

8.3 Events Assistance Period 2 - 2021/22

REPORT BY THE EVENTS COORDINATOR

TO 18 MAY 2022 ORDINARY MEETING
GOV400088, ECO800009

RECOMMENDATION

That Council:

1. receive the report by the Event Coordinator on the Events Assistance Period 2 - 2021/22;
2. provide Events Assistance to the below applicant (includes cash and in-kind amounts) for Period 2, January – June 2022;

Cementa	\$2000
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Executive summary

This report considers an application for Events Assistance under Council's Events Assistance Policy. It relates to 1 event in Period 2 (January – July 2022). The application was submitted to Community Grants, but was passed to Events Assistance as it is a proposed major event in the region.

Disclosure of Interest

Nil

Detailed report

Council's Events Assistance Program is designed to assist local community events that benefit the local economy and attract visitors to the Region. A maximum of \$2,500 per event per year is recommended. Under this program, the highest priority should be for events which:

1. Attract the largest number of visitors to the Region; and
2. Extend the duration of visitation to the Region (i.e. occur over a number of days).

A full application for the event can be found in Attachment 1, noting the application is a Community Grants application.

Cementa

The proposed event is to host the 5th Cementa bi-annual Festival, to be held May 20-24th 2022. The festival engages local residents and groups with visiting and local artists to make artworks. The four day festival has an expected audience of up to 2000 people made up of locals and visitors from outside the Mid-Western Region. \$5,000 of support is requested made up of \$1,356 in-kind (Kandos Community Hall hire \$776 and bin delivery \$580) and \$3,644 cash to contribute to the cost of running the event. It is recommended that if Council wishes to support the event in 2022 the recommended amount of funding based on the scoring scale is \$2,000. Council supported the event in 2019 with \$1,326 in support.

Note the application for Cementa was received outside the application period.

The Events Assistance scoring system below was used to score applications against set criteria.

LOCAL COMMUNITY/VOLUNTEER PARTICIPATION IN EVENT

SCORE	DEFINITIVE ANSWERS	VALUE JUDGEMENT
0	Unsatisfactory	No or limited local community/volunteer participation or impact (<500 residents)
1	Poor	Community/volunteer participation or local benefits impacting (500 to 1,000 residents)
2	Satisfactory	Community/volunteer participation or local benefits impacting between (1,000 to 2,000 residents)
3	Good	Direct community/volunteer involvement or local benefits impacting (>2,000 residents)

CAPACITY TO ENSURE EVENT CONTINUES AND DEVELOPS IN THE FUTURE

SCORE	DEFINITIVE ANSWERS	VALUE JUDGEMENT
0	Unsatisfactory	First time event being held, no plans outlined in application, unclear capacity to deliver event
1	Poor	Limited event history (year one), limited plans outlined in application
2	Satisfactory	Event is at least two years old, appropriate planning
3	Good	Well-established event with detailed planning for the future outlined

ECONOMIC ACTIVITY GENERATED FROM EVENT

SCORE	DEFINITIVE ANSWERS	VALUE JUDGEMENT
0	\$0-\$25K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
2	\$25K-\$50K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
4	\$50K-\$100K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
6	\$100K-\$150K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
8	\$150k-\$200K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
10	\$200K-\$250K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
12	\$250K-\$300K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
14	\$300K+	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)

ADDITIONAL POINTS IN-KIND REQUESTS

SCORE	VALUE JUDGEMENT
10	All events requesting 100% in-kind assistance receive 10 bonus points. Noting only up to cost of in-kind services will be funded

Attachment 1 outlines the requests and recommendations for funding.

Community Plan implications

Theme	Building a Strong Local Economy
Goal	An attractive business and economic environment
Strategy	Promote the Region as a great place to live, work, invest and visit

Strategic implications

Council Strategies

Applications for Events Assistance are required to have clear linkages to the Community Plan Towards 2030 outcomes. This includes promoting the region as a great place to live, work, invest and visit. By supporting events that provide opportunities for local and visitor attendance, this increases visitation to the region and provides social and economic benefits to the region.

