Events Funding & Support Program Guidelines

2025-2026

Mildura Rural City Council

Introduction

Mildura Rural City Council (Council) is committed to supporting events within the municipality and recognises the value of events to both the community and the economy.

The Events Funding and Support Program offers grants to events and is designed to achieve the outcomes identified in Council's Events Strategy 2025 and the Events Funding and Support Policy (CP010).

The program offers four streams of funding for:
- Hallmark (Tier 1) Events
- Major (Tier 2) Events
- Community (Tier 3) Events
- Community Events Support Grants

You are encouraged to read the guidelines and discuss your event with the Events Team before starting an application. Additional information and how to respond to the questions in the pre-application and funding application forms can be found in the Events Funding and Support Program's how to answer the application questions guide.

For more information or to discuss your application please contact us on 03 5018 8100 or email events@mildura.vic.gov.au.

Who can apply?

The following are eligible for funding and must:
- Hallmark (Tier 1) and Major (Tier 2) events - must be a constituted body or legal entity, such as an incorporated association (or auspiced by a constituted body or legal entity).
- Community (Tier 3), Community Support and Civic events - must be an incorporated association or entity with not-for-profit status (or auspiced by an incorporated association or entity with not-for-profit status).
- Fundraising and charity events where 75% of the funds raised stay within the Mildura LGA municipality (only eligible for financial support relating to safety services such as First Aid, Traffic Management, Events Safety Officer etc).
- Provide proof (certificate of currency) of public liability insurance cover (minimum $10m or as otherwise agreed) relevant to the activities undertaken and for the duration of the event.
- Be based within the Mildura Local Government Area municipality or be applying for funding to conduct an event that benefits the Mildura Local Government Area.
- Provide documentation and evidence to meet the funding category criteria.
- Be a public event, inclusive and accessible to everyone.

How will the funding be allocated?

Council in partnership with event organisers aim to support and enable a vibrant events calendar that contributes to the economic and social outcomes of our community.

Priority of funding will be given to Hallmark (Tier 1), Major (Tier 2) and Business events (approximately 70%) that deliver major economic and tourism outcomes. Community (Tier 3 and event support grant) events will be assessed depending on available remaining funding (approximately 30%). If applications for the non-competitive Community grant is oversubscribed with eligible applications, a pro-rata system will be followed where funding will be allocated based on the number of applicants divided by the amount of funds available.

What will not be funded?
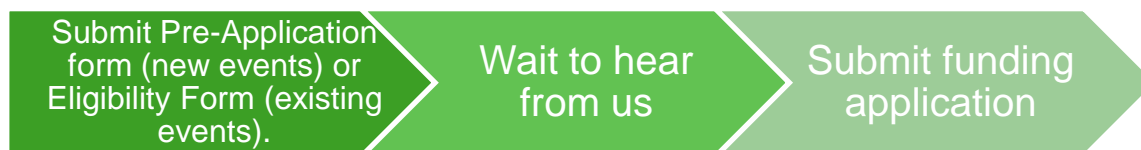
The following are not eligible for funding:

- Organisations funded or sponsored for the event through other Mildura Rural City Council programs.
- Organisations with outstanding debts to Council, or who have not previously acquitted a grant to the satisfaction of Council.
- Individuals.
- Political organisations, or events that have a political purpose.
- Religious groups or events unless the event is non-denominational and demonstrates a broader benefit to the community.
- Events that exclude or may offend parts of the community.
- Organisations who have not previously complied with permit or other conditions of Council, or who fail to apply for required permits.
- Event organisers who are registered 'for profit' applying for Community Event funding. However, 'for profit' event organisers may apply for "new, once off or irregular events" and be assessed for equivalent to Community event funding in the first year to assist with start-up of the event. Subsequent funding must be based on validated data and meet assessment criteria for Hallmark or Major event funding streams.
- Private events that are not broadly accessible to the local community.
- Prize money, awards or activities associated with prizes or awards (e.g. trophies).
- Fundraising and charity events where less than 75% of funds raised stay within the Mildura municipality, unless the event is identified as Hallmark (Tier 1) or Major (Tier 2).
- Education events including events organised by tertiary institutions, primary or secondary schools or kindergartens.
- Events in conflict with or that accept sponsorship from organisations not aligned to Council's vision, mission and values.
- Capital works projects, facility maintenance or the purchase of capital equipment.
- Insurance or fees associated with risk and governance such as public liability insurance, event insurance or fees payable to a governing body.
- Expos, markets, fetes and circuses.
- Breakfast, luncheon and dinner events and gatherings which are predominately attended by a niche or small cohort of the intended community.
- Sporting, cultural, arts, education, special interest or other gatherings that take place on a regular basis such as monthly or weekly.

