

Council Policy 2.45

Policy Title	Sports Tourism Event Grant Program Guidelines
Policy Category	Council Policy
Policy Number	2.45
Policy Owner	Tourism and Events
Status	Reviewed/Approved 23 June 2015
Endorsed by	Chief Executive Officer
Approved by	Council
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Policy Version	2.00
Corporate Plan Strategic Action	<p>1.2.2 Plan and provide facilities and programs that enable participation in sport and recreation.</p> <p>1.2.3 Establish partnerships with stakeholders to increase opportunity for participation in sport, recreation and community activity.</p> <p>5.2.1 Strengthen and promote a unique calendar of regional and local events.</p>
Due date for review	01 June 2018
Keywords	Grant, Festival, Assistance, Sponsorship, Sport, Recreation, Funding, Support

*This policy may not be current as Council regularly reviews and updates its policies. The latest controlled version can be found in the policies section of Council's intranet or contact Council's Coordinator Local Laws and Policy Development for a hard copy of the latest version. **A hard copy of this electronic document is uncontrolled.***

Where there is a delegation identified in this policy, the reader will need to confirm if an alternative delegation exists in any Register of Delegation. To the extent that there is any conflict perceived between the delegation/s identified in this policy and of those contained in a Register of Delegation, then the delegation/s in the Register takes precedence. The Chief Executive Officer will, if necessary, be the sole arbiter in resolving any issues of conflict.

1. PROGRAM PHILOSOPHY

Council recognises the wide ranging benefits that a vibrant calendar of sports tourism events provide to the community. In the main these events are delivered by not-for-profit organisations run largely by volunteers.

Council's Sports Tourism Event Grant Program provides funding and/or in-kind assistance to support eligible organisations to develop and deliver successful sports tourism events that make a positive and ongoing contribution to the region's economic prosperity, community wellbeing and diverse lifestyle.

A 'Sports Tourism Event' is a sporting event of regional significance that provides economic, social and promotional opportunities for the region. They will be of high profile and/or attract/have the potential to attract significant numbers of participants and/or spectators to the region.

It is not the intent of this program to support regularly occurring seasonal competitions or fixtures that are staged on an annual or regular basis.

Council offers a number of other grant schemes targeted to specific priorities and objectives:

PROGRAM	ADMINISTERING BRANCH
Community Support Grant	Community Development and Facilities
Cultural and Arts Support Fund	Library and Cultural Services
Environment Grant	Parks and Recreation Services
Event Support Grant	Tourism and Events
Sport and Recreation Grant	Parks and Recreation Services

These guidelines apply to the *Sports Tourism Event Grant Program* only. Details of the grants are available through Council's website www.toowoombaRC.qld.gov.au or by contacting the Council's Customer Service Centre.

2. PROGRAM OBJECTIVES AND OUTCOMES

The Sports Tourism Event Grant Program seeks to achieve Council's objective of "...attracting and hosting a range of iconic state, national and international events, while strengthening the capacity and popularity of local and community events". This objective is to be met by providing support for sports tourism events that aim to achieve one or more of the following:

- Events that are important to the social fabric of the region.
- Events that will contribute to the economic development of the region.
- Events that will advance the name and reputation of the region.
- Events that will promote and develop the sporting prowess of the region.

A key focus of the Sports Tourism Event Grant Program will be to enable the attraction of new sports tourism events to the region or enable existing sports tourism events to be further developed. Existing sports tourism events need to demonstrate potential for growth or identify new opportunities that enhance the event and further deliver on the program objectives and outcomes.

3. SUPPORT AND ASSISTANCE

Applicants may make contact with Toowoomba Regional Council's Sports & Tourism Officer to receive advice on the funding and application process, and identify additional or alternative grant opportunities.

Guidelines, application and acquittal forms are available from Council's website www.toowoombaRC.qld.gov.au along with any updated grant information and priorities.

Interpreter services can be made available for people who have difficulty communicating in English, through the "Telephone Interpreter Service" (TIS).

4. FUNDING ROUNDS - CRITICAL TIMEFRAMES

Funding will be allocated to the Sports Tourism Event Grant Program on a financial year basis as part of Council's budgeting process. Potential applicants are encouraged to contact Council about their project at any time.

Requested funding cannot be guaranteed and will be subject to the assessment of a formal application and available budget at the time the application is received. A complete application with appropriate supporting documentation is required before an assessment of potential funding can be made.

5. FUNDING AMOUNTS

Funding for the Sports Tourism Event Grant Program is set by Council on an annual basis as part of its budget process. Once all of the allocated funds have been used in the financial year, no further funding will be allocated.

