



Events Financial Assistance Program Guidelines

March 2025

CONTROLLED DOCUMENT INFORMATION

ECM Number	1921895
Document Owner	Director Customer, Corporate Services and Economy
Document Development Officer	Events and Festivals Specialist
Review Timeframe	Two years
Last Review Date	March 2025
Next Scheduled Review	March 2027

Document History		
Date	ECM No.	Details/Comments
30 May 2024	1921895	Guidelines developed for review by Director Customer, Corporate Services and Economy and Councillors.
18 June 2024	1921895	Guidelines endorsed by Council
13 March 2025	1921895	Guidelines updated for review by Director Customer, Corporate Services and Economy and Councillors

Further Document Information and Relationships	
Related Legislation*	Local Government Act 1993
Related Policies	Financial Assistance Policy
Related Documents	Fees and Charges Community Strategic Plan
Note: Any reference to Legislation will be updated in this Policy as required. See website http://www.legislation.nsw.gov.au/ for current Acts, Regulations and Environmental Planning Instruments.	

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1. Introduction

Council is committed to supporting the development, growth, improvement, and sustainability of local and destination events. Events play an important role in our community, providing a diverse range of vibrant experiences contributing to the Shire's social cohesiveness and wellbeing, heighten our community's pride of place and promote the Shire as an attractive place to live and visit.

Parkes Shire Council regularly receives requests for assistance to deliver events from organisations within the Parkes Shire. However, Council's resources are limited, and it is not feasible to fund all applications. It is important that Council maintain a consistent, transparent, and equitable approach to the consideration and distribution of donations.

Council will consider provision of assistance by way of donation to community groups, non-profit organisations, and charitable entities.

Applications for assistance shall be considered on their merits, considering the circumstances in each case, the availability of funds in Council's adopted budget, the guidelines of Section 6.5 of Council's Financial Assistance Policy, and provisions of the *Local Government Act 1993*.

To maintain a consistent, transparent, and equitable approach to the consideration and distribution of donations and to address substantial growth within the events industry across the Parkes Shire, Council has introduced an event grant funding initiative, known as the "Events Financial Assistance Program".

As part of the Events Financial Assistance Program, Council has devised a set of protocols that apply to community groups, non-profit organisations, and charitable entities, ensuring a systematic, fair and transparency approach to granting funds for events.

2. Alignment with Council Strategies and Guiding Principles

Community Strategic Plan

The Events Financial Assistance Program aligns with the following objectives of Council's [Community Strategic Plan 2035+](#) (CSP):

CSP Theme	CSP Objective	CSP Strategy
Community	Our community is liveable, growing and connected	Provide vibrant and welcoming town centres, streetscapes, public spaces, and meeting spaces.
	Our community is creative, proud and has a strong sense of belonging	Deliver and support events, festivals and celebrations that promote engaged citizenship and foster community pride.
		Encourage, support and recognise volunteerism and community participation
		Celebrate the history, heritage and culture of the Wiradjuri people and their connection to country, and provide opportunities for reconciliation, interpretation and understanding
Economy	Our Shire is an attractive destination to live, work, visit and invest	Promote Parkes Shire as a tourist destination and support the continued growth of our visitor economy.
Leadership	Our local government is open, accountable and representative	Effectively collaborate, engage, and communicate with our community to inform decision making and promote services, projects, and initiatives.
		Provide open and transparent decision-making and undertake the civic duties of Council with professionalism and integrity.

Quadruple Bottom Line

The Quadruple Bottom Line (QBL) provides a holistic balanced approach for the evaluation of Events Financial Assistance Program applications and addressed social, environmental, economic and civic leadership considerations, including:

- **Social sustainability:** support cohesive, inclusive, diverse and dynamic communities.
- **Environmental sustainability:** protect the natural, social, cultural and built heritage and decrease the consumption of resources.
- **Economic sustainability:** maintain a strong and stable economy and ensure the delivery of services, facilities and infrastructure is financially sustainable.
- **Civic leadership:** transparency and accountability in decision-making.

The QBL considerations form an integral aspect of the Evaluation Matrix used for Community and Destination events and promotes good governance and transparent decision-making.

