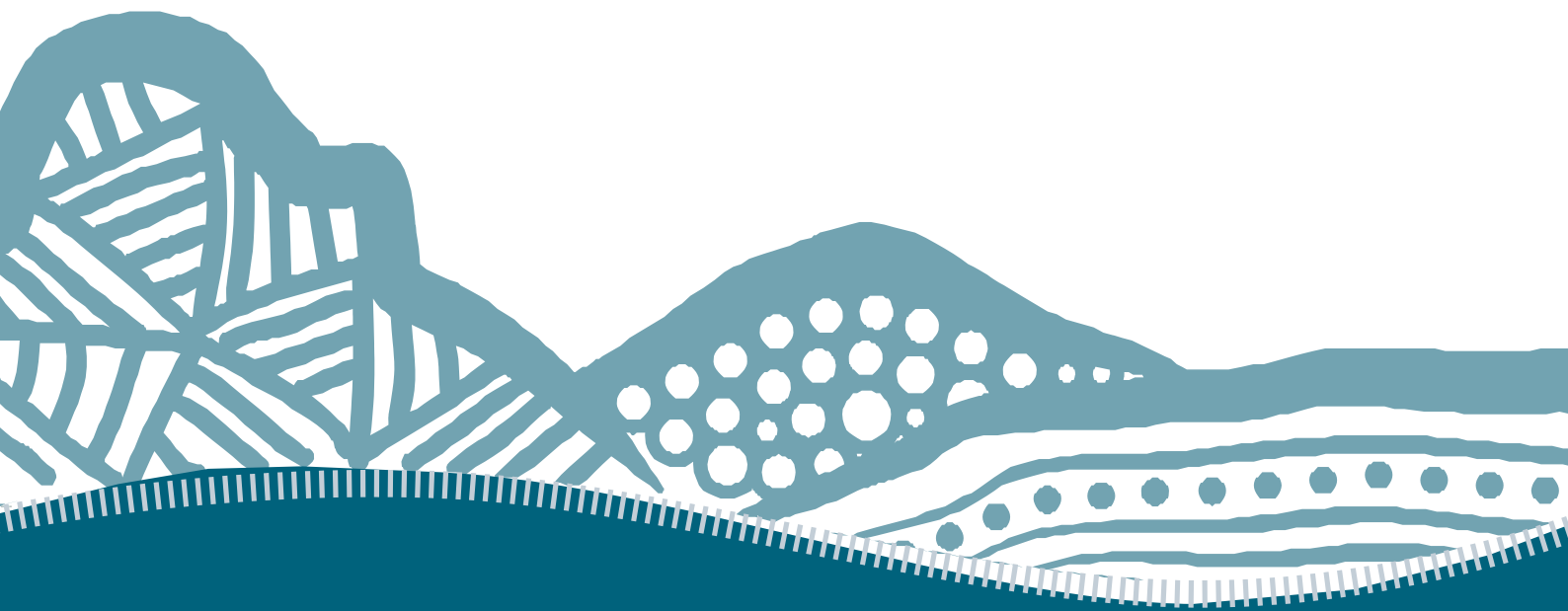


Kyogle Council Event Sponsorship Program



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Purpose of the Program

Kyogle Council's Events Sponsorship Program seeks to enhance the liveability and prosperity of the Kyogle local government area (LGA) by encouraging event organisers to hold events in the Kyogle LGA. Events which align with Council's priorities as outlined in the *Kyogle Community Strategic Plan 2025 – 2035* and seek to showcase and celebrate our community and its unique attributes are actively encouraged.

The Program is one of three programs through which Council seeks to support the community; the others being the Community Grant Program and the Local Heritage Program.

Program eligibility

To be eligible for event support, applicants must:

- be a not-for-profit organisation or a registered business.
- be an incorporated organisation or be sponsored by an incorporated organisation. Applicants sponsored by an incorporated organisation must provide a copy of the auspicing agreement.
- have evidence of adequate public liability insurance (minimum \$20 million) and other relevant insurance cover.
- not have outstanding Council grants that have not been acquitted within required timeframes, or not had grants that were not satisfactorily acquitted.
- have evidence of approvals required to hold the event (e.g. development consent) or demonstrate the capacity to obtain required approvals.

Applications are ineligible for support if they are:

- for an event that will not be held in the Kyogle LGA.
- for an event has already been held or will have already been held by the time grants are awarded.
- submitted by State or Federal Government organisations. Council may consider applications that are supported by State or Federal Government organisations.
- for an event that has the sole purpose of fundraising for a charity, not-for-profit organisation or individual (note: fundraising activities may receive support under Council's Community Assistance Program).
- private functions or exclusively for members of a community organisation.
- for an event that may be perceived as primarily political in nature or divisive within the community.
- for an event that promote the consumption of alcohol, drugs, tobacco and tobacco substitutes, or gambling.
- for an event that has already received financial support from Council.

