

# Arts, Culture and Events

## Funding Guidelines





Shire of Mundaring aims to attract, facilitate and develop major events that enhance social and economic benefits for the community. The Shire is proud to support Arts, Culture and Event Funding, increasing the community's capability in attracting and delivering events, creating tourism opportunities and continuing to strive to lead the way in being the place for sustainable living.



## Objective

Arts, Culture and Event Funding is designed to develop and attract major events within the shire to support the delivery of the Shire's vision and goals. The Shire recognises the positive economic and social benefits that events and tourism have on the region.



**Be community focused**, increase community participation and ensure accessibility whilst enhancing social and wellbeing benefits.



**Create vibrancy and fun to the regions annual calendar** by aligning events to different seasons and introducing unique elements to encourage tourism.



**Create and deliver a sense of belonging and inclusiveness** for the community throughout the region by fostering events that cater for all demographics.



**Apply environmental and sustainability practices** by focussing on promoting eco-friendly tourism and ensuring sustainability standards are adhered to.



**Stimulate economic growth**, activate underutilised spaces, boost visitation and increase tourism by developing and attracting major events to the region that showcase the regions unique culture and natural beauty.



**Promote Shire of Mundaring and the surrounding regions brand**, boost exposure by providing significant opportunities for engagement, leverage social media and digital campaigns, and create signature events to attract positive media attention.

## Eligible Events

Arts, Culture and Event Funding is designed for events and festivals that fit within the following criteria.

- Take place within the shire
- Increase visitation, attract tourism and enhance branding
- Are broadly accessible to the local community and visiting attendees
- Fit within the following genres:
  - Music and performing arts
  - Sporting events
  - Arts and cultural events
  - Food and wine festivals
  - Multicultural events
- Apply environmental and sustainability practices
- Add vibrancy and fun to the regions annual calendar
- Promote Shire of Mundaring's brand

## Non-eligible Events

- Events not staged within the Shire
- Supporting or opposing of political, religious or lobbying matters (this does not include religious groups' delivery of events)
- Events that are discriminatory or disrespectful
- Events that could present a hazard to the community and/or environment
- Events that promote anti-social behaviour, do not support responsible serving of alcohol, gambling, smoking or consumption of addictive substances
- Events that are not open to, or are not inclusive of, the greater community
- Applications not submitted by the advertised closing dates. No late applications will be accepted



## Preference will be given to events that:

- Provide economic benefit to the local business community through events-based visitation and associated visitor spend
- Provide opportunities for local businesses to leverage on/from event
- Increase marketing of the region at a local, regional and if applicable at a national or international level
- Provide opportunities for local community involvement
- Occur in locations and/or times of lower visitation
- Demonstrate and plan to become self-sustaining and less reliant on financial support from Council
- Demonstrate and plan to deliver events that are accessible and inclusive for participants
- Demonstrate and plan to minimise impact to the environment and surrounding community
- Demonstrate the event organiser can deliver a successful, safe and compliant event or festival
- Foster community spirit and contribute to community health, pride and wellbeing

### Items that are eligible for funding include, but are not limited to:

- First aid, security and event contractors
- Promotion and marketing
- Traffic management and waste management (bins)
- Temporary infrastructure eg. shade shelters, portable toilets
- Artists, performers, presenters
- Volunteer support
- Uniforms and PPE

### Items that are not eligible for funding include:

- Catering
- Competitions, gifts and prizes
- Ongoing operational costs such as salaries and wages, rent, insurances, utility costs
- Retrospective costs
- Administrative costs and office supplies
- Cleaning costs
- Capital expenditure such as equipment
- Items in receipt of other funding



## Event Classification

The level of support available from the Shire is determined by the scale, focus and economic impact of the event.

