
EVENT GRANTS PROGRAM GUIDELINES

2026-2027



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ACKNOWLEDGEMENT OF COUNTRY

We acknowledge Tasmanian Aboriginal People as traditional custodians of this land. We pay respect to Elders past and present, as they hold the memories, traditions, culture and hope for generations to come. We recognise and value Aboriginal histories, knowledge and lived experiences and commit to being culturally inclusive and respectful in our working relationships with Aboriginal People.





INTRODUCTION TO OUR EVENT GRANTS PROGRAM

Event grants



Community Event Grants



Fundraising Event Grants



Innovation Partnership Grants



Destination Partnership Grants

The City of Launceston invests in events to bring people together, enliven our public spaces, grow visitation and support a vibrant, inclusive and evolving city. As a UNESCO Creative City of Gastronomy, Launceston is also committed to celebrating and growing our food and beverage culture through events that showcase local produce, culinary creativity and place-based experiences. Council also encourages events that support environmentally responsible practices and contribute to a sustainable events culture. Our investment in events reflects the City's vision for a connected, liveable and resilient Launceston where people belong, places come alive, and local creativity and enterprise are supported.

Council's Event Grants Program supports a diverse mix of community, cultural, sporting and destination

events that contribute to Launceston's identity and deliver positive social, cultural and economic outcomes.

Event funding is designed to:

- > Strengthen community participation and social cohesion
- > Encourage innovation and new event concepts
- > Support sustainable delivery models
- > Activate underutilised spaces and city precincts
- > Grow launceston's profile as a destination
- > Build organiser capability and reduce delivery risk

A vibrant night scene of a festival. In the upper half, a large, leafy tree is silhouetted against a dark sky filled with colorful fireworks in shades of yellow, orange, red, and green. Below the tree, a large crowd of people is gathered on a grassy area. In the background, a body of water reflects the lights, and a hillside with houses is visible. A white tent is on the right. In the foreground, a crowd of people is seen from behind, looking towards the festival. A red vertical bar is on the left side of the text.

OUR VISION

Launceston is a city where events connect people, celebrate place, and drive prosperity. From major festivals to local gatherings, our events bring communities together and reflect the stories that shape us. As a UNESCO City of Gastronomy, we share our culture, heritage, and stunning produce with the world through experiences that are proudly local and globally recognised. Events enhance wellbeing, activate our city's heart, and support a vibrant, inclusive and future-ready economy.

EVENT GRANTS PROGRAM OVERVIEW

Community Event Grants*

To support community events that bring people together, activate public spaces, and build local vibrancy.

Small grants up to \$5000
Medium grants up to \$15,000

Example use:

- > Community festivals and celebrations
- > Arts, cultural and local sporting events
- > Place-based activation initiatives

Applications open twice per year,
 February and May.

Fundraising Event Grants

To support community events that raise funds for charitable or not-for-profit causes while also delivering a public event that contributes to local participation and vibrancy.

Small grants up to \$5,000

Example use:

- > Charity fun runs or walks
- > Benefit concerts or community fundraising events
- > Charity-led events with a public component

Applications open twice per year,
 February and May

Destination Partnership Grants

Applicants partner with Council to deliver high-impact events that attract visitors to Launceston and deliver measurable tourism and economic outcomes, strengthening the city's destination profile.

Medium grants up to \$20,000

Example use:

- > Large-scale destination events or festivals
- > Sporting championships or touring events
- > Business events and conferences with significant visitor participation

Expression of Interest opens
 1 February annually

Innovation Partnership Grants

Applicants partner with Council to deliver new or evolving event concepts that are uniquely Launceston-focused, encouraging innovation, building organiser capability and reducing delivery risk.

