



Community Events

Funding Program



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## WELCOME

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The City of Logan is known for its vibrancy and community spirit. One of the cornerstones of that spirit is our annual calendar of community-driven events.

Events delivered by the community, are a vital part of the fabric of our city. We value these events and the experiences and opportunities they provide our community.

We also know community groups often need support to make these events a reality. That's why our Community Events Funding Program exists.

Each year, we provide financial and in-kind support for a wide range of events. This allows us to assist community organisations to put on events that celebrate our community's diversity, energy and creativity.

There are two funding options available through the Community Events Funding Program:

### **Small Event Grant**

\$200 - \$2,000

This grant is for small events, normally with less than 1,000 people expected. These small community events tend to be aimed at a particular group in the community.

### **Event Sponsorship**

\$2,001 - \$20,000

Event sponsorship is available for large events, normally with over 1,000 people expected to attend and which have a broad community appeal.

The following guidelines will help you to identify which option is best for you to apply for.

Thank you for the passion and commitment you bring to our community. We look forward to seeing what we can deliver together across this great city.

## ELIGIBILITY CRITERIA

To be eligible to receive Community Events funding, applicants must meet all the following eligibility criteria.

| SMALL EVENT GRANTS   | EVENT SPONSORSHIP FUNDING   |
|--|---|
| <b>FUNDING AVAILABLE</b>   |   |
| \$200 - \$2,000  | \$2,001 - \$20,000  |
| <b>WHO CAN APPLY</b>   |   |
| <p>Organisations who apply must:</p> <ul style="list-style-type: none"> <li>▪ Be based within Logan or be able to show that the event will directly benefit our community.</li> <li>▪ Have current public liability insurance for \$20 million. You must attach a copy of this with your application.</li> <li>▪ Be a not-for-profit entity. You must attach evidence of this with your application.</li> <li>▪ Have an Australian Business Number (ABN)</li> <li>▪ Have no outstanding acquittals or debts with Council.</li> <li>▪ Have appropriate workplace health and safety policies.</li> </ul> | <p>Organisations who apply must:</p> <ul style="list-style-type: none"> <li>▪ Be based within Logan or be able to show that the event will directly benefit our community.</li> <li>▪ Have current public liability insurance for \$20 million. You must attach a copy of this with your application.</li> <li>▪ Have an Australian Business Number (ABN)</li> <li>▪ Have no outstanding acquittals or debts with Council</li> <li>▪ Have appropriate workplace health and safety policies. Please attach any Event Management, Risk Management or Traffic Management Plans to your application.</li> </ul> |

## WHAT WE CAN FUND

Our goal is to support small events that promote and celebrate all the things we love about our city.

This includes:

- Events that will be conducted within the boundaries of Logan City and benefit members of the Logan community (i.e. not only to the benefit of an individual); OR
- Please provide detailed information in your application describing the benefit to the Logan community, identifying the groups that will benefit and how. This should be included in your Event Description.
- Events that will not be conducted within the boundaries of Logan City, but will benefit members of the Logan community (i.e. not only to the benefit of an individual).

Your application must demonstrate that the funds will be utilised for a not-for-profit community purpose. You will need to demonstrate which of the below 'community purpose' categories your funding request meets:

- Encourages a vibrant, engaged and resilient community;
- Builds on the strengths in the local community;
- Values local collaboration and partnerships;
- Encourages participation in community life and fosters social cohesion;
- Promote and encourage environmental protection and sustainability;
- Supports our city vision of 'Innovative, Dynamic, City of the Future'.
- Supports Council's Corporate Plan priorities (see page 12)

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- Events that will be conducted within the boundaries of Logan City and benefit members of the Logan community (i.e. not only to the benefit of an individual); OR
- Events that will not be conducted within the boundaries of Logan City, but will benefit members of the Logan community (i.e. not only to the benefit of an individual).
- Please provide detailed information in your application describing the benefit to the Logan community, identifying the groups that will benefit and how. This should be included in your Event Description.