3. Community Events Fund

Funding objectives

Council's Community Event Fund recognises the vital connection that not-for-profit organisations and groups play in the development of a strong and resilient community in the following streams:

1. Cultural and Arts
2. Civic and Education
3. Sporting and Recreation
4. Community

Community events should make a positive and ongoing contribution to the community. This funding is provided to assist event organisers to develop new events or improve existing ones whilst working towards event sustainability.

Funding is provided for events that:

- Promote a safe, inclusive, and growing community.
- Assist in building a diverse and economically strong Parkes Shire.
- Appeal to a wide demographic.

Funding eligibility

To be eligible to apply for financial assistance through the Community Events Fund, the following criteria must be met:

- Applicant must be a not-for-profit.
- Conduct the event within the Parkes Shire.
- Demonstrate community connection and stakeholder engagement, economic benefit, environmental sustainability, accessibility, event legacy and First Nations involvement, as per the Community Events Evaluation Matrix.
- Provide an event budget (income and expenditure) and demonstrate that the event/activity is financially viable with or without funding from Parkes Shire Council.
- Obtain all regulatory approvals for the event/activity such as an event license or provide a plan of how you will obtain all regulatory approvals.
- Hold current and relevant Public Liability Insurance to the value of \$20 million.
- Commence the event/activity within 12 months from the application cut-off date (retrospective funding is not available).
- Event organisers must not have received funding from other Council funding sources for delivery of the same event.

Applications will **not** be considered for the following:

- Individuals, commercial (profit-based) groups or agencies, Government departments and agencies.
- Repayment of debt
- Events with a religious focus, unless the religious content is removed and replaced with a secular context (e.g. Christmas Carols with a focus on community gathering and the cultural and festive spirit of Christmas).
- Activities, events or projects that demonstrate a significant budget surplus

- Late submissions
- Requests for funding post- event will not be considered under any circumstance
- Staff wages
- Activities that duplicate existing services available in the Parkes Shire
- Academic research, coursework or fee, or projects seeking financial support for research, studio work or activities that will be submitted for academic research
- Inadequate planning or detail - applications that lack sufficient planning, details or clear explanation about how the proposed project or event will be executed might not be considered.
- If an appicate has a history of misuse of funds

Funding limits

The maximum funding amount per application is \$10,000. Please note that as part of the application process, applicants will be required to advise if their event will still be delivered without the full allocation of the requested funding amount. This assists Council to determine if the event is financially viable.

For funding requests exceeding \$10,000, the standard procedure still applies whereby you submit an application detailing how it meets all assessment criteria. If the application achieves over 90% compliance with the Community Events Evaluation Matrix, it will be eligible for consideration to be tabled to the Council for resolution.

Provision of assistance with Council services

The costs associated with the provision of assistance with Council services have traditionally been worn by Council as "in-kind" assistance to events. Moving forward, these costs must be factored into the total funding requested as they can be substantial.

As part of the online application, applicants will be required to complete a table with the details of the Council services that they are requesting. Examples of common Council services include:

- Development Application and Section 68 Application charges
- Portable stage hire
- Room hire
- Library photocopying and laminating
- Installation of Shade Sails
- Installation of Shade Dome
- Council equipment (e.g. machinery, trucks for delivery and collection)

The fees charges for these services are in line with Council's adopted [Fees and Charges](#).

Assistance of Parkes Shire Council staff

If Parkes Shire Council staff are required to assist with event delivery (e.g. installation of infrastructure, Event staff services and rubbish pick-up), the labour costs associated with this assistance will also be factored into the total funds allocated.

If the services of Parkes Shire Council staff are required to deliver the event, Council's Events Team will work with the event organiser and internal staff to identify the resources required and an estimate of costs. The total funds transferred to the event organiser will be less the cost for Parkes Shire Council resources.

Provision of event deliverables by external providers

Content creation and social media

The Parkes Shire Council logo must be included on all collateral. Please contact the Events Team for logo mock-ups. Approval from Council Communications team is also required.

In the past, the Council has extended in-kind assistance by engaging in content creation and monitoring of social media pages for events. Moving forward, this practise will cease, and event organisers will need to seek alternative services to fulfill these tasks and allocate funds accordingly for this purpose.

Cleaning of amenities at Council facilities

All Council facilities hired for an event are required to be returned in the same condition they were provided in. If the cleanliness of the amenities does not meet standards, a post-event clean by Council's contracted cleaning services provider will be organised and a cleaning fee will be charged to the event organisers.

