



Answering the application questions

*Events Funding and Support Program
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.

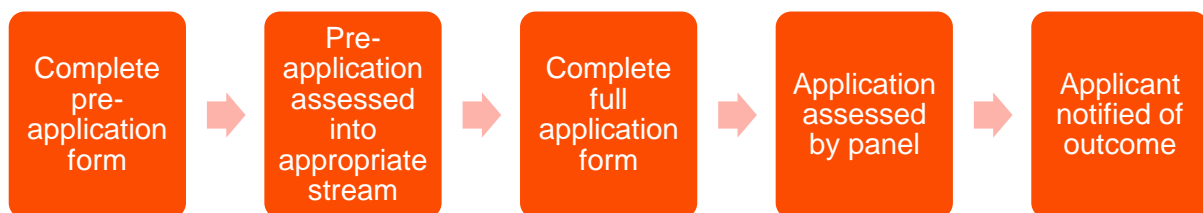
The Events Funding and Support Program offers grants to events and is designed to achieve the outcomes identified in Council's Events Strategy 2025 and the Events Funding and Support Policy (CP010).

The program offers four streams of funding for:

- Hallmark (Tier 1) Events
- Major (Tier 2) Events
- Community (Tier 3) Events
- Community Events Support Grants

For ease of reference, it is recommended that you use this guide which has been developed to provide an explanation and information for each question within the new application process.

New Event Process



Pre-application

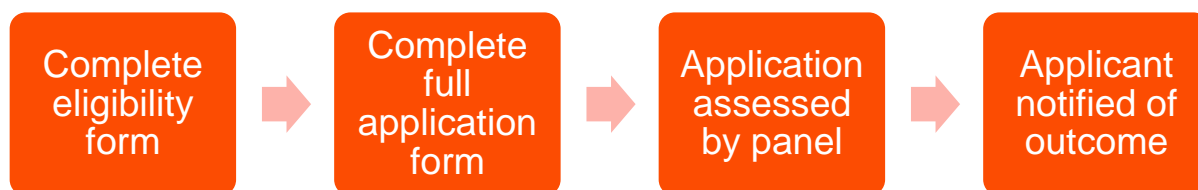
The pre-application occurs before you commence the full application and it is designed to ensure you are eligible to apply for the Events Funding and Support Grant Program and to classify your event as a Hallmark (Tier 1), Major (Tier 2), Community (Tier 3) or Community (Events Support).

Information provided by you in the pre-application form will be combined with existing data to classify your event. Once your event has been classified, this information will be collated with your full application before being assessed by the assessment panel.

Assessors of your application may not be familiar with the details of your event, therefore please complete ALL the questions thoroughly.

If you have any further queries regarding the information requested, please contact Council's Events Team on (03) 5018 8100 or email events@mildura.vic.gov.au

Existing Event Process



Eligibility form

The eligibility form needs to be completed before you commence the full application. It is designed to ensure we have the correct details on record and to confirm your events eligibility to apply for the Events Funding and Support Grant Program.

Information provided by you in the eligibility form will be combined with existing data to classify your event. Once your event has been classified, this information will be collated with your full application before being assessed by the assessment panel.

What will I need to submit during pre-application/eligibility?

Make sure you have the following information at hand prior to commencing your pre-application:

- Incorporation Number (your own or auspicing body)
- ABN Number (if applicable)
- Authorised Signee details
- Public Liability Certificate of Currency (minimum \$10 million)
- Evidence of economic impact for Hallmark (Tier 1) & Major (Tier 2) events (New Event only)

Pre-application/Eligibility Questions

Question	Guidance for answering question
Funding Eligibility	
Is your event eligible for funding?	Ensure you read the attached Events Funding and Support Policy to ensure your event is eligible for funding. Then select from the multiple choice which is correct for you
Your Details	
Applicant organisation	The organisation running the event
Applicant postal address	Postal address of organisation
Application contact	A person who Council can contact with any questions about the application