Your application must demonstrate that the event supports Council's Priorities by:

- Celebrating and supporting social cohesion and inclusion;
- Supporting tourism development and encourage visitation;
- Help strengthening our brand as a welcoming destination;
- Showcasing our city's attractions;
- Providing a unique experience that meets a need/ demand in our community;
- Activating key spaces within the city;
- Helping to celebrate and support milestone anniversaries or rare celebration occasions in schools;
- Promoting our key messages, including those relating to the city's Corporate Plan Priorities (see page 12).

WHAT WE CAN NOT FUND

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>▪ Applications that are requesting more than 80% of the total event costs.</li> <li>▪ Costs associated with the day to day running of an organisation. For example, wages, insurance, electricity, rates, telephone, rent. (Public liability insurance costs specific to the event are eligible).</li> <li>▪ Events that have already received funding from any Council program in the same financial year.</li> <li>▪ Organisations that have already received Community Events Funding in the same financial year.</li> <li>▪ Activities that should be funded by another Council grant program. For example, environmental and arts projects. For more information, see: <a href="http://www.logan.qld.gov.au/community-support/grants">www.logan.qld.gov.au/community-support/grants</a></li> <li>▪ Prize money, prizes, or or bidding on auction items.</li> <li>▪ Donations and awards for commercial or business activities.</li> <li>▪ Applications for equipment that will be used after the completion of the event.</li> <li>▪ Events that have occurred before the lodging of the application.</li> <li>▪ Events that are exclusively religious in nature and promote religious activities.</li> </ul> | <ul style="list-style-type: none"> <li>▪ Applications that are requesting more than 80% of the total event costs.</li> <li>▪ Costs associated with the day to day running of an organisation. For example, wages, insurance, electricity, rates, telephone, rent. (Public liability insurance costs specific to the event are eligible).</li> <li>▪ Events that have already received funding from any Council program in the same financial year.</li> <li>▪ Organisations that have already received Community Events Funding in the same financial year.</li> <li>▪ Activities that should be funded by another Council grant program. For example, environmental and arts projects. For more information, see: <a href="http://www.logan.qld.gov.au/community-support/grants">www.logan.qld.gov.au/community-support/grants</a></li> <li>▪ Events that are for the exclusive benefit of one audience. For example, customers, members or students (except when supporting milestone anniversaries or rare celebration occasions in schools).</li> <li>▪ Prize money, prizes, or or bidding on auction items.</li> <li>▪ Applications for equipment that will be used after the completion of the event.</li> <li>▪ Events that have occurred before the lodging of the application.</li> <li>▪ Events that are exclusively religious in nature and promote religious activities.</li> <li>▪ Applications for events that are commercially unsustainable. This may be due to lack of planning, resources, partnerships, etc.</li> </ul> |
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## WE CANNOT SUPPORT APPLICATIONS FOR EVENTS ASSOCIATED WITH:

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- Organisations involved in activities which threaten our community or environment.
- Any political activity
- Gambling products and services
- Organisations that conflict with our brand or values
- Illegal activity
- Adult products and services
- Cigarettes/tobacco (as directed by Commonwealth Government legislation)
- Unmitigated risk to animal welfare, or where there are no animal welfare guidelines
- Organisations involved in activities or issues not considered to be appropriate
- Any activities or issues likely to have a conflict of interest or may bring Council into disrepute

Whilst the Sponsorship Advisory Group is authorised to support eligible requests for funding at their discretion, applications may not be supported for the following reasons:

- Insufficient information was provided to assist them in making their decision.
- The Sponsorship Advisory Group allocates funding throughout the financial year and has insufficient funds available at the time to support the request.
- The Sponsorship Advisory Group considered that it is not in the community's interest to support the application at this time.
- The event purpose does not align with the priorities or values of Logan City Council.

While there is a benefit to members of the Logan community, the event will be held outside of the boundaries of Logan City. Preference is given to events that are delivered within the boundaries of Logan City.