Events are classified into one of three tiers using the classification criteria below.

| Tier                              | Classification/Category   |
|-----------------------------------|---|
| <b>Tier 1</b><br>Signature event  | New, emerging or established events and festivals of significant scale that: <ul style="list-style-type: none"> <li>▪ May be nationally recognised</li> <li>▪ Occur annually</li> <li>▪ Is exclusive to Shire of Mundaring</li> <li>▪ Have the capacity to attract intrastate, interstate and international visitors</li> <li>▪ Have the capacity to drive overnight stays and/or increase visitor yield in the Shire</li> <li>▪ Is of state or regional significance</li> <li>▪ Actively engage local community and businesses and provides opportunities for local business to leverage the event</li> <li>▪ Attract significant external state and/or national or international media exposure</li> <li>▪ Market the region at a regional, and if applicable at a national or international, level</li> <li>▪ Have the capacity to become an iconic event for the region</li> <li>▪ Showcase facilities and attractions</li> </ul> |
| <b>Tier 2</b><br>Major event      | New, emerging or established events and festivals of medium to large scale that: <ul style="list-style-type: none"> <li>▪ Are of regional significance</li> <li>▪ Occur annually or a single event</li> <li>▪ Have the capacity to attract intrastate and interstate visitors and has a broader reach to attract high community attendance</li> <li>▪ Have the capacity to drive overnight stays and/or increase visitor yield in the Shire</li> <li>▪ Provide opportunities for external state and/or national media exposure</li> <li>▪ Market the region at a regional and local level</li> <li>▪ Actively engage local community and businesses and provides opportunities for local businesses</li> <li>▪ Showcase facilities and attractions</li> </ul>   |
| <b>Tier 3</b><br>Activation event | Events and festivals of a small scale that: <ul style="list-style-type: none"> <li>▪ Celebrate an aspect of community life in the shire</li> <li>▪ Occur annually or a single event</li> <li>▪ Attract local community and reinforces pride and community connectedness</li> <li>▪ Actively engage local community and businesses</li> <li>▪ Showcase facilities and attractions</li> <li>▪ Provide opportunities for local media exposure</li> <li>▪ Market the region at a local level</li> </ul>   |





## Assessment Criteria

All event applicants are required to demonstrate their ability to address the following criteria.

### Criteria

|  |  |
|--|--|
| <b>Economic</b>                              | <p>The extent to which the event / festival can provide a measurable economic benefit to supporting local businesses and the shire:</p> <ul style="list-style-type: none"> <li>▪ Ability of the event to attract intrastate / interstate / local visitors and increase visitor yield</li> <li>▪ Ability of the event to attract intrastate / interstate / local media coverage</li> <li>▪ Increased marketing of the region.</li> <li>▪ Drive economic activity</li> <li>▪ Provide benefits to local businesses</li> <li>▪ Predominant use of local businesses, suppliers, produce, artists, staff and volunteers</li> </ul> |
| <b>Community involvement and benefits</b>    | <p>How the event / festival can assist in development of a strong, proactive and resilient community and demonstrate measurable social benefits to the shire:</p> <ul style="list-style-type: none"> <li>▪ Increase participation and pride within the shire's community</li> <li>▪ Opportunities for the broader community including community groups and schools to participate within the events (not just as an attendee)</li> <li>▪ Predominant use of local businesses, suppliers, artists, staff and volunteers</li> </ul>  |
| <b>Cultural &amp; Heritage and Diversity</b> | <p>The extent to which the event / festival adds value to the annual calendar of events within the Shire of Mundaring and can demonstrate measurable cultural benefit to the shire:</p> <ul style="list-style-type: none"> <li>▪ Celebrates the unique heritage and cultural characteristics that are significant to residents of the region</li> <li>▪ Showcases the Shire's facilities and reserves</li> <li>▪ New event / festival, uniqueness of the event / festival, category of the event / festival</li> <li>▪ Any new components of an existing event (for returning events)</li> </ul>                             |
| <b>Accessibility &amp; Inclusion</b>         | <p>How the event / festival ensures accessibility and inclusion within the shire:</p> <ul style="list-style-type: none"> <li>▪ Meets equitable access and inclusion standards</li> <li>▪ Promotes inclusive and broad participation</li> </ul>   |

