The Shire of Serpentine Jarrahdale’s Community Funding Program aims to extend the community’s capability in conducting events and activities, creating opportunities and developing strong partnerships. The Shire of Serpentine Jarrahdale recognises the value provided by local community groups and not-for-profit organisations in delivering events and activities that contribute to a liveable, sustainable and vibrant Shire.

# Purpose

The Major Event Grant supports local community organisations to apply for funding to hold a community, sporting or cultural event in the Shire, where the event is of significance to the Shire of Serpentine Jarrahdale community and / or draws both residents from the Shire, the Peel Region and surrounds.

Events should deliver community benefits, consistent with the following principles:

* Promote a sense of community and inclusion across the Shire of Serpentine Jarrahdale
* Celebrate cultural diversity and heritage
* Encourage residents to be healthy, active and engaged in community life
* Encourage the development of locally led and delivered projects and activities
* Support the delivery of high quality projects in line with Shire plans and objectives

The Council Policy that is relevant to this grantis 5.1.7 - Community Funding.

**Assessment and Timeframe**

Your application will be assessed over a range of criteria. Please ensure you include as much detail and evidence as possible within your application to demonstrate the importance of your event. You are also encouraged to include any other supporting documentation that demonstrates the value of your event, regardless of whether this is requested or specified on the application form.

Do not assume that the assessment panel is familiar with your organisation or the event itself. The information in your application should be presented as if it were being seen for the very first time with no context to your organisation or proposed event.

You must ensure there are at least three (3) months between the closing date of the grant round and your event date to ensure there is enough time for you to receive notification of the outcome of your application.

**Before Commencing Your Application**

[Council Policy 5.1.7 - Community Funding](https://www.sjshire.wa.gov.au/documents/489/council-policy-community-funding)and the Major Event Grant Guidelines must be read prior to starting your application.

You must also discuss your application with a member of the Shire’s Community Development Team prior to submission. If elements of your application have not been addressed or the requested attachments are not supplied, your application may be deemed ineligible or deferred to the next round. This may impact on your ability to deliver the event within your timeframe.

You can also request a review of your application before submission. Completed drafts must be submitted no less than two (2) weeks before the grant round closing date.

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| **Officer you’ve spoken to about this application:** |  |

**1. Organisation Details**

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| --- | --- | --- | --- |
| **1.1 - Organisation Name** |  | | |
| **1.2 - Postal Address** |  | | |
| **1.3 - Contact Details** | Name: | | Role: |
| Phone: | | Email: |
| **1.4 – GST Status**  Are you registered for GST? | Yes  No | ABN |  |
| **1.5 - Incorporation Status**  Is the organisation incorporated? | Yes - Certificate of Incorporation attached. | | |
| No – Auspice Information From attached.  Name of Auspice organisation: | | |
| **1.6 – Membership**  Are you a membership based organisation? | Yes  How many local members do you have? | | |
| No  How many Shire residents are expected to benefit from your event? | | |
| **1.7 – Organisation’s Strategic Plan**  Does your organisation have a Strategic Plan? | Yes - Strategic Plan attached. | | |
| No – Other evidence of how this event aligns to the long term objectives of the organisation is attached. | | |

**2. Event Details**

|  |  |
| --- | --- |
| **2.1 - Event Name** |  |
| **2.2 - Event Date/s** |  |
| **2.3 - Venue** |  |
| ***If using a Shire facility:***  Have you confirmed availability of the facility with the Shire’s Bookings and Facilities team? | Yes  In **Question 7**, please include the total cost of the hire fees in your budget and indicate whether you are seeking the cost of the booking as an item to be funded by the Shire. Funding is not available for any bonds that apply. |
|  | No – Please contact the Bookings and Facilities team to confirm availability, hire fees and bonds. |
| **2.4 - Expected Total Attendance** |  |
| **2.5 - Target Audience** |  |
| **2.6 – Council Priority Areas**  Which areas does your event align with? | People – A connected, thriving, active and safe community. |
| Place – A protected and enhanced natural, rural and built environment. |
| Prosperity – An innovative, commercially diverse and prosperous economy. |
| Progressive – A resilient organisation demonstrating unified leadership and governance. |
| **2.7 – Event format and activities**  Briefly describe the format and activities of your event. |  |
| **2.8 –** **Objectives and Expected Outcomes for the event** |  |
| **2.9 – Evaluation Framework**  How will you evaluate and measure the success of this event? |  |

