

## COUNCIL POLICY

|                                            |                             |                            |                                                                                     |
|--------------------------------------------|-----------------------------|----------------------------|-------------------------------------------------------------------------------------|
| Event Sponsorships and<br>Community Grants | <b>Adopted By Council:</b>  | 28/10/2026                 |  |
|                                            | <b>Date/s Revised:</b>      |                            |                                                                                     |
|                                            | <b>Next Review Date:</b>    | 10/2030                    |                                                                                     |
|                                            | <b>Document No:</b>         | CP061                      |                                                                                     |
|                                            | <b>Directorate:</b>         | CEO                        |                                                                                     |
|                                            | <b>Responsible Officer:</b> | Communications Coordinator |                                                                                     |

### PURPOSE

This policy outlines Council's objectives and approach to Event Sponsorships and Community Grants. It provides a consistent framework for assessing event sponsorship and community grant applications.

### DEFINITIONS

**Community Grants** Where money or goods are provided to recipients through a formally recognised program for a specified purpose for the benefit of the Borough of Queenscliffe community, or a section of the community with no expectation of commercial return.

**Event Sponsorship** Sponsorship is a business transaction in which a sponsor provides a financial payment or value in-kind to support an event, project, service or activity, in return for negotiated commercial and other community benefits. It is a business transaction because it involves an exchange that has a measurable value to each party in commercial, communication, or philanthropic terms.

Sponsorship is different to funding grants, where money or goods are provided to recipients through a formally recognised program for a specified purpose, but with no expectations of commercial return.

**Tier 3 Events** are sponsorships up to the value of \$5,000, and must be an event which:

- supports participation within the Borough of Queenscliffe
- may predominantly attract local visitors from within the Borough

**Tier 2 Events** are sponsorships up to the value of \$10,000 and must be an event which:

- may occur annually or a one-off event
- provides opportunities for the local community to economically and socially benefit
- attracts people to the municipality
- allows for marketing and branding opportunities for the Borough of Queenscliffe and its townships at a local scale (or beyond)
- display growth potential (existing events must show growth)

elements from previous years; new events can apply for seed funding)

**Tier 1 Events**

are sponsorships to a value of over \$10,000 and must be an event which:

- may occur annually or a one-off event
- is recognised beyond the Borough of Queenscliffe, and may be state or nationally recognised
- ability to attract overnight visitation and show evidence
- provides opportunities for the local community to economically and socially benefit
- allows for marketing and branding opportunities for the Borough of Queenscliffe and its townships at a local scale (or beyond)
- display growth potential (existing events must show growth elements from previous years, new events can apply for seed funding)
- Ability to showcase the Borough of Queenscliffe
- Engage with local business either with collaboration, partnership or promotion

**Value in-kind**

is the value of a product or service provided in place of cash.

**POLICY**

Council's overall sponsorship program will be made up of two streams of funding:

- Events Sponsorships
- Community Grants

Council will determine the funding for each stream via the annual budget process.

Event Sponsorships and Community Grants may be provided by way of:

- Financial contribution
- Venue hire fee reduction and/or fee waiver
- Signage, including street flags/banners (production and/or installation)
- Other in-kind support, as relevant to the Event Sponsorship/Community Grant application.

**Priorities for Funding**

The priorities for funding will be informed by the Council Plan applicable at the time of the Event Sponsorship or Community Grant application.

Typically these priorities would include:

- Projects that support community wellbeing; and/or
- Projects that protect our distinctive coastal natural environment; and/or
- Projects that support our local economy; and/or

- Projects that protect and/or celebrate our built heritage environment.

## **Funding Categories**

### **Event Sponsorship**

The Borough of Queenscliffe aims to provide financial assistance to organisations that can provide tangible and measurable commercial and/or other community benefits from the conduct of an event which benefits the local community.

The Event Sponsorship program is delivered annually for all event organisers hosting events in the Borough of Queenscliffe within the applicable financial year. The program enables events to apply under different streams depending on size and focus.

Event sponsorship is available to individuals, groups and organisations seeking funding from Council for an event within the Borough.