What funding is available?

This program is divided into four categories to encourage and cater for a range of events.

Fund	Description	Economic Benefit	Funding up to	Application Round	Criteria
Hallmark Events (Tier 1)	May be supported where the event drives overnight visitor expenditure, showcases Mildura, creates a vibrant and sustainable event and encourage community connectedness and pride through participation.	>$3M with minimum 10,000 unique visitors to the region	$300,000	Open all year	• Economic & tourism impact (50%) • Profile of Mildura (10%) • Community impact & benefits (10%) • Event content (10%) • Capacity & capability (20%)
		$2-$2.99M	$50,000	Annual Funding Round open February	
		$1.51-$1.99M	$37,500		
		$1-$1.5M	$25,000		
Major Events (Tier 2)	May be supported where the event is established and drives overnight visitor expenditure, showcases Mildura, creates a vibrant and sustainable event and encourage community connectedness and pride through participation.	$0.76-$1M	$20,000	Annual Funding Round open February	• Economic & tourism impact (50%) • Profile of Mildura (10%) • Community impact & benefits (10%) • Event content (10%) • Capacity & capability (20%)
		$0.51-$0.75M	$15,000		
		$0.25-$0.5M	$10,000		
		$0.15-$0.249M	$7,500		
Community Events (Tier 3)	Events that generate marketing and media opportunities that builds the profile of the Mildura region and/or attract over 1000 people and are targeted primarily at a local audience but also attract visitation from outside the region	N/A	$3,500-$5,000	Annual Funding Round open February	• Profile of Mildura (25%) • Participation and Engagement (30%) • Meaningful experiences (15%) • Community Development (20%) • Capacity and capability of applicant (10%)
Community Events (Event Support Grant)	For small events attracting less than 1000 people, a non-competitive grant Is available. The event contributes to making Mildura a great place to live; creates a sense of community by bringing people together; and delivers important messages, information and knowledge.	N/A	$2,500	Annual Funding Round open February	• Participation and Engagement (S/N) • Meaningful experiences (S/N) • Community Development (S/N) *Non-competitive application process

How do I apply?

Submit Pre-Application form (new events) or Eligibility Form (existing events). → Wait to hear from us → Submit funding application

1. Submit a pre-application or eligibility form.

The first step is to submit a pre-application form (new events) or an eligibility form (existing events), this will determine which funding stream and amount of funding your event is eligible for.

New events will be asked if your event will provide economic benefit to the region.
Existing events will use the last acquittal data provided to determine your funding stream. If you have not previously applied for event funding, supplied an acquittal, or there has been a change to your event (ie. event has grown from one to two days) you will be asked to supply new data.

If you do not have economic impact evidence or it is deemed your data does not qualify, your pre-application will be assessed under the Community (Tier 3) funding stream (if more than 1,000 attendees) or Community (Support Grant) funding stream (if less than 1,000 attendees).

Pre-applications must be submitted via Council's grants portal www.smartygrants.com.au.

2. Wait to hear from us
We will email you with the outcome of your pre-application / eligibility assessment together with a link to the relevant grant application form.

3. Submit a Funding Application
If your event has been assessed as eligible under any of the above funding streams, you will be invited to submit a full funding application.

Your funding application will be assessed against the criteria outlined in these guidelines and will determine the amount of funding your event will receive.

Funding applications must be submitted via Council's grants portal www.smartygrants.com.au.
Applications must be submitted by the closing date, no late applications will be accepted.

Required Documentation

Pre-applications cannot be accepted without the following documentation:

- Public Liability Certificate of Currency (minimum $10 million)
- Evidence of economic impact (for Hallmark (Tier 1) & Major (Tier 2) events)

Funding applications cannot be accepted without the following documentation:

- Event Budget (clearly identifying income/expenditure)
- Supplier quotes

Other Documentation

You also have the option to upload the following documentation:

- Marketing plan
- Event management plan
- Business plan or strategy
- Any supporting documentation that will demonstrate your event impacts, capacity or additional support for your event.