## ASSESSMENT CRITERIA

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The Sponsorship Advisory Group will assess all applications against the below criteria:

- Expected number of attendees
- Capacity of the applicant to deliver the event
- Clearly defined event objectives
- Clearly defined event management plan
- Clearly defined measures of success
- Alignment with funding priorities
- Expected community benefit
- Community participation and consultation (where appropriate)
- A complete and realistic budget
- For events that have previously received funding, clearly defined sustainable practices and information showing a reduced reliance on Council funding, year on year.

## ONLINE APPLICATION PROCESS

To apply for Community Event Funding, visit the [Council website](#) and follow the link to the application form.

Below is a guide to the application process through to submitting your event outcome report.

|   |                                   |  |
|---|-----------------------------------|--|
| 1 | <b>Submit your Application</b>    | <ul style="list-style-type: none"> <li>▪ Fill out and submit your application.</li> <li>▪ Applications must be submitted online using the SmartyGrants site.</li> <li>▪ We encourage you to submit your application at least three (3) months prior to the event date, where possible.</li> </ul>  |
| 2 | <b>Application Assessment</b>     | <ul style="list-style-type: none"> <li>▪ Your application will be assessed by the Sponsorship Advisory Group that meets monthly.</li> <li>▪ If we need more information from you, we will contact you.</li> <li>▪ We aim to provide a response within five (5) business days after the Sponsorship Advisory Group has assessed the application.</li> </ul>   |
| 3 | <b>Outcome Advised</b>            | <ul style="list-style-type: none"> <li>▪ We will advise our decision in writing via email.</li> <li>▪ If successful for Event Sponsorship, we will invite you to enter into a Sponsorship Agreement. If you are successful for a small event grant, we will send you a confirmation email.</li> <li>▪ You will need to commit to the terms and conditions outlined in either the Sponsorship Agreement / or confirmation email.</li> </ul>   |
| 4 | <b>Event Delivery</b>             | <ul style="list-style-type: none"> <li>▪ Events receiving Event Sponsorship Funding will be asked to acknowledge Council in promotion of and at your event in accordance with the Sponsorship Agreement.</li> <li>▪ Events receiving Small Event Grants are not required to acknowledge Council's support, but it is appreciated if you are able to do so.</li> <li>▪ If there will be any significant changes to the event, eg date change, venue change, any change to the event purpose, these need to be sent to Council for review and approval.</li> </ul> |
| 5 | <b>Event Outcome Report (EOR)</b> | <ul style="list-style-type: none"> <li>▪ After your event, we will send you an online Event Outcome Report (EOR) for you to complete.</li> <li>▪ You are required to complete this report within eight (8) weeks of the event completion</li> <li>▪ The report must explain the outcomes of the event and how the funds were spent. It must demonstrate that the funding has been used for the purpose for which it was provided, including evidence of payments, and whether the project achieved its intended objectives.</li> </ul>                           |