Support available

Council will provide support for events held in the Kyogle LGA annually, subject to budget allocation in Council's Delivery Program and Operation Plan.

Council may support events by providing financial assistance, in-kind support or a combination of both:

- Financial assistance – A contribution of cash to the event organiser, exclusively for use in the delivery of the event.
- In-kind support – The provision of Council equipment or services directly related to delivery of the event, for example, traffic control, traffic signage, rubbish bins, temporary fencing), or advisory services to assist with event planning and delivery (for example assistance with development applications, event management plans, traffic management plans or event promotion).

Applicants may apply for one-year funding, or multi-year funding up to three years. The option to apply for multi-year funding is to support new or existing events to become sustainable on an ongoing basis. Applications for multi-year funding must include an Event Development Plan that outlines how the event can be sustained after the sponsorship funding and support has ended.

Support is provided on a competitive basis and therefore an event may receive full, partial or no support depending on the total amount of assistance available and alignment of the event with Council objectives.

The Program will open for applications at least once per year. If the allocated amount of funding available under the Program is not exhausted in the first round, a subsequent round will be held. Approximate dates for each round of applications are outlined below:

ROUND	APPLICATIONS OPEN	APPLICATIONS CLOSE	DECISION
One	1 April	13 May	July Council Meeting
Two (if required)	1 September	13 October	December Council Meeting

Sponsorship funds may not be used for:

- general operating costs not directly related to the delivery of the event.
- capital expenditure, purchasing of equipment or contributions to charities.
- purchase of alcohol, drugs, tobacco or gambling products.
- ongoing administrative, operational or insurance costs not directly related to the event.

Assessment Criteria

Applications will be assessed against the following criteria:

- Economic, social and cultural benefit:* The event benefits the local economy and provides opportunities for residents to participate in social and cultural activities. This may include collaborating with local businesses, sourcing local products and suppliers, and engaging community organisations or artists. The event is supported by local businesses and the community.
- Alignment with Council Priorities:* The event is aligned with one or more of the objectives in the Kyogle Community Strategic Plan 2025 – 2035 CSP.
- Inclusiveness and Accessibility:* The event takes steps to create an inclusive environment where all participants feel welcome. This may include selecting accessible facilities, ensuring the location is well lit, support such as Auslan interpretation, or selection of appropriate artists or activities.

- (d) *Safety and Compliance*: The health and safety of all participants, the community and the environment are maintained. The event fully complies with relevant laws, regulations, and industry standards throughout all aspects of event planning and delivery including obtaining necessary permits and licenses.
- (e) *Capacity to Deliver*: The applicant demonstrates they have capacity to deliver a successful event. This includes evidence the applicant has the required resources to deliver the event (for example personnel, funding, equipment, etc.) and prior experience holding similar events successfully.
- (f) *Value for money*: The event represents value for money for the Kyogle community considering the scale and nature of the event and proposed economic and social benefits. The event does not duplicate, or have strong resemblance to other events.

Assessment

All applications for the Program will be assessed against the criteria listed under the 'Assessment Criteria' heading in this document. Eligible applications will be shortlisted and presented to a Councillor workshop. A final list of projects will subsequently be presented to Council for endorsement.

Other terms and conditions

The Program is also subject to the following terms and conditions:

- (a) Council has financial constraints and limitations and will consider value for money when assessing applications. Value for money is the allocation of public resources in an efficient, effective, economical and ethical manner.
- (b) Applicants must identify and declare any conflicts of interest. A conflict of interest occurs when private interests interfere, or appear to interfere, with the performance of official duties. Private interests include personal, professional or business interests, as well as the interests of individuals that you associate with, such as family, dependants and friends.
- (c) Support provided is sponsorship, not a donation, therefore successful applicants must be aware that provision of support is subject to terms of conditions. Successful applicants will be required to enter into a sponsorship agreement with Council regarding event support, promotions and marketing, reporting, payment schedules and other applicable matters. Provision of support is subject to execution of signed agreement and supply of certificates of currency.
- (d) In the event the organiser fails to meet the requirements and conditions set out in the sponsorship agreement, support may be terminated and the applicant will be required to reimburse any funding already received from Council. The applicant will be notified prior to any action being taken.

Further information

This document has been prepared by the Planning and Community Development Department of Kyogle Council. Comments, feedback or corrections can be directed to:

Manager Community Development
Planning and Community Development Department
Kyogle Council
1 Stratheden Street
Kyogle NSW 2474

E: council@kyogle.nsw.gov.au
P: (02) 6632 1611

For further information please visit Council's website: www.kyogle.nsw.gov.au