EVENT FUNDING PROGRAM GUIDELINES

2026 – 2027

Applications close 11.59pm, Sunday 21 June 2026

Contents

1. Introduction 3
Event resourcing and support 3
2. Event Funding 5
3. Funding guidelines 8
Who can apply? 8
Who cannot apply? 8
Assessment 8
What won't be funded? 9
Funding terms and conditions 9
Funding payments 10
4. Funding application form 11
Section 1: Event details 11
Section 2: Funding details 12
Section 3: Applicant details 13
5. How will my event be assessed? 14
6. Small Community Events 14
7. Other important information 14
Funding timelines 15
Tips for success 16

Acknowledgement of Traditional Custodians

Alpine Shire Council acknowledges the Dhudhuroa, Gunai-Kurnai, Taungurung, Waywurru and Jaithmathang as the First Peoples and Traditional Custodians of the Alpine Shire. We pay our respect to their Elders, past, present, and emerging, and recognise the ancient and on-going presence of its First Peoples, acknowledging their unique and continuing connection to the lands, waters, and culture of the Shire.

Accessibility

If you would like to receive these guidelines in an alternative format, please telephone Alpine Shire Council Customer Service on 5755 0555 or email info@alpineshire.vic.gov.au or via the National Relay Service on 133 677 www.relayservice.com.au.

1. Introduction

Alpine Shire Council is committed to the development and support of community and tourism events and festivals that provide vibrant and diverse experiences for residents and visitors.

Council adopted the Alpine Shire Events Strategy in 2021. This document is intended to be a blueprint for Council to guide decision making, forward planning and strategic direction for events within the Alpine Shire. This Strategy, including future directions and recommendations, is subject to review after four years.

The Strategy identifies the needs and priorities of the community and provides a clear and realistic framework for Council to guide the future delivery of events. The outcome of this is to ensure the sustainability of the events sector whilst delivering the best possible outcomes for the Alpine Shire community.

The strategy can be found here:
https://www.alpineshire.vic.gov.au/sites/default/files/Alpine-Shire-Events-Strategy.pdf

Event resourcing and support

Strategic Objective 2.1.1 sets out Council's commitment to "promote and facilitate events across the Alpine Shire". This objective supports the Strategic Driver: For a Thriving Economy.

Council supports the management and delivery of the events sector through the annual Events Funding Program as well as services provided for event approvals.

The objectives of event funding are to:

- Assist with the establishment, development, and delivery of new events with the aim that events transition to being fully self-funded and not reliant on recurrent funding from Council;
- Strengthen and develop the community;
- Provide support for community events;
- Encourage community participation;
- Increase regional, national, and international visitation;
- Promote Shire townships as destinations to visit, stay, explore and invest;
- Stimulate the economy; and
- Provide an equitable system for determining Council contribution towards events.

Section 8 of the Strategy, 'Event Approval and Funding Framework', provides specific information relative to event permitting and event funding. For the purposes of event funding the following is taken directly from the Strategy document:

8. EVENT APPROVAL AND FUNDING FRAMEWORK

Key considerations include but are not limited to those listed in **Table T9** below.

T9. EVENT IMPACTS AND CONSIDERATIONS

Impact Type	Considerations
Social impact	Beneficial: • Extent to which the local community participates in or spectates at the event, and the opportunities this brings for improved social cohesion and community development. • Degree of community consultation and engagement of the local volunteer base in the planning and delivery of the event. • Contribution of the event towards the objectives of Council's Municipal Public Health and Wellbeing Plan. Detrimental: • Impact on the free flow of vehicular and pedestrian traffic through the CBDs of our major towns and on key arterial roads, resulting in increased emergency response times and reducing accessibility for residents and visitors. • Risk factors associated with the event include alcohol consumption and associated antisocial behaviour. • Monopolisation of key public open spaces by event infrastructure to the detriment of informal family events and other social gatherings.
Environmental Impact	Beneficial: • Demonstration of commitment to best practice in sustainable event management/sustainable tourism. Detrimental: • Poor practices around waste separation at events. • Littering. • Use of single use items and plastic. • Increased incidence of free-camping and associated waste-management issues when managed accommodation is at capacity.
Economic Impact	Beneficial: • Economic input to Alpine Shire businesses. • Capacity to drive increased visitation, particularly overnight and off-peak. • Profile, brand alignment and marketing reach of the event. Detrimental: • Costs associated with event impact on Council infrastructure and open spaces.