Application contact position	The position in the organisation (e.g. president, secretary, treasurer)
Applicant contact mobile	Mobile phone number for application contact
Applicant contact email	Email address for application contact
Is the application contact an authorised signee?	The authorised signee must be a person who is authorised to sign the funding agreement electronically on behalf of the organisation
Authorised signee 1	Full name of authorised signee 1
Authorised signee position 1	The authorised signees position in the organisation (e.g. president, secretary, treasurer)
Authorised signee mobile 1	Mobile phone number for authorised signee 1
Authorised signee email 1	Email address for authorised signee 1
Authorised signee 2	Full name of authorised signee 2
Authorised signee position 2	The authorised signees position in the organisation (e.g. president, secretary, treasurer)
Authorised signee mobile 2	Mobile phone number for authorised signee 2
Authorised signee email 2	Email address for authorised signee 2
Auspice Details	
Is your event being auspiced?	If your organisation is not incorporated, will you be auspiced by an incorporated association?
Is your auspicing organisation charging a fee?	If the auspicing organisation will charge you a fee to contribute to administration costs such as signing the funding agreement and process an invoice please detail the fee
Auspice organisation	Name of auspicing organisation
Auspice postal address	Postal address of auspice organisation
Auspice authorised signee	The auspice authorised signee must be a person who is authorised to sign the funding agreement electronically on behalf of the auspice organisation
Auspice authorised signee position	The auspice authorised signees position in the organisation (e.g. president, secretary, treasurer)
Auspice authorised signee primary phone number	Mobile phone number for auspice authorised signee
Auspice authorised signee primary email	Email address for auspice authorised signee
Incorporation and Insurance	
Incorporation number	Enter organisations incorporation number

ABN	Enter organisations ABN
Public liability insurance	Attach your organisations public liability insurance certificate (minimum \$10 million)
Auspice incorporation number	If your event is being auspiced, enter the auspice organisations incorporation number
Auspice ABN	If your event is being auspiced, enter the auspice organisations ABN
Auspice public liability insurance	If your event is being auspiced, attach the auspice organisations public liability insurance certificate (minimum \$10 million)
Event Details	
Event Name	Enter the name of your event
Description of event	Provide a description of your event in approximately 200 words. Example: <ul style="list-style-type: none"> An iconic event which has been held for the past 20 years celebrating the unique landscapes and culture of our region. The event is held on the beautiful Murray River over a 3 day period showcasing local produce, wine, food and entertainment. We partner with many local businesses to deliver this event as well as engage local community groups.
Event start date	Enter the date your event will start (must be between 1 July 2025 – 30 June 2026)
Event end date	Enter the date your event will finish (must be between 1 July 2025 – 30 June 2026)
Where is your event being held	Provide the name and address of where the event will be held
Your location is	Select the location of your event out of the options provided
Your Event	
Attendance estimate	Select from the provided answers if you expect more or less than 1,000 people to attend your event
Economic & Tourism Impacts (Hallmark Tier 1 or Major Tier 2) (New Event only)	
Will your event bring in at least \$150,000 in economic benefit to the region?	By selecting 'yes' to this question, you must supply evidence to support this in the next section
Visitation Data	Select from the two options. Council can assess your economic impact from the last submitted acquittal data or you can provide new data now.
Your event is best described as a.....	Please indicate if your event is being held over one or multiple days AND at one or multiple locations.

	<p>Events held over multiple days or at multiple venues/locations need to consider the unique attendance figure as well as the total attendance figure across their event.</p> <p>Events held on one day and at one venue only need to consider the total number of people attending their event.</p>
Using data from your most recent event, what was the total number of people who attended?	<p>Total attendance is the total number of people who attended your most recent event including participants, volunteers, officials, performers, stallholders, food vendors etc. If your event includes multiple days or multiple events, include the total attendances across all components.</p> <p>Example 1: 400 people attend and are involved directly in the event on Saturday and 300 on Sunday. Total attendance is 700.</p> <p>Example 2: Event involves 5 separate performances across 2 days. Each performance has 100 people attending or involved. Total attendance is 500.</p> <p>Example 3: 1000 people attend a community event held from 10am-3pm on a Saturday at the public park. Total event attendance is 1000.</p>
How many people in TOTAL do you expect to attend this event?	Refer to above
Is there a difference between the TOTAL attendance at your most recent event, and the estimated total attendance at your upcoming event? If yes, please explain the reasons why	<p>Outline the cause of the variation in attendance numbers from your most recent event. For example, it may be due to adverse weather, more/less marketing, high profile attraction, lack of publicity, competing events etc.</p> <p>If you expect more people, outline what you plan to do differently from previous events to achieve the increased numbers.</p>
If your most recent event included multiple days or multiple venues, what was the total number of UNIQUE participants that attended your event?	<p>Unique attendance is the number of individuals who attended your most recent event, counted once only, regardless of whether they attend multiple days or at multiple locations/venues within the event.</p> <p>Example 1: 400 people attend on Saturday, and 200 of these people also attend on Sunday, along with an extra 100 new people (total attendance on Sunday is 300). Actual unique attendance is 500.</p> <p>Example 2: Your event involved 5 performances, each attended by 100 spectators/crew etc. Many people attended or participated in multiple performances. The actual number of people attending or involved was 300.</p>
How many UNIQUE participants do you expect to attend this event?	As above
How many visitors are expected to attend this event from OUTSIDE the municipality?	This information will be used to calculate a basic economic impact figure. If you do not know these figures, please indicate this in your answer.