Printing and laminating

All event organisers requiring printing and/or laminating services for documents, programs and other materials must fund and source these services independently. You may utilise the Parkes Library for assist with some of these needs, and there are several printing services available throughout the Parkes Shire.

Assessment criteria

The assessment process is competitive with many community organisations and groups seeking financial assistance from Council each year. Once submitted, applications will be assessed on merit, against the assessment criteria, eligibility criteria, available funding and other applications.

The following criteria must be met:

- Demonstrate universal attendee appeal
- Demonstrate community connection and stakeholder engagement through creation of community partnerships, opportunities for local community group involvement and community volunteers
- Demonstrate benefits to Parkes Shire Council as a sponsor or supporter of the event/activity
- The degree to which the event promotes a safe, inclusive and growing community (alignment with Council's [Community Strategic Plan](#))
- Provide a comprehensive budget, demonstrating financial viability.
- Present the size of the marketing audience/reach (international/state/regional/local)

Guidelines

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- Demonstrate environmentally sustainable practices
- Review of the applicant's funding history and compliance

Score-based Evaluation and Assessment

The following Evaluation Assessment criteria will be used to assess the application. This criterion includes an alignment to Council's Community Strategic Plan and the Quadruple Bottom Line and is a score-based system.

Objective	Score
Economic Benefits <ul style="list-style-type: none"> Expected attendees Entry fees Appeal to a wide demographic Origin of attendees Local business involvement 	/12
Event Legacy <ul style="list-style-type: none"> Opportunity for event growth Multiple funding sources Event previously held in the Parkes Shire Event viability 	/7
Community Connection and Stakeholder Engagement <ul style="list-style-type: none"> Creation of community partnerships Opportunity for local community groups involvement Opportunity for local volunteers First Nations involvement 	/13
Community Strategic Plan alignment <ul style="list-style-type: none"> Event provides vibrant and welcoming town centres, streetscapes, public spaces and meeting places Event promotes engaged citizenship and fosters community pride Event encourages, supports and recognises volunteerism and community participation Event celebrates the history, heritage and culture of the Wiradjuri people and their connection to country Event promotes positive attitudes and behaviours towards people with disability Event improves access to spaces and activities for people with disability Event supports our visitor economy through the promotion of our Shire to enable to continuation of local events 	/14
Quadruple Bottom Line alignment <ul style="list-style-type: none"> Event supports cohesive, inclusive, diverse and dynamic communities Event delivery includes initiatives to protect the natural, social, cultural and built heritage and decrease the consumption of resources Event supports the maintenance of a strong and stable economy and ensures the delivery of services, facilities and infrastructure is financially sustainable 	/8

<ul style="list-style-type: none">Event planning decision-making is transparent and accountable	
Council Support <ul style="list-style-type: none">Previous support of event by Council (none, less than two (2) years, greater than two (2) years)	/6
Total Score	/60

Assessment process

There are two funding rounds each year, which will open in April and October.

Please visit [Council's Grants Programs Parkes Shire Council \(nsw.gov.au\)](https://www.parkes.nsw.gov.au/councils-grants-programs) for up-to-date application open and close dates.

Submitting your application

You must submit your application via the online application form on Council's website at [Council's Grants Programs Parkes Shire Council \(nsw.gov.au\)](https://www.parkes.nsw.gov.au/councils-grants-programs).

As part of the application, you will be required to answer all questions in the application and submit supporting documentation.

Following an eligibility check, applications will be assessed against the assessment criteria by an internal Evaluation Panel, including an independent panel member. When assessing applications, Council may contact the event organiser or community group for further information.

If awarded, applicants are unable to seek additional support from other Council funding programs for the same event/activity.

Supporting documentation

As part of your application, you will be required to submit the following documentation:

- A copy of the organisation's Certificate of Currency and/or schedule for Public Liability Insurance to the value of \$20 million.
- Evidence of the organisation's legal not-for-profit status or auspice letter provided by a not-for-profit entity.
- All relevant quotes as listed in the detailed project budget.
- Landowner's Consent (if required).
- A copy of all appropriate permits, approvals, and insurance relating to the project (if available).
- An Event Management Plan, including a project timeline and marketing activities that demonstrates the benefits to Parkes Shire Council and letters of support and images of past event.
- Risk Assessment and Mitigation Strategy identifying risks and/or challenges that the event might face and how the organisers plan to address them.