## Criteria

|  |  |
|--|--|
| <b>Activation and visitation</b>                               | <p>The ability of the event / festival to activate open spaces, facilities and reserves within the shire:</p> <ul style="list-style-type: none"> <li>▪ Attract and grow visitation to facilities, local businesses and accommodation venues</li> <li>▪ Showcases the Shire's facilities, local businesses and accommodation venues</li> <li>▪ Activates underutilised spaces and facilities</li> </ul>   |
| <b>Sustainability</b>  | <p>The degree to which the event / festival or organisation remains sustainable:</p> <ul style="list-style-type: none"> <li>▪ Demonstrated ability to deliver a successful and safe event within timeframes</li> <li>▪ Demonstrate financial sustainability with or without sponsorship funding in future years</li> <li>▪ Experience and track record in running similar events</li> <li>▪ Commitment to sustainability and reducing environment impact               <ul style="list-style-type: none"> <li>- Waste management</li> <li>- Noise management</li> </ul> </li> </ul>  |
| <b>Shire of Mundaring recognition and return on investment</b> | <p>The extent to which the event / festival will increase the profile of Shire of Mundaring:</p> <ul style="list-style-type: none"> <li>▪ Naming rights or major partnership status</li> <li>▪ Provision of marketing collateral for Shire usage</li> <li>▪ Demonstrate return on investment for dollars invested</li> <li>▪ Broadcast/social/print media coverage</li> <li>▪ Acknowledgment of Shire of Mundaring as a sponsor in all marketing collateral and signage at event and on all digital and printed advertising               <ul style="list-style-type: none"> <li>- Feature the Shire's logo</li> <li>- Provide verbal acknowledgement at the event</li> <li>- Invite key Shire staff and Council Members to the event and provide speaking opportunities</li> <li>- Opportunities for the Shire to have a presence within the events footprint</li> <li>- Opportunity for promotion via the Shire's website, e-newsletters and social media</li> </ul> </li> </ul> |





## Funding

Funding is available as one-year or multiple year agreements. Funding amounts are determined by the scope and capacity of the event. The Shire's funding program can provide support, both financial and value in-kind, to all tiers of its program.

## Financial Sponsorship

| Tier                              | Arts, Culture and Event funding (exclusive of GST)  |
|-----------------------------------|---|
| <b>Tier 1</b><br>Signature event  | Up to the amount of <b>\$100,000</b> is available – this will be determined by assessment of the Arts, Culture and Event application        |
| <b>Tier 2</b><br>Major event      | Up to the amount of <b>\$50,000</b> is available - this will be determined by assessment of the Arts, Culture and Event funding application |
| <b>Tier 3</b><br>Activation event | Up to the amount of <b>\$25,000</b> is available - this will be determined by assessment of the Arts, Culture and Event funding application |

| Duration of Funding Agreement | Arts, Culture and Event funding (exclusive of GST)   |
|-------------------------------|--|
| <b>1 Year agreement</b>       | <b>Tier 1</b> Signature Event – Up to <b>\$100,000</b><br><b>Tier 2</b> Major Event – Up to <b>\$50,000</b><br><b>Tier 3</b> Activation Event – Up to <b>\$25,000</b>                            |
| <b>Multi-Year agreement</b>   | <b>Tier 1</b> Signature Event – Funding is negotiable<br><b>Tier 2</b> Major Event – Funding is negotiable<br><b>Tier 3</b> Activation Event – Funding is unavailable for a multi-year agreement |



## Value in-kind support

Value in-kind support can be requested via the funding application for the below:

- Venue hire – this does not include staffing costs, bonds, key bonds, cleaning or additional equipment hire.
- Temporary entertainment event permit fees.
- Cross promotion of your event's promotional material.
- Provision of general events advice.

Where in-kind support is sought, this is to be included on the Arts, Culture and Event Funding application form. Requests for retrospective in-kind support will not be considered. Please include all supporting documentation.



### Application process

The Arts, Culture and Event Funding application is to be completed and submitted by the applicant. Please ensure the eligibility requirements have been read and understood. To be considered for event funding, applicants are to submit detailed information on the event and address all assessment criteria. Please ensure the application contains the following information:

- Details of the event, including description, purpose, date and location
- Amount of sponsorship funding being requested and proposed use of funding
- Details of the organisation – please provide Public Liability Certificate of Currency
- Objectives of the proposed event
- Detail of event budget including all proposed income and expenditure. Please include quotes for goods and services the funding will be used for, and any in-kind costs relevant to the event
- Attendance data;
  - Existing events require historical data
  - New events require projected attendance
- Marketing and promotion plans. Please include targeted audience and all proposed marketing activities and timelines
- Details on how the event aligns with the Shire's criteria and branding
- The Shire's recognition and return on investment
- Shire of Mundaring's Community Events Team is available to provide guidance for applications through the Arts, Culture and Event funding application process.