## SOME THINGS TO KEEP IN MIND WHEN APPLYING

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- Online applications are not completed until you click the submit button.
- Once submitted, you will receive a confirmation email and a copy of your application. We will send this to the address you logged into SmartyGrants with. If you do not receive an email after pressing submit, your application has not been submitted successfully.
- If we need more information, we will contact you and let you know. This could result in a delayed outcome.
- Your application must meet the eligibility requirements outlined in these Funding Guidelines.
- The funding rounds close at 5pm on the Sponsorship Advisory Group agenda close date. SmartyGrants technical support will not be available after 5pm so we recommend submitting well before this time.
- Applications should be completed by the accountable officer of the incorporated body. This is the person who accepts legal and financial responsibility for the event for which you are seeking sponsorship. In most cases, it will be your organisation's president or chairperson. Another officer in the organisation, for example the secretary or treasurer, should witness the application.
- Make sure that you state in your event description what the actual event is. Describe the event/ program, so that it is clear what you want to achieve, and why you want to do it.
- Be as clear as possible. We are aware that set plans are not always available until you secure funding. Tell us your intentions and, if needed, adjust the event management plan later.
- Have you spoken with other stakeholders? Could you improve the event through a partnership with other Logan organisations? If you do form a partnership, it is useful to show some evidence, such as a letter of support.
- You must submit a budget with your application. When creating your budget, make sure your event income equals your total spending. Please include all funding in your budget and note whether it is confirmed or unconfirmed.
- Income can be made up of financial payments or payments with goods or services.
- Spending can include paying vendors and other expenses. Other expenses may include volunteer labour, reduced venue hire, free advertising.
- We encourage you to seek other funding sources or partnerships as this will be highly regarded.
- We encourage you to attach quotes to support your budget requests, if possible.
- You will need to show that you have the event management skills and plans needed to make the event successful.
- We encourage applicants to provide proof of their sustainable practices that will lessen the environmental impact of their event. For example, eliminating single use plastics etc

## NOTIFICATION

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All application outcomes will be notified by email. We will not advise sponsorship funding decisions over the phone. We will send a formal email notifying you of the outcome once decided.

### SUCCESSFUL APPLICANTS

**Small Events Grant** - successful applicants will receive a confirmation email outlining the full terms and conditions of the funding arrangement. Upon receipt of this email, please provide Council with a tax invoice for payment.

**Event Sponsorship Funding** - successful applicants will receive an email and a Sponsorship Agreement. The Sponsorship Agreement will include the full terms and conditions. You will need to complete and sign the Sponsorship Agreement and return a copy to Council. Upon receipt of this please provide Council with a tax invoice for payment.

All successful applicants must also:

- Ensure continued agreement with these guidelines.
- Adhere to the terms and conditions contained in the confirmation email / Sponsorship Agreement
- Deliver the event in line with the contents of the approved application
- Follow any special conditions set by Council.

### UNSUCCESSFUL APPLICANTS

If your application is not successful, you will receive notice by email. For feedback on your application, please see the contact details provided in your notification email.

Unsuccessful applicants are welcome to reapply in future rounds.

## FUNDING ROUND DATES

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Applications are assessed monthly, based on the following dates / deadlines:

| Agenda closes at 5pm | Sponsorship Advisory Group meeting | Outcome by        |
|----------------------|------------------------------------|-------------------|
| 5 August 2020        | 11 August 2020                     | 25 August 2020    |
| 2 September 2020     | 8 September 2020                   | 22 September 2020 |
| 7 October 2020       | 13 October 2020                    | 27 October 2020   |
| 4 November 2020      | 10 November 2020                   | 24 November 2020  |
| 2 December 2020      | 8 December 2020                    | 22 December 2020  |

## USING SMARTYGRANTS

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### BEFORE YOU BEGIN

Logan City Council's Community Events Funding Program online grant application form is powered by SmartyGrants.

Once you log in and start your application, you may begin anywhere in the form but please remember to save as you go.

For queries about the guidelines, due dates, or questions in the form, please contact the Marketing and Events branch on (07) 3412 5088 during business hours or email [events@logan.qld.gov.au](mailto:events@logan.qld.gov.au) and quote your submission number.

### WORKING THROUGH THE APPLICATION FORM

On every screen (page of the form) you will find a Form Navigation contents box. This links directly to every page of the application. Click the link to jump directly to the page you want. You can also click 'next page' or 'previous page' on the top or bottom of each page to move forward or backward through the form.

### SAVING YOUR DRAFT APPLICATION

If you wish to leave a partially completed application, press 'save and close' and log out. When you log back in and click on the 'My Submissions' link at the top of the screen, you will find a list of any applications you have started or submitted. You can reopen your draft application and start where you left off.

You can also download any application, whether draft or completed, as a PDF. Click on the 'Download PDF' button located at the bottom of the last page of the application form.

### SUBMITTING YOUR APPLICATION

You will find a Review and Submit button at the bottom of the Navigation Panel. You need to review your application before you can submit it.