Council Policies

Events Assistance Policy – applicants are required to meet the eligibility criteria of the policy including attracting visitors the region.

Legislation

The *Local Government Act 1993*, Section 356, states: (1) A council may, in accordance with a resolution of the council, contribute money or otherwise grant financial assistance to persons for the purpose of exercising its functions.

Financial implications

Funding of \$52,000 was provided in the 2021/22 Operational Plan for Events Assistance. \$25,873 has been allocated to events in the Period 1 & 2. Based on the scoring system above, the recommendation of staff is to provide \$2,000 in Events Assistance. An additional \$9,506 has been previously allocated through multi-year funding. This leaves a current balance of \$14,121 in Events Assistance.

Associated Risks

There is a risk that an applicant provides false or fraudulent information in order to benefit from the program. This risk is minimised by the clear and transparent policy, process for approval, and feedback requirements of the program.

JOANNA LINDSAY
EVENTS COORDINATOR

ALINA AZAR
ACTING DIRECTOR DEVELOPMENT

3 May 2022

Attachments: 1. Events Assistance Late Application Period 2 2021/22.

APPROVED FOR SUBMISSION:

BRAD CAM
GENERAL MANAGER

COMMUNITY GRANTS



Application Form

APPLICANTS DETAILS

Name of Organisation	Cementa Inc
Contact Person	[REDACTED]
Address	[REDACTED]
Phone	[REDACTED]
Email	[REDACTED]
ABN	37 127 491 296
Bank Account Name	[REDACTED] e.
BSB	[REDACTED]
Account Number	[REDACTED]

PROJECT / ACTIVITY DETAILS

Name of Project / Activity	Council support for Cementa Festival	
Amount of funding requested	\$ 5,000.00	
Start and Finish date	START (click to tick)	FINISH (click to tick)
	17/5/22	24/5/22
Briefly, describe Project / Activity	We are asking council to support the delivery of our 5th Cementa Festival which engages local residents and groups with visiting and local artists to make artworks for this four day festival. We have over 40 artists with works involving over 12 local community groups and approximately 50 local people that will garner an audience of up to 2000 visitors from Sydney	



ADDRESS CRITERIA

How will your project benefit the Mid-Western Region Community?

(Note: limited number of characters)

Cementa Festival is a biennial festival that brings together over 50 regional and urban artists for a four-day celebration of Australian contemporary art and community in the small town of Kandos that hosts it. This is done through the exhibition of video, installation, sound, performance, painting and sculptural artworks in venues and locations across the town and surrounds. Venues include shopfronts, the scout hall, local museum and community centre, the golf course, front yards and public parks, and this year we will run community markets. Taking its regional situation as its focus, Cementa celebrates the rich diversity of voices that can be heard within our arts communities. Businesses large and small, community groups and educational institutions within the region all benefit through direct involvement, financial opportunities and a sense of community well-being.

What is the expected amount of resident participation?

(Please provide no. of estimated participants)

(Note: limited number of characters)

Estimated number of residents and out of town guests is 1,500 - 2000.

What level of consultation and collaboration with other local groups has your organisation undertaken?

(ie what other local community groups are or will be involved in this project?)

(Note: limited number of characters)

All projects associated with Cementa Festival are conducted with a high level of consultation with local community groups, business owners and stakeholders. This festival involves partnerships with Wiradjuri Center, Museum, Krr Radio Station, Country Womens Association, Kandos High School and Primary School, RSCC, Henbury Golf Club, Scouts, Catholic Church, Community Charity Shop, Kandos Kids and Carers and more. We also have ongoing relationships with Barnardos, Rylstone-Kandos Business Group and Rotary Club.

Outline your organisation's capacity to deliver the Project / Activity OR describe previous experiences.

(Note: limited number of characters)

Cementa Inc has 10 years of experience in delivering its four day festival. A team of 15 professionals and volunteers are working together to deliver the event on a limited budget. Their roles vary from project management and artist/community liaison to preparatory work, curation, production design and marketing strategy/development and delivery.



