

# REGIONAL EVENTS & FILM SPONSORSHIP

GUIDELINES 2024





# INTRODUCTION

The City of Albany's vision is to be Western Australia's most sought after and unique Regional City to live, work and visit. We recognise the important role events and film play in celebrating the community's diversity and talents, increasing cultural understanding, driving visitation, generating economic benefits and activating our beautiful parks, beaches and public spaces.

## REGIONAL EVENTS & FILM SPONSORSHIP PROGRAM

The City of Albany's Regional Events & Film Sponsorship program supports the staging of major regional events that contribute to the delivery of economic benefits for the region. The program offers cash sponsorship.

To be considered a regional major event, organisers must demonstrate in their application that the event has the capability to draw a significant number of visitors from outside of the region.

## NEW FUNDING STREAM - FILM/TELEVISION

The City of Albany has expanded the Regional Events Sponsorship program to introduce a new funding stream that aims to bolster the development of the film and television industry within the region. The City recognises the immense potential for economic growth and cultural enrichment that these projects bring to the Great Southern.

To qualify for this funding, applicants must demonstrate the project's capacity to promote Albany and the Great Southern and make a positive impact on both the local economy and the community's exposure to diverse artistic experiences.

*Please note: "film production" and "film sponsorship" refers to both film and television production.*



## EVENT ELIGIBILITY CRITERIA

- Your event takes place within the City of Albany municipality
- Your event increases visitor expenditure within the Albany region (economic impact)
- Your event involves and inspires the local community (social benefits)
- Your event attracts media coverage that will help to raise the profile of Albany as a visitor destination (media impact)
- Your event shows signs of continuity and is likely to engage the community in the future (sustainability)
- Your event is financially sustainable without support from the City of Albany
- Funding requests are between \$5,000 and \$20,000
- Your event is a legal entity with an ABN OR you must provide a Statement by Supplier form and incorporation certificate from its auspicing body

## FILM/TELEVISION CRITERIA

- Your project engages local creative businesses and artists; and / or encourages the growth of the film support industries in Albany and the Great Southern
- Your project has a predominant focus on Albany and / or promotes Albany and the region as a visitor destination and/or a place to live or work
- Your project injects a positive economic impact as a result of residing production crews in Albany over an extended period of time
- Your project raises the profile of Albany and the Great Southern through positive media exposure
- Your project is likely to be viewed by people outside of Western Australia or internationally
- Your film is financially sustainable without support from the City of Albany
- Funding requests are between \$5,000 and \$20,000
- Your event is a legal entity with an ABN OR you must provide a Statement by Supplier form and incorporation certificate from its auspicing body

## INELIGIBLE APPLICATIONS:

- Events or film productions that require the total cost to be covered by City of Albany
- Applications that are received after the submission deadline
- Events that occur outside of the specified date range
- Events or film productions already in receipt of any other City of Albany funding for the same event or production in the same year
- The funding request is for expenditure associated with a past event or film production
- Events or film productions that are unable to produce evidence of relevant insurance
- Events or film productions that are unable to provide a Risk Management Plan upon request

## THE FOLLOWING WILL NOT BE FUNDED:

- Meetings
- Promotional/business exhibitions
- Expos, conventions and/or trade shows
- Prize money, insurance or legal costs

## KEY DATES

Project or Activity Delivered:	1 January - 31 December 2024
Applications Open:	1 August 2023
Applications Close:	30 September 2023
Funding Decisions Announced:	20 December 2023
Grant Acquittals	Within six weeks of project completion

## KEY INFORMATION

- Events funded must be delivered between 1 January and 31 December 2024.
- Film productions funded must commence and complete filming between 1 January and 31 December 2024.
- Event Applicants are also encouraged to apply for Tourism WA Regional Events Scheme Funding. For a copy of the Tourism WA Regional Event Scheme Guidelines, please visit: [www.tourism.wa.gov.au/industry-support-and-events/resources-for-event-holders/Funding-for-regional-events/Pages/Regional-Events-Scheme-funding.aspx#/](http://www.tourism.wa.gov.au/industry-support-and-events/resources-for-event-holders/Funding-for-regional-events/Pages/Regional-Events-Scheme-funding.aspx#/)

## KEY CONTACT

To discuss your project, or for other enquiries about Regional Events & Film Sponsorship, please contact the City of Albany's Manager Community Relations on (08) 6820 3020 or by email on [elise.vangorp@albany.wa.gov.au](mailto:elise.vangorp@albany.wa.gov.au)

## GENERAL INFORMATION

- The funding decisions are final and cannot be contested/appealed
- Applications are evaluated against the application criteria by an assessment panel focused on economic development initiatives
- Successful applicants will be invited to present their event or film productions concept to the assessment panel
- Funding is competitive and on some occasions, events or film productions that sufficiently meet the criteria may only be awarded part or no funding



## EVENT APPROVAL APPLICATIONS

All event organisers who receive event funding through this program must submit an Event Approval Application to the City of Albany. This process aims to facilitate public safety and provide safe, successful and sustainable events.