Funding is available for:

- Established and new events
- One-off and repetitive events
- Not-for-profit or commercial events

### **Eligibility requirements for event sponsorship are:**

- The event is held in the Borough of Queenscliffe and will specifically benefit residents and businesses of the Borough
- Applicants must be incorporated, not-for-profit or commercial or have an auspice\* arrangement
- Religious organisations are eligible to apply for sponsorship only where the event is accessible to all members of the community
- The event meets the criteria for funding.

Applications from schools will only be considered if the proposed event is not part of the normal school curriculum and strengthens links to the broader community.

Funding preference will be given to events not previously supported under this program; however, it is understood some events occur annually or one-off and rely on Council's funding support.

### **Ineligible applicants**

Those ineligible to apply for Event Sponsorship are:

- Delegated Committees or Community Asset Committees of the Borough of Queenscliffe Council
- Political organisations are ineligible to apply for event sponsorship
- Organisations who have not completed an Evaluation Report for a previous Borough of Queenscliffe grant (Event sponsorship or Community Grant)
- Organisers who are not planning to stage the event within the Borough of Queenscliffe

- Organisers who cannot adequately demonstrate financial commitment from sources other than Council
- Organisers who are accepting sponsorship from companies that Council deem are not suitable or aligned with the Council Plan
- Applications will not be accepted unless discussion about a proposed event has taken place with appropriate Council Officers

#### Event Sponsorship Assessment Criteria

| Criteria                     | Considerations                                                                                                                                                                                                                   | Weighting                    |                               |                              |
|------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|-------------------------------|------------------------------|
|                              |                                                                                                                                                                                                                                  | Tier 3<br>(up to<br>\$5,000) | Tier 2<br>(up to<br>\$10,000) | Tier 1<br>(over<br>\$10,000) |
| Community                    | Does the event strengthen community connections, inclusion, participation, health and wellbeing?<br>Does it provide opportunities for residents of all ages and abilities to engage?<br>Are there strong community partnerships? | 35%                          | 25%                           | 15%                          |
| Economic and Tourism Impact  | Will the event attract visitors, support local businesses, increase overnight stays, or enhance the Borough's reputation as a destination?<br>Are there any local business procurement or partnerships?                          | 5%                           | 20%                           | 30%                          |
| Heritage, Arts and Culture   | Does the event celebrate or protect the Borough's unique maritime, military, built or cultural heritage, or support arts, cultural activities and Wadawurrung recognition?                                                       | 10%                          | 10%                           | 10%                          |
| Environmental Sustainability | Are sustainable event practices proposed? Does the event minimise waste, protect coastal and natural environments, and support climate-conscious initiatives?                                                                    | 10%                          | 10%                           | 10%                          |
| Strategic alignment          | How strongly does the event                                                                                                                                                                                                      | 15%                          | 15%                           | 20%                          |

|                                             |                                                                                                                                                                |     |     |     |
|---------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-----|-----|
| with Council Plan                           | contribute to one or more Council Plan objectives?                                                                                                             |     |     |     |
| Community Inclusion and Accessibility       | Is the event affordable to attend, welcoming and accessible to diverse audiences, including older people, families, young people and people with disabilities? | 20% | 15% | 10% |
| Organisational Capacity and Risk Management | Does the organiser demonstrate sound governance, financial management, insurance, safety planning and event delivery experience?                               | 5%  | 5%  | 5%  |

### **Community Grants**

Funds will be provided for projects and activities that fall into the following categories:

- Community Support and Inclusion  
Such as projects or activities that address social isolation, accessibility, participation equality and/or provide community celebrations
- Leisure and Recreation  
Such as projects or activities that promote recreation, physical activity and participation
- Minor Equipment  
Such as projects that demonstrate access for all, shared use of community facilities and equipment

### **Eligibility**

Organisations must be a not-for-profit group. If an organisation is not incorporated, they must be auspiced\* by an incorporated association.

Religious organisations are eligible to apply for program grants only where the program is accessible to all members of the community; funding will not be considered to support equipment or assets.

Political organisations are ineligible to apply for the Community Grants Program.