Project Income	Community Grant (amount sought from Council)	\$ 5,000.00
	Expected Sales Revenue i.e. Entry Fee, Membership Sales	\$ 0.00
	Other Income	
TOTAL INCOME		\$ 5,000.00

List proposed cash expenditure (provide copies of quotes for equipment)

Project Expenditure	Hire of Community Hall from MWRC (reimburse)	\$ 776.00
	Hire of 15 x rubbish bins from MWRC for Angus Avenue (waive)	\$ 580.00
	Hire of 2 x Portaloos - Coates 7 day Hire fixed rate @ \$225 per loo	\$ 450.00
	Print promotional material (program, maps, induction information)	\$ 1,994.00
	Soup kitchen for volunteers x 4 days @ \$250 per day; Water \$50	\$ 1,050.00
	CWA Hall Hire (reimburse)	\$ 150.00
TOTAL EXPENDITURE		\$ 5,000.00

TOTAL SURPLUS / DEFICIT	\$ 0.00
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If positive or surplus budget, please provide further details/explanation what this surplus will be used for.

(Note: Unspent grants >\$200 will be required to be returned to MWRC)

FINANCIAL DETAILS

	YES (click to tick)	NO (click to tick)
Is your group/organisation Incorporated?	<input checked="" type="radio"/>	<input type="radio"/>
Have you registered for Goods & Services Tax (GST) purposes?	<input checked="" type="radio"/>	<input type="radio"/>
Do you have an Australian Business Number (ABN)? Note: If you do not have an ABN please attach a 'Statement by Supplier' form	<input checked="" type="radio"/>	<input type="radio"/>



Has your organisation/group previously received a Community Grant from Council?	YES (click to tick) <input checked="" type="radio"/>	NO (click to tick) <input type="radio"/>
If yes, please advise date and amount	DATE / YEAR 2019	AMOUNT \$ 1,326.00
Did your group return the acquittal form?	YES (click to tick) <input checked="" type="radio"/>	NO (click to tick) <input type="radio"/>
Closing bank balance from the most recent bank statement or treasurer's report	<input type="text"/>	
Comment on cash set aside for specific projects (optional)	<input type="text"/>	

APPLICATION CHECKLIST

If the following are not attached with the application, this may result in the application not being considered.

	SUPPLIED? (click to tick)	
	YES	NO
A copy of the group's/organisation's most recent bank statement or treasurer's report	<input checked="" type="radio"/>	<input type="radio"/>
A copy of the group's/organisation's public liability insurance	<input checked="" type="radio"/>	<input type="radio"/>
Where the group intends to purchase equipment, a copy of the quote/s obtained	<input type="radio"/>	<input checked="" type="radio"/>
Where the groups/organisations does not have an ABN, 'Statement by Supplier' is required	<input type="radio"/>	<input checked="" type="radio"/>
If your group is not incorporated, please supply a letter from your auspicing body	<input type="radio"/>	<input checked="" type="radio"/>

AUTHORISATION OF APPLICANT

Name	<input type="text"/>
Position	<input type="text"/>
Date	<input type="text" value="15/04/22"/>

- I confirm that the information contained in the application form and within the attachments are true and correct.
- I confirm that this application has been submitted with the full knowledge and support of the applicant.
- I acknowledge the Community Grants Program acquittal requirements and understand that surplus funds may be required to be returned to Council.
- I am aware that this application will be reproduced in the Council Business Paper, and authorise public release of information provided.

COMMUNITYGRANTS

SUBMIT YOUR APPLICATION

EMAIL: After you complete this digital form, please save it to your computer and email to council@midwestern.nsw.gov.au

DELIVER TO: Customer Service Locations

86 Market Street
MUDGEE

109 Herbert Street
GULGONG

77 Louee Street
RYLSTONE

MAIL TO: Mid-Western Regional Council
Attn: Finance Department
PO Box 156
MUDGEE NSW 2850

SUBMIT ONLINE

COMMUNITY GRANTS POLICY

PRINT MY APPLICATION