Source: Alpine Shire Council, 2021

2. Event Funding

The following criteria will be applied to applications when assessing levels of funding for permitted events. This assessment is independent to the event permitting process and determines an event's eligibility for funding only.

Note: Events are to confirm the facilities required for hosting their event. Facilities can be booked via the Alpine Shire Council website.

The assessment designates funding for permitted events according to 'Tiers', which are based on specific criteria and determine the level of funding that can be provided. This tiered system provides flexibility for the range of event types (i.e., high/medium/low impact) to receive different levels of funding based on meeting certain criteria.

Table T11 (overleaf) details the eligibility criteria and funding allocations for each Tier, which will be applied to funding applications to determine the level (and duration) of funding.

The funding amount will be dictated by the Tier under which the application is assessed. A detailed budget will be required. Do not include the requested sponsorship amount from the Alpine Shire Council in this budget. All other income, sponsorship and/or grants should be included in the budget. You will also be asked to provide a financial statement showing your current or starting balance for the event.

Successful applications will be eligible for the following maximum amounts:

- Tier 1: up to $10,000 (for a maximum of 3 years)
- Tier 2: up to $5,000
- Tier 3: up to $2,000
- Small Community Event

  Community events with no tourism capacity are required to apply through this stream. This stream is for events that build community resilience and connection. If the event will be ongoing (i.e. annual) you will need to apply via the Tiering options above.

  A budget will need to be supplied along with information on how the funding will be used. Please go to Section 6 for further details.

Successful funding does not imply ongoing funding. Events should always have an end goal that their events will be sustainable without support from Council. Priority will be given to events that demonstrate a benefit to the local community.

Any event looking for support from Council for their event must apply through the Event Funding program. Applications for funding that come to Council outside of the Events Funding program round may not be supported.

Alpine Shire Council recognises and acknowledges the ongoing connection of First Peoples and Traditional Custodians of the land which is known as the Alpine Shire and encourages First Peoples and Traditional Custodians to apply for event funding to support local events including, but not limited to, NAIDOC Week and National Reconciliation Week.

T11. EVENT FUNDING ELIGIBILITY CRITERIA

<table>
<tr><th>Tier</th><th colspan="2">Determining Criteria</th><th>Funding</th></tr>
<tr><td>Signature Events</td><td colspan="2">• Likely to be a one-off major tourism event with the capacity to attract intrastate, interstate and/or international visitation.
• Of international or national significance
• Delivers substantial community, economic and tourism benefits
• Generates state or national profile for the region</td><td>Subject to a resolution of Council or decision taken under CEO delegation as appropriate.</td></tr>
<tr><td>Tier 1</td><td colspan="2">• A large-scale tourism event
• Event has the capacity to attract intrastate and interstate visitation
• Of national or state significance
Delivers significant social, economic, environmental, and/or cultural-wellbeing outcomes</td><td>The maximum funding (cash sponsorship plus the monetary value of logistics support) will not exceed $10,000 provided for up to 3 years.

Cash sponsorship will not be provided to events being delivered in Bright over school holidays or over public holiday weekends.</td></tr>
<tr><td rowspan="2">Tier 2</td><td colspan="2">Medium to large scale events that offer one or more of the following attributes:</td><td rowspan="2">The maximum amount of funding (cash sponsorship plus the monetary value of logistics support) will not exceed $5,000</td></tr>
<tr><td><u>Tourism Events</u>:
It has the capacity to attract interstate and intrastate visitation but primarily appeals to local audiences (from North-East Victoria).
• Are of regional significance
• Provide economic and environmental outcomes
• Sustainability Actions</td><td><u>Community Events</u>:
Events that celebrate local identity and culture and provide a range of community benefits including participation, wellbeing, and community connectivity
• Offers opportunities for community engagement and connectivity
• Participation opportunities for local groups
• Sustainability Actions
• Offers community health and wellbeing through participation</td></tr>
<tr><td>Tier 3</td><td colspan="2">Smaller-scale community events that offer one or more of the following attributes:
• Events may attract intrastate visitation (from North-East Victoria) but are primarily focused on the local community.
• Events that provide community benefit including participation, wellbeing, and community connectivity
• Events for special interest groups.</td><td>The maximum amount of funding (cash sponsorship plus the monetary value of logistics support) will not exceed $2,000</td></tr>
</table>

Source: Alpine Shire Council, 2021

3. Funding guidelines

The Event Funding program offers sponsorship to events and is designed to achieve the strategic objectives identified in the Council Plan 2025-2029.

Who can apply?