Tip: support material plays a vital role in how we understand and assess your application. Choose high-quality support material that is concise, current and directly relevant to your application.

Booking of Council venues for your event

Parkes is well-equipped to host your event with multiple facilities as well as a range of sporting fields and parks with amenities and services within. Parkes Shire offers many picturesque locations ideal for events, photography, weddings, launches and other private functions.

It is the responsibility of the event organiser to submit all necessary booking and application forms to hire Council venues via the [Venues for Hire](#) page on Council's website.

Council requests that event organisers submit the necessary booking and application forms at their earliest convenience, regardless of the outcome of the Events Financial Assistance Program application, as this will allow adequate time for any planning activities that need to be undertaken.

Receiving assistance

All applicants will be notified in writing of the outcome of their application, within 30 days of the round closing.

Council may offer a lower funding amount than requested and place conditions or be specific about the terms in the budget, it is offering to fund. If your application is approved, you are responsible for confirming your venue booking, required infrastructure, Workers Compensation for employed staff and liability insurance to hold your event.

Successful applicants must sign and comply with a funding agreement detailing the terms and conditions of the funding, including:

- Acknowledgement of Parkes Shire Council (including but not limited to; logo, website links, verbal or written mention) as a sponsor of the event on all official event, media and advertising material.
- Use funds for the purpose for which the assistance was awarded, unless written permission for variation has been obtained from Council prior to the activities being undertaken.
- Obtain all appropriate permits, approvals, and insurance relating to the project.

Reporting

All successful applicants will be required to provide an acquittal report within two months of completion of the sponsored event. The Grant Acquittal form can be found on Council's website via [Acquitting your grant Parkes Shire Council \(nsw.gov.au\)](https://www.nsw.gov.au/acquitting-your-grant-parkes-shire-council).

The report must include outcomes of the event funded by Parkes Shire Council, an income and expenditure summary, examples of promotional material and photos of the event.

In the event of leftover funds, they will be applied to your next event. If the event is discontinued, the funds will be returned to the Council.

Applicants will not be considered for future funding if the report is now completed and returned.

4. Destination Events Fund

Funding objectives

Council's Destination Event Fund recognises the importance of events that deliver significant visitation and economic benefits to the Parkes Shire and wider Central West region in the following streams:

1. Cultural and Arts
2. Civic and Education
3. Sporting and Recreation
4. Community

Funding is provided for events that:

- Promote a safe, inclusive, and growing community.
- Attract overnight visitation from outside the Parkes Shire.
- Engage with the local tourism industry.
- Be held at a desirable time of year (outside of peak visitation periods)

Funding eligibility

To be eligible to apply for financial assistance through the Destination Events Fund, the following criteria must be met:

- Conduct the event within the Parkes Shire.
- Attract overnight visitation from outside the Parkes Shire.
- Engage with the local tourism industry.
- Be held at a desirable time of year (outside of peak visitation periods)
- Provide an event budget (income and expenditure) and demonstrate that the event is financially viable with or without funding from Parkes Shire Council.
- Obtain all regulatory approvals for the event/activity such as an event license or provide a plan of how you will obtain all regulatory approvals.
- Hold current and relevant Public Liability Insurance to the value of \$20 million.
- Commence the event/activity within 12 months from the application cut-off date (retrospective funding is not available).
- Event organisers must not have received funding from other Council funding programs for delivery of the same event.

Applications will **not** be considered for the following:

- Repayment of debt
- Activities, events or projects that demonstrate a significant budget surplus
- Late submissions
- Requests for funding post- event will not be considered under any circumstance
- Staff wages
- Activities that duplicate existing services available in the Parkes Shire
- Academic research, coursework or fee, or projects seeking financial support for research, studio work or activities that will be submitted for academic research

- Inadequate planning or detail - applications that lack sufficient planning, details or clear explanation about how the proposed project or event will be executed might not be considered.
- If an applicant has a history of misuse of funds

Funding limits

The maximum funding amount per application is \$10,000. For funding requests exceeding \$10,000, the standard procedure still applies whereby you submit an application detailing how it meets all assessment criteria. If the application achieves over 90% compliance with the Destination Events Evaluation Matrix, it will be eligible for consideration to be tabled to the Council for resolution.

