FESTIVAL CITY GRANTS PROGRAM

2018 / 19 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.

The Festival City Grants Program is one of the many ways that Council provides support to strengthen the City’s profile as ‘Festival City’.

As an applicant to the Festival City Grants Program, 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.

More details can be obtained by viewing the Council Plan and Festival City Policy on Council’s website www.maribyrnong.vic.gov.au

GRANTS PROGRAM TIMELINE

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Festival City Grants Program opens for applications at 9am</td>
<td>1 May 2018</td>
</tr>
<tr>
<td>Festival City Grants Program applications close 12pm midday</td>
<td>1 June 2018</td>
</tr>
<tr>
<td>Festival City Grants Program funding recommendations to Council for endorsement</td>
<td>24 July 2018</td>
</tr>
<tr>
<td>Outcome letters sent to all applicants</td>
<td>30 July 2018</td>
</tr>
<tr>
<td>Agreements sent to successful applicants</td>
<td>2 August 2018</td>
</tr>
<tr>
<td>All signed agreements returned to Council by successful applicants</td>
<td>16 August 2018</td>
</tr>
<tr>
<td>Council’s Festival City website updated with successful festivals</td>
<td>20 August 2018</td>
</tr>
</tbody>
</table>
SUBMITTING YOUR APPLICATION

Read the Festival City Grants Program Guidelines

Read the Council Plan 2017 – 2021*

Read the Festival City Policy**

Read Maribyrnong Tourism Visitation Strategy 2017-2021***

First time applicants are required to call the Festival Officer to discuss application and eligibility for a grant

Explore such things as festival location/s, obtain quotes, reserve parks/venues if applicable etc

Complete the Festival City Smarty Grants online application, including attaching all required supporting material

Submit Application in advance of closing date, 12pm midday 1 June 2018

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

WHO CAN APPLY

Applications will be accepted from not-for-profit organisations, incorporated organisations and auspice organisations that present festivals &/or festival activity within the City of Maribyrnong. An organisation can only make one application to the Festival City Grants Program per annual funding round.

ELIGIBILITY CRITERIA

- Applications must be received by 12pm midday 1 June 2018
- The festival must meet the definition of a festival as outlined in the Festival City Policy.
- The festival must take place between August 2018 and June 2019 (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
- The applicant or auspice body 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 on Thursday 23 August from 6pm – 9pm.
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 and its Festival City Grants Program in the same funding cycle.

FUNDING CRITERIA

- The applicant must demonstrate how the 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***
- The applicant must display a commitment to a professional and safe approach in festival planning and delivery
- The festival must demonstrate community buy-in, include diverse audiences and participants and generate pride and a sense of belonging to the City
- The festival must engage with local businesses in the production and delivery of the festival
- The festival must demonstrate a strong vision and clear, relevant and engaging program content
- The applicant must demonstrate the ability to develop and deliver an effective marketing and promotional plan
- The festival must demonstrate accessibility for people with a disability, the elderly and the young and include activities for local residents at no cost
- The festival must engage sustainable practices to reduce the environmental impact of the festival where possible
- The festival must engage strategies to deliver a balloon free festival
- The applicant must demonstrate the festival’s financial viability by providing a budget summary showing both income and expenditure
- The applicant organisation must be underpinned by a strong governance structure and managed by a properly constituted applicant organisation. This must include providing a list of the applicant’s Committee Members and roles, as well as evidence of lodgement of the organisation’s most recent Annual Statement with Consumer Affairs Victoria.

Preference may be given to festivals that:

- Involve community groups within the City of Maribyrnong that are under-represented in the Festival City Program
- Demonstrate collaboration with community, commercial and/or education partners such as Victoria University
- Include programming that addresses Council’s aim to stimulate cultural growth in areas of identified cultural need
- Appropriately or imaginatively use public locations, including areas unique to the City
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**

**ACCESSIBILITY**

Council encourages all applicants to consider how the festival will be inclusive and accessible for people with disability.

You could consider the following options:

- Take into account how ALL people will access and engage with the festival.
- Provide adequate provision for people with disability or limited mobility eg parking, toilets, stage viewing areas.
- Consider different ways of communicating with the audience about the festival eg using plain English, translations where necessary, use of pictures, radio or large font size.

For more information and assistance please contact the MetroAccess Officer on 9688 0200.

**ENVIRONMENTAL SUSTAINABILITY**

Council encourages all applicants to consider how the festival will impact on the environment and how the festival will promote sustainable practices.

- Plan how to manage waste from the festival.
- Focus on the use of recycled products with food operators and minimise use of non-recyclable plastic.
  - Use of hydration stations over bottled water
  - Use of ‘Wash Against Waste’ services over paper/plastic plates
- Consider the use of composting food waste for a local community garden.
- Identify how to minimise effects of noise to residents and businesses near the festival.
- Encourage the use of public transport, walking or cycling in all promotional material.
- Minimise the impact of the festival on local flora and fauna or sensitive ecological environments.
  - Banning balloons and single use plastics
  - Purchasing ‘green powered’ generators

For more information and assistance please contact Sustainability Officer on 9688 0200

**VENUE**

Prior to lodging your application you must confirm your venue with the appropriate council officer and attach email confirmation of the venue booking and associated quote (if applicable) to your application form. Please advise the Council officer that you are applying for a grant through the Festival City Grants Program.

- For Parks and Reserves contact Recreation Services on 9688 0200.
- For the Bluestone Church Arts Space contact Arts and Culture on 9688 0200.
- For all other venues contact the Festival Officer 9688 0333.
## 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.
- The expenses and income columns **MUST** total the same amount

## 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 Festival 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 Grant Programs 2018/19 Funding – Festival name'

Final grant payment will be only made once all relevant documentation associated to your festival is received and approved 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 an 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 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.
- A written Acquittal Report will be required eight (8) weeks following completion of the festival
- Provide to a professional festival standard Event Plan and where applicable Risk Management Plan, Traffic Management Plan, Site Plan, Waste Management Plan, Environmental Sustainability Plan, etc
- Where the festival encompasses existing licensed venues an Alcohol Management Plan will be required
- 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
- 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 Fireworks/Crackers Approval Permit.
- Provide evidence of emergency services (Police, MFB, Ambulance Victoria), resident and business notifications if applicable
- Provide a list of all festival contractors and their associated PLI to the value of $10 million each
- If requested by Council, attend during business hours (Monday-Friday 9AM-5PM) a minimum of two (2) meetings at Council prior to the festival and one (1) post festival debrief meeting
- Funds can only be expended for the purpose approved, unless a Council Officer agrees to the proposed changes in writing
The festival must take place at the time it is funded to occur, unless a 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.

Applications are due by 12pm midday Friday 1 June 2018

For additional information please contact the Festival Officer on 9688 0333.
Boundary and Suburb
Map of City of Maribyrnong