- Incorporated not-for-profit groups and organisations
- An unincorporated organisations auspiced by an incorporated organisation
- Incorporated organisations

Who cannot apply?

- Individuals
- Government agencies, political groups, and religious groups
- Applicants who have not satisfactorily acquitted previous Council grants or who have outstanding debts to Council or who are subject to legal action.

Assessment

To be considered for funding, events must satisfy some or all the following criteria in addition to the criteria provided in the 'Funding Levels' section of this document. The event must:

- Be held between 1 July 2026 – 30 June 2027 within the Alpine Shire;
- Align to the objectives of Council's Plan 2025-2029 by:
  a) satisfying one or more of the Public Health and Wellbeing Plan priorities;
  b) detailing actions to ensure the event aligns with Council's Sustainable Event Guidelines
- Contribute to a vibrant calendar of events the economic and social benefits of our community;
- Be a public event, inclusive and accessible to everyone;
- Have the potential to become financially sustainable, without Council support, into the future;
- Comply with all relevant regulations and Council requirements; or
- Align with regional branding and strategic tourism objectives.

Your application will be assessed by a panel including community representation. The panel will consider the set criteria. The assessment and allocation process are as follows:

- The assessment panel will provide recommendations that will be presented to Council via a Council report at a formal ordinary Council meeting.
- Council will consider the recommended funding allocations at a formal ordinary Council meeting.
- All applicants will be notified of the outcome of their application.

What won't be funded?

- Late submissions;
- Incomplete applications;
- Applications seeking support for the entire cost of an event;
- Events that have been held/completed;
- Events that do not meet the assessment criteria;
- Administration costs of an organisation to run the proposed event;
- Events taking place outside of the Alpine Shire;
- Illegal activities or events;
- Events that are entirely tradeshows, conferences, teaching programs or lectures;
- Private events or functions;
- Events that may offend or exclude parts of the community;
- Any organisation that has not previously complied with the terms of funding agreements, event permits or other conditions of Council, or has failed to apply for required permits;
- School fetes, markets or fairs, unless there is a wider community benefit;
- Events that fundraise in nature (unless the project provides considerable community benefit);
- Infrastructure-related projects, including the purchase of equipment or materials; and
- Extensions to normal business operation such as tours, live music on premises and other regular business activities.

Funding terms and conditions

- Applicants must apply through the online application form.
- Additional information must be attached as required and will not be accepted after the event funding round is closed.
- Successful applicants will be required to complete a Funding Agreement within the term specified. Failure to meet the conditions of the Funding Agreement will void the agreement.
- All funding must be used for the purpose as outlined in the application.

- To vary the purpose for the funds, written permission must first be obtained from Council.
- Successful applicants will be required to demonstrate event outcomes by providing acquittal documentation including statistics, final budgets, photos, reports, media releases, testimonials, etc.
- Any funding not expended by the event must be returned to Council.
- Any event that does not occur for any reason, is terminated, or cannot be completed or the event organiser becomes insolvent may not be entitled to any or all of the funding allocation.
- The support provided by Council must be acknowledged in all publications, materials, media releases, announcements and activities relating to the event.
- Successful organisations agree to the Council using information from their event in its Annual Report and other Council publications.
- Applicants must indicate and be transparent of all other sources of funding they have sought, are seeking and/or have received in relation to the event in their budget.

Funding payments

Any Council services requested by events, including waste management and amenity cleans, permit fees, site fees and facility hire fees, will be on-charged to the event organiser. Please contact the Events Team if you need assistance with calculating these costs for your event in 2026-27. You can view the full list of Council's fees and charges here: www.alpineshire.vic.gov.au/fees-charges

Payment of sponsorship funding to approved events will be as follows:

50% funding available to applicants on:

- completion of the event permit application and provision of required documents (see Section 6: Other Important Information); and
- delivery of funding agreement conditions.

50% funding available to applicants on:

- delivery of event; and
- completion of event acquittal documentation (this must be within 60 days of completion of the event or 20 June 2027, whichever occurs first).

Note: If you are approved as a Small Community event, you may request for an upfront payment to host your event.

4. Funding application form

Please submit your application by completing the online form. This form can be found on the Alpine Shire Council website on the Event Funding and Support Programs page: www.alpineshire.vic.gov.au/community-services/grants-awards/funding-support-programs

The funding application form is broken up into three sections; requirements for each are detailed as follows:

Section 1: Event details

Provide basic information including the name of the event, proposed dates and locations, the type of event, expected attendance numbers and a brief overview.