	<p>Outline the total number of people expected to attend your event from outside the Mildura municipality (include artists, officials, participants, stallholders, support crew etc).</p> <p>As this will be used to calculate economic benefit of the event, it is important to note that economic impact is defined under the Policy as new expenditure into the Mildura municipality. Therefore visitors must be from outside the Local Government Area. It is also considered that attendees from areas such as Buronga, Wentworth, Euston and Gol Gol are not 'visitors' as they are not likely to translate to an overnight stay.</p>
On average, how many nights will each individual visitor stay?	Outline the average number of nights visitors from outside the Mildura region will stay for the event (e.g. 2 nights).
If known, what is their estimated average spend per day?	Outline the estimated average spend per person per day/night (i.e. in a 24 hour period). If you do not know, use the Tourism Research Australia data amount of \$190. Expenditure includes items such as fuel, accommodation, meals, groceries, shopping, entertainment, your event costs etc. If you elect to use a different rate from the Tourism Research Australia figure, you must provide evidence to support your figure.
Evidence	
Upload evidence to support your application	Attach any research or evidence you have to support your attendance figures, visitor numbers, overnight stays, estimated spend of event visitors, and the origin of your visitors. Evidence may include most recent attendance records, audited reports, market research, surveys, registration details, ticket sales reports, pictures, gate counts, information from accommodation providers or a bookings office, or other forms of information you collected at your event.
Have you attached evidence to verify expected attendance numbers and visitation?	Please tick yes or no.
If no, please explain how you determined your attendance and visitation figures, average night spend if different to the Tourism Research figure and any other evidence you wish to explain	If you do not have any evidence, please provide an explanation of how you determined the figures. Providing evidence is a key consideration in the evaluation process and the inability to provide evidence will significantly impact on the likelihood of being eligible for funding.
Applicant Declaration	
Acceptance of privacy statement	Tick 'yes' to accept the privacy statement
Acceptance of declaration	Tick 'yes' to accept the declaration statement
Full Name	Enter your full name
Position	The position in the organisation (e.g. president, secretary, treasurer)
Date	The date the application was completed

Pre-application assessment

You will have until 4.00pm, Monday 10 March 2025 to complete and submit your pre-application. There will be no submissions accepted after this deadline.

Once you have submitted your pre-application form, the Events Team will use the information you have provided, alongside any existing data from previous event applications and acquittal reports to determine your eligibility for funding.

For the pre-applications where economic and tourism impact data was supplied, the information will be verified and used to classify your event into the appropriate tier.

Eligibility assessment

You will have until 4pm, Monday 10 March 2025 to complete and submit your eligibility form. There will be no submissions accepted after this deadline.

Once you have submitted your eligibility form, the Events Team will use the information you have provided, alongside previous acquittal reports to determine your eligibility for funding.

Notification of outcome

If it has been determined your event is eligible for funding, you will be notified and invited to submit a full application for the appropriate funding stream. You will receive an email with a link to the online grants portal to complete the full application form.

You will have until 4.00pm, Monday 17 March 2025 to complete and submit your full application. There will be no submissions accepted after this deadline.

If it has been determined your event is ineligible for funding, you will be notified of the outcome with an explanation as to why your event is ineligible.

Should you have any questions please contact the Events Team on (03) 5018 8100 or email events@mildura.vic.gov.au.

Community (Events Support) Application form

The Community (Events Support) grant application form requires responses to questions which relate to your event making Mildura a great place to live; create a sense of community by bringing people together; and deliver important messages, information and knowledge.

What documents will I need to submit during the full application?

Community (Events Support) applications cannot be accepted without the following documentation:

- Budget
- Supplier quotes

You also have the option to upload the following documentation:

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

Community (Events Support) Application Questions

Question	Guidance for answering question
Event Summary	
Name of Event	Please enter the name of your event here
Funding Request and Financial Management	
Upload your budget	<p>Attach an event budget that includes cash and in-kind income and expenditure. You can either use the template provided or attach your own budget.</p> <p>The budget should contain all areas of income and expenditure.</p> <p>Income: Include revenue from grants, sponsorships, ticket sales, memberships/registrations, merchandise, vendors, ongoing operating revenue (e.g. from previous events) etc. In separate line items, include the sponsorship amount sought from Council, along with any other funding, sponsorships or partnerships being sought. Indicate clearly what income has been confirmed and the status of other applications.</p> <p>Expenditure: Indicate where the proposed Council sponsorship will be spent. Include key areas of expenditure such as cost of sales (merchandise etc), program, entertainers, marketing, operations, catering/volunteer expenses, licences, office and administration expenses, insurance, legal, accounting etc.</p>