The level of funding that may be made available for a Sports Tourism Event will be determined by the overall significance of the event as assessed under the application process. Sports Tourism Events will be graded using the following criteria:

- Number of participants;
- Ability to attract spectators;
- Event standard or profile (International/National/State/Regional);
- Event duration;
- Ability for the organisation to deliver;
- Demonstrated need;
- Community activation;
- Event sustainability;
- Evidence of 'self-help' (sponsorship procurement, other revenue raising opportunities);
- Opportunity to build local capacity.

Each criterion will be graded according to the information supplied. An overall grading will be calculated for the event with this grading providing a guide as to the level of Council support the organisation may be able to access.

Events with an overall grading of 23 - 27

Potential funding of up to \$15,000 (cash and/or in-kind)

Events with an overall grading of 18 - 22

Potential funding of up to \$10,000 (cash and/or in-kind)

Events with overall grading of 13 - 17

Potential funding of up to \$5,000 (cash and/or in-kind)

Events with overall grading of 8 - 12

Potential funding up to \$1,000

In addition to the overall grading for the event priority will be given to events that have developed or demonstrate the capacity to develop the following:

- Formal event committee structure;
- Event Management Plan;
- Marketing and promotional plan;
- Sponsorship plan;
- Track record of delivering successful events;
- Appropriate event budget and evidence the organisation has allocated budget to the event.

Events that present an opportunity to generate significant revenue with the likelihood that the event will be profitable for the host organisation will require further consideration in relation to how Council may support these events.

Priority will be given to events where Council funding is to be used for activities that help generate alternative revenue streams for the event. Such activities help secure the commercial sustainability of the event therefore reducing the need for ongoing Council funding.

6. APPLYING FOR A GRANT

An organisation applying for a grant must:

- Operate within the area of the Toowoomba Regional Council or be able to demonstrate that profits and social benefits arising from the event will be directed to and benefit the local community.
- Be a non-profit legal entity (consideration to be given to applicants that don't fit this criterion where the event is of significant value to the community).
- Have appropriate insurance and adhere to sound Workplace Health and Safety practices.
- Have met all acquittal conditions of previous Council grants and have no debt to Council.
- Be able to demonstrate financial viability.
- Address specific event category priorities.
- Include required supporting documentation.

For the purpose of this program, a non-profit legal entity is an organisation that does not operate for profit or direct/indirect gains of its individual members, but with the primary purpose of providing services to the community.

An organisation must be registered as a non-profit entity and recognised by the Australian Taxation Office or Australian Securities and Investments Commission as at least one of the following:

- Incorporated Entity (Incorporated Associations)
- Other Unincorporated Entity with an ABN
- Australian Public Company, Limited by guarantee
- Charitable Institution
- Public Benevolent Institution (PBI)
- Health Promotion Charity (HPC).

If an organisation is not a legal entity, it can apply for a sports tourism event provided that its application is auspiced and administered by a legally constituted non-profit entity, as above. An organisation may auspice one or more community groups. The auspicing organisation can also lodge an application on its own behalf.

Ineligible activities/applications will include, but not be restricted to:

- The purchase of land.
- The core business of educational, religious and medical organisations.
- Events run solely for commercial profit.
- Payment of debt.
- Payment of insurance premiums. (Insurance premiums will usually be ineligible, however, provision is available for these payments to be considered on a case by case basis).
- Political activities.
- Items included in another grant application or to top-up funding for a previous grant or any other Council funding.
- A government agency or department of local, state or federal jurisdictions.
- Operational costs including, but not limited to, Council lease costs, Council general rates and utility rates, on-going salaries, auditing, rent and other administrative expenses.
- Prize money, trophies, raffle prizes or charitable fundraising.

7. ASSESSMENT PROCESS AND CRITERIA

Assessment criteria

Sports Tourism Event Grant applications will be considered against the program philosophy, objectives and outcomes, eligibility criteria and selection criteria.

Grants are highly competitive and as such not all applications that meet the criteria will be successful. Final approval and the level of support will depend on availability of funds, the number of applications received in the financial year, program priorities and geographical equity.

Council may give a lower amount than requested, and may place terms and conditions on which items may be funded by the grant.

Eligible organisations can only receive funding support for one sports tourism event per financial year under this program.

Selection Criteria

Applications must demonstrate:

- The organisation and project / activity is eligible.
- The organisation and project / activity is viable.
- Genuine need and community benefit.
- How and why the support being requested will positively impact the local community.
- Evidence of planning, consultation and support.
- Financial need, the organisation's contribution and support, and other funding sought (whether successful or not).
- Linkages to program objectives.
- Any regulatory requirements have been, or will be, satisfied.