All applicants will also be asked to describe how their event aligns with the priorities of Council's Public Health and Wellbeing Plan. The Plan lists four main priorities. Every event must align with **at least one** of these priorities to be considered for funding.

The Public Health and Wellbeing Plan can be found within the Alpine Shire Council Plan 2025-2029. This document is available on Council's website: www.alpineshire.vic.gov.au/alpine-shire-council-plan#municipal-public-health-and-wellbeing-plan-2025-2029

All applicants will also be asked to describe how their event aligns with the priorities of Council's strategic direction to incorporate sustainable principles and practices into their event and decrease the impact of event waste on the local community and environment.

All events will be required to demonstrate how they will deliver a Sustainable Event. Further information about Sustainable events can be found on the Alpine Shire Council website: www.alpineshire.vic.gov.au/building-business/running-event/sustainable-event-guidelines

Tip: Events of all sizes and types can incorporate sustainable principles and practices into their operations. The main areas to consider are waste, water, transport and energy. Even small actions can make a big difference. Check out the Sustainable Event Guidelines for more information and resources available to events.

Section 2: Funding details

Select the most appropriate category (Tiering as detailed above) and provide details regarding how you will use the funding for your event. If you have any supporting documentation such as quotes to include, please upload them in this section.

In addition to the request for funding, you must also upload your:

- Event Overview or Event Management Plan
- Marketing and Promotions Plan (required for applications within Tiers 1, 2 and 3 only)
- Completed Detailed Budget
- Financial Statement

Tip: The Event Overview (or if available an Event Management Plan) and Marketing and Promotions plan can be contained within the same document or as separate documents. Further information in relation to what is required within these documents can be found below.

Enter the **budget** for your event in the table provided. The budget must include a breakdown of your income sources (including sponsorships **other than** the Alpine Shire Council, donations, and in-kind support) and all expected expenditure. Any profits or excess funds from your last event (if relevant) must be declared, so you must also include your starting balance, as shown on a financial statement, under 'Income'.
NOTE: Do not include any income (funding) from Council in this table.

The table will automatically calculate the totals for your Income and Expenditure columns and the difference between the two totals. Your funding request should not exceed this total. If the budget submitted is incomplete or lacks essential details your application will not be assessed.

Below is an example of what the budget should include for your event.

INCOME List all income, cash contributions & any other support (including logistics)		**EXPENDITURE** Provide details of how you will spend the money	
Description	**$ Amount**	**Description**	**$ Amount**
e.g. Starting balance	$1,250	e.g. Marketing	$700
Ticket sales	$925	Waste management	$200
Bendigo Bank sponsorship	$1,000	Traffic management	$2,500
Local business sponsorship	$750	Stage hire	$3,000
Income Total $	**$3,925**	**Expenditure Total $**	**$6,400**
Expenditure $ - Income $	$2,475		

The **Event Overview** or an **Event Management Plan** should include the basic event details (time, place, description, and purpose) along with brief information in relation to venue and/or course management such as traffic and pedestrian management, waste management, required resources etc., and a list of key stakeholders such as Alpine Shire Council, VicRoads, Parks Victoria, DEECA etc.

The **Marketing and Promotions Plan** should identify the target market (age group, geographic location, special interest group etc.) that you would like to attend your event, then list the activities that you will undertake to market and promote the event to your target market and any costs involved.

To ensure you capture all the information required, you can include a table in your marketing plan like the one below:

Date/s of activity	Medium (Print, TV, radio, internet, etc….)	Type of activity (e.g. printed flyers, radio	Reach (who will it reach e.g. location, age group)	Estimated costs
e.g. June 2026- Sept 2026	Radio: Edge FM	60 x 15 seconds adverts	Wangaratta, Alpine Shire	$2500.00
July 2026 – Sept 2026	Facebook	Schedule weekly posts	Page followers	0
August 2026	Posters	Print 30 x A4 posters	Locals – distribute to local shops	$75
			Total Costs	**$2575.00**

If required, a Marketing and Promotions Plan template can be downloaded via the Events Resources and Templates page on Council's website: www.alpineshire.vic.gov.au/building-business/running-event/event-resource-guide

This plan is not required for applicants of small community event category, however if available it can be included.

A current **Financial Statement** must be uploaded with your application. It can be a statement of income and expenditure, annual report or most recent bank statement. The current balance, or starting balance, for your event's finances must be included in the budget table. You can provide further context around these statements if required in the comments box provided.