Provision of assistance with Council services

The costs associated with the provision of assistance with Council services have traditionally been borne by Council as "in-kind" assistance to events. Moving forward, these costs must be factored into the total funding requested as they can be substantial.

As part of the online application, applicants will be required to complete a table with the details of the Council services that they are requesting. Examples of common Council services include:

- Development Application and Section 68 Application charges
- Portable stage hire
- Council facility and room hire (e.g. Cooke Park Pavilion and Coventry Room)
- Library photocopying and laminating
- Installation of Shade Sails
- Installation of Shade Dome
- Council equipment (e.g. machinery, trucks for delivery and collection)

The fees charges for these services are in line with Council's adopted [Fees and Charges](#).

Assistance of Parkes Shire Council staff

If Parkes Shire Council staff are required to assist with event delivery (e.g. installation of infrastructure, Event staff services and rubbish pick-up), the labour costs associated with this assistance will also be factored into the total funds allocated.

If the services of Parkes Shire Council staff are required to deliver the event, Council's Events Team will work with the event organiser and internal staff to identify the resources required and an estimate of costs. The total funds transferred to the event organiser will be less the cost for Parkes Shire Council resources.

Provision of event deliverables by external providers

Cleaning of amenities at Council facilities

All Council facilities hired for an event are required to be returned in the same condition they were provided in. If the cleanliness of the amenities does not meet standards, a post-event clean by Council's contracted cleaning services provider will be organised and a cleaning fee will be charged to the event organisers.

Assessment criteria

Council receives requests from a number of organisations for financial support to deliver a range of events with a favourable economic impact to the local economy including sporting and cultural events. Once submitted, applications will be assessed on merit, against the assessment criteria, eligibility criteria, available funding and other applications.

The following criteria must be met:

- Demonstrate universal attendee appeal.
- The degree to which the economic benefit of the event is greater than the requested funding amount.
- Event showcases the Parkes Shire as a great place to visit and explore and actively promotes other experiences.
- Demonstrate community connection and stakeholder engagement through creation of community partnerships, opportunities for local community group involvement and community volunteers.
- Demonstrate benefits to Parkes Shire Council as a sponsor or supporter of the event.
- The degree to which the event promotes a safe, inclusive and growing community (alignment with Council's [Community Strategic Plan](#)).
- Provide a comprehensive budget, demonstrating financial viability.
- Present the size of the marketing audience/reach (international/state/regional/local).
- Demonstrate environmentally sustainable practices.
- Review of the applicant's funding history and compliance.

Score-based Evaluation and Assessment

The following Evaluation Assessment criteria will be used to assess the application. This criteria includes an alignment to Council's Community Strategic Plan and the Quadruple Bottom Line, and is a score based system.

Objective	Score
Economic Benefits <ul style="list-style-type: none"> Expected attendees Entry fees Appeal to a wide demographic Economic uplift to the local economy Accommodation spend in the Parkes Shire for the event Complimentary to the Parkes Shire events calendar 	/15
Destination Awareness <ul style="list-style-type: none"> Brand alignment/provision of Marketing Plan Event attracts visitation from outside of the Parkes Shire Promotion and brand exposure 	/27
Event Legacy <ul style="list-style-type: none"> Opportunity for event growth Multiple funding sources Event previously held in the Parkes Shire Event viability 	/7
Community Connection and Stakeholder Engagement <ul style="list-style-type: none"> Creation of community partnerships Opportunity for local community groups involvement Opportunity for local volunteers First Nations involvement 	/13
Community Strategic Plan alignment <ul style="list-style-type: none"> Event provides vibrant and welcoming town centres, streetscapes, public spaces and meeting places Event promotes engaged citizenship and fosters community pride Event encourages, supports and recognises volunteerism and community participation Event celebrates the history, heritage and culture of the Wiradjuri people and their connection to country Event promotes positive attitudes and behaviours towards people with disability Event improves access to spaces and activities for people with disability Event supports our visitor economy through the promotion of our Shire to enable to continuation of local events 	/14
Quadruple Bottom Line alignment <ul style="list-style-type: none"> Event supports cohesive, inclusive, diverse and dynamic communities 	/8

<ul style="list-style-type: none"> Event delivery includes initiatives to protect the natural, social, cultural and built heritage and decrease the consumption of resources Event supports the maintenance of a strong and stable economy and ensures the delivery of services, facilities and infrastructure is financially sustainable Event planning decision-making is transparent and accountable 	
Council Support <ul style="list-style-type: none"> Previous support of event by Council (none, less than two (2) years, greater than two (2) years) 	/6
Total Score	/90

Assessment process

There are no set rounds for the Destination Events Fund. Applications will be assessed as received. However, they must be submitted at least four months before the event date. Late applications will not be accepted.