	<p>Cash and in-kind: Clearly indicate in separate columns of your budget, the total cash income and expenditure, and the total in-kind income and expenditure.</p> <p>Volunteer support: Please do NOT include volunteer time into your budget. Whilst we understand that volunteer time is a resource, we wish to keep this value separate from your budget.</p> <p>GST or No GST: All figures should be shown as being exclusive of GST (ex GST).</p> <p>Budgets do NOT have to balance – we want to understand your event, including if you are expecting to make a surplus or a loss, therefore please do not force your budget to balance.</p>
<p>What will the grant be spent on?</p>	<p>Please identify the expenses that Council's funding will be used for. A quote must be attached for each item listed.</p> <p>Priority will be given to funding infrastructure and services required to deliver a safe and compliant event (first aid services, traffic management)</p>
<p>Participation and Engagement</p>	
<p>How does your event encourage participation and engagement?</p>	<p>Outline how you will ensure the event is accessible to all members of the community including people with a disability or pockets of the community that may be isolated or disadvantaged. This may include providing specific infrastructure, ensuring the event location and information is accessible, how you promote your event and engage with people with a disability.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Appropriate access to facilities for members and participants is considered and addressed such as gender, physical access etc • Barriers to participation are understood and addressed through strategies and action • Inclusion & diversity training for staff and volunteers • Things like transport, costs, language, foods, uniforms are considered in terms of access and inclusion • Anti-discrimination policies are in place • Whole family participation • Friendly, safe and welcoming environments • People have the opportunity to engage and connect to other people • The site will be fully accessible to people in wheelchairs and with mobility impairments • A sign language interpreter will be present for speeches • A partnership will exist with a community organisation to encourage increased participation of their clients • All volunteers will be provided with disability training as part of their induction • A partnership with (eg Sunraysia Mallee Ethnic Communities Council) to involve ethnic communities

	in the event has been undertaken, with several meetings held to encourage cultural groups to participate in a performance
Meaningful Experiences	
How does your event bring people together?	Be sure to discuss how you are advertising your event and getting the word out, who is your event open to, what are you celebrating etc.
Community Development	
How will your event contribute to the development of our community?	Be sure to identify the outcomes you aiming to achieve by delivery this event and what opportunities it provides for participants, what community involvement is there in the development and delivery of your event, opportunities for volunteers, upskilling members/volunteers, and support of local businesses.
Supporting Documentation	
If you have an event marketing plan, please upload it here	If you have an event marketing plan, you can upload it here. A marketing plan can include details of advertising, media, promotions, public relations, digital (social) media, collateral (posters/flyers), emails, websites, attendance at other events and any other activities you will do to promote attendance at your event. Include what you will do, when you will do it, who will do it, costs and any partnerships/sponsorships (i.e. media)
If you have an event management plan, please upload it here	If you have an event management plan, you can upload it here. An event management plan contains the details relating to how you will plan, manage and deliver the event. If you do not have one, you can download one via Councils website.
Please upload your files	Provide any further information here
Applicant Declaration	
Acceptance of Privacy Statement	Please accept privacy statement
Acceptance of Declaration	Please accept the conditions of submitting the funding application and that you have authority to submit the application on behalf of the event
Authorised Organisation Contact	Enter your full name

Community (Tier 3) Application form

The Community (Tier 3) grant application form requires responses to questions which relate to your event making Mildura a great place to live; create a sense of community by bringing people together; and deliver important messages, information and knowledge.

What documents will I need to submit during the full application?

Community (Tier 3) applications cannot be accepted without the following documentation:

- Budget
- Supplier quotes

You also have the option to upload the following documentation:

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

Community (Tier 3) Application Questions

Question	%	Guidance for answering question
Event Summary		
Name of Event		Please enter the name of your event here
Attendance Estimates		
How many people do you expect to attend your upcoming event?		Provide your estimated total attendance for your event
How many attendees do you expect will be visitors from outside our municipality?		Provide the estimated amount of people who will be visiting from outside the municipality to attend your event
How many nights to you expect them to stay		Outline the average number of nights visitors from outside the Mildura region will stay for the event (e.g. 2 nights).
Funding Request and Financial Management		
Upload your budget		<p>Attach an event budget that includes cash and in-kind income and expenditure. You can either use the template provided or attach your own budget.</p> <p>The budget should contain all areas of income and expenditure.</p> <p>Income: Include revenue from grants, sponsorships, ticket sales, memberships/registrations, merchandise, vendors, parking, ongoing operating revenue (e.g. from previous events) etc.</p>