### **Community Grants Assessment Criteria**

| <b>Criteria</b>                     | <b>Considerations</b>                                                      | <b>Weighting</b> |
|-------------------------------------|----------------------------------------------------------------------------|------------------|
| Community Benefit and Participation | Benefits to the local community, level of participation, opportunities for | 25%              |

|                                                  |                                                                                                                                           |     |
|--------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|-----|
|                                                  | community connection, volunteering, and social cohesion.                                                                                  |     |
| Alignment with Community Vision and Council Plan | Demonstrates clear contribution to Council Plan. Applicants should identify which Council Plan objective(s) their project supports.       | 20% |
| Inclusion, Equity and Accessibility              | Supports participation from diverse community members including seniors, young people, people with disabilities and disadvantaged groups. | 15% |
| Community Capacity Building                      | Builds skills, leadership, volunteer capacity, partnerships or strengthens community organisations.                                       | 15% |
| Environmental Sustainability                     | Supports environmental stewardship, waste reduction, climate-conscious practices or protection of natural assets.                         | 10% |
| Heritage, Arts and Cultural Outcomes             | Celebrates local heritage, arts, culture, place-making, and Wadawurrung recognition.                                                      | 10% |
| Project Planning and Financial Viability         | Demonstrates sound planning, realistic budget, and ability to deliver outcomes.                                                           | 5%  |

## **The Application Process – Events Sponsorships and Community Grants**

The Events Sponsorships / Community Grants Program will be open for application in mid-April and end in May each year. Applications will be open for 6 weeks.

All applications must be made via Council's online application forms, which are available from <https://www.queenscliffe.vic.gov.au/>

Applicants must speak to a staff member of Council's Community and Economic Development team prior to submitting an application.

Applicants will be required to work in partnership with the Community and Economic Development team to establish the key benefits of the event and the justification as to why the desired event funding is warranted.

### **How Projects Are Assessed**

Projects will be assessed according to the criteria set out in this policy. Applications will be assessed by the Event Sponsorship and Community Grants Advisory Group and final decisions are formally endorsed by Council.

### **The Event Sponsorship and Community Grants Advisory Group**

The Events Sponsorship and Community Grants Advisory Group will consist of at least one (1) Councillor, at least three (3) Community Members and Council officers as necessary.

Expressions of interest will be invited from the community to participate on the Advisory Group. Membership to the Advisory Group will be considered confidentially and appointed by Council.

The Advisory Group Terms of Reference outlines the role, function, membership, recruitment, selection and assessment of the reference group, and are an appendix to this policy.

### **Eligibility for funding**

Components that are eligible for both event sponsorship and community grants funding may include (but are not limited to):

- Marketing and promotion initiatives and collateral
- Equipment hire
- Site/venue hire
- Catering (limited to \$1,000)
- Photos and videos of the event
- New event components (growth items)

Components that are **not** eligible for funding include:

- Events designed to promote a solely political purpose
- Events that have already commenced or already occurred by the application closing date
- Circuses or events with caged animals
- Capital or ongoing maintenance works
- Prize money, awards and trophy production
- Organisational core operating costs such as funding or payment of staff members, insurance and utilities.

### **Funding Agreement & Conditions**

Successful applicants will be required to enter into a funding agreement with the Borough of Queenscliffe Council.

*\*Auspicing allows not-for-profit, incorporated organisations to accept grant funding on behalf of individuals or groups who are not incorporated. The auspice organisation is responsible for all aspects of the sponsorship.*

## **Child Safety**

Council supports and respects all children and young people. Council has zero tolerance of child abuse. Council reserves the right to request evidence of how an event will be run in accordance with child safe standards, and may require evidence of adherence to child safe standards before Event Sponsorship and Community Grant monies will be provided. All allegations and safety concerns will be treated extremely seriously and consistently in line with Council's policies and procedures, and all relevant legislation.

## **Conflicts of Interest**

In accordance with section 126 of the *Local Government Act 2020*, Councillors and Council officers must disclose any conflicts of interest in relation to any event sponsorship or community grant application. It is noted that in a small municipality such as ours, that event sponsorship or community grant applications may give rise to conflicts of interest.