Submitting your application

You must submit your approval via the online application form on Council's website at [Council's Grants Programs Parkes Shire Council \(nsw.gov.au\)](http://Council's Grants Programs Parkes Shire Council (nsw.gov.au)).

As part of the application, you will be required to answer all questions in the application and submit supporting documentation.

Following an eligibility check, applications will be assessed against the assessment criteria by an internal Evaluation Panel. When assessing applications, Council may contact the event organiser for further information.

If awarded, applicants are unable to seek additional support from other Council funding programs for the same event.

Supporting documentation

As part of your application, you will be required to submit the following documentation:

- A copy of the organisation's Certificate of Currency and/or schedule for Public Liability Insurance to the value of \$20 million.
- All relevant quotes as listed in the detailed project budget.
- Landowner's Consent (if required).
- A copy of all appropriate permits, approvals, and insurance relating to the event (if available).
- An Event Management Plan, including a project timeline and marketing activities that demonstrates the benefits to Parkes Shire Council and letters of support and images of past events. (If recurring event)
- Risk Assessment and Mitigation Strategy identifying risks and/or challenges that the event might face and how the organisers plan to address them.

Tip: support documentation plays a vital role in how we understand and assess your application. Choose high-quality support material that is concise, current and directly relevant to your application.

Booking of Council venues for your event

Parkes is well-equipped to host your event with multiple facilities as well as a range of sporting fields and parks with amenities and services within. Parkes Shire offers many picturesque locations ideal for events, photography, weddings, launches and other private functions.

It is the responsibility of the event organiser to submit all necessary booking and application forms to hire Council venues via the [Venues for Hire](#) page on Council's website.

Council requests that event organisers submit the necessary booking and application forms at their earliest convenience, regardless of the outcome of the Events Financial Assistance Program application, as this will allow adequate time for any planning activities that need to be undertaken.

Receiving assistance

All applicants will be notified in writing of the outcome of their application, within 14 days of their submission.

Council may offer a lower funding amount than requested and place conditions or be specific about the terms in the budget, it is offering to fund. If your application is approved, you are responsible for confirming your venue booking, required infrastructure, Workers Compensation for employed staff and Public Liability Insurance to hold your event.

Successful applicants must sign and comply with a funding agreement detailing the terms and conditions of the funding, including:

- Acknowledgement of Parkes Shire Council (including but not limited to; logo, website links, verbal or written mention) as a sponsor of the event on all official event, media and advertising material.
- Use funds for the purpose for which the assistance was awarded, unless written permission for variation has been obtained from Council prior to the activities being undertaken.
- Obtain all appropriate permits, approvals, and insurance relating to the project.
- Provide Council with high-quality social media content (i.e. tiles or promotional flyer) no less than 21 days prior to the event for circulation on [Visit Parkes](#) and other Council platforms.
- Opportunity to speak to participants/audience of the event.
- Opportunity to have an activation at the event.
- Complimentary tickets for the Mayor/or other Councilor representative to attend or participate in the event.
- Channel accommodation enquiries via [Visit Parkes](#) and the Parkes Visitor Information Centre.
- An event survey to participants/delegates will be sent to you to distribute. The survey will help Council collate data around the event's economic and social

impact as well as inform Council of the Shire's performance/perceptions as an events venue.

Reporting

All successful applicants will be required to provide an acquittal report within two months of completion of the sponsored event. The Grant Acquittal form can be found on Council's website via [Acquitting your grant Parkes Shire Council \(nsw.gov.au\)](https://www.parkes.nsw.gov.au/acquitting-your-grant).

The report must include outcomes of the event funded by Parkes Shire Council, an income and expenditure summary, examples of promotional material and photos of the event.

In the event of leftover funds, they will be applied to your next event. If the event is discontinued, the funds will be returned to the Council.

Applicants will not be considered for future funding if the report is now completed and returned.