Large grants up to \$50,000

Example use:

- > Pilot or test new event concepts
- > Expand or evolve existing events through new programming
- > Events with strong gastronomic, cultural or economic outcomes

Expression of Interest opens
 1 February annually

THE EVENT GRANT JOURNEY

From idea to acquittal

1. Before you apply

- > Define your event purpose, audience and location
- > Check your event delivers **clear community or visitor benefit** for Launceston
- > Consider your delivery capacity, budget and timeline
- > Think about environmental sustainability and accessibility

2. Choose your event grant

- > **Community Event Grants**
- > For local, community-focused, cultural, sporting and place-based events
- > **Fundraising Event Grants**
- > For events raising funds for charitable causes with clear public benefit
- > **Destination Partnership Grants (DPG)** For major events that drive visitation, overnight stays and destination profile
- > **Innovation Partnership Grants (IPG)** For new or significantly evolved events with strong growth and impact potential

Contact a Grants & Sponsorship Officer if you need help

3. Expression of interest (EOI) - DPG & IPG only

- > DPG and IPG funding begins with an early conversation with Council
- > EOIs open 1st of Feb for event delivery the next calendar year
- > Outside this period? We encourage you to get in touch any time of year

4. Applications open

- > Read the Event Grants Guidelines carefully
- > Submit your application online through SmartyGrants
- > Include all required documents (e.g. budget, evidence, permits, quotes)

For DPG & IPG: only applicants invited after EOI assessment can submit a full application

5. Applications close

- > Ensure your application is complete & has been submitted by the closing date
- > Closing dates are advertised on the Council Website for each grant round

6. Applications assessed

- > Applications are assessed by the Event Grants Assessment Panel against published criteria
- > The Panel consists of Officers & Councillors
- > External expertise may be sought for high-value grants

7. Funding decision

- > Funding recommendations are submitted to Council
- > Final decisions are made by Council resolution
- > All applicants are notified in writing

8. Funding agreement

- > **If your application is successful** Sign and return the funding agreement
- > Meet any conditions of funding
- > Provide any additional documentation required

Funding is released once the agreement is executed (For higher-value grants, payments may be staged)

9. Deliver your event

- > Deliver the event as approved
- > Manage risks, compliance, accessibility and sustainability
- > Collect information to support your acquittal
- > Acknowledge Council support where required

Evidence may include photos, attendance data, receipts and media

10. Evaluation & Acquittal

- > Report on outcomes by acquitting through SmartyGrants
 - > Provide evidence of how funds were used
 - > Demonstrate outcomes and impact
 - > Acquittals must be submitted by the due date in your agreement
- Acquittal completion is required for eligibility for future funding*

BEFORE YOU APPLY

Before spending time on an application, take a moment to check whether your event is ready for Council support.

Ask yourself:

- > Does the event deliver clear community or visitor benefit for Launceston?
- > Is the purpose, audience and location of the event clearly defined?
- > Do you have the capacity, experience and partnerships needed to deliver the event safely?
- > Does the event align with the appropriate grant stream?
- > Is there a realistic budget and delivery plan in place?
- > Can you demonstrate audience reach and meaningful outcomes for the city?

If you're considering applying for an Innovation Partnership Grant or Destination Partnership Grant, we strongly recommend a conversation with Council before your EOI. This helps ensure your event aligns with the right funding stream and gives you early guidance on eligibility, readiness and next steps.

During an EOI discussion, we may explore:

- > How ready your event is for delivery
- > How Council could partner with your event to support shared objectives and outcomes
- > Your capacity to manage funding, partnership and reporting requirements
- > Your ability to measure and demonstrate event outcomes, including credible evidence of visitor and economic impacts (such as non-local audiences, overnight stays, visitor spend or destination profile uplift)
- > The type of evidence you may provide to support projected outcomes (for example past attendance data, market research, comparable event data, audience projections, tourism or accommodation partnerships, or marketing reach estimates)
- > Any approvals or permissions required for your event
- > Whether your timelines allow for assessment and funding before your event starts
- > How your event aligns with council priorities and place-based outcomes

Contact a Grants & Sponsorship Officer to arrange a discussion.

☎ **6323 3793**

✉ **grants.sponsorship@launceston.tas.gov.au**





To be eligible for an Event Grant, applicants must deliver an event that provides clear public value for Launceston and aligns with Council's Events Framework.



WHO CAN APPLY

Eligible applicants include:

To be eligible for an Event Grant, applicants must deliver an event that provides clear public value for Launceston and aligns with Council's Events Framework.

