



POLICY

Policy Name	MAJOR EVENTS DEVELOPMENT FUND POLICY
Department	Corporate and Economic Development
Responsible Position	Director Corporate and Economic Development
Policy Approved by	Ordinary Council Meeting (26/11/2001)
Next Revision Due	1 July 2013
Supporting Guidelines	Nil

REVISIONS

Document	Date	Description	Authorised By	Approved
	26/11/2001		Council Report	Council
Revision 1	03/10/2006	Reviewed only no changes	Council Report	Council
Revision 2	06/10/2009	Council Review incorporating two policies	Council Report	Council

1.1

The object of the Major Events Development Fund is to enhance the standard of events operating in East Gippsland. This is in line with Council's Festivals and Events Policy *Celebrating East Gippsland* and to raise the profile of the region as a leader in the production of major events.

The aim of the Fund is to encourage the development of major regional events in East Gippsland that will provide significant benefits to the local economy and will maximise the effectiveness of Council's financial contribution.

The operational model proposed for the Major Events Development Fund is as follows: -

- Funding will be allocated for a limited number of *regional* events, which are designed to be ongoing.
- Funding will be to a maximum of \$10,000 per year for each event.
- Recipients must be able to demonstrate that they have a matching local cash contribution or secured grant or sponsorship from other sources (in addition to any 'in kind' contribution).
- Funding will be awarded on the basis of a (notional) three-year commitment to develop the festival/event or to expand an existing event in specified ways.
- The funding is made available for the development of the event. It is made available to underwrite the festival and cannot be used to generate a profit or be redistributed to other organisations or groups.
- If the event becomes self-supporting or profitable in Year 1, the funding for Year 2 will be reduced and will only be made available on a continual underwriting basis, or may be withheld altogether and reallocated to another event.
- No funding will be made available after Year 3.
- The festival/event organisers must submit a three-year business plan that must include an evaluation plan and indicators for determining the economic benefit of the event to East Gippsland.
- The festival/event organiser must enter into a formal agreement with Council and present audited reports after each year's event.

- Council must be credited as the major sponsor of the festival/event and clearly acknowledged on all promotional material and advertising.
- The festival/event must have broad audience appeal and the ability to attract significant numbers of visitors from outside East Gippsland.
- The festival/event must either attract involvement from a number of communities within the Shire and/or make concerted efforts to extend to other localities the benefits derived from visiting entertainers etc.

The precise amount of money to be allocated to each festival/event will be worked out in consultation with Officers on the basis of the business plan, marketing plan and expected attendance numbers.