**Shopping Centre Event and Celebration Program 2021 – 2022**

**Overview**

These guidelines are provided to assist with applying for funding under the Shopping Centre Event and Celebration Program.

The program is intended to provide seed funding for events & celebrations to be conducted in shopping centres with the traders association. To be successful, the event should both contribute to the economic well-being of the shopping precinct and raise the level of engagement with residents and community groups.

Traders benefit from holding street events under the program through:

* Additional footfall to the centre
* Opportunities for specialised on-street/in store promotions
* Promotion of the centre overall as a distinct and vibrant precinct to encourage follow-up visitation
* Support for the Traders Association as an ongoing representative body for traders’ issues

To ensure that the community is engaged, it is considered critical that Traders Associations connect with and work collaboratively with local community groups, in planning and delivery of events that are proposed under this program. Groups such as, service clubs, schools and historical societies can assist Traders Associations in formulating events that would be more relevant to the community and resonate with local residents.

Should you have any inquiries, please contact:

Economic Development Unit  
**T:** 9599 4444  
**E:** [bayside.business@bayside.vic.gov.au](mailto:bayside.business@bayside.vic.gov.au)

**Shopping Centre Event and Celebration Program 2021 – 2022**

## Funding Guidelines

## Introduction and purpose:

This program is focused on assisting traders to implement celebration programs to create a more enjoyable and engaging experience for the local community. By holding local celebrations, a shopping centre can reinforce its role at the centre of a local community, attract new customers to businesses and encourage additional expenditure through greater product and service awareness. This program also creates an opportunity to celebrate the rich cultural heritage of Bayside and what makes each centre worth visiting.

To ensure that the community is engaged, it is considered critical that Traders Associations work collaboratively with local community groups, in planning and delivery of events. Groups such as, service clubs, schools and historical societies can assist traders association in formulating events that would be more relevant to the community and resonate with local residents.

The aim of the program is for traders to create opportunities for local celebration and community involvement and engagement. The program is intended to provide seed funding for events & celebrations with the Traders Association to include contributions from its membership and or sponsorships. To be successful, the event should both contribute to the economic well-being of the shopping precinct and raise the level of engagement with residents and community groups.

## Community and market context

Bayside’s shopping centres play an essential role in our community. They act as a place to source goods and services, as a meeting place, transport hub and a place to enjoy with friends and family. Over time Bayside’s shopping centres have changes and Council is eager for them to retain their central role in the daily lives of the local community.

## Scope

## The Bayside Shopping Centre Event & Celebration Program (SCECP) supports traders in the City of Bayside to develop and implement events, or hold celebration which benefit the local community and economy.

## Budget

Subject to meeting the program criteria, eligibility requirements and the overall quality of the application budget allocation will be considered dependent on the quality and number of applications received.

## Eligibility

To be eligible for funding, applications must:

* Be a representative Trader Association or group
* Specify the lead organisation, which will manage and be responsible for the grant, its acquittal and provision of public liability insurance. This may be the Association itself, a designated event manager, or a registered community group.
* Specify the community groups which will be involved.
* Present sufficient information on the event and response to criteria to enable assessment
* Complete Council’s event registration requirements
* Funds will only be allocated for direct project costs and only for applications that meet the program criteria.

The following will not be considered eligible:

* Capital works.
* Ongoing costs e.g. Staff salaries, administration and maintenance
* Applicants who have not acquitted previous grants and/or funding from Council or acknowledged Council support in publicity and promotion
* Promotional programs linked directly to transactions at individual businesses (e.g. redeemable vouchers). The application of SCECP funding must be to attract visitors to the centre, not to specific businesses

## Program Criteria

Applications for event funding will need to respond to the following program criteria:

* Demonstrate a high level of business and trader participation and support
* Facilitate increased local business exposure and trade
* Be open to all traders within the centre to participate
* Create unique marketing opportunities
* Encourage increased footfall and activity
* Be promoted/advertised extensively
* Demonstrate an ability to successfully execute and manage the event
* Demonstrate effective planning, clear objectives and evaluation processes.
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## Conditions of grants

Grants are allocated according to the following conditions:

* Events will not be funded retrospectively
* Grant monies are not to be used to fund vouchers, raffles or giveaways by members of the business association on any other associated businesses
* Only one application per shopping precinct will be considered in this program
* Grants can only be used for the stated purpose
* Allocation of funding must not be taken as a commitment of subsequent funding
* Successful applicants must acknowledge Bayside City Council in all event promotional material
* A brief post evaluation report must be provided as an acquittal to Council, using the supplied Acquittal Report template.

**Application Requirements:**

All applications require the following documents to be submitted as part of the application:

* A response to the assessment criteria as set out in Section 3 of the application form. Your response to each question should be limited to no more than 500 words;
* An Event plan attached. The Event plan should clearly show key steps or milestones and time frames;
* An event budget.
* Letters of support from at least two other organisations/community groups that clearly define their involvement with the event or anticipated benefit from the event;
* Completed Voluntary Labour and In-Kind Sheet (where this is being included);
* Evidence confirming other funding sources (for example other organisations/community groups/businesses);
* Evidence confirming completion of Council’s event registration form and compliance with the Event process. Forms and procedures are at:  
  <https://www.bayside.vic.gov.au/event-guidelines>
* Evidence confirming incorporation under the ***Associations Incorporation Reform Act 2012***

## Notification process

All Bayside Traders Associations will be notified of the outcome of their respective application in writing.

## For further information contact

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Phone: 9599 4323