		<p>In separate line items, include the sponsorship amount sought from Council, along with any other funding, sponsorships or partnerships being sought. Indicate clearly what income has been confirmed and the status of other applications.</p> <p>Expenditure: Indicate where the proposed Council sponsorship will be spent. Include key areas of expenditure such as cost of sales (merchandise etc), program, entertainers, marketing, operations, catering/volunteer expenses, licences, office and administration expenses, insurance, legal, accounting etc.</p> <p>Cash and in-kind: Clearly indicate in separate columns of your budget, the total cash income and expenditure, and the total in-kind income and expenditure.</p> <p>Volunteer support: Please do NOT include volunteer time into your budget. Whilst we understand that volunteer time is a resource, we wish to keep this value separate from your budget.</p> <p>GST or No GST: All figures should be shown as being exclusive of GST (ex GST).</p> <p>Budgets do NOT have to balance – we want to understand your event, including if you are expecting to make a surplus or a loss, therefore please do not force your budget to balance.</p>
Sponsorship priority area		<p>Please identify the expenses that Council's funding will be used for. A quote must be attached for each item listed.</p> <p>Priority will be given to funding infrastructure and services required to deliver a safe and compliant event (first aid services, traffic management)</p>

Profile of Mildura		
Summarise the key marketing activities planned to attract visitors from outside our municipality to attend this event. Detail any marketing partnerships you have built to help support/grow this event	15%	<p>The marketing activities that are planned for the event may include media coverage you expect to achieve interstate, internationally (include details), the reach of your media and social media campaign, what you include about Mildura in promotional material, emails, websites etc and who will see it.</p> <p>Example:</p> <ul style="list-style-type: none"> • The event will promote Mildura directly to approximately 10,000 people through the following activities • 2 page feature in XYZ Magazine distributed to 4,000 members of our association which includes a 1 page feature on Mildura as a destination. • Links to Mildura tourism information event website (2,000 unique visits/year).

		<ul style="list-style-type: none"> Our tourism partners (4 x motels and attractions) will promote Mildura and the event to their databases (approx. 4,000 emails)
Detail the profile you will be aiming to generate for the Mildura region from this event and how it will showcase our region on a local, state, national and international platform	10%	<p>How will the marketing activities identified above showcase Mildura to these audiences? What are the benefits, opportunities or impacts that are created as a result of building a strong profile across these audiences?</p> <p>Example:</p> <ul style="list-style-type: none"> The profile of the event has created opportunities to showcase Mildura in national car magazines and in TV shows such as Speedweek. This strengthens Mildura's reputation as a motorsports hub of Australia. <p>Due to the use of a high profile ambassador, a greater reach of audience across social media has been achieved which allows us to showcase our region to our ambassador's followers. In five year, our collective social media following has increased over 10 per cent which allows us to build our reputation.</p>
Participation and Engagement		
How does your event contribute to making Mildura a great place to live, bring people together and create a sense of pride and cultural identity?	15%	Outline how your event adds to a vibrant calendar of events, encouraging creativity, community connectedness and pride through event participation.
How does your event encourage participation and engagement?	15%	<p>Outline how you will ensure the event is accessible to all members of the community including people with a disability or pockets of the community that may be isolated or disadvantaged. This may include providing specific infrastructure, ensuring the event location and information is accessible, how you promote your event and engage with people with a disability.</p> <p>Examples:</p> <ul style="list-style-type: none"> Appropriate access to facilities for members and participants is considered and addressed such as gender, physical access etc Barriers to participation are understood and addressed through strategies and action Inclusion & diversity training for staff and volunteers Things like transport, costs, language, foods, uniforms are considered in terms of access and inclusion Anti-discrimination policies are in place Whole family participation Friendly, safe and welcoming environments People have the opportunity to engage and connect to other people The site will be fully accessible to people in wheelchairs and with mobility impairments A sign language interpreter will be present for speeches A partnership will exist with a community organisation to encourage increased participation of their clients