Eligible applicants must hold a current Australian Business Number (ABN). This includes:

- > Incorporated associations
- > Companies
- > Cooperatives
- > Trusts
- > Partnerships
- > Sole traders

Unincorporated groups may apply if they are supported by an eligible organisation that agrees to act as an auspice.

Applicants must:

- > Be legally responsible for the planning and delivery of the event (or have this responsibility covered by the auspice)
- > Deliver an event which directly benefits the City of Launceston municipality
- > Hold, or commit to obtaining, appropriate insurance for the event (e.g. Public liability of at least \$20 million, and any other relevant cover)
- > Demonstrate the capacity to manage event delivery, including safety, risk, compliance and financial management
- > Demonstrate financial viability and the ability to manage grant funding responsibly (council may request supporting information where relevant to the scale and risk of the application)
- > Not have any outstanding reports or debts with the city of launceston, and have met all conditions of any previous funding agreements
- > Not receive, or seek to receive, funding for the same purpose from another city of launceston grant program
- > Meet all eligibility requirements outlined in council's grants policy

Events or activities must not promote discrimination, exclusion or harm, be illegal or unsafe, and must meet all required insurance, permitting and compliance requirements. Applications must be submitted by the individual or organisation that will take legal and financial responsibility for the grant and enter into a funding agreement with Council.

Auspicings and funding agreements:

If applying through an auspice:

- > The auspicings organisation must hold a current ABN
- > A letter confirming the auspicings arrangement must be provided with the application
- > The auspicings organisation must agree to take legal and financial responsibility for the grant
- > Council reserves the right to contact the auspicings organisation to verify the arrangement

In-Kind Assistance

Council may provide in-kind support to assist with delivering your event, subject to availability. This may include access to Council-managed venues, equipment, services or operational support.

In-kind support will:

- > Be matched to the scale and needs of your event
- > Be assigned an estimated dollar value
- > Be included in your funding agreement and form part of council's total contribution

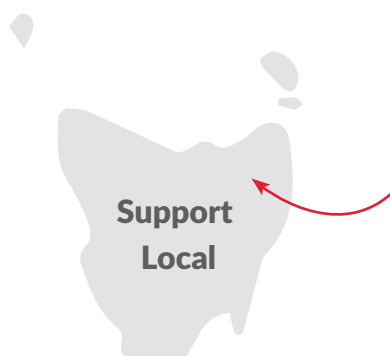
In-kind assistance is not guaranteed and should be requested in your application, or agreed in writing prior to your event.



ELIGIBLE AND INELIGIBLE EVENT FUNDING

This table outlines eligible event-related expenditure and ineligible costs and event types to support applicants in preparing realistic budgets and understanding program eligibility.

☒ What We Fund Examples of eligible expenditure	☒ What We Don't Fund Examples of ineligible expenditure
Events held within the eligible funding period	Ongoing operational or core business costs not directly related to event delivery
Costs directly related to planning, delivering and promoting your event	Ongoing administration costs or general overheads
Artist, performer or presenter fees	Costs that are unreasonable, inflated, or not supported by evidence
Staff and contractor costs for event delivery (excluding core operations)	The purchase of alcohol or tobacco
Production, staging, equipment hire and technical services	Purchase of plant and equipment not directly required for event delivery (e.g. computers, office equipment)
Venue hire and site infrastructure	☒ What We Don't Fund Ineligible event types
Accessibility and inclusion measures	Events that have already commenced or been completed prior to funding approval
Safety, compliance and risk management costs	Events already receiving funding from another City of Launceston program
Marketing and promotion (including destination marketing where relevant)	Markets, exhibitions, expos or events primarily focused on selling or promoting products or services
Evaluation or data collection to measure event outcomes	Celebratory social functions such as dinners, galas, balls, luncheons or cocktail-style events
Capability-building or readiness activities	Private events or functions not open or accessible to the broader public
Permits, licences and regulatory approvals required for event delivery	Small-scale conferences, symposiums, professional development activities or public lectures that do not deliver significant visitor economy outcomes



Local Procurement

Where grant funding is used to procure goods or services, applicants are encouraged to engage local businesses and suppliers where this represents value for money and appropriate capability. This supports local economic development, strengthens local supply chains and aligns with the Tasmanian Government's Buy Local Policy, while also reinforcing Launceston's identity as a UNESCO Creative City of Gastronomy.