**3. Community Benefit and Support**

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| --- | --- |
| **3.1 - Community Benefit**  How will the event benefit the Shire of Serpentine Jarrahdale community? |  |
| **3.2 – Inclusion and Accessibility**  How does your event address inclusion and accessibility? | *People with a disability may experience difficulty hearing, seeing small print, climbing steps, understanding signage, or using facilities at a venue. Public events need to be planned to ensure they are accessible to all members of the community. For guidance refer to the Disability Services Commission’s Accessible Events Checklist.* |
| **3.3 – Community Collaboration**  List any community groups or other organisations that you are working with to deliver this event. |  |
| **3.4 - Community Support**  What evidence do you have to show support for this event from the community? | *Attach letters of support, emails etc.* ***Note:*** *Letters / emails of support from current members of the Shire of Serpentine Jarrahdale Council will deem your application ineligible.* |

**4. Applicant Need and Benefit**

|  |  |
| --- | --- |
| **4.1 – Organisation Benefit**  How will the event benefit your organisation? |  |
| **4.2 - Organisational Support**  Do you have evidence to show that your organisation supports this event? | *Attach minutes of meeting, extract from Strategic Plan or other evidence.* |
| **4.3 – Event History**  How many years has your organisation hosted this event?  If this is a one-off event, what is the ongoing benefit for your organisation? |  |

**5. Applicant Capability to Deliver**

|  |  |
| --- | --- |
| **5.1 – Event Delivery**  Provide a breakdown of the roles and responsibilities and who these are allocated to. |  |
| **5.2 – Previous Experience**  What previous experience does your organisation have running this type of event? |  |
| **5.3 - Event Planning**  What is the timeframe required to effectively plan and organise this event?  Include details of any activities, approvals, bookings etc that are already underway or complete. |  |

**6. Financial Criteria**

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| --- | --- |
| **6.1 – Previous Financial Support**  Have you received financial support from the Shire in the past? eg donation, sponsorship, grant. | Yes  What year(s) did you receive this support?  Have you successfully acquitted any previous grant allocations?  Yes  No  *Note: If you have any outstanding or overdue acquittals at the time of submission, your application will be deemed ineligible.* |
| No |
| **6.2 – Shire In-Kind Support**  Do you intend to request in-kind support from the Shire?  *“In-kind” means assistance supplied with no fee charged.*  *In-kind assistance cannot be guaranteed and is dependent on scope and officer availability.* | Yes – select from options below  Engineered drawings (eg Site Plan, Parking Plan)  Site / venue preparation works (eg reserve maintenance, oval line marking, road grading, tree pruning etc)  Describe the level of assistance you are seeking below:  *Note: Please include a budget allocation in Column D of Table 7.2 for all in-kind support you are requesting from the Shire.*  *Note: The Shire does not develop traffic management plans or have any event equipment available for loan (eg signage, bins, PA system etc). These must be sourced by the event organiser directly and included in the overall budget for your event.* |
| No |
| **6.3 - Other Funding and In-Kind Support**  Please list any other sources of funding or in-kind support and whether this support has been confirmed. | *Note: Please include a budget allocation in Column D of Table 7.2 for all other funding and in-kind support.*  *For any unconfirmed funding or in-kind support, please describe the impact on your ability to deliver the event if these items are not received.* |
| **6.4 – Non-Approval or Reduced Funding** | Can your event proceed if all or part of the funding requested from the Shire is not granted?  Yes  No - Describe the changes you would need to make and the impact on the delivery of the event if you do not receive all or part of the funding requested. |
| **6.5 – Organisation’s Solvency**  Is your organisation currently solvent? | Yes – Current bank statement attached. |
| No – Please provide an explanation: |
| **6.6 – Event Budget** | Please attach a budget for this event showing breakdown of expenditure, income and any projected profit.  Budget attached:  Yes  No |

**7. Items to be Funded**

Provide details in **Table 7.2** below for all items required to deliver your event and add additional lines as required for anything not listed.

Any lines left blank are assumed to be $0 / not required for the event.

Each supplier must be listed separately.