8. RECEIVING A GRANT/ACQUITTAL PROCESS

Successful grant recipient organisations will have to meet certain obligations:

- Enter into a Funding Agreement¹ with Council.
- Use the grant only for the nominated purpose for which it is given, unless written approval is given by Council for a variation.
- Obtain all appropriate permits, approvals, licenses, insurances and indemnities etc. relating to the project.
- Expend the funds within twelve months of being granted, unless written approval has been given by Council for an extension.
- Acknowledge Council's support as set out in the Funding Agreement.
- Acquit the grant on an Acquittal Form² as set out in the Funding Agreement, within six weeks of completion of the project.

¹ DM #3781897

² DM #3781566

Funding is at the discretion of Council and applications may be offered only part funding.

Where the support requested is to match or augment other funding, an interim acknowledgement letter of support may be provided, to be confirmed when and if the other funding is approved. Similarly, where support is requested during the bidding stage for a sports tourism event, an interim letter of support may be provided with formal assessment required once the event has been secured.

Council reserves the right to request an audit of grant expenditure and to demand repayment of any funds granted, and/or refuse consideration of further support, if the conditions set out in the Funding Agreement are not met. Any unused funds must be returned to Council.

9. LODGING YOUR APPLICATION

LODGEMENT OF APPLICATION Faxed or emailed applications must be followed up with a hard copy of the cover and signature pages.	Post to:	Toowoomba Regional Council Community Grants Scheme PO Box 3021 Toowoomba Qld 4350
	Deliver to:	Any Toowoomba Regional Council Service Centre
	Fax to:	4631 9292
	Email to:	info@toowoombaRC.qld.gov.au

10. FREQUENTLY ASKED QUESTIONS

Q. Can we get help in developing our project and completing the application?

A. Yes, you can make an appointment to see a Council Officer.

Q. Can I type direct into an electronic Word version of the application form?

A. Yes, the application is available in WordForm and can be emailed to you. Contact Council on 131 TRC (872) or email info@toowoombaRC.qld.gov.au and request an email version.

Q. What if our organisation doesn't have an ABN?

A. You can still apply, but you will need to provide us with a copy of the group/organisation's Certificate of Incorporation together with a Statement by a Supplier form from the Australian Tax Office, confirming tax exemption status. The Statement by a Supplier form is available online at www.ato.gov.au/content/downloads/nat3346.pdf.

Q. What if our organisation is not registered for GST?

A. You can still apply if your organisation is not required to be registered for GST, but GST will not apply to any grant allocated.

Q. What if our organisation is not incorporated?

A. You can still apply, but the application must be sponsored by an incorporated organisation who will take full responsibility for the grant. Council staff may be able to assist in finding sponsors for applications with clear community benefits, or assist in getting your group incorporated.

Q. Does my project need to benefit all residents of the Toowoomba Region?

A. No. As long as there is a service/project/event being delivered in the Toowoomba Regional Council Local Government area and there is benefit to communities within the Toowoomba region.

Q. Can I get funding for more than one year?

A. No. You will need to apply for funding every year, and there is no guarantee of repeat funding.

Q. Can individual persons apply?

A. No. Individual persons may not apply as Council only wishes to deal with organisations that are legal entities.

Q. Can Council grant funds be used to 'top-up' other grant funds?

A. Yes. Council funds can be added to other funds to make a better project, or can be used as seed funding at the 'front-end' to develop project plans and fund application fees etc.

Q. Can we submit an application electronically or by fax?

A. Yes, as long as the original of the cover and signature sheet is posted with supporting documents.

Q. If my application is unsuccessful can I apply for the same thing in the future?

A. Yes. However it is advised that you seek feedback as to why your application was unsuccessful in the first instance. It would also be very beneficial to attend one of the public grant workshops, as this will enhance your chance of a successful application.

11. RELEVANT LAW

Local Government Act 2009

Local Government Regulation 2012

12. RELATED POLICIES

3.20 Community Grants Policy

13. RELATED FORMS

Sports Tourism Event Support Application

Sports Tourism Event Support Acquittal

Sports Tourism Event Support Funding Agreement

14. REVISION HISTORY

Policy Version	Approval Date	DM Reference
1.00	17 June 2014	5701258v1
2.00	23 June 2015	6417925v2

15. CONTACT OFFICER

Position: Sports and Tourism Officer

Branch: Tourism and Events