Acquittal

Successful applicants must submit an acquittal report upon the completion of their event with the due date to be specified in the Agreement. The acquittal report must include an evaluation of the event (on agreed measures), evidence to support the outcomes, visitation to the region, and a detailed budget, including copies of receipts showing expenditure in accordance with the approved purpose of the grant.

Funded organisations that are required to provide audited financial statements from an authorised accountant (funding over $15,000) with their acquittal will have specified requirements and timelines detailed in the Agreement.

Important Milestones

The Events Funding and Support program has a long lead time to ensure applicants have notification of the funding outcome as well as receive the funds well in advance to allow for planning and promotion.

The following timelines apply:

Funding Stream	Eligible Event Dates	Application Opens	Application Closes
Hallmark (Tier 1) Events	01 July 2025 to 30 June 2026	Monday 3 February 2025 at 9.00am	Monday 17 March 2025 at 4.00pm
Major (Tier 2) Events			
Community (Tier 3) Events			
Community (Events Support)			

Conditions

Your application
- You must discuss your event with Council's Events Team before starting an application if you have not applied for funding before.
- A copy of your current Public Liability Insurance Certificate (minimum $10 million) must be submitted as part of your pre-application.
- Any in-kind contribution in support of your event must be detailed in your application form.
- Write your application with the understanding that the assessment panel may have no knowledge of your event – make sure you include all the details.

Council Provided Services
- Council can provide some services for events including bin hire and venue hire. Event organisers will be charged a fee for these services in accordance with Council's Fees and Services Policy.
- Event organisers can apply to have the costs of Council provided services included as part of a funding application. Requests of funding for Council provided services must be made as part of your grant application.

Funding Agreement
- To receive grant funds, successful applicants must enter into a Funding Agreement with Council and adhere to all conditions outlined in the agreement. Your Funding Agreement will specify what the funding can be used for and what it cannot be used for and will detail the expected outcomes, partnerships and other benefits to the community as a result of the event.

Evaluation and Reporting
- Successful applicants will be required to undertake a post-event evaluation. Council will provide a link to the post-event acquittal form to successful applicants. Post-event acquittal reports will be due on the date identified in your funding agreement.

Acknowledgement
- Successful applicants are required to acknowledge Council's support through the Events Funding & Support Program. The funding agreement will include the requirement that Council is appropriately recognised through the inclusion of an approved logo on appropriate materials including but not limited to event collateral, media releases, mayor/councillor invite and signage.

General
- Late applications will not be accepted. There is no room for any extensions under any circumstances so please don't leave your application to the last minute.
- Council approval (including necessary permits) must be gained for any events being undertaken on Council owned or managed land.
- Written confirmation from the individual or supplier for any in-kind contribution detailed in your application must be provided to Council upon request.

Frequently Asked Questions

1

What should I keep in mind when considering applying for Council's Events Funding & Support Program?

- Seek additional funding from other sources, Council will not fund the entire cost of your event.
- Consider the location of your event and ensure you have all permits and bookings.
- Make your event accessible to a broad audience and consider delivering a free component.

2

Can I assume my event will be funded if it has been funded in previous years?

- Council is committed to ensuring the assessment process is fair and equitable. Recurring annual funding is not guaranteed; your application will be assessed in a competitive round against all applications received in the relevant category.

3

How will I know if my application is successful?

- The Events Team will contact you in writing approximately 12 weeks after the closing date to let you know the outcome of your application.

4

How many times can I apply?

- Applicants may apply for funding for more than one event, however each event may only receive funding once in each financial year.

5

Are the details of my application confidential?

- No. Council must comply with the Local Government Act in regards to making information available to the general public. An assessment of your application will form part of the Council Report which is made publicly available on the Council's website.

6

How long does it take to receive my funding once my event is approved?

- Payments will be made within 30 days from which the invoice is received and is subject to no outstanding acquittals and your event has been listed on What's On. These items are stipulated in your funding agreement.
- Payments will not be made until the relevant financial year.

7

How is economic impact calculated?
New expenditure to the Mildura municipality is calculated as the product of the following:

- Number of visitors who will travel to the Mildura municipality specifically for the event;
- The average length of stay; and
- Average daily expenditure for these visitors

Where daily expenditure information has not or is unable to be captured or demonstrated by the event organiser, Council will elect to utilise the most recent average spend per night rate for domestic day visitors, domestic overnight visitors or domestic international visitors supplied by REMPLAN.