For items you are requesting funding from the Shire for, quotes must be attached or they cannot be considered.

The following items are not eligible for funding:

* The purchase of alcohol or licenses associated with the provision, consumption or administration of alcohol.
* Services / items already funded by State or Federal Governments.
* Ongoing operational costs eg utilities (electricity, gas and water), staff wages or rent.

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| **7.1 – GST Status**  Is your organisation registered for GST? | Yes - State value of quotes excluding GST. |
| No - State value of quotes including GST. |

**Table 7.2 – Items to be Funded**

| **A** | **B** | **C** | **D** | **E** | **F** |
| --- | --- | --- | --- | --- | --- |
| **Item / Service** | **Supplier** | **Your Cash Contribution**  **$** | **Other Sources**  Eg grants, donations, in-kind support etc | **Funding amount requested from the Shire**  **$** | **Total Cost**  Must equal the sum of amounts in columns  C, D & E |
| Venue hire fees  (excluding any bond) |  | $ | $ | $ | $ |
| Licence / approval fees (eg event application, road closure, movie / music licence) |  | $ | $ | $ | $ |
| Liquor licence application fee |  | $ | $ | - | $ |
| Insurances |  | $ | $ | - | $ |
| Graphic design / development of marketing material |  | $ | $ | $ | $ |
| Printing |  | $ | $ | $ | $ |
| Advertising |  | $ | $ | $ | $ |
| Merchandise |  | $ | $ | $ | $ |
| Event registration / ticketing |  | $ | $ | $ | $ |
| Traffic and parking management |  | $ | $ | $ | $ |
| Security / crowd control services |  | $ | $ | $ | $ |
| Toilets |  | $ | $ | $ | $ |
| Waste / recycling services / bins |  | $ | $ | $ | $ |
| Catering |  | $ | $ | $ | $ |
| Signage |  | $ | $ | $ | $ |
| Event infrastructure (eg marquees, tables, chairs, staging, two way radio hire) |  | $ | $ | $ | $ |
| Audio visual (eg PA / sound system, stage lighting) |  | $ | $ | $ | $ |
| Lighting towers |  | $ | $ | $ | $ |
| First aid services |  | $ | $ | $ | $ |
| Photography / videography |  | $ | $ | $ | $ |
| Event management staff |  | $ | $ | $ | $ |
| COVID Event Marshals |  | $ | $ | $ | $ |
| Cleaning |  | $ | $ | $ | $ |
| Entertainment |  | $ | $ | $ | $ |
| Volunteer hours @ |  | - | $ | - | $ |
| **TOTALS** | | **$** | **$** | **$** | **$** |

**8. Multiple Year Funding**

For annual, reoccurring events applicants may request Council consider funding allocations for up to three (3) years.

If the request is supported, acquittal reports are to be presented to Council each year for review. The subsequent years funding is dependent on Council acceptance and endorsement of the acquittal report and subject to availability in accordance with the adopted budget.

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| --- | --- | --- |
| **8.1 – Multiple Year Funding**  Are you requesting in principal multiple year funding for this event for (up to) three (3) years? | Yes – Continue to Question 8.2. |  |
| No - Go to Question 9. |  |
| **8.2 - Event Strategic / Business Plan** | I have attached an Event Strategic / Business Plan that includes the following details for each year that subsequent funding is being requested for:   * Purpose, vision and mission statement. * Strategic alignment between your organisation and the event. * Key outcomes and objectives. * Target audience (including businesses, sponsors and attendees). * Event benefits and value (including feedback and/or data obtained from stakeholders at previous events). * Event marketing plan. * Anticipated year-by-year detail (including attendance numbers, venue, sponsors, dates). * Per year budget detail, including yearly funding amount requested from the Shire.   Yes | |
| No - Multiple year funding will not be considered. | |
| **8.3 – Funding Amounts**  Please state the annual amounts requested from the Shire. These amounts must correlate to the detail in your Event Strategic / Business Plan. | Year One: $  Year Two: $  Year Three: $ | |

