Having received funding from Council previously does not automatically mean success in subsequent years.

- Applications are first assessed that they meet the eligibility criteria
- All eligible applications are then considered and assessed by Council's external Festivals and Visitation Advisory Panel
- While an application may meet eligibility and funding criteria, this does not guarantee a grant
- Recommendations for funding will be presented to Council for endorsement
- You will receive written advice on the outcome of your application
- The decision on funding is final

PAYMENTS

Council will issue grants by Electronic Funds Transfer (EFT) and banking details will be requested when completing paperwork related to successful grants.

Your organisation or your Auspice Body will need to provide a tax invoice to Maribyrnong City Council, showing the grant amount, plus GST if applicable. The following detail must be included on your tax invoice:

- ABN number, name and address of applicant
- Grant amount
- GST applicable, shown as separate item
- Date of issue of invoice
- Description of goods or services being ' Festival City Grants Program 2021/22Funding – Festival name'

Final grant payment will be only made once all relevant documentation associated to your festival is received by Council.

ABN & GST INFORMATION

All grant applicants will be required to have a registered ABN. Your organisation can get an ABN by completing the appropriate forms that are available from Australia Post and the Australian Tax Office.

If you do not have an ABN you will need to find an auspice body with an ABN who is prepared to act on your behalf and auspice your application. The grant will then be paid to the auspice body that will

be responsible to oversee the expenditure of the grant. A confirmation letter from the auspice body will need to be attached to your application form.

About GST

GST will only apply to your grant if your organisation or Auspice body is registered for GST with the Australian tax office (ATO). In these cases Council will add 10% for the GST to the grant. For information and advice on GST and the implications for your grant, call the ATO on 13 28 66 or visit the website www.ato.gov.au

Grants are considered taxable income by the ATO. It is illegal to claim GST if you are not registered.

TERMS AND CONDITIONS

All successful applicants will be required to enter into a Funding Agreement with Council. This Agreement will note the conditions, reporting and monitoring requirements of the grant specific to the festival being undertaken and will include, but is not limited to, the following:

- The organisation will acknowledge in all forms of marketing and publicity Maribyrnong City Council's support by using the Council and Festival City lock-up logo
- The organisation will display in a prominent position Council's Festival City banner/signage at the festival.
- The organisation will provide evidence of registration with the State Government via www.coronavirus.vic.gov.au/register-your-public-event-and-have completed all Government COVIDSafe event documentation within the specified timeframe
- The organisation will provide to a professional festival standard an Event Plan, Site Plan, Risk and Safety Management Plan, Waste and Sustainability Management Plan, and (if applicable) Traffic Management Plan and Alcohol Management Plan.
- Where the festival seeks to engage an alcohol sponsor or operate a temporary bar at the festival, Council approval must be sought in advance of sponsor negotiations &/or submission of a temporary liquor license a minimum of six (6) weeks before your festival
- The organisation will apply, obtain and comply with all necessary permits and legislation related to the festival. Eg Environmental Health Permits, Place of Public Entertainment (POPE) Permit, Temporary Occupancy Permit (TOP) and Firework/Firecracker Permit.
- The organisation will provide evidence of event notifications to emergency services (Police, MFB, Ambulance Victoria), resident and businesses
- The organisation must provide evidence of Public Liability Insurance (PLI) to the value of \$20 million maintained for the duration of the Agreement
- The organisation will provide a list of all festival contractors and their associated PLI to the value of \$10 million each
- If requested by Council, festival organisers will attend during business hours (Monday-Friday 9AM-5PM) up to three (3) meetings at Council (&/or on site) prior to the festival and one (1) post festival debrief meeting
- Council funds can only be expended for the purpose approved in the Funding Agreement, unless the relevant Council Officer agrees to the proposed changes in writing
- The festival must take place at the date and time it is funded to occur, unless the relevant Council Officer agrees to the proposed changes in writing
- Maribyrnong City Council will not be responsible for shortfalls in the festival budget if the organisation is unable to meet the festival costs
- A written Acquittal Report will be required four (4) weeks following completion of the festival

Applications are due by 12pm midday Monday 31 May 2021

For additional information please contact the Festival Officer on 9688 0333

Boundary and Suburb Map of City of Maribyrnong