		<ul style="list-style-type: none"> All volunteers will be provided with disability training as part of their induction A partnership with (eg Sunraysia Mallee Ethnic Communities Council) to involve ethnic communities in the event has been undertaken, with several meetings held to encourage cultural groups to participate in a performance
Meaningful Experiences		
How does your event bring people together?	15%	Be sure to discuss how you are advertising your event and getting the word out, who is your event open to, what are you celebrating etc.
Community Development		
How will your event contribute to the development of our community	20%	Be sure to identify the outcomes you aiming to achieve by delivery this event and what opportunities it provides for participants, what community involvement is there in the development and delivery of your event, opportunities for volunteers, upskilling members/volunteers, and support of local businesses.
Capacity and Capability		
Give detail, outlining your experience as an event organiser, including details of events you have delivered in the past, size of the event/s and organisational structure	5%	As the lead event organiser please include your experience in detail in delivering previous high quality and sustainable events.
Upload your event management plan	5%	Your event management plan should contain the details relating to how you will plan, manage and deliver the event. If you do not have one, you can download a template on SmartyGrants.
Supporting Documentation		
Please upload your files		Provide any further information here such as an event marketing plan, site plans, photos or letters of support
Applicant Declaration		
Acceptance of Privacy Statement		Please accept privacy statement
Acceptance of Declaration		Please accept the conditions of submitting the funding application and that you have authority to submit the application on behalf of the event
Authorised Organisation Contact		Enter your full name

Hallmark (Tier 1) & Major (Tier 2) Application form

The Hallmark (Tier 1) and Major (Tier 2) event funding application form requires in depth responses to questions which relate to economic, tourism and community benefits created by the event.

What documents will I need to submit during the Hallmark (Tier 1) & Major (Tier 2) application?

Hallmark (Tier 1) & Major (Tier 2) applications cannot be accepted without the following documentation:

- Budget
- Supplier quotes
- Financial statement (events applying for more than \$15,000 in funding)

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

Hallmark (Tier 1) & Major (Tier 2) Application Questions (Not Multi Year Applications)

Question	%	Guidance for answering question
Event Summary		
Name of Event		Please enter the name of your event here
Outline your long term vision and goal for the event, please include any changes and/or innovations you plan to include to the event over a three year period to generate new interest in the event and increase tourism	4%	<p>Outline your long term vision for the event demonstrating flexibility and changes you've made to generate new interest and tourism.</p> <p>Example:</p> <ul style="list-style-type: none"> • After several years of using predominately a radio advertising campaign to promote the event, the event will see a more planned approach to using social media, including a revamped website which has been done to reach a broader target audience. The social media strategy will target specific audiences to deliver tailored messages regarding the event. • For this event, additional funds will be invested into targeted magazine advertising in XZY Magazine to attract visitors from Northern NSW and QLD. The Event has never undertaken interstate advertising before. • A new competition will be included to appeal to young people aged 16 – 25 years who have an interest in (our activity). The new program is designed to broaden

		the appeal of our event to younger audiences and to provide opportunities to showcase young talent
Discuss how your proposed event links to success strategies outlined in the Events Strategy 2025, specifically amplifying destination brand and increasing overnight visitor expenditure	3%	By identifying alignment to Mildura Rural City Council's Events Strategy 2025, applicants will be demonstrating that they are aware of the event landscape and have looked for opportunities to grow their event and make it sustainable.
Upload your business plan	3%	Upload your business plan outlining your objectives, how your business operates, finances and marketing.
Profile of Mildura		
Summarise the key marketing activities planned to attract visitors from outside our municipality to attend this event. Detail any marketing partnerships you have built to help support/grow this event	5%	<p>The marketing activities that are planned for the event may include media coverage you expect to achieve interstate, internationally (include details), the reach of your media and social media campaign, what you include about Mildura in promotional material, emails, websites etc and who will see it.</p> <p>Example:</p> <ul style="list-style-type: none"> • The event will promote Mildura directly to approximately 10,000 people through the following activities • 2 page feature in XYZ Magazine distributed to 4,000 members of our association which includes a 1 page feature on Mildura as a destination. • Links to Mildura tourism information event website (2,000 unique visits/year. • Our tourism partners (4 x motels and attractions) will promote Mildura and the event to their databases (approx. 4,000 emails)
Detail the profile you will be aiming to generate for the Mildura region from this event and how it will showcase our region on a local, state, national and international platform	5%	<p>How will the marketing activities identified above showcase Mildura to these audiences? What are the benefits, opportunities or impacts that are created as a result of building a strong profile across these audiences?</p> <p>Example:</p> <ul style="list-style-type: none"> • The profile of the event has created opportunities to showcase Mildura in national car magazines and in TV shows such as Speedweek. This strengthens Mildura's reputation as a motorsports hub of Australia. <p>Due to the use of a high profile ambassador, a greater reach of audience across social media has been achieved which allows us to showcase our region to our ambassador's followers. In five year, our collective social media following has increased over 10 per cent which allows us to build our reputation.</p>
Community impact & benefits		
Describe how this event will maximise benefits to the local community, including how community involvement and social inclusion is addressed	8%	Outline any social and community benefits your event will deliver. Examples may include providing entertainment or participation opportunities not previously available, volunteer opportunities for locals, skill development opportunities, engaging particular people from the local community, providing knowledge or information.

