

Outdoor Events Fee Subsidy Guidelines

Council can provide a discounted rate on the event permit fee. This document provides a framework through which the City of Port Phillip manages applications for event fee discounts or subsidies. It includes the process for application and assessment, criteria for discounts and related requirements. There is no other type of funding or grant provided through this program.

Event fee subsidies aim to provide opportunities for eligible outdoor events to apply for support through providing discounts on event permit fees. It is open to outdoor events held in public open space which is managed by Council. This meets the vision of our Events Strategy 2023-2026:

To build an annual events calendar that is bold, engaging, welcoming and unique to the City of Port Phillip; connected to our people, places, businesses and culture. Our events will drive economic development, visitation and support for the community while maintaining local character, liveability and amenity.



This document is based on relevant Council Policies and Strategies, including but not limited to:

- Outdoor Events Policy 2023-26
- Events Strategy 2023-26
- Creative and Prosperous City Strategy (Art and Soul) 2023 - 2026
- City of Port Phillip Council Plan 2021 - 2031

What is the subsidy on offer?

We will **only** provide discounts on the event permit fee. All other permit and event related fees are the responsibility of the organiser and are specifically **excluded**, such as:

- Park reinstatement fees included due to damage caused by your event
- Parking permit fees
- POPE (Place of Public Entertainment Building Regulation Permit) or Siting Approvals fees
- Health permit fees

- Other associated permit fees

Subsidy approvals will be based on the original application. Once approved, any additions to the approved event footprint or event operations will attract the full commercial fee.

Are there other funding opportunities for my event?

The below grant programs offered by City of Port Phillip may be relevant:

- [‘Cultural Development Fund - Festivals and Events’ Grants Program](#)
- [‘Love My Place’ Grants Program](#)

Other grant programs can be found on Council’s [Funds, grants and subsidies](#) website page.

Please note that private corporate events or events that are invitation-only are not eligible for funding through these programs.

How to apply for a subsidy?



Assessment begins only when the following has taken place:

- You’ve discussed your event proposal with Council’s Events Team
- You’ve submitted your event application form
- You’ve submitted your fee subsidy application form

The outcome of your applications will be provided in writing.

Who can apply?

The funding is open to all outdoor events covered by the Outdoor Events Policy 2023-26. This includes all events that:

- Are held in Council managed public space
- Attract over 20 participants
- Require an event permit

Private or invite-only events are not eligible for the subsidy.



What are the application timeframes?

Decision timelines for the subsidy program range from 10 days to 4 months, depending on the size and type of event proposed.

Expression of Interest (EOI) timeline:

- Events that apply through the EOI process will be assessed through the 3-4 month application process.
- This process is usually run in September each year.
- Regardless of the outcome, the decision made will be communicated to you. Provisional approval will be provided to successful applicants.

General application timelines:

- Subsidy applications for general events must occur before provisional approval has been provided.
- These applications will be reviewed on a case by case basis and will generally take between 10 working days and one month for approval, depending on event complexity.

Community/Trader events timeline

- Small local community/trader events will be assessed separately on a case-by-case basis.
- These events are typically assessed within 10 working days.
- Community groups who are not based in the City of Port Phillip will need to apply through the general assessment process.

How is my application processed and evaluated?

Your application for a fee subsidy will be assessed against its alignment to Council's Outdoor Events Policy and Events Strategy. It is recommended that you refer to these documents for further detail. Events may be considered eligible for fee subsidies if they:

- Support the prioritised places and spaces within the Events Strategy
- Encourage visitation year-round, including events occurring in winter or the shoulder seasons
- Have 'Deductible Gift Recipient' (DGR) status or significant fundraising commitments where the beneficiary is aligned to the Council Plan
- Produced by local community, sporting or trader groups



- Are receiving funding or resourcing from City of Port Phillip or are linked to key Council programs
- Offering free activities/access for the local community
- Are low impact and require low officer time involvement
- As part of trialling or testing new event sites, concepts or initiatives within the municipality

All fee subsidy applications will reviewed and decisions made by the Coordinator Events, Partnerships and Industry Development or Head of Arts/Festivals and Events. Any disputed application decisions will be reviewed by the Manager City Growth and Culture.