Every application is checked by Shire of Mundaring's Community Events Team to ensure all required information is included prior to being assessed. If all criteria are not addressed within the application, you will be requested to provide outstanding information. Failure to provide this information may result in your application being cancelled or deemed unsuccessful.



## Assessment process

The following assessment criteria scoring will be used to assess all Arts, Culture and Event Funding applications. The assessment matrix provides advice on how applications are scored against the criteria:

### Assessment matrix (Tier 1, 2 and 3 events)

| Criteria        |  | Total Score |
|-----------------|--|-------------|
| <b>Economic</b> | <p><b>Driving the economy</b></p> <p><b>2 points</b> – Minimal positive economic outcomes identified and minimal opportunities for the use of local business, suppliers and produce</p> <p><b>4 points</b> - Incidental positive economic outcomes identified and limited opportunities for the use of local business, suppliers and produce</p> <p><b>6 points</b> - Targeted economic outcomes demonstrated and moderate levels of involvement for local business, suppliers and produce</p> <p><b>8 points</b> – Targeted economic outcomes demonstrated across a broad spectrum of the community and predominately using local businesses, suppliers and produce community</p> <p><b>Local Spend</b></p> <p><b>2 points</b> - Demonstrated &lt;10% of Shire funding to be spent locally</p> <p><b>4 points</b> - Demonstrated 11%-25% of Shire funding to be spent locally</p> <p><b>6 points</b> - Demonstrated 26%-50% of Shire funding to be spent locally</p> <p><b>8 points</b> - Demonstrated &gt;50% of Shire funding to be spent locally</p> |             |

| Assessment matrix (Tier 1, 2 and 3 events) |   |             |
|--|---|-------------|
| Criteria                                   |   | Total Score |
| Economic                                   | <p><b>Tourism Visitation Length of Stay</b></p> <p><b>2 points</b> – A single day event</p> <p><b>4 points</b> – A multi-day event</p> <p><b>6 points</b> - Single or multi-day event with activities that encourage overnight visitation</p> <p><b>8 points</b> - Multi-day event that demonstrates innovative strategies to achieve overnight visitation</p> <p><b>Visitor Spend</b></p> <p><b>2 points</b> – Ability of the event to attract local visitors only</p> <p><b>4 points</b> – Ability of the event to attract both local and intrastate visitors</p> <p><b>6 points</b> – Ability of the event to attract local, intrastate and interstate visitors only</p> <p><b>8 points</b> – Ability of the event to attract local, intrastate, interstate and international visitors</p> |             |
|  | <b>Sub total</b>  | <b>/32</b>  |
| Community involvement and benefits         | <p><b>Participation</b></p> <p><b>2 points</b> - Minimal opportunities for local artists, staff, volunteers or community participation identified or demonstrated</p> <p><b>4 points</b> - Various levels of involvement for local artists, staff, volunteers and community participation identified</p> <p><b>6 points</b> - Various levels of involvement identified for local artists, staff, volunteers and community, with engagement and working relationships already established</p>  |             |

| Assessment matrix (Tier 1, 2 and 3 events) |   |             |
|--|---|-------------|
| Criteria                                   |   | Total Score |
| Community involvement and benefits         | <p><b>Timing</b></p> <p><b>2 points</b> – Peak season (December – February)</p> <p><b>4 points</b> – Shoulder season (March – April, September – November, outside of school holidays)</p> <p><b>6 points</b> – Low season (May – August)</p> <p><b>Shire facilities / location</b></p> <p><b>2 points</b> – The event is proposed for a highly utilised facility / location which potentially disrupts the community in already busy areas</p> <p><b>4 points</b> – The event is proposed for a less utilised facility / location with no potential for disruption to the community</p> <p><b>6 points</b> - The event is proposed for several less utilised facilities / locations and spreads event footprint throughout the shire</p> <p><b>8 points</b> - The event showcases several facilities / locations in a unique way, has unique aspects to the event and spreads event footprint throughout the shire</p> |             |
|  | <b>Sub total</b>  | <b>/20</b>  |



