

Events Partnership Program

Guidelines and Selection Criteria

BASS COAST

Acknowledgement of Country

We acknowledge the Bunurong as the Traditional Owners and Custodians of the lands and waters, and pay respect to their Elders past, present and emerging, for they hold the memories, the traditions, the culture and Lore. We celebrate the opportunity to embrace and empower the Aboriginal and/or Torres Strait Island Communities in their diversity.
We will create opportunities for future recognition and respectful partnerships that will honour the Traditional Owners and Custodians, and Aboriginal and/or Torres Strait Islander Peoples.

Diversity and Inclusion

Bass Coast Shire Council is committed to providing communications and engagement that is welcoming, safe, accessible and inclusive for our community including First Nations, Culturally and Linguistically Diverse (CALD), Lesbian, Gay Bisexual, Transgender, Queer, Intersex and Asexual (LGBTQIA+) peoples, people with disability and of all ages.



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1. Introduction

In October 2023, Bass Coast Shire Council adopted the Partnerships Policy and Framework. The approach envisaged in the future is that all partnerships are clearly defined and documented, that the reciprocal obligations are documented, there is an assessment of the public value and public interest of the arrangement, and there is an appropriate review cycle.

Bass Coast Shire Council engages in various funding arrangements that could be defined as partnerships to support the objectives of our Council Plan as well as building the capacity and strength of the community. These may be related to the environment, sports, recreation, arts or other activities that enhance the wellbeing of our community.

Partnerships may also be industry based, where Councils and organisations form an arrangement to deliver a service to community. Industry based partnerships may be an alliance of Councils, Tourism Associations or other like bodies that form a relationship to further a cause of mutual benefit.

2. Purpose

Bass Coast Shire Council understands the power of events to bring people together, creating a vibrant sense of community and connection. By supporting events that celebrate the region's unique identity and spirit, the Council strives to make Bass Coast a sought-after, year-round destination. These events not only enrich the social and cultural fabric of the community but also drive sustainable economic and environmental benefits. Through fostering unforgettable experiences that inspire repeat visitation and advocacy, Council is committed to growing the capacity of local organisers, ensuring events continue to flourish and leave a lasting impact on both residents and visitors.

Strategic objectives

1. Grow Bass Coast reputation as a year-round event destination
2. Reinforce Bass Coast's identity, sense of place and brand with events
3. Optimise the social, economic and environmental values of events
4. Increase overnight visitation and expenditure across Bass Coast
5. Increase visitor loyalty and advocacy for Bass Coast events
6. Enhance the capacity of event organisers and committees

3. Vision

Council forms partnerships to support the goals of its Council Plan and the Bass Coast Community Vision 2041. Partnerships foster community strength, celebrate locality, and enhance civic engagement, promoting leadership and resilience while benefiting local health and businesses.



4. Investment Categories

Definitions

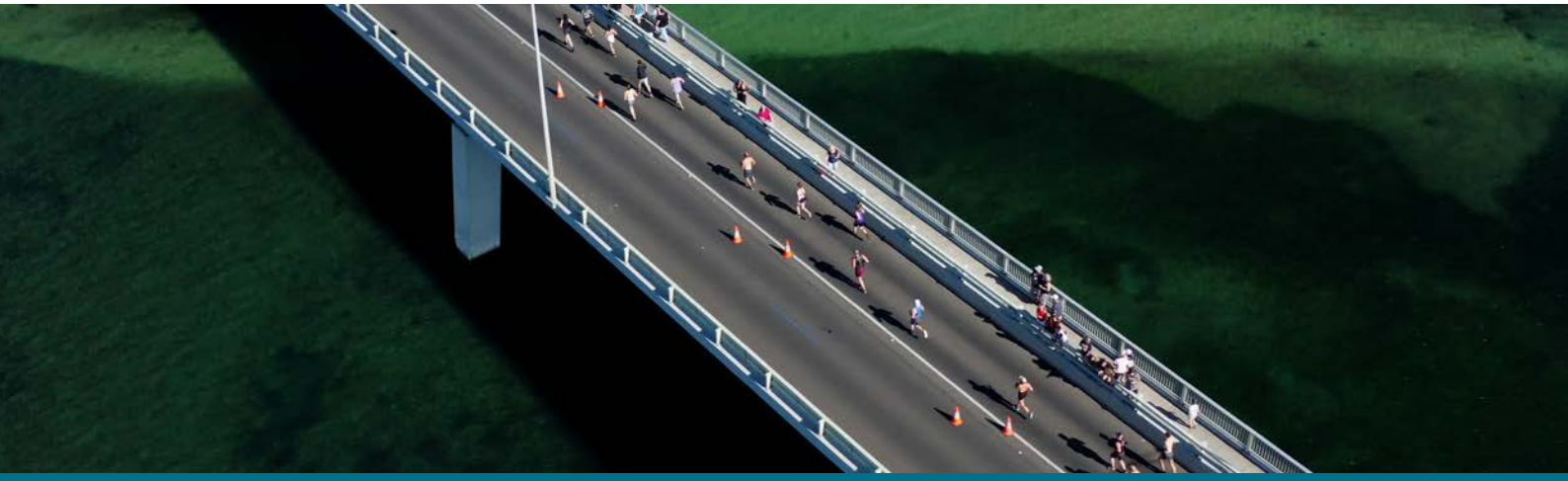
Community Event Grant
Our Community Grants Program provides funding to support not-for-profit organisations based in Bass Coast to hold creative, sporting, social events, festivals and celebrations that allow for everyone in our community to participate. Community Grants offers funding twice a year and closes in March and August. Funding is from $2,001 to $5,000 with an opportunity to apply for one of three major projects (up to $10,000) per round.

