

Events Grant Guidelines



Events Grant Guidelines



The City of PAE's Events Grant Program aims to **help create a community that is inclusive, cohesive, creative and prosperous** through the support of a program of **accessible and diverse community events** and festivals across the City.

What is an Events Grant?

The purpose of the Events Grant Program is to support and provide opportunities to event organisers to deliver innovative, creative and sustainable events that align with our City Plan 2030 to enhance economic, social and cultural life in PAE.

We are seeking events that align with the following main objectives:

- Economic Development – return economic benefit to businesses in the City of PAE
- Visitor Economy – attract tourists and visitors to the City of PAE
- Arts and Culture – foster access to social and cultural diversity
- Placemaking – large scale public space activation
- Delivery of significant community celebrations/commemorations
- Delivery of select significant sporting events (with broad community interest and participation)
- Responsiveness to Council's adopted Activation Principles

How much can you apply for?

Event organisers may apply for a grant of up to 50% of the event/festival cost, capped at different levels depending on the relevant event category.

Neighbourhood Events

Previously known as Minor Community Events, small scale events that generate community participation and create a positive community identity at a neighbourhood level. Events in this category need to align with at least one of the grant program's main objectives.

Community Events

Medium scale events accessible to the broader community that celebrate the cultural and social life of our community. Events in this category need to align with at least two of the grant program's main objectives.

Regional Events

Larger events attracting audiences from across the Metropolitan Region that deliver significant and measurable economic benefit to the City of PAE. Events in this category need to align with at least three of the grant program's main objectives.

Category	Event Cost	Max Grant
Neighbourhood Events	Up to \$5,000	Up to \$1,000
Community Events	Between \$5,000 and \$30,000	Up to \$7,500
Regional Events	Above \$30,000	Up to \$15,000



Who can get an Events Grant?

We encourage both community groups and professional event organisers to apply for our Events Grant. Eligible applicants need to be a legal entity with an ABN and appropriate public liability insurance. Individuals or entities without an ABN will not be eligible. The City of PAE will only fund events that occur within our City and that are open to the public.

Assessment

The first stage is an eligibility check where we will consider your application against the eligibility criteria. If the application meets all eligibility criteria, it will proceed to the assessment stage where the Assessment Panel will evaluate how the proposed event will deliver on the outlined grants objectives.

Applications will be scored according to the criteria (see below). We aim

to ensure that successful applications achieve a score of 65% or more. If your application fails to meet that score we will discuss it with you and provide feedback on what you need to improve.

Both the eligibility and assessment stages are undertaken by City of PAE staff. The decision of awarding grants will be made by City of PAE staff with appropriate delegations.

No.	Assessment Criteria	Weighting
1	Alignment with grant program's main objectives: <ul style="list-style-type: none"> at least 1 for Neighbourhood Events at least 2 for Community Events at least 3 for Regional Events 	30%
2	Diversity of event offering (e.g. location, time of year, uniqueness)	15%
3	Effective event planning: Budget, risk assessment, marketing, environmental and financial sustainability, public liability,	25%
4	Applicant contributions to event delivery (cash and in-kind)	10%
5	Community accessibility and affordability	10%
6	Community involvement	10%
Total		100%

Timeframes

Online applications are open all year long or until yearly budget allocation is exhausted. Please be aware that funds are subject to the Events Grant Program budget allocated for the relevant financial year.

For Community Events and Regional Events, applications will only be considered if received between 4 and 12 months prior to the date of the event.

For Neighbourhood Events, applications will be considered if received up to 1 month prior, or 2 months prior if they require a road closure.

Applications are processed as they are received. Applicants will be notified of outcome within 4 weeks from submission date, with the decision made by the Assessment Panel final.

Successful applicants will need to provide to Council, within two months of the completion of the event, a detailed financial acquittal and outcome evaluation online.

Applicants that do not complete acquittal and evaluation reports will be ineligible for future funding.



What else do you need to know?

All applications will be assessed on their merit. The City of PAE is under no obligation to fund previously funded events. We are also not responsible for the delivery of the event as the responsibility for events sits exclusively with event organisers.

Recurrent requests for funding will be considered for a maximum of 3 years at the same level of funding plus an additional 2 years at diminishing funding (at no more than 50% of previous grant).

During this period our staff may work

with you to explore alternative funding opportunities to support the financial sustainability of your event/festival.

Multi-year grants are available for a maximum of 3 years for Regional Events only.

City of PAE may be able to provide additional limited in-kind services for your event. Please contact us for more information.

It is recommended that you familiarise yourself with our **Events Information Kit** prior to submitting your application.

The kit is available on our website at:
cityofpae.sa.gov.au/explore/events

Grants will not be provided for:

- Events that are overtly political, offensive or religious
- Events that have potential to cause damage to PAE's reputation
- Events that are private, commercial or fundraising in nature
- Events that are organised by entities with existing and outstanding debts to PAE (including those that have not fully acquitted previous PAE grants/sponsorships)
- Applications submitted outside of requested timeframes (see "Timeframes" p.3)
- Costs associated with running of an organisation (eg. salaries, operational costs)
- Purchase of equipment
- Budget deficits



How to Apply

We provide an online application tool to help you prepare and submit your application.

It's available from our website, just visit:

cityofpae.sa.gov.au and search:

Events Grant



You are strongly encouraged to contact our **Funding & Partnerships Officer** to discuss your event/festival prior to submitting an application.

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