HOW TO APPLY

All event grant applications are submitted online through SmartyGrants, Council's grants application system. SmartyGrants allows you to save your progress and return to your application at any time before the closing date. Applications with incomplete sections or missing required information cannot be submitted.

If you require assistance to apply, please contact a Grants & Sponsorship Officer before the closing date.

Before starting an application, make sure you have:

- > An internet connection and email address
- > Details of the event, including dates, location and audience
- > A realistic event budget
- > Supporting information relevant to your grant stream
- > Any required quotes or evidence for higher-value costs

Refer to the **Grant Application Checklist** below to help you prepare.

Applying through SmartyGrants

To apply online:

1. Visit the City of Launceston website: launceston.tas.gov.au/Community/Sponsorship-and-Grants
2. Select the relevant grant program and follow the prompts to apply via SmartyGrants.
3. Click Start a submission
4. Log in using an existing SmartyGrants account or register for a free account.
5. Complete all required sections and upload supporting documents.
6. Submit your application before the closing date.

SmartyGrants will not accept late applications or applications with incomplete mandatory fields.

How to Know When Grants Are Open

Opening dates for event grant rounds and expressions of interest are published:

- > On the city of launceston website
- > Through council social media channels
- > In local media, including the examiner
- > Via the city of launceston events e-news mailing list

To join the Events E-news mailing list, email a **Grants & Sponsorship Officer**.

For enquiries or assistance, contact:

✉ grants.sponsorship@launceston.tas.gov.au

Grant Application Checklist

Use this checklist to help prepare a strong application.

Before submitting, ensure you have:

- > Selected the correct event grant stream
- > Clearly described the event, including purpose, audience and location
- > Demonstrated how the event aligns with the city of launceston strategic plan and event framework
- > Addressed the assessment criteria relevant to your grant stream
- > Provided a clear and balanced budget
- > Included quotes or evidence for higher-value or higher-risk costs (where relevant)
- > Identified any required permits, approvals or insurance pathways
- > Confirmed the applicant holds an abn or has an eligible auspice

Incomplete or unclear applications are less competitive.



Image courtesy of Nick Hanson, Tennis Tasmania

ASSESSMENT PROCESS AND DECISION-MAKING

Assessment

Applications are assessed on merit against the published assessment by the Event Grants Assessment Panel. External advisors with specialist expertise may be engaged where required. Panel composition is proportionate to the scale, complexity and value of the funding program. Following individual scoring, the assessment panel undertakes a documented moderation process to ensure the criteria are applied consistently and scores are evidence-based.

Decision-making

Following assessment and moderation, funding recommendations are submitted to Council for consideration. Final funding decisions are made by Council through formal resolution in accordance

with Council's governance framework. Council's decision is final and not subject to appeal. Meeting the eligibility and assessment criteria does not guarantee funding. Applications are competitive and subject to available budget.

Conflict of interest

All panel members must declare any actual, potential or perceived conflicts of interest. Conflicts are recorded and managed in accordance with Council's governance requirements. Individuals with a conflict must not assess or influence the relevant funding round.

PROGRAM SCHEDULE

The table below provides an overview of the Event Grants Program schedule; for exact dates and the most up-to-date information, please visit Council’s website.

Community & Fundraising Events				
	Application	Assessment	Decision	Events
Round 1	Feb-March	Feb-March	May	August-Dec
Round 2	May-Jun	May-Jun	July	Jan-July

Destination & Innovation Partnership Grants				
EOI	Application	Assessment	Decision	Events
Feb-March	April-May	July	August	Next calendar year