		<p>Describe how your event will deliver these outcomes. This may involve working with other organisations, focussing on specific sectors of the community etc. Being 'inclusive' means welcoming everyone – regardless of age, gender, race and ability and that all people involved have an equal opportunity to participate at a level they choose.</p> <ul style="list-style-type: none"> • Appropriate access to facilities for members & participants is considered and addressed– gender, physical access etc • Barriers to participation are understood and addressed through strategies and action • Inclusion & diversity training for staff & volunteers • Things like transport, costs, language, foods, uniforms are considered in terms of access and inclusion • Anti-discrimination policies are in place • Whole family participation • Friendly, safe and welcoming environments • People have the opportunity to engage and connect to other people <p>Examples:</p> <ul style="list-style-type: none"> • The event will bring together the community to enjoy the atmosphere of Feastreet and make the most of the balmy evening. This fosters a sense of pride and enjoyment in the Mildura lifestyle which ultimately creates a sense of wellbeing for people who participate. • A partnership will exist with a community organisation to encourage increased participation of their clients. • All volunteers will be provided with disability training as part of their induction. • A partnership with (eg Sunraysia Mallee Ethnic Communities Council) to involve ethnic communities in the event has been undertaken, with several meetings held to encourage cultural groups to participate in a performance. • 20 volunteers will be trained to support the event in the areas of pedestrian management, customer service and at the help desk. They will be provided with 2 training sessions prior to the event. • In an attempt to involve more cultural elements to the event, relationships have been formed with several CALD community groups who will provide food and also entertainment for the event. This relationship will hopefully encourage the attendance of other members of these groups to attend the event. • Event has engaged a number of service groups and sporting clubs to provide volunteers to help with various aspects of the event. • Event has partnered with organisation 'X' to develop the program content and promote the event in an attempt to encourage more older people to participate. • The event has created several unintended benefits as evidenced by written feedback by a catering company who ended up securing several weddings as a result of people experiencing them at our event.
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<p>How will you minimise the potential negative impacts on the community and the environment that your event may cause</p>	<p>2%</p>	<p>Outline aspects of your event which may create negative impacts on the local community and/or environment, and detail what you will do to minimise these impacts. Examples of impacts include traffic disruptions, loud noise, reduced parking access, restricted or no access to public places, potential damage to parks/public areas from excess pedestrian traffic or infrastructure etc.</p> <p>Example:</p> <ul style="list-style-type: none"> • Traffic disruption from road closures or increased traffic flows will be managed by implementing a traffic management plan, and consulting and notifying all affected businesses and residents.
<p>Tourism impact</p>		
<p>Upload your marketing plan</p>	<p>5%</p>	<p>Attach a marketing plan that includes details of advertising, media, promotions, public relations, digital (social) media, collateral (posters/flyers), emails, websites, attendance at other events and any other activities you will do to promote attendance at your event. Include what you will do, when you will do it, who will do it, costs and any partnerships / sponsorships (e.g. media)</p>
<p>Outline the key audiences you aim to attract to this event over the next three years</p>	<p>7%</p>	<p>Outline the key audiences you seek to attract to your event over the next three years. Describe the type of person, where they are from, their age and any other information available.</p> <p>Example:</p> <ul style="list-style-type: none"> • People from Mildura (50%), within the municipality (20%) and within three hours' drive of Mildura (30%). The attendees are generally aged 25 – 50, often with young/teenage children, and they enjoy river based water sports.
<p>Outline partnerships or relationships you have created with local, regional or other organisations to maximise the economic or tourism benefits that your event will create for Mildura and the region</p>	<p>8%</p>	<p>Outline any partnerships you have organised with local tourism businesses, retailers, hospitality venues, traders, the Chamber of Commerce, or other organisations or individuals. This may include special offers, joint advertising, event promotions, listings on websites, social media posts etc. Outline how it will achieve economic or tourism benefits. Attach evidence (e.g. agreements).</p> <p>Example:</p> <ul style="list-style-type: none"> • Motel A, B and C have agreed to promote the event at least twice to their database of customers (over 1,000 people), and will advertise the event on their website in the two months leading up to the event. <p>Promotional offers have been organised with the businesses listed below to encourage event visitors to use of local cafes and restaurants. (List businesses).</p>
<p>Capacity & capability</p>		
<p>Give detail, outlining your experience as an event organiser, including details of events you have delivered in the past, size</p>	<p>5%</p>	<p>As the lead event organiser please include your experience in detail in delivering previous high quality and sustainable events.</p>

