

# East Gippsland Shire Council

## Emerging Tourism Events Mentoring Program:

### Pathways to Growth



## Information and Application Guidelines

**East Gippsland Emerging Tourism Events Mentoring Program: Pathway to Growth aims to support event organisers to plan, grow and deliver successful tourism events.**

The program is for tourism events which attract intrastate and interstate visitors with the goal of creating a major event for the region. The event can be a significant leisure event or regional/state sporting event.

The aim of the program is to create events which drive East Gippsland's economic development.

Council's Events unit strives to stimulate the development of events that deliver economic and social benefits for the local region. This is in the high yield areas of arts and culture, sport and leisure, boating and fishing, food and wine, agriculture, business events and car club activities. We also aim to promote East Gippsland outside the region to encourage visitation.

One of the ways in which we support this is to improve and develop home-grown events, - events which are unique to East Gippsland.

## Program Overview

The aim of this program is to support a small number of home-grown events over a three-year period with income and capacity building to help them to elevate their event. A key aim is to ensure the event's long-term sustainability and viability. This program has been designed to cover each stage of the event planning cycle, aligning to Council's Event Growth Action Plan 2021-26.

The program will support event organisers to:

- Advance their ideas, identify and prioritise new products, experiences, and opportunities to grow or support your event;
- Determine the feasibility of your event or innovative ideas;
- Develop an individual personalised event development road map;
- Develop a marketing and promotion strategy;
- Build a robust financial plan to support longevity and, identify secure income for your event

- Make available resources and mentors to provide advice regarding all elements of event operations e.g., volunteers, risk, equipment, accessibility and waste

Up to \$20,000 per year per event will be available. There is also an opportunity to match or leverage sponsorship with other sources. The goal will be to partner with the new regional events entity to lobby state government (Regional Arts Victoria, Regional Development Victoria, Visit Victoria, etc) to at least double the \$20,000 to each of these home-grown events.

## Who is Eligible to Apply?

East Gippsland Emerging Tourism Events Mentoring Program: Pathways to Growth is available for existing events held in East Gippsland seeking to take their event to the next level.

The event committee/organiser needs to commit to work with Council and/or selected mentors or trainers for a minimum of 8 hours per month, for each month of the agreement. Consideration will be given for quiet, early planning period and the busy months leading to completion of the event.

Council can only support legal entities, such as Incorporated Associations and companies.

All potential applicants should call the Events Officer before starting the application.

Who can not apply:

- New events
- Community events
- Events undergoing capital or infrastructure works
- Fundraising events
- Political events or events of a discriminative nature
- Events that are already receiving or have requested to receive East Gippsland Shire Council sponsorship from other programs
- Event owners who still have outstanding acquittals from this or other Council support programs

## How Do I Apply?

Visit [www.eastgippsland.smartygrants.com.au/pathwaystogrowth](http://www.eastgippsland.smartygrants.com.au/pathwaystogrowth) to begin your application.

Applications are open for nine months of the year via the SmartyGrants portal. Please check [Council's Events website](#) to confirm round opening and closing times as dates are subject to change.

All potential applicants will need to create a [SmartyGrants](#) log in before starting the application.

A draft of your application can be saved until you are ready to submit. Council Events staff are available to help support you to make an application. It is strongly recommended that all applicants contact the Events Officer before starting their application on 03 5153 9500.

## Key Points to Remember Before Making Your Application

- After reading this document, which includes the key selection criteria, you can access the application forms on the [East Gippsland Shire Council website](#)
- This program is designed to provide support for a home-grown event for three years in a row.
- Home-grown events are those which are unique to East Gippsland.
- Program recipients will participate in mentoring and training opportunities determined at initial meeting between council staff and event committee. Key performance indicators (KPIs) will be developed to gauge the growth and success of your event. We intend for this process to help event owners unlock their potential, gain knowledge and develop their thinking.
- An initial three-year commitment is required which is subject to approval of future budget allocations by Council. This will be reviewed each year.
- You may attach supporting documents such as letters of support, letter of agreement to auspice (if required), photos, financial information and event management documents that will be of use when assessing your application.
- No new application will be considered if the applicant has outstanding acquittals from previous East Gippsland Shire Council funding.
- Completed applications and supporting documents must be submitted by midnight on the closing date shown on [Council's Events website](#). Late applications will not be accepted.
- If you have difficulty filling in the form, contact the relevant Council Events Officer on 03 5153 9500.
- The SmartyGrants system will save a PDF of your application for you. Council can also email you a PDF copy if required. Be sure to save a copy in case you are contacted for further information.
- Read the questions carefully and ensure you answer them fully.
- Information provided as part of this application must be true and correct to the best knowledge of the nominated representative.