EVENT GRANTS PROGRAM ASSESSMENT RUBRIC

	STRONG	ADEQUATE	LIMITED	POOR	TOTAL
EVENT QUALITY (30%)	4 POINTS	3 POINTS	2 POINTS	1 POINT	WEIGHTED SCORE
Event concept and quality The event concept is clear, well-designed and demonstrates a high-quality experience, with a strong rationale, defined audience and a compelling program.					
Distinctiveness / innovation The event demonstrates originality, meaningful evolution or a clear improvement on previous delivery (where applicable).					
Value for money The level of funding requested is appropriate to the scale and impact of the event, and the proposal demonstrates strong public benefit relative to the investment.					
COMMUNITY & VISITOR IMPACT (30%)					
Community benefit The event strengthens connection, participation, volunteering and/or social cohesion.					
Inclusion and accessibility The event is designed to be accessible and inclusive (financial, physical, cultural, safety and belonging).					
Economic and visitor outcomes There is credible evidence the event will make a meaningful contribution to Launceston's visitor economy, local business activity or place activation.					
DELIVERY CAPABILITY (30%)					
Delivery capability The organiser has the skills, team, partnerships and governance arrangements needed to deliver the event safely and successfully.					
Planning and risk readiness The event has realistic planning: key suppliers, risk management approach, approvals/permits pathway, and safety considerations.					
Financial management capacity The applicant has sound financial controls and systems to manage grant funding, including clear budgeting supported by evidence, record keeping, and expenditure tracking.					
SUSTAINABILITY & LEGACY (10%)					
Environmental and operational sustainability The event demonstrates responsible management of environmental impacts, including waste, transport, materials and site management.					
Legacy The proposal demonstrates lasting value beyond the funding, including capability building, behaviour change, and positive environmental, social and economic outcomes.					

Assessment scoring framework

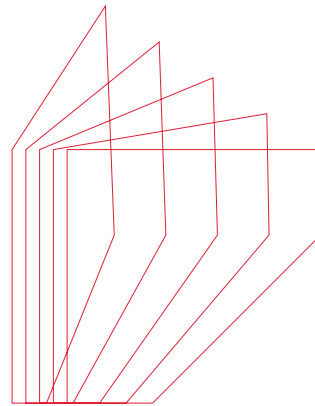
Applications are assessed against the published assessment criteria using the following scoring scale

SCORE	RATING DESCRIPTION
4 Strong	The application fully addresses the criterion with clear, credible and well-evidenced information. No significant gaps or concerns identified.
3 Adequate	The application sufficiently addresses the criterion and demonstrates a reasonable level of evidence. Minor gaps or areas for improvement may be identified.
2 Limited	The application partially addresses the criterion but lacks sufficient detail, clarity or supporting evidence. Significant gaps or risks are identified.
1 Poor	The application does not sufficiently meet the criterion or provides insufficient or unclear information. Significant concerns are identified.

MINIMUM ASSESSMENT REQUIREMENTS

To be considered for funding, applications must:

- > **Align with Council's Events Framework;**
- > **Clearly advance the priorities of the City of Launceston Strategic Plan; and**
- > **Achieve a minimum score of 3 (Adequate) in each of the following core assessment criteria:**
 - Value for Money
 - Economic and Visitor Outcomes (assessed where relevant to the scale and nature of the event)
 - Delivery Capability
 - Financial Management Capacity
 - Environmental and Operational Sustainability



Applications that do not meet the minimum requirements will not be recommended for funding, regardless of score. Meeting the minimum requirements does not guarantee funding. Recommendations are based on assessment scores, available budget and strategic priorities.



WASTE MANAGEMENT AND SUSTAINABILITY

The City of Launceston is committed to supporting events that minimise environmental impact. Event organisers must implement waste-reduction strategies that prioritise reuse, resource recovery and responsible end-of-life management of materials.



Elimination of single-use plastics

In line with Council policy, single-use plastics, including plastic plates, bowls, cups and lids, cutlery, stirrers, straws and food packaging such as polystyrene containers are prohibited at events receiving Council grants. If organisers wish to provide these conveniences, they must provide approved reusable or compostable alternatives. Bottled water and some other prepackaged items are also restricted as per the policy.