**9 –** **Acknowledgement** **of Shire Funding**

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| Successful grant recipients agree to acknowledge the Shire’s contribution to support their event through the following activities and mediums. It is the responsibility of the recipient to ensure the acknowledgements occur as outlined below and to provide evidence of this with the Acquittal Report. |
| 9.1 - Recognition of the Shire as the Major Supporter.   * Appropriate placement of the Shire logo to adequately reflect status as primary contributor to the event in all advertising materials including but not limited to flyers, posters, online promotions and event website page.  * *[Council Policy – Use of Shire Logos and Branding](https://www.sjshire.wa.gov.au/documents/114/council-policy-use-of-shire-logo-and-branding)* is to be used to guide the appropriate use of the Shire logo. |
| 9.2 - Formal acknowledgement in all media announcements / press releases. |
| 9.3 - Formal acknowledgement in public address announcements at the event (where applicable). |
| 9.4 - Display of the Shire’s banner in a prominent position at the event. |
| 9.5 - Shire President and Members of Council officially invited to attend the event as a guest of the organiser. |
| 9.6 - Opportunity to contribute a message from the Shire President in any relevant publication eg, event program (where applicable). |
| 9.7 - Cross promotion of the event. This may include:   * the Shire sharing materials or promoting the event via its website and social media accounts; * the Shire including information about the event in relevant speeches and media releases; and * the event organiser using the Shire’s official tag (@shireofsj) in acknowledgements made via social media accounts. |
| 9.8 - Allocation of space at the event to distribute or otherwise communicate Shire messages to participants and spectators.   * Where relevant to stall space, a minimum 6m x 3m space is requested. |
| 9.9 - For contributions above $15,000, and where this contribution exceeds all other sponsorships, grants etc towards the event, an opportunity for the Shire President or a Member of Council to officially open the event (where possible). |
| 9.10 – Please list any other additional acknowledgements you may be offering. |

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| Please state how you heard about the SJ Community Grant Program (select all that apply) | |
| Newspaper ad  Social media  Poster / flyer  Shire website  Other (please specify) | Shire eNewsletter  Shire email signature banner  I am a previous applicant  Word of mouth |

**Attachments**

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| --- |
| 1.5 - Certificate of Incorporation  1.5 - Auspice Information Form |
| 1.7 – Organisation’s Strategic Plan  1.7 - Other evidence showing how this event aligns to the long term objectives of the organisation. |
| 3.4 – Evidence from the community showing support for this application. |
| 4.2 – Evidence from the organisation showing support for this application. |
| 6.5 - Current bank statement showing the organisation’s solvency. |
| 6.6 – Current budget showing breakdown of expenditure, income and any projected profit. |
| 7.2 – Quotes for each item that funding is being requested for from the Shire. |
| 8.2 – Event Strategic / Business Plan. |
| Other supporting evidence, eg Sponsorship prospectus, event program / flyer etc   * List each attachment below: |

**Declaration**

|  |  |  |
| --- | --- | --- |
| **This section must be completed by the incorporated body applying for the grant or the nominated auspice organisation.**  I hereby certify that I have been authorised by (***organisation name***) to submit this application and understand it is subject to the conditions outlined in the Policy and Guidelines.  I agree that the information contained herein, to the best of my knowledge is true and correct.  I understand that the Major Event Grant round is a competitive process, and any decision by the Shire of Serpentine Jarrahdale is final and is not subject to an appeals process.  I agree on behalf of my organisation that if our application is successful that the funds will be expended according to the details given in the application. No variation is permissible.  I understand there is a separate Public Event Application process that must be followed once I am ready to progress with hosting the event. I will submit my Public Event Application at least eight (8) weeks before the event date and will contact the Shire’s Events Officer prior to this to discuss my event.  Where successful, I agree on behalf of my organisation that an acquittal will be completed within six (6) months of the event being completed, to the satisfaction of the Shire. The acquittal will also detail how the Shire of Serpentine Jarrahdale has been acknowledged for their support. | | |
| **President / Principal Name:** |  | |
| **Signature:** | | **Date:** |

**How to submit your application**

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| The application with all attachments must be submitted no later than 5.00pm on the last business day of the funding round closing date. |
| **Email to:** [info@sjshire.wa.gov.au](mailto:info@sjshire.wa.gov.au)  **Subject line:** Major Event Grant Application – *Name of event* |
| **In person or post:**  Att: Events Officer  Community Development  Shire of Serpentine Jarrahdale  6 Paterson Street, Mundijong WA 6123 |