

# Application for Council Assistance - Major Festivals, Events & Promotions Round 2 - 2016 / 2017



Community groups, organisations and clubs considering applying for assistance, are advised to read the guidelines attached prior to completing this form.

## SECTION A: APPLICATION SUMMARY

1. Name of the event:.....
2. Date of the event.....
3. Brief description of the event:  
(venue, program outline, anticipated attendance numbers, target audience etc.)  
.....  
.....  
.....  
.....
4. Name of the organisation applying for the assistance:.....
5. Organisation address:.....
6. Contact person: Telephone number: Home ( ) .....
7. Do you want the above information displayed on the Council's event database on the internet?  Yes  No
8. Name and position of the person in the organisation applying for the assistance:  
Name: .....
- Position: .....
- Signature: .....

## SECTION B: FINANCIAL INFORMATION

1. Please tick the box below that describes the financial outcome sought for your event/ festival/ promotion:  
 The event aims to be break even (that is, income = expenditure)  
 The event aims to generate a profit  
If you ticked the latter box, please indicate the extent of the profit anticipated and provide information on the purpose to which the profit will be applied:  
.....  
.....

**SECTION C: BENEFIT OF THE EVENT TO THE NORTHERN MIDLANDS**

*For each of the following questions, please provide a 1-2 line response:*

1. What will Northern Midlands residents gain from this event?

.....  
.....

2. What will Northern Midlands businesses gain from this event?

.....  
.....

3. How will you acknowledge the assistance provided by Council for this event?

.....  
.....

**SECTION D: ASSISTANCE SOUGHT FROM COUNCIL**

Please outline the nature and extent of in-kind support requested from Council:

*e.g. 10 wheelie bins delivered to the Village Green the morning of the event and collected/  
disposed of after the event, plus photocopying – 400 posters on A4 coloured paper*

.....  
.....

Please outline the funds, if any, you are requesting from Council, and the purpose to which the funds will be applied:

.....  
.....

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**ACKNOWLEDGEMENT OF APPLICATION FOR  
NORTHERN MIDLANDS COUNCIL ASSISTANCE**  
*Major Festivals, Events & Promotions – 2016/2017*

Event .....

Your application for assistance has been received and you will be notified of the outcome of your application during December 2016.

Natalie Horne  
**Administration Officer**

Date: .....

# Application for Council Assistance - Major Festivals, Events & Promotions Assistance Guidelines



## ELIGIBLE EVENTS:

The Council will consider requests for assistance by community, sporting and non-profit organisations holding major festivals, events or promotions in the Northern Midlands.

Major festivals, events and promotions are defined as significant events that are the only one of their kind in the Northern Midlands in any one year, and attract significant numbers of people to the event (generally in excess of 2,000) and/or attract significant media coverage for the Northern Midlands.

## ELIGIBLE ORGANISATIONS:

Any community group, organisation or club that is legally incorporated or operating under the auspices of an incorporated body. The organisation must hold and produce evidence of public liability cover for the event.

## ELIGIBLE ASSISTANCE:

In-kind support includes provision of such items as wheelie-bins, barricades, photocopying paper and provision of services such as preparation of fliers, delivery and collection of bins, erection of barricades and advertising of street closures. The cost to Council of any in-kind assistance approved will be calculated and costed against the application

Requests for direct financial assistance may be considered eg. by an organisation in the south of the municipal area where it is impractical for photocopying to be done at the Council Chambers in Longford and therefore application is made for funds to cover photocopying expenses incurred locally.

**The maximum allocation to an event is \$1,650, except in the case of a major new event which can be eligible for a one-off seeding grant of up to \$3,300. Major events that are held annually are eligible for up to \$1,650 in-kind support each year.**

Assistance will not be provided for money already spent on events previously held.

## PRIORITIES:

The funding available is limited. Priority will be given to events that:

- Have a significant benefit for a wide range of Northern Midlands residents and businesses
- Are unique within the Northern Midlands
- If profit making, put the funds back into the community, preferably through community projects that will benefit a wide cross-section of the community.

## APPLICATIONS:

Applicants are requested to complete the application form in its entirety, and return the completed form by Tuesday 1st November 2016 to:

The General Manager  
Northern Midlands Council  
PO Box 156  
LONGFORD TAS 7301

Organisations seeking clarification when completing the form are welcome to contact Council's Customer Services Team on 63977303.

## ASSESSMENT OF APPLICATIONS:

All applications received will be referred to Council who will determine which event, festival or promotion will be assisted, and to what extent.

Applicants will be notified in December of the outcome of Council's deliberations.

## POST EVALUATION

An evaluation of the project must be submitted to Council by the Organising Committee within 30 days of the event being held.