Through this process, the event organiser will need to provide evidence of meeting relevant insurance requirements and may be requested to provide a Risk Management Plan, a Traffic Management Plan, Site Plans, Run Sheets and other associated documentation.

For more information contact Events Approvals and Project Officer on 6820 3035 or email [eventsapprovals@albany.wa.gov.au](mailto:eventsapprovals@albany.wa.gov.au)

## FILMING APPROVAL APPLICATIONS

All film productions that receive event funding through this program must submit a Filming Application form to undertake filming activities in the outdoor areas such as footpaths, roads, parks and other open spaces within the City of Albany. Additional approvals may be required from other governing agencies (e.g. Department of Biodiversity, Conservation and Attractions, Civil Aviation Safety Authority, Parks and Wildlife etc.)

For more information contact Events Approvals and Project Officer on 6820 3035 or email [eventsapprovals@albany.wa.gov.au](mailto:eventsapprovals@albany.wa.gov.au)

## EVENT AND PERSONNEL DISCLOSURES

The City of Albany requires event organisers to disclose any information regarding their event or key personnel in regards to:

- Criminal proceedings
- Regulatory violations
- Significant litigation

These disclosures must be provided at the same time as your application. If no disclosures are made, and the City of Albany later discovers that there was need for disclosure, it may affect the outcome of your application



# EVENT SPONSORSHIP REQUIREMENTS

Events that receive sponsorship from the City of Albany through the Regional Events & Film Sponsorship program will be expected to provide the following to the City of Albany:

- Recognition as a major partner in your event. Where appropriate naming rights to the event/a team/an obstacle in the event
- At least one month prior to the event, the Mayor (or representative) to be invited to open the event and make a speech and/or Mayor to be invited to present awards at the award ceremony
- A display stand space for City of Albany to capture visitor information/ distribute marketing collateral
- City of Albany logo to be used in every instance of major logo placement across all marketing
- City of Albany logo and branding to be displayed on selected locations throughout the event
- City of Albany brand to be integrated into the event's marketing and public relations campaign (including logo placement, brochure advertising space, media mentions, media releases, website announcements, social media postings)
- A minimum of three sponsor acknowledgement posts, exclusive to the City of Albany, are to be made on the event's social media channels (including one on the event date), tagging the City's social media channels and acknowledging the City of Albany as a major partner

# FILM/TELEVISION SPONSORSHIP REQUIREMENTS

Sponsorship requirements for film productions that receive sponsorship from the City of Albany through the Regional Events & Film Sponsorship program will be discussed on a case by case basis with the successful applicant.



## HOW TO APPLY

It is advised that applicants discuss their event or film production with the City of Albany's Manager Community Relations on (08) 6820 3020 or by email on [elise.vangorp@albany.wa.gov.au](mailto:elise.vangorp@albany.wa.gov.au).

All applications must be received by City of Albany before 4.00pm on the closing date via post, email or hand delivery. If lodging by post, applications must be postmarked on or before the closing date.

**EMAIL:** To: [records@albany.wa.gov.au](mailto:records@albany.wa.gov.au); CC: [events@albany.wa.gov.au](mailto:events@albany.wa.gov.au) Subject line: City of Albany Regional Events & Film Sponsorship Application - (insert event name). Emailed applications must be received in full prior to the closing date and time. Post: City of Albany, PO Box 484, ALBANY WA 6331.

**MAIL:** Mailed applications must include the application on a thumb drive in Microsoft Word format, printed copy optional.

**HAND DELIVER:** City of Albany North Road Office, 102 North Road, ALBANY WA 6330 Hand delivered applications must include the application on a thumb drive in Microsoft Word format, printed copy optional.

## SPONSORSHIP CHECKLIST

- I have read all information contained in the Regional Events & Film Sponsorship Guidelines
- I have filled out an application form and have completed each section
- The electronic copy of my application is:
  - Microsoft or pdf compatible
  - Equal to or less than 10 megabytes
  - Free from viruses

It is the responsibility of the applicant to inform City of Albany of any change in the status or circumstances of the application between lodgment, assessment and announcement. Incomplete applications will not be processed. Late submissions will not be accepted

## TAX INFORMATION FOR APPLICANTS

The City of Albany is registered for GST, ABN 94 717 875 167. The City of Albany regards sponsorship funding under Regional Events & Film Sponsorship program as payment for supply and normal GST provisions are applicable.

For GST-registered applicants, the GST component will be included in payments made by City of Albany. For applicants not registered for GST, City of Albany will not reimburse any GST components.

Where the applicants do not hold an ABN, City of Albany will be required to withhold 48.5 percent of the amount payable. Funding will be provided according to the contract conditions negotiated between the City of Albany and the event organiser.