Further considerations

Discounts available will be dependent on the size, type and purpose of an event. In assessing an event for a subsidy the following will be taken into account:

Type	Detail
Purpose of event	Is it for community or commercial purposes?
Event provider	Corporate, community, club, local trader
Size	Small to Large
Entry	Free or Ticketed
Impact	Low to High
Location	Is it in a lesser-used location?
Time of year	May – August events are more likely to attract a higher discount
Length of stay	Events operating for more than 2 weeks may be eligible for discounts
Other funding	Receipt of other City of Port Phillip funding
Alignment with Council policies and strategies	Benefits in the form of community, sustainability, economic, arts and cultural
Community or charity status	Is the event raising funds or education for a cause or community group
Benefits exchanged	Additional benefits provided in exchange for fee discounts.
Trial site	Is this trialling a new site or new event type?
Prioritised places	<ul style="list-style-type: none"> • Port Melbourne (Bay St, JL Murphy reserve) • Balaclava and St Kilda East (Carlisle St, Alma Park, William St industrial zone) • St Kilda in Winter or shoulder seasons (Acland St, Fitzroy St, foreshore) • South Melbourne (Clarendon and Coventry Streets) • Fisherman’s Bend • Station Pier in collaboration with State Govt.
Prioritised Event types	<ul style="list-style-type: none"> • Music events and festivals (those aligned with live music precincts) • Games and play based events and festivals • Film based events and productions • Events and festivals based in our high streets • Markets

	<ul style="list-style-type: none"> • Food and beverage events
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Answers to these questions will determine the eligibility and level of subsidy available.

If successful, do I have to recognise Council’s support if I get a waiver?

The City of Port Phillip expects benefits and recognition in exchange for any financial support it provides.

Below is a list of possible benefits that Council will seek in return for any fee waivers or discounts. The list is not exhaustive and it is expected that benefits/recognition will be commensurate with the level of support provided.

Use this list as a guide for recognition options. We encourage events to consider other benefits that may be offered in return for fee waivers or discounts.

Possible Benefits

Promotion and recognition	
<input type="checkbox"/>	CoPP logo across event communications such as print program, website, media releases
<input type="checkbox"/>	City of Port Phillip or a suburb name in event title
<input type="checkbox"/>	At-event signage, branding and/or displays
<input type="checkbox"/>	Advertising opportunities within marketing outputs such as website, application, program, newsletters
<input type="checkbox"/>	Opportunities to incorporate CoPP key messaging in publicity or social media channels
<input type="checkbox"/>	Recognition in paid editorials
<input type="checkbox"/>	Link to Council websites from Event website
<input type="checkbox"/>	Opportunity to have an activation space for CoPP
<input type="checkbox"/>	Promotional opportunities for local businesses
Event benefits	
<input type="checkbox"/>	Speeches at event or at satellite events
<input type="checkbox"/>	MC acknowledgement
<input type="checkbox"/>	Opportunities for sampling. This might include the following:
<input type="checkbox"/>	Information / giveaways in gift bags
<input type="checkbox"/>	Information / giveaways onsite
<input type="checkbox"/>	Invitations to event launches, functions, VIP areas and ceremonies
<input type="checkbox"/>	Complementary tickets to the event.
<input type="checkbox"/>	Provide discounted entry for local residents
<input type="checkbox"/>	Programming of local CoPP artists

If successful, do I need to complete an event acquittal?

All events approved for a discount will be required to provide an acquittal report (can be included in the post event report) at the conclusion of the activity. The acquittal report must be submitted to the Events Team and should provide evidence of how the event delivered the key agreed principles.

If the acquittal report is not provided within the agreed timeframe (usually 6-8 weeks) the event will not be eligible for any subsidies in the future.

What will be in the subsidy agreement?

The Subsidy Agreement typically includes the following:

- The subsidy amount provided
- Identification of Council requirements
- Key performance indicators
- Requirements of the acquittal report, including the due date – which will be expected no later than 8 weeks after the completion of the event.



The subsidy is subject to meeting all requirements of the event permit. An approved fee subsidy does not mean that your event is approved. These approval processes are run separately. All policy, procedural and legislative requirements pertaining to the delivery of the event will be included in the event permit.

Can the subsidy agreement be terminated?

The agreement may be terminated if:

- The event significantly differs from the original application
- The event fails to comply with the permit, assessment process or other agreements with City of Port Phillip

Events who have had their agreement terminated will not be eligible for the subsidy in the future.

How will my private information be handled in this process?

The City of Port Phillip believes that the responsible handling of personal information is essential to good corporate governance and is strongly committed to protecting an individual's right to privacy. The information collected on this form is for the purpose of determining the provision of a fee subsidy for events

within the City of Port Phillip. The personal information will be used solely by the City of Port Phillip for this primary purpose and the directly related secondary purpose of sending you any further information relating to this process. It will not be disclosed to any third party without your consent or as authorised by law. The applicant understands that the personal information provided is for these purposes and that they may apply to council for access and/or amendment of the information.

The event name, description and amount funded may be published if you are successful. By submitting an application you are consenting to this occurring. The information may be used to promote the City of Port Phillip subsidy program.

What about indemnity?

The event and all liability remains the responsibility of the event provider, as outlined on the event permit. Through accepting any fee subsidy the named event organisation agrees to indemnify the City of Port Phillip against any Claim relating to the event, its operations or related activity.

Who can I contact for more information?

Contact the City of Port Phillip's Events Team on:

- Phone: [03 9209 6777](tel:0392096777)
- Email: eventpermits@portphillip.vic.gov.au