



# NORTHERN MIDLANDS COUNCIL

## POLICY MANUAL

### FESTIVALS, EVENTS AND PROMOTIONS

**Originated Date:** Adopted 13 March 2000 – Min. No. 120/00 (as Policy 23)

**Amended Date/s:** Reviewed 21 January 2013 – Min. No. 13/13  
Reviewed 17 July 2017 – Min. No. 237/17

**Applicable Legislation:** Section 77 of the *Local Government Act 1993*

**Objective** To establish a policy relating to the allocation of assistance to Festivals, Events and Promotions that:

- Increase the well-being of residents
- Attract economic benefits through growth in the number and length of stay of visitors
- Promote the establishment of industry related business activity and employment opportunities for residents.

**Administration:** Governance

**Review Cycle/Date:** Next review 2021.

#### 1. GENERAL

- 1.1 Assistance to be made available from the General Rate Account for the program.
- 1.2 Assistance may be “in kind” or grant, or a combination of these methods.
- 1.3 Council to give notice by advertisements in at least the Examiner and on the website of opening and closing dates for applications. Closing dates will generally be 31 March and 30 September.
- 1.4 Applications shall provide such information as Council requires including:
  - 1.4.1 Copy of Articles of Association and/or their Constitution
  - 1.4.2 Project Budget and copies of appropriate insurance policies
  - 1.4.3 Copy of Organisation Balance Sheet as at 30 June in preceding year
  - 1.4.4 ABN number if the organisation is registered for the Goods & Services Tax (GST) system.

#### 2. 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.

#### 3. 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.



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### 4. 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 e.g. 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 \$1,500 (excl. GST), except in the case of a major new event which can be eligible for a one-off seeding grant of up to \$3,000 (excl. GST).

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

Only one application per organisation for each funding round will be considered by Council.

### 5. 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.

### 6. APPLICATIONS

Applicants are requested to complete the application form in its entirety, and return the completed form by the due date 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 Service Team on telephone number 63 977 303.

### 7. POLICY OUTCOMES

The outcomes of this policy will be to:

- Meet the needs of residents and visitors for enjoyment, sport, recreation, art and culture
- Promote healthy lifestyles of residents through participation in events
- Provide a great place to live where residents are provided with both free and paid entertainment of a standard that meets or exceeds their expectations
- Improve residents and visitors understanding of the cultural diversity of the Northern Midlands
- Increase the number and length of stay of visitors to the Heritage Highway area
- Maintain a vibrant and dynamic calendar which encourages cutting edge events
- Improve the economic development of the Northern Midlands area.

### 8. ASSESSMENT CRITERIA

The assessment criteria for funding under this policy will include:

- The potential for significant impact on the local economy and on the number and length of stay of visitors



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- Financial viability and the potential to be self-supporting
- The event must not clash with or be in conflict with an existing significant event
- Whether the applicant group has the community support and financial and organisational skills necessary to carry out the project.

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 of the outcome of Council's deliberations.

### **9. POST-EVENT EVALUATION**

An evaluation of the project by the Organising Committee is a pre-requisite to continued funding.