Packaging requirements

Compostable single-use packaging may only be used if it is PFAS-free and accepted by an approved local composting facility (see appendix Approved Compostable Alternatives). If these conditions cannot be met, compostable packaging must not be used. Organisers should prioritise reusable

serviceware, use take-back or rental systems, and reserve compostable or fibre-based items only as a last resort.



Waste-reduction planning

If your application is successful, you will be required to submit a Waste Management Plan outlining how waste will be minimised, including the use of reusables, waste streams on site, bin placement, signage and contractor arrangements. Templates and practical guidance are available through the Zero Waste Events Tasmania (ZWET) resources: visitnortherntasmania.com.au/zwet-templates



Sustainable event operations

Where feasible, organisers are expected to adopt best practice sustainability measures, including energy-efficient equipment and renewable energy options, water minimisation, low-emission or active transport, responsible procurement favouring local suppliers, reduced printed materials, and the avoidance of environmentally harmful items such as glitter, polystyrene and helium balloons.

IF YOUR APPLICATION IS SUCCESSFUL

Successful applicants will be notified in writing following Council's funding decision.

If your application is successful, you will be required to:

- > **Enter into a funding agreement with the city of launceston**
- > **Accept the terms and conditions of funding**
- > **Deliver the event or activity as approved**
- > **Comply with reporting and acquittal requirements**
- > **Acknowledge council's support where required**

Funding is not confirmed until the funding agreement has been signed by both parties. Council may publish details of successful applicants, including the recipient name, event or project title and funding amount.

If your application is unsuccessful, you will be notified in writing. Due to the competitive nature of the program and limited funding, not all eligible applications can be supported.

FUNDING AGREEMENTS & CONDITIONS

If your application is successful, you'll be asked to enter into a funding agreement with the City of Launceston before any funding is released.

This agreement sets out the key details of your funding, including:

- > **What activities and outcomes are being supported**
- > **The amount of funding and how it will be paid**
- > **Any reporting requirements**
- > **How council support should be acknowledged**
- > **Any relevant permits, approvals or legal requirements**
- > **Insurance and risk considerations (if applicable)**

In some cases, Council may also request reasonable access to your event for monitoring and evaluation purposes. This could include a small number of tickets or access passes where appropriate.

Funding must be used for the purposes outlined in your application and agreement. Payments are usually made in full once the agreement is signed, although larger grants may be paid in stages.

From time to time, Council may ask for evidence of how funds have been spent or review funded activities to ensure everything is on track. If the funding conditions aren't met, or if the project isn't delivered as agreed, Council may adjust, pause or recover the funding.

Partnership Agreements

For Innovation Partnership Grants and Destination Partnership Grants, successful applicants will enter into a funding agreement with Council that reflects a collaborative partnership approach. These agreements outline shared objectives, key deliverables, reporting requirements, and opportunities for co-branding, capacity building, and coordinated marketing where appropriate.



REPORTING & ACQUITTAL

Successful applicants are required to provide a short report to show how the funding was used and what was achieved. This helps ensure public funds are used appropriately and transparently.

Reporting requirements will be matched to the size and nature of your event, and may include:

Council may request additional information if needed to confirm how funding was used.

If reporting requirements aren't met, or if funding conditions aren't followed, Council may seek repayment of funds and this may affect eligibility for future funding.

> A summary of delivery and outcomes

> Evidence of outcomes (where relevant)

> How funds were spent

> Acknowledgement of council support

> Attendance or participation numbers

PRIVACY

The City of Launceston collects and manages personal information in accordance with applicable privacy legislation. Information provided in grant applications will be used for the purpose of administering Council's grant programs. Council may publish information about successful applications, including the name of the applicant, event or project details and funding amount. Applicants should ensure any personal information provided has been collected and shared in accordance with relevant privacy requirements.

NEED HELP?

For eligibility questions, application requirements or program information. Contact a Grants & Sponsorship Officer to arrange a discussion.

☎ **6323 3793**

✉ **grants.sponsorship@launceston.tas.gov.au**

More information is available at launceston.tas.gov.au/Community/Sponsorship-and-Grants, and applicants are encouraged to seek advice early, particularly for larger or more complex proposals.

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launceston.tas.gov.au



**City of
LAUNCESTON**
Shaping Futures