

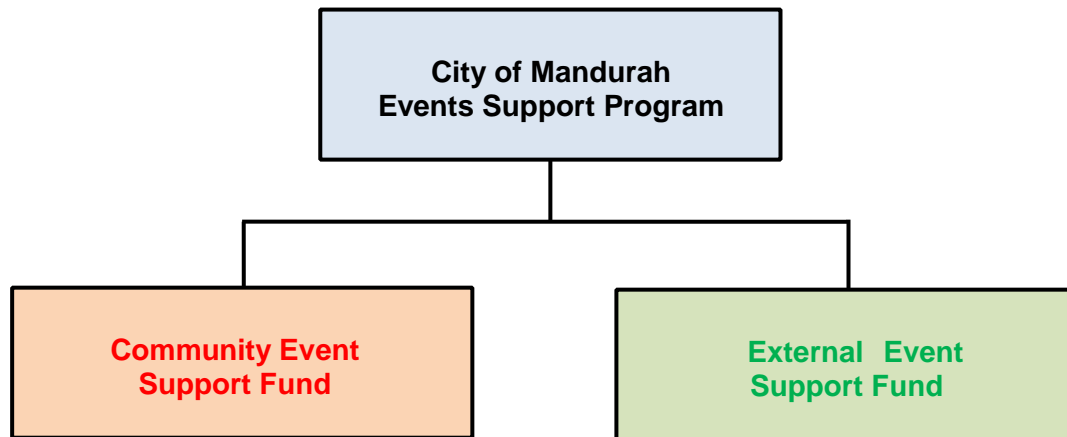
# CITY OF MANDURAH EVENT SUPPORT PROGRAM



The City of Mandurah operates an 'Event Support Program' aimed at attracting and providing a wide range of diverse events and activities for the Mandurah community.

The City understands the economic and social value that community accessible events provide and works to encourage and facilitate opportunities for new events to grow and be developed.

The 'Event Support Programme' has two (2) categories targeting local community based clubs/groups and experienced external event delivery agents including state and national sporting associations.



## Community Event Support Fund

Funds are available to assist non-profit sport and recreation clubs and community groups to conduct community based events that encourage participation and promote the health and wellbeing benefits of sport and physical activity to people living, working and visiting Mandurah.

The fund is administered by Events team on a rolling basis with a set amount budgeted annually.

### Guidelines:

- Eligible organisations must be not for profit and located within the City of Mandurah.
- The event must align with the City of Mandurah's Strategic Community Plan and key policy objectives.
- The event must demonstrate significant direct benefit to the local community and meet the intended target market in relation to participants and spectators.
- Events for which funding is sought must be above and beyond the club / group's normal operating activities.
- The event needs to be staged in a public place / Council owned facility and not on commercial premises.
- A maximum of one (1) event per year per sport and recreation organisation / community group or will be considered (1 July to 30 June).
- Applicants are required to demonstrate financial or in-kind support from other funding sources or an outline of self generating income activities to support the event.
- The maximum annual funding amount available is \$3,000 per event.

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- Sport and recreation organisations / community groups can not apply for funding if the event has already received funding through the “External Event Support Fund”.

## Eligible Items:

Items that may be eligible for funding support include;

- First Aid
- Promotion and Advertising (inc. Radio / Newspapers)
- Traffic Management
- Waste Management (Bins)
- Portable Toilets
- Shade / Shelters
- Venue Hire Fees (City of Mandurah Community Facilities and Parks / Reserves only)
- Community Coaching / Skill Development

## Assessment Criteria:

A total score is to be allocated to the applicant on the completion of the *Community Event Support Fund* Application and *Criteria Matrix* (see attached).

## Contribution Rates for Community Event Support Fund

Score	Eligible Funding Amount
10 – 50 points	Up to \$1000
50 – 75 points	Up to \$1,500
75 – 100 points	Up to \$2,000
100 – 125 points	Up to \$2,500
Over 125 points	Up to \$3,000

All applicants must submit a *Community Event Support Fund* Application Form no later than 8 weeks prior to the commencement of the event. Applications for funding after the activity has taken place will not be considered.

## Access to Funding:

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To support successful community clubs / groups in the delivery of their event, the City will make funds available in line with the following milestones;

70% Upfront contribution (to assist with event planning and  
30% promotion) Upon receipt of the Funding Acquittal

Note:

Acquittal reports must be submitted in line with the 'Acquittal Report Template' and must be received within four (4) weeks of the completion of the event.

## **Acknowledgement:**

Successful applicants will be required to acknowledge the City's financial contribution through the following mediums:

- Joint media promotions
- Display of City of Mandurah's banner at the event
- Public address announcements
- Promotion of the City's logo on materials related to the project such as posters, pamphlets and other promotional material.

Note:

A separate 'Event Application' will need to be completed should the application for funding be successful. Prior to a community event being delivered, a number of approvals may be required including insurances, public health, facility hire, traffic management, etc.

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### External Event Support Fund

Funds are available to assist external event delivery agents (including state and national sport and recreation associations) to conduct events in Mandurah that encourage participation and promote the health and wellbeing benefits of physical activity to people living, working and visiting Mandurah.

The fund is administered by the Events team on a rolling basis with a set amount budgeted annually.

#### Guidelines:

- The event must align with the City of Mandurah's Strategic Community Plan and key policy objectives.
- The event must demonstrate significant social and economic benefits to the local community and meet the intended target markets in relation to participants and spectators.
- All funding / cash sponsorship requests for events will be assessed by the City's 'External Events Assessment Panel' against an 'Events Assessment Criteria'.
- The City will assess and make recommendations on all funding / cash sponsorship requests up to \$10,000. For fund requests greater than \$10,000, the City will submit a report to Council for approval.