Annual event grant
Events that have been supported by Council for two consecutive years under the Community Event Grant may be eligible to be accepted under the Annual Event Grant program.

Event Partnership Agreement
An Event Partnership Agreement is a formal arrangement between Council and the event organiser to collaborate on the planning, promotion, and execution of an event. Strategic in nature, and often over a multi-year agreement. It outlines the roles, responsibilities, and contributions of each partner, including financial support, resources, or services, to ensure mutual benefits and the event's success.

Event categories	Method of funding
Homegrown signature event: • are primarily community-based • attract attendees locally from within the region • are value-added experiences for out-of-region visitors who are already in the region • deliver social value for primarily local audiences rather than economic impact from out-of-region visitors • attract local and regional media coverage • celebrate aspects of the community and bring energy and colour to the towns • present opportunity for growth, with a focus on event management capability building and support for growth and development. **Examples:** Bass Coast Agricultural Show, Kilcunda Lobster Festival, Channel Challenge	Community Event Grant Annual event grant

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4. Investment Categories (cont.)

Event categories	Method of funding
Regional flagship event: • are distinctly Bass Coast, celebrating the region's competitive advantages. • are usually recurring • draw at least 25% of attendees from outside the region, with a loyal local following • generate triple bottom line benefits • attract regional and national media coverage • deliver enormous value as destination marketing tools • showcase local environmental, cultural, sporting, community or lifestyle opportunities **Examples:** Island Whale Festival, TIDAL Seafood Festival	**Event partnership agreement**
Major event Events that provide significant economic benefit to the region, draw visitors from outside inter and intrastate and increase bednights with a targeted focus on the off-peak and shoulder periods. Events: • may not be exclusive to the region (e.g. major sporting events, touring concerts) • are usually one-off events • draw at least 40% of visitors from outside the region • attract national and international media coverage • are important for building profile and reputation • provide variety and richness **Example:** Village Feast – Inverloch	**Event partnership agreement**
Hallmark event: • are distinctly Bass Coast • are usually recurring • draw at least 50% of attendees from outside the region • generate triple bottom line benefits • attract national and international media coverage • build brand awareness **Example:** MotoGP	**Event partnership agreement**

5. Assessment Criteria

Assessment Criteria	Weighting
Economic Benefit: • Fit into balance of portfolio of events and is positioned in the shoulder or off-peak season • Location/generates dispersal throughout the region • Buy local policy • Activation and engagement of local business within event activities • Creates overnight stays increasing yield • Supports local business allows for opportunities for local partnerships • Event return on investment and overall value of event in relation to requested amount	20%
Community and Social Benefit: • Activation of local assets; cultural, built and natural • Builds pride of place • Strengthens Bass Coast reputation as a place for major events • Builds social connections, community leadership and capability within the community • Is the event homegrown or community owned?	20%
Brand equity – tourism value • Alignment with Council's brand • Creates emotional experiences • Exclusivity to region (for destination marketing) • On trend with current tourism trends • Interstate or internation promotion of the event • Is the audience | participation local, regional, state, national or international? • Is there opportunities to promote the region? • Delivers brand messaging and awareness for the destination • Is the event being broadcast on television?	20%
Event future sustainability • Opportunity to increase capability of local event organisers • Future financial sustainability • Does the event have the potential to be a signature event? • Can the event grow in future years?	20%
Alignment to Council's values • Supports the achievement of the strategic objectives • Policy of environmental sustainability and climate change • Supports First Nations self-determination • Support universal design principles	20%

6. Funding Priorities

Council recognises that partnerships are an important tool for strengthening local communities. Applications need to demonstrate how they will support achieving Council's strategic goals, which have been developed with the community and are informed by evidence of local needs. The strategic priorities are detailed below. They are drawn from the overarching Council Plan.

6.1 Council Plan

The Council Plan is developed every four years following a council election with the input of community, officers and Councillors. It connects the strategies and policies of Council and sets the overall vision for the region. The objectives of the current Council Plan 2021-25 are:

Protecting our Natural Environment
Building resilience and protecting and enhancing our natural assets.

Healthy Community
An inclusive community that embraces its lifestyle and supports health and wellbeing.

Our Places
Strengthening the connection between people and the public places they share.

Growing our Economy
Progressing opportunities for visitation economy and business growth in harmony with our natural environment and sustainable values.

Sustainable Development
Prepare for growth while ensuring the intrinsic values and character of Bass Coast are retained.

Leading for our Community
Demonstrating leadership through good governance, transparency and accountability.