| Assessment matrix (Tier 1, 2 and 3 events) |   |             |
|--|---|-------------|
| Criteria                                   |   | Total Score |
| Cultural & Heritage and Diversity          | <p><b>Culture &amp; Heritage</b></p> <p><b>2 points</b> – No evidence or reference to celebrating the unique heritage and cultural characteristics that are significant to residents of the region</p> <p><b>4 points</b> – Minimal evidence in celebrating the unique heritage and cultural characteristics within the region</p> <p><b>6 points</b> – Various opportunities outlining potential to celebrate the unique heritage and cultural characteristics significant to the region</p> <p><b>8 points</b> - Focus of the event is to celebrate the unique heritage and cultural characteristics that are significant to residents of the region</p> <p><b>Diversity / Uniqueness</b></p> <p><b>2 points</b> – Existing event with no new components</p> <p><b>4 points</b> – Existing event with new components showcasing heritage, culture and social aspects of the region</p> <p><b>6 points</b> - New event showcasing heritage, culture and social aspects of the region</p> |             |
|  | <b>Sub total</b>  | <b>/14</b>  |
| Accessibility & Inclusion                  | <p><b>Accessibility &amp; Inclusion</b></p> <p><b>2 points</b> – No measures demonstrated to deliver accessible and inclusive event</p> <p><b>4 points</b> – Limited measures demonstrated to deliver accessible and inclusive event</p> <p><b>6 points</b> – High level planning demonstrating accessible and inclusive event delivery</p> <p><b>8 points</b> – Proactive / goes above ordinary expectations to deliver an accessible and inclusive event</p>  |             |
|  | <b>Sub total</b>  | <b>/8</b>   |



| Assessment matrix (Tier 1, 2 and 3 events) |   |             |
|--|---|-------------|
| Criteria                                   |   | Total Score |
| Activation and visitation                  | <p><b>Attendee numbers</b></p> <p><b>2 points</b> – Less than 500 attendees anticipated</p> <p><b>4 points</b> – Between 500 and 2,500 attendees anticipated</p> <p><b>6 points</b> – Between 2,500 and 10,000 attendees anticipated</p> <p><b>8 points</b> – Between 10,000 and 25,000 attendees anticipated</p> <p><b>10 points</b> - Greater than 25,000 attendees anticipated</p> <p><b>Activation</b></p> <p><b>2 points</b> – Appeals predominantly to local catchment (20km radius) only.</p> <p><b>4 points</b> – Potential to attract visitation from outside the shire but within Western Australia</p> <p><b>6 points</b> – Focus of the event is to attract tourists from intrastate and interstate to the area</p> <p><b>8 points</b> – Focus of the event is to attract tourists to the area from intrastate, interstate and internationally. (This is strongly demonstrated within their marketing and promotion plan)</p> |             |
|  | <b>Sub total</b>  | <b>/18</b>  |
| Sustainability                             | <p><b>Management</b></p> <p><b>2 points</b> - Limited planning undertaken</p> <p><b>4 points</b> - Draft event plans provided</p> <p><b>6 points</b> - Final event plans provided and demonstrated capacity to deliver event and meet outcomes</p>  |             |

| Assessment matrix (Tier 1, 2 and 3 events)              |  |             |
|---|--|-------------|
| Criteria  |  | Total Score |
| Sustainability  | <b>Financial</b>   |             |
|   | <b>2 points</b> - Council financial support only and limited costing provided  |             |
|   | <b>4 points</b> - Additional financial support identified and outlined in the budget provided  |             |
|   | <b>6 points</b> - Additional financial support secured and full budget provided  |             |
|   | <b>8 points</b> - Financially viable with multiple sources of income secured and full budget provided  |             |
|   | <b>Environmental</b>   |             |
|   | <b>2 points</b> - Minimal demonstration of plans to reduce environmental impact and educate participants   |             |
|   | <b>4 points</b> - Plans provided to reduce environmental impact and educate participants   |             |
|   | <b>6 points</b> - Environmentally focused event with innovative plans around reducing impact and environmental education   |             |
|   | <b>Sub total</b>   | <b>/20</b>  |
| Shire of Mundaring recognition and return on investment | <b>Marketing and promotion</b>   |             |
|   | <b>2 points</b> - Marketing and promotion plan provided, but with limited detail and promotion of event only   |             |
|   | <b>4 points</b> - Detailed marketing and promotion plan but limited messaging and content, and minimal promotion of region outside of event                                    |             |
|   | <b>6 points</b> - Detailed marketing and promotion plan provided, including well developed messaging and content, and showcases the Shire of Mundaring as great place to visit |             |