If at the Council Meeting to consider the recommendations of the Event Sponsorship and Community Grants Advisory Group a quorum cannot be maintained because of the number of Councillors who have a conflict of interest, then Council must consider whether the decision can be made by dealing with the matter in an alternative manner as per section 67(2) of the *Local Government Act 2020*. The preferred alternative manner of dealing with the matter is for Council to resolve to delegate the decision to the Chief Executive Officer or the CEO's delegate in the event the CEO also has a conflict of interest.

## **CONTINUOUS IMPROVEMENT**

This policy will be reviewed on a continuous basis, but as a minimum every four years.

## **OTHER REFERENCES**

*Local Government Act 2020*

- END -

## **APPENDIX**

# **Event Sponsorship and Community Grants**

## **Advisory Group**

### **Terms of Reference**

#### **Background**

The CP061 Event Sponsorship and Community Grants Council Policy outlines both the Event Sponsorship and Community Grants program. It is a valuable program for the Borough of Queenscliffe in enhancing and strengthening communities. This is achieved by empowering individuals and community organisations to respond collectively to community needs and support and promote a healthy, involved and creative community.

#### **Purpose**

The purpose of the Event Sponsorship and Community Grants Advisory Group is to confidentially assess and make recommendations to Council on applications received for Council's annual Event Sponsorship and Community Grants Program.

#### **Roles and function**

The Event Sponsorship and Community Grants Advisory Group:

- Reviews and assesses applications received for Event Sponsorships and Community Grants in accordance with the guidelines.
- Ensures that advice and recommendations to Council remain impartial and confidential and are in the community's best interest.

#### **Legal Status**

The Event Sponsorship and Community Grants Advisory Group is not a Delegated Committee of the Council and makes recommendations only for Council's consideration and Council decision.

#### **Membership**

The Event Sponsorship and Community Grants Advisory Group will consist of at least one (1) Councillor, at least three (3) Community Members, and council officers as necessary.

#### **Recruitment and Selection of Advisory Group Members**

Expressions of interest will be invited from the community to participate on the Advisory Group for a period of two years.

Applicants for the Advisory Group must respond to two questions:

1. What is their interest in becoming a member of the Event Sponsorship and Community Grants Advisory Group and
2. What is their current involvement and/or activity in the local community?

Council seeks to ensure that members of its advisory groups are representative of a diverse range of the community.

Council's Chief Executive Officer will establish an appropriate recruitment and selection process to evaluate potential members, taking account of the applicant's involvement and participation in the wider community.

Recommendation for appointment is made by the selection panel to Council. The selection panel shall include the Councillor delegated by Council to participate in the Advisory Group and the Chief Executive Officer (or his/her delegate). Membership to the Advisory Group will be considered confidentially and appointed by Council.

Membership to the group cannot be consecutive terms.

### **Assessment and Meetings**

The expectations of the Advisory Group are to receive and assess applications according to the criteria set out in the Event Sponsorship and Community Grants guidelines prior to the meeting. Depending on the number of applications, the estimated time for this process is up to 5 hours prior to the meeting.

It is encouraged that the Advisory Group share questions and comments with one another and officers during the assessment process, however the discussions remain confidential within the Advisory Group.

The Advisory Group will be required to meet for approximately 3-4 hours in June; a follow up meeting may be required if decisions need to be finalised.

In the meeting the Advisory Group will:

- Assess the applications for Event Sponsorships and Community Grants
- Determine its recommendations to Council.

The meeting of the Advisory Group is closed to the public and its recommendations kept confidential.

### **Reporting**

Officers will prepare a confidential report for Council with recommendations from the Advisory Group.

### **Confidential matters**

Advisory Group members shall not directly or indirectly release or make available any information (including personal information) relating to the work or discussions of the Advisory Group of which he or she is a member. Any emails or paperwork provided to the Advisory Group must be deleted or returned to Council for confidential record keeping and/or disposal. Membership of the Advisory Group is to remain confidential.