The Council Plan is available at www.basscoast.vic.gov.au/plans.





7. Eligibility Criteria

To join the Partnership Program, make sure you meet the eligibility requirements listed below. We're excited to see your application. Applications that don't meet the eligibility criteria won't be reviewed.

An eligible applicant must:

- Be an incorporated not-for-profit community group and have an Australian Business Number (ABN). If you're not incorporated, you need to be sponsored by an eligible incorporated group
- Be holding an event based in Bass Coast
- Have all necessary permits for your activity
- Not have any outstanding debts to Council
- Provide proof of public liability insurance. If needed, also ensure you have Working With Children checks, WorkCover, and superannuation as required
- Show that you follow Child Safe Standards with current policies.
- Acknowledge Council's funding in your promotional activities
- Agree to report on how the funds were used and the benefits achieved through annual reviews.
- Make sure the funded activity takes place in alignment to your partnership agreement and requirments
- Submit all required documents with your application.
- Talk to a Council Officer before you apply.

Unincorporated Organisations

If your organisation/group isn't incorporated, you need an eligible incorporated organisation to sponsor your application. You must include details about the sponsoring organisation in your application, such as their ABN, a copy of their current public liability insurance, and a signed Auspice Agreement.
If your application is successful, the sponsoring organisation will handle the funds, and the partnership payment will go into their bank account.

An ineligible applicant would have:

- Projects, programs, or services run by State or Federal Government, like schools or hospitals
- Activities happening outside Bass Coast or costs for touring
- New construction, major repairs, or facility upkeep
- Staff salaries or general admin costs not related to the project
- Buying equipment on its own (though equipment can be part of a larger project)
- Events at unsuitable venues, due to access or activity
- Proposals that are only about promoting religion
- Exclusive funding for Training, study, or academic research in Australia or abroad
- Events with the sole purpose of fundraising
- Funding for activities that have already happened

8. Contact a Council Officer

We encourage all groups and organisations considering applying for our Partnership Program to consult with one of our Council Officers. During this conversation, we recommend discussing:

- Your application
- The partnership stream you'll be applying for
- Any insights, tips, or suggestions to strengthen your application
- How to recognise Council as a possible partner
- Expected public value of the partnership

For this process, please reach out to your primary contact point within Council.
If you are a new or emerging partnership, contact our Advocacy and Partnerships Advisor for assistance.

9. Application Process

To apply for our Partnerships Program, fill out the online form (we use a platform called SmartyGrants) when the partnership round is open. Visit www.basscoast.vic.gov.au/partnerships to access the form.

If you need help with the online form, call our Advocacy and Partnerships Advisor on (03) 5671 2211.
For issues with your SmartyGrants account, contact SmartyGrants support on (03) 9320 6888.

10. Notification and Payment

Successful and non-successful partnership applicants will be notified by email, via SmartyGrants.
Following notification of a successful application, a tax invoice/payment form and funding agreement will be uploaded into SmartyGrants which must be completed and submitted to enable partnership funding to be paid. The funding agreement lists general conditions of funding as well as any special conditions relevant to your application. If you have any problems completing the payment form or funding agreement for any reason, please contact our Advocacy and Partnerships Advisor.
An unsuccessful applicant can request feedback from our Advocacy and Partnerships Advisor and may be able to re-submit a partnership application to another round.





11. Budgets

Funding agreements that vary from one up to four years is a significant investment by Council and there are reporting requirements to account for this use of public funds.
Applicants are expected to provide a budget aligned with outcomes for each year of their agreement.
Budgets need to demonstrate considered planning, be realistic and justified for the proposed application.

12. Acquittal

All recipients of the Partnership Program are required to report on their project's success, outcomes, lessons learned, and financial details.
Council will provide a template via SmartyGrants to outline the reporting expectations.
For Homegrown Signature Events, you must upload all receipts for expenses over $250 and attach them to your progress and final reports on SmartyGrants.
For Regional Flagship, Major, or Hallmark Events, please submit a transaction record or financial expenditure report along with your progress and final reports on SmartyGrants.

13. Supporting Documentation

When you apply through SmartyGrants, please upload the following documents:

- A copy of your organisation's public liability insurance certificate
- Proof of partnerships and any supporting documents related to your event
- If your project is auspiced, include an auspicing agreement with your application. We can provide a sample template if needed

14. Recognition of Council

In any partnership, proper recognition is crucial. Please acknowledge the support provided by Council, this can be done through use of our logo on promotional material, invitation to Councillors to speak at events, use of banners etc.
We recommend that organisations/groups consider how they would like to recognise Council as part of their application process and to speak to a Council Officer about possible options.

15. Key Contacts

Below are two contacts for any questions or additional support regarding the application process. We encourage all applicants who have existing relationships with Council to reach out to their regular contact point, as they are best equipped to understand your organisation's unique needs and community value.

Emilie Cutler

Coordinator Visitor Economy and Events
emilie.cutler@basscoast.vic.gov.au
1300 BCOAST (226 278) or (03) 5671 2211

Janine Temme

Senior Visitor Economy and Events Officer
janine.temme@bassocast.vic.gov.au
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