Section 3: Applicant details

Provide the details of the group, business or organisation applying for the funding along with a nominated contact person. This is the person to whom all correspondence will be

addressed in relation to the application. You must include a postal address, email address and phone number, and the ABN of the group, business, or organisation.

Please ensure the group, business or organisation name given in the application matches the entity for which payments for funding will be made.

If you are not an incorporated entity and are being auspiced by another organisation, please provide the details of the auspice organisation in this section.

5. How will my event be assessed?

Information contained within your Funding Application and supporting documentation will be assessed on both the criteria applicable to the funding Tier under which you are applying, and general criteria applicable to all events.

6. Small Community Events

Council will support community groups and organisations wishing to host a one-off event that will celebrate and strengthen the community.

Small Community Event funding application requirements are different to ongoing tourism or larger community ongoing events. If your event is ongoing (e.g. will be held annually), please go back to Section 2 and determine the correct tiering as listed within the Event Strategy.

Supporting documentation for event funding may include, but is not limited to:

- Event Overview or Event Management Plan
- Completed Detailed Budget

All events are required to complete an Event Permit Application. This is a separate application to event funding. The Events Team will advise which supporting documentation is required during the Event Permit application process. Applications for the 2026-27 special Small Community Event funding application will be via SmartyGrants.

7. Other important information

An Event Funding Application submission and Funding Agreement does not mean that the event has been approved to proceed by Council.

All events meeting the criteria are required to complete an Event Permit Application, regardless of funding status. For those successful applicants with a Funding Agreement in place, the first 50% of funds will only be provided once all supporting documentation is received.

The Events Team will advise which supporting documentation is required during the Event Permit application process. Supporting documentation may include, but is not limited to:

- Event Management Plan
- Risk Management Plan
- Emergency Management Plan
- Traffic and Pedestrian Management Plan
- Waste Management Plan
- Certificate of Currency showing public liability
- Detailed Site Plan
- Other permits from relevant stakeholders, e.g., VicRoads, Parks Victoria
- Council permits such as Place of Public Entertainment, Works/Occupation in Council Land, Signage Permit, and Planning Permit (where applicable)

This is a competitive program. No application can be guaranteed funding. Council reserves the right to determine the most appropriate funding Tier for applicants and can reallocate a submission accordingly. There is no guarantee that events will receive the full amount or any of the funding requested or be allocated funding in future rounds.

Funding timelines

11 May 2026	Applications open for submission
21 June 2026	Applications close
7 July 2026	Applications assessed by panel
28 July 2026	Panel makes recommendations to Council
30 July 2026	Funding allocated, and agreements sent out to successful applicants in the days following Unsuccessful applicants notified
28 August 2026	Funding agreements signed and returned to Council
1 July 2026 to 30 June 2027	Event takes place
Within 6 weeks of event	Post Event Evaluation and Acquittal submitted

Tips for success

- Read the Event Funding Program document prior to completing any documentation.
- Check the 'What will not be funded' list to gauge eligibility.
- If you are a new event or an existing event with changes being proposed, talk to the Events Team prior to completing an Event Funding Application and include any changes or innovations in your application.
- Complete all questions in your application.
- Ensure you have selected the correct Tier for your event – contact the Events Team to discuss if you are unsure.
  Note: that Council reserves the right to determine the most appropriate funding Tier for applicants and can reallocate a submission accordingly.
- Ensure you have addressed the Assessment Criteria
- Submit relevant documentation to support your application and detailed budget.

Ensure your application with required supporting documentation is submitted prior to **11.59pm on Sunday, 21 June 2026**. No late applications will be accepted.

INFORMATION PRIVACY AND PERSONAL INFORMATION

Council is collecting personal information in your 2026/27 Event Funding application. Your information will be disclosed to Council staff, Councillors and community assessment panel members involved in assessment of grant applications. Details of your Event Funding application may be made public including on our website. If you do not provide the information required, we may not be able to assess your application. You can find out more about how we use and protect your information by viewing our Privacy Statement on our website - www.alpineshire.vic.gov.au/privacy. If you require access to the information you have provided, please contact Council's Governance Officer on 03 5755 0555.

Alpine Shire Council Events Department
Email: events@alpineshire.vic.gov.au
Phone: 03 5755 0555

Community Bank Bright and Community Bank Mount Beauty & District are committed to supporting local community groups. You may be eligible to have your event considered for part or full funding by Community Bank Bright. Eligible groups can contact the bank for information about sponsorship on 03 5754 4484.