- Your event is financially viable and can be successfully delivered within the specified budget.
- Ensure if your event involves children that you follow the Child Safety Standards. For further details please visit their website: [CCYP | Child Safe Standards](#)

## Application Assessment Key Selection Criteria

The application process requires the applicant to answer a series of questions which will show the event's ability to meet certain criteria as laid out in the Events Growth Action Plan.

Applications will be assessed against a weighted score on the following key selection criteria:

1. **Attendance** - demonstrates the appeal of the event for visitors and residents
2. **Visitation** - the number of visitors (non-locals) an event attracts to East Gippsland demonstrates the value of an event. Larger visitor numbers equal higher economic impact and broader destination brand exposure.
3. **Regional, State and National Significance** - How much reach does the event have? Is it important to the local community only, or is it significant to regional, state or national markets?
4. **Overnight Visitation** - Events that run over multiple days and encourage overnight visitation result in larger economic impact across the shire.
5. **Calendar Fit** - Events that fill gaps during low visitation months are the preference. Off-peak months include May, June, July, and August.
6. **Exclusivity** - Events that can demonstrate that they are unique to East Gippsland and Gippsland will score higher than common external events.
7. **Brand Alignment** - Events that align to (and activate) the East Gippsland destination brand will rank higher.
  - a. Positioning East Gippsland as "Free spirited and adventurous"
  - b. A diverse region that welcomes you into a sanctuary ripe with natural abundance and adventurous possibility
  - c. Nature is the anchor, unique proposition, and backdrop for events
8. **Marketing Reach** - Events that offer more marketing and media opportunities for the East Gippsland will score higher. (To gain support, all events must be listed on the Australian Tourism Data Warehouse.)

9. **Social and Environmental Responsibility** - Events that respect the environment and community values are preferred in East Gippsland. E.g., Social, and environmental policy in place (including Shop Local initiative)
10. **Dispersal** - Events that fill a location gap in the calendar and achieve a spread across the shire, with visitation into some of the less visited towns and villages, recognising East Gippsland is made up of towns and villages spread over a vast geographic area
11. **Authenticity** - Events that enable visitors to connect to place, unique cultures and attributes, and local produce
12. **Inclusiveness** - Events that are held in accessible venues and provide for social inclusion

## Recommended Supporting Documents

SmartyGrants allows users to upload files with your application. If you have any of the following, please provide them with your application. This will help us have a better understanding of your event:

- Letters of Support
- Public Liability Insurance Certificate of Currency with a minimum coverage of \$20 million
- Event Management Plan
- Risk Management Plan
- Marketing and Promotion Plan
- Accessibility Plan
- Waste Management Plan
- Social and Environmental Policy
- Event Job Descriptions
- Budget showing income and expenditure
- Copy of current Product and Liability Insurance Certificate of Currency with a minimum coverage of \$20 million

## Selection Process and Successful Applicants

East Gippsland Emerging Tourism Events Mentoring Program: Pathways to Growth is a competitive process. Each application is assessed based on the key selection criteria (page 4) and capability to engage in collaboration with council and the mentoring program.

Below is the expected timeframe of the process. Dates may vary, please check [Council's Events website](#) to confirm dates.

<b>Estimated annual dates</b>
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Applications open	October
Applications close	November
Assessment period	December
Applicants notified of outcome	January

All applicants will be advised by email of the outcome of their application.

Successful applicants will be asked to sign an Agreement before commencing the program. The Agreement will include standard Council requirements as well as tailored requirements in response to the uniqueness of event and identified gaps.

## **Final Acquittal Report**

To account for your use of public funds, a Final Acquittal Report is required.

Program recipients will be required to submit a final acquittal report upon completion of the event, each year of your event. This is done through the SmartyGrants system.

The acquittal report includes financial reconciliation and event evaluation, tailored to your Agreement.

A copy of your acquittal form will be provided prior to event end date.