

2022–2023

Event Attraction Program



CITY OF
TEA TREE GULLY
Naturally Better





The City of Tea Tree Gully's Event Attraction Program supports the delivery of events that create memorable, engaging and innovative experiences for locals and visitors within our City.

The program enables Council to sponsor and work alongside community and cultural events, as well as established events and event providers to extend the City's Event and Activation Program, which includes Civic Park Carols, Summer Garden Festival and Muddy Hands Festival.

The program is seeking to support events that:

- Raise awareness of the City of Tea Tree Gully and contribute to its overall image and appeal
- Increase visitation and tourism activity
- Contribute to, enhance and grow the local economy
- Create positive economic benefits through partnership and collaboration with local businesses
- Provide inclusive and accessible experiences.

Applicants may submit a request for funding under two categories:

- Category one - Under \$5,000
- Category two - \$5,000 and above

One funding round will be conducted per year. A panel will convene within four weeks of the close of applications to assess each submission against the eligibility criteria.

Council reserves the right to accept applications on an ad hoc basis. In this case, applications will be considered within six weeks of submission.

Criteria

The following criteria ensures applications are assessed in a clear and transparent manner under this program.

Eligibility

To be eligible for the Event Attraction Program, the event must demonstrate that:

- The whole event takes place in the City of Tea Tree Gully
- The event has widespread appeal and is likely to attract more than 3,000 attendees
- The event is free or has a substantial portion of free programming (while Council may sponsor an event that charges a modest fee, where an entry fee is proposed, the applicant must clearly state if a discount will be applied to City of Tea Tree Gully residents)
- The total value of the event exceeds the value of the sponsorship requested
- The event aligns with [Council's Strategic Plan](#)
- The event adds to the diversity of Council's events calendar and does not clash with events scheduled in this calendar
- The event is accessible and inclusive to all members of the public
- The applicant is a legal entity or auspiced by a legal entity
- The proposed event is covered by an appropriate and current public and/or product liability insurance policy
- The event includes strategies to partner and or collaborate with local businesses and community to support economic and social outcomes
- The event will attract visitors from outside the Council area and raise awareness of the City
- The event has not been considered in any other grant or sponsorship program/category managed by Council. Submissions of the same event through multiple grant or sponsorship programs will not be considered
- The event adheres to all legislative requirements and applicable COVID-19 restrictions
- The event meets any other condition the CEO determines appropriate for the relevant event.



Ineligibility

Applications will be considered ineligible if:

- The requested funding is used for the purposes of running the organisation - eg salaries, rent etc.
- The event takes place outside the City of Tea Tree Gully
- The event is already receiving funding from Council in the same financial year
- The event is a private event or function, or the proposed event will be held for members of a community or business organisation exclusively
- The event is for general fundraising purposes
- The event is political or religious in nature and may denigrate, exclude or offend parts of the community
- The event is a school fete, market, fair or similar activity including programs and events that happen on a regular basis
- The applicant is unable to meet the compliance and safety requirements of running the event
- The applicant has not fulfilled their obligations under previous funding arrangements
- The applicant is a Council staff member or Elected Member and/or a direct family member.



Applications

To apply, applicants must complete the online [Event Attraction Program Application Form](#).

Applications for the 2022-2023 grant funding round will open 3 January and close 3 February 2023 at 5pm. Applications for the Event Attraction Program will be assessed by a panel of Council staff, with all applicants notified of the outcome no later than 3 March 2023.

In addition to addressing the eligibility criteria above, all applicants must submit the following:

- A comprehensive event management plan, including a site map and run sheet
- Risk management plan
- All other appropriate event documentation - e.g. traffic and pedestrian management, fireworks, liquor licencing, crowd control
- Event budget
- Copies of all relevant insurance and licencing documentation
- The environmental credentials of the event
- Details on how event participation and experience will be measured
- Compliance with all relevant SA Government COVID-19 restrictions and requirements
- The benefits to Council of sponsoring the event, including how Council's contribution will be recognised - e.g. speaking opportunities, brand exposure, signage and community engagement opportunities
- Evidence of the applicant's ability to successfully manage the event
- The future viability of the event beyond funding through this program.

For further information or any questions, applicants should email events@cttg.sa.gov.au or phone 8397 7444.



In-kind support

Applicants can also apply for in-kind support, including:

- Site hire fees and/or bonds
- Waste bin hire and transport
(please note: provision of this service will incur a cost to the applicant)
- Marketing and promotional support
- Event management advice and support.

In-kind contributions have a financial cost to Council and are therefore given a monetary value which is included in the total support provided through this program. As such, all requests for in-kind support must be detailed in your submission.





Terms and conditions

The following conditions of funding apply to all successful funding applications:

- The event must be delivered and all funds acquitted within 12 months of the notification of a successful application
- A post-event report must be returned to Council within 30 days of the event date
- The eligibility of an event and any approved funding uses are at the sole discretion of Council
- No applicant is guaranteed funding nor is any applicant guaranteed to receive the full amount requested
- Successful applicants are required to enter into an agreement with Council prior to the release of any financial or in-kind support
- All applications must adhere to all legislative requirements and applicable COVID-19 restrictions and consider the cost of implementing the required additional measures as part of the application
- Applicants can only apply for the same event once per financial year
- Event organisers are responsible for the safe execution of the event in addition to arranging and paying for any and all licences, site fees, insurances and permits required to run the event
- Late applications may not be accepted.

Event and Activation Program

Date	Event
7 October 2022	Muddy Hands Festival
11 December 2022	Civic Park Carols
26 January 2023	Australia Day Award Ceremony
3 & 4 March 2023	Summer Garden Festival
25 April 2023	Anzac Day



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