Once you have reviewed your application you can submit it by clicking on 'Submit' at the top or bottom of the screen or on the navigation panel. You will not be able to submit your application until all the compulsory questions are completed and there are no errors.

Once you have submitted your application, no further editing or uploading of support materials is possible.

When you submit your application, you will receive a confirmation email with a copy of your submitted application attached. This will be sent to the email you used to register.

If you do not receive a confirmation of submission email then you should presume that your submission has NOT been submitted. *Hint: also check the email hasn't landed in your spam or junk email folder.*

### ATTACHMENTS AND SUPPORT DOCUMENTS

You may need to upload/submit attachments to support your application. This is very simple but requires you to have the documents saved on your computer, or on a storage device.

You need to allow enough time for each file to upload before trying to attach another file. Files can be up to 25MB each; however, we do recommend trying to keep files to a maximum of 5MB – the larger the file, the longer the upload time.

### COMPLETING AN APPLICATION IN A GROUP/TEAM

A number of people can work on an application using the same log in details as long as only one person is working at a time. Ensure you save as you go.

### SPELL CHECK

Most internet browsers (including Firefox v2.0 and above; Safari; and Google Chrome) have spell checking facilities built in – you can switch this function on or off by adjusting your browser settings.

## ENQUIRIES

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Need some help with your application? For more information about the Community Events Funding program, please call our Sponsorship Engagement Officer on 07 3412 5088 or email us at [events@logan.qld.gov.au](mailto:events@logan.qld.gov.au)

|                        |  |         |
|------------------------|--|---------|
| Translation            | If you need a translator call TIS on 131 450 |         |
| National Relay Service | TTY/Voice Calls                              | 133 677 |
| Speak and Listen       | 1300 555 727                                 |         |
| SMS Relay              | 0423 677 767                                 |         |

## CORPORATE PLAN PRIORITIES OVERVIEW FOR THE CITY

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### Quality Lifestyles (QL)

As a welcoming city with a vibrant community spirit, residents of the City of Logan have a strong sense of belonging and our people feel safe. We have the social infrastructure to meet the needs of our diverse community and diversity in lifestyles. We support residents to engage in community life and lead healthy and active lifestyles.

### Conveniently Connected (CC)

We manage growth using smart urban design, with the City of Logan interconnected by reliable and convenient transport network infrastructure across the city, and across regional boundaries. We have designed our urban form to ensure places, spaces and facilities within our neighbourhoods are accessible, conveniently located and meet the pace of the growing city.

### Economic Transformation (ET)

As home to South East Queensland's next future CBD and with dynamic business districts and niche suburban economies, the City of Logan offers unlimited potential, with diverse economic hubs for innovation, agribusiness, investment and emerging industry that attract a highly skilled local workforce.

### Image and Identity (II)

As an innovative, dynamic, city of the future, we have a tapestry of cultures and events immersed within urban and rural landscapes.

The City of Logan thrives on food precincts, creative arts, heritage trails, manufacturing and logistics, and retail and commercial districts. We are well known for the diverse cultures and lifestyles on offer to our residents, visitors and business. Our people have access to recreational and artistic pursuits and vast open green spaces. Our image and identity attracts families, visitors and city-shaping investment.

### Green and Renewable (GR)

We use responsible urban planning in the City of Logan to protect rural living, our natural environment and green spaces. Our hectares of parkland are surrounded by waterbodies and waterways that meander through the city. We enable investment and delivery of renewable technologies and prepare our city to transition to a carbon conscious community. We value our environment, safeguarding our biodiversity, local wildlife threatened species and green corridors.

## FOR THE ORGANISATION

### Next Generation Governance (NG)

We embrace innovation and digital transformation to meet the needs of our customers and community. We embed continuous improvements to provide quality services and assets that add value to our community. Our strong civic leadership forges strategic national and global partnerships to promote and deliver responsible governance of the City of Logan.