#### Assessment Panel:

The City's 'External Events Assessment Panel' will be comprised of the following representatives;

- ✓ Manager Recreation Centres & Services – City of Mandurah
- ✓ Chief Executive Officer – Mandurah and Peel Tourism Organisation (MAPTO) ✓  
City Centre Development Officer – City of Mandurah

Fund / sponsorship applications will be assessed against the established 'Assessment Criteria' with recommendations presented to the Chief Executive Officer, City of Mandurah for final approval.

#### Assessment Tool:

The following 'Event Assessment Tool' has been developed as a guide to determine value for money when assessing funding / cash sponsorship requests from external event delivery agents. The scoring linked to the criteria is designed to enable the Assessment Panel to rate and compare different applications to ensure the City's contribution is consistent and appropriate for each event.

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Criteria	Description	Assessment Rating	
<b>Strategic Alignment</b>	<u>City of Mandurah</u> Is the event directly aligned with objectives from the City's Strategic Community Plan?	Limited	1
		Some Alignment	2
		Strong Alignment	3
	<u>Mandurah and Peel Tourism Organisation</u> Is the event directly aligned with MAPTO's strategic / campaign objectives?	Limited	1
		Some Alignment	2
		Strong Alignment	3
<b>Economic Impact</b>  ✓ Economic Impact Study ✓ Tourism Impact Study ✓ Detailed Budget ✓ Future Budget Forecasts	<u>Economy</u> What is the projected benefit that the event will bring to the local Mandurah economy (as measured in tourism visitation and capital investment)?	< \$500k	1
		\$500k - \$2.0m	2
		>\$2.0m	3
	<u>Tourism Activity</u> At what time of the year is the event being conducted and what level and type of visitation is expected?	High (Nov – Mar)	1
		Shoulder	2
		Low (June – Aug)	3
	<u>Event Frequency</u> Is the proposed event a one-off, or is it to be held annually?	One-off	1
		Contract period	2
		Ongoing	3
		<u>Sustainability</u> Is the City's contribution for the event's development and will it reduce over time?	Reduction in annual contribution
<b>Social Impact</b>  ✓ Community Impact Study ✓ Sponsorship and Partnership Strategy ✓ Inclusiveness & Accessibility ✓ Letters of support	<u>Community Involvement</u> Will the event be accessible for the local community (participation, spectators, volunteers etc.)?	Limited involvement	1
		Some involvement	2
		Strong involvement	3
	<u>Building Capacity</u> Will the event assist to build capacity and resilience within the Mandurah community? Does the event promote linkages across the wider Peel region?	Limited Capacity	1
		Some Capacity	2
		Strong Capacity	3
<u>Retaining Benefits</u> Will the event have a lasting legacy for Mandurah and the Peel Region?	Limited Legacy	1	
	Some Legacy	2	
	Strong Legacy	3	
<u>Improving Services</u> Will the event impact positively on the delivery of services within Mandurah?	Limited Improvement	1	
	Some Improvement	2	
	Strong Improvement	3	
<b>Media Impact</b>	<u>Brand</u> Does the event enhance the City of Mandurah's identity and is it aligned with its brand?	Limited	1
		Some Alignment	2
		Strong Alignment	3

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✓ Target audience research ✓ Market Segmentation Study	<u>Prestige</u>	Low	1
	Can the event be classed as “premier” in its status for participants, sponsors and spectators?	Medium	2
		High	3
<b>Criteria</b>	<b>Description</b>	<b>Assessment Rating</b>	
<b>Other</b>  ✓ Evidence of funding support ✓ Risk Management ✓ Capacity to deliver	<u>Coverage</u>	Intrastate	1
	Will the event receive intrastate, interstate and/or international media coverage?	Interstate	2
		International	3
		<u>Funding</u>	None
	Does the event have funding support from other partners (ie. State / Federal Gov’t, event promoters, other sponsors etc)?	One	2
Multiple partners		3	
<u>Risk</u>		High	1
What level of risk does the event present to the City?	Medium	2	
	Low	3	
	<u>Innovation</u>	New to Mandurah	1
Is the event something new to Mandurah, Western Australia and/or Australia?	New to WA	2	
	New to Australia	3	

It is anticipated that applications / requests will be received in a wide variety of formats. The more detailed the proposal, the easier it will be to conduct an accurate assessment of its ability to offer ‘value for money’ to the Mandurah community.

It is expected that event requests will be received well in advance of the event date to allow the Assessment Panel sufficient time to reach a decision. This should also enable for the completion of matters such as the negotiation / approval of other ancillary services associated with the event.

All events will require sign-off of a suitable sponsorship contact which confirms the level of financial and in-kind support to be offered by the City.

## Acknowledgement:

Successful applicants will be required to acknowledge the City’s financial contribution in line with the terms of the event contract / sponsorship agreement. This may include;

- Formal acknowledgement in all media announcements
- Joint media advertising and promotions for the event
- Display of City of Mandurah banners at the event
- Public address announcements at the event
- Promotion of the City’s logo on materials related to the project such as posters, pamphlets and other promotional material
- Display of Mandurah and Peel Tourism Organisation (MAPTO) branding

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- The opportunity to distribute or otherwise communicate tourism messages to participants and spectators at the event.

**Note:**

A separate 'Event Application' will need to be completed should the application for funding / sponsorship be successful. Prior to the event being delivered, a number of approvals will be required including insurances, public health, facility hire, traffic management, etc.