of the event/s and organisational structure		
Upload your event management plan	5%	<p>Your event management plan should contain the details relating to how you will plan, manage and deliver the event. A plan generally includes the following.</p> <ul style="list-style-type: none"> • Program details • Marketing details • Operations and logistics including actions • Human resources
Organising committee	5%	<p>Outline who will be involved and how your event team will be structured, their experience and expertise relating to the event.</p> <p>Example:</p> <ul style="list-style-type: none"> • AB – will lead the marketing sub-committee. Experience in event marketing from previous 4 events. • CD – will lead the program sub-committee. Deputy program coordinator for past 2 years. • EF – will lead the operations sub-committee. Experience in workplace health and safety and in operations with past 2 events. Operations sub-committee will work with local Service Club to set up event, monitor stalls and pack down event. • GH – will lead the fundraising sub-committee. Finance manager with three years' experience as treasurer.
Upload your financial statement		Upload your most recent financial annual statement here.
Upload your budget	5%	<p>Attach an event budget that includes cash and in-kind income and expenditure. You can either use the template provided or attach your own budget.</p> <p>The budget should contain all areas of income and expenditure.</p> <p>Income: Include revenue from grants, sponsorships, ticket sales, memberships/registrations, merchandise, vendors, parking, ongoing operating revenue (e.g. from previous events) etc.</p> <p>In separate line items, include the sponsorship amount sought from Council, along with any other funding, sponsorships or partnerships being sought. Indicate clearly what income has been confirmed and the status of other applications.</p> <p>Expenditure: Indicate where the proposed Council sponsorship will be spent. Include key areas of expenditure such as cost of sales (merchandise etc), program, entertainers, marketing, operations, catering/volunteer expenses, licences, office and administration expenses, insurance, legal, accounting etc.</p> <p>Cash and in-kind: Clearly indicate in separate columns of your budget, the total cash income and expenditure, and the total in-kind income and expenditure.</p>

		<p>Volunteer support: Please do NOT include volunteer time into your budget. Whilst we understand that volunteer time is a resource, we wish to keep this value separate from your budget.</p> <p>GST or No GST: All figures should be shown as being exclusive of GST (ex GST).</p> <p>Budgets do NOT have to balance – we want to understand your event, including if you are expecting to make a surplus or a loss, therefore please do not force your budget to balance.</p>
Do you expect your event to make a surplus or loss? How do you plan to reduce your event's reliance on Council's funding sponsorship in the future?		We understand that in reality budgets do not always balance. To understand your event better, please indicate if your event has made a surplus or loss.
What is the total amount of grant funding you are applying for?		This figure should be the total of any cash plus Council provided services that you are requesting
Sponsorship priority area		<p>Please identify the expenses that Council's funding will be used for. A quote must be attached for each item listed.</p> <p>Priority will be given to funding infrastructure and services required to deliver a safe and compliant event (first aid services, traffic management)</p>
Supporting Documentation		
Please upload your files		Provide any further information here
Applicant Declaration		
Acceptance of Privacy Statement		Please accept privacy statement
Acceptance of Declaration		Please accept the conditions of submitting the funding application and that you have authority to submit the application on behalf of the event
Authorised Organisation Contact		Enter your full name
I would like to receive information about future grant rounds		Please tick if you would like to be kept informed about future grant rounds

Next Steps

Your application will now be assessed. Information provided in this form will be collated and combined with any existing data from previous applications and acquittal reports before proceeding to an assessment panel for assessment.

You will be notified of the outcome of your funding application following the May 2025 Council meeting.

Should you have any questions please contact the Events Team on 03 5018 8100 or events@mildura.vic.gov.au

Troubleshooting

Sometimes technology can be challenging. If you are experiencing issues accessing SmartyGrants online grants portal, there is an excellent help section on the SmartyGrants website <http://help.smartygrants.com.au/>

Support can also be obtained from the Helpdesk by phone and via email:

Email: service@smartygrants.com.au

Phone: 03 9320 6888

The service desk operates from 9.00am – 5.00pm, Monday to Friday.

We encourage applicants to use the resources in the initial instance before contacting the Events Team.