| Assessment matrix (Tier 1, 2 and 3 events)  |  |             |
|---|--|-------------|
| Criteria  |  | Total Score |
| Shire of Mundaring<br>recognition and<br>return on investment   | <b>Brand</b>   |             |
|   | <b>2 points</b> - Weak alignment with the Shire's branding and minimal opportunities for Shire presence                          |             |
|   | <b>4 points</b> – Alignment with the Shire's branding and demonstrates opportunities for Shire presence                          |             |
|   | <b>6 points</b> - Alignment with the Shire's branding and demonstrates numerous opportunities for Shire presence and involvement |             |
|   | <b>Return on investment</b>  |             |
|   | <b>2 points</b> - Low return on investment <1:50   |             |
|   | <b>4 points</b> - Moderate return on investment >1:50-75   |             |
|   | <b>6 points</b> - High economic impact > 1:75-100  |             |
|   | <b>8 points</b> - High economic impact > 1:100   |             |
|   | <b>Sub total</b>   | <b>/20</b>  |
|   | <b>TOTAL</b>   | <b>/132</b> |
| <b>Assessment score:</b> <ul style="list-style-type: none"> <li>▪ Score less than 70: please refer to the Community Event Grant</li> <li>▪ Score between 71-90: Tier 3 – Activation Event</li> <li>▪ Score between 91–110: Tier 2 – Major Event</li> <li>▪ Score between 111-132: Tier 1 – Signature Event</li> </ul> |  |             |
| <b>Officer recommendation:</b>  |  |             |



## Acknowledgement

Applicants will receive a letter of acknowledgment upon submission of the application. Applications will then be reviewed within six weeks of submission; a recommendation and a report regarding support for the event will be presented to the Council of Shire of Mundaring for their consideration (3-week time period). Council has the right to consider alternate resolutions other than that recommended by the Community Events Team, at its discretion.

All applicants will be informed of the Council decision via email within one week. Unsuccessful applicants will have the opportunity to seek feedback so improvements can be made for future applications.

Successful applicants will be required to enter into a formal agreement with Shire of Mundaring. The agreement will document the level of financial and in-kind support for the event, outline the terms and conditions, objectives and the level of recognition required of the funding.

The agreement is to be signed by all parties, including the CEO of Shire of Mundaring.

Arts, Culture and Event funding will be paid in three instalments once the agreement has been signed:

- **1st Instalment** - the applicant is required to provide an invoice for 1st instalment of agreed funding value.
- **2nd instalment** will be paid upon submission of all relevant documentation and event permit approvals.
- **3rd instalment** (remaining agreed funding value) will be paid upon receipt of the post event evaluation report provided by the applicant upon conclusion of the event (see page 17).



## Post Event Evaluation Report and Acquittal

The applicant must provide Shire of Mundaring with a post event evaluation report (applicant has 90 days to submit post event evaluation report) outlining the following;

- General performance and activities of the event
- A detailed budget, including adequate receipts or evidence of approved expenses
- Measure against KPI's (Key Performance Indicators) as per the funding agreement
- Economic impact
- Benefit to the community and local businesses
- Marketing and promotion of the event and any media overage
- Details income and expenditure statement
- Any accurate data pertaining to the event i.e. surveys, ticketing, sales reports

Post event evaluation reports will be used to determine future event funding. Should an applicant not acquit their funding and provide inadequate reporting, they will be ineligible for future event funding. When an acquittal cannot be satisfied or the awarded funding was underspent, the funding recipient must repay the Shire the unexpended funds, unless otherwise agreed.

### Confidentiality

Shire of Mundaring seeks transparency and integrity in its decision-making process. Please note, some of the details in the application may be considered in a Council meeting where public are present and minutes are made publicly available.

### Additional information

For additional information or to discuss a potential funding application, please contact:

Community Events Officer – Community Engagement

**T:** 9290 6718

**E:** [eventsofficer@mundaring.wa.gov.au](mailto:eventsofficer@mundaring.wa.gov.au)

**W:** [www.mundaring.wa.gov.au](http://www.mundaring.wa.gov.au)



