

# The Lakes Festival - Event Expression of Interest 2025

## Form Preview

### Before you begin - PLEASE READ

**PLEASE NOTE:** This EOI **should NOT be used for stallholder applications**, only submissions to hold events and activations as part of The Lakes Festival program.

**Please direct all stallholder enquiries to [events@centralcoast.nsw.gov.au](mailto:events@centralcoast.nsw.gov.au)**

**IMPORTANT: Please read information below to assist you in completing your application online.**

Welcome to the Central Coast Council online innovation funding, powered by Smarty Grants. You may begin anywhere in this application form. Please ensure you save as you go. For queries about the guidelines, deadlines, or questions in the form, please email [events@centralcoast.nsw.gov.au](mailto:events@centralcoast.nsw.gov.au). If you need more help using this form, download the [Help Guide for Applicants](#) or check out [Applicant Frequently Asked Questions \(FAQ's\)](#).

**NAVIGATING (MOVING THROUGH) THE APPLICATION FORM** On the right hand side of every screen, there is a box which links directly to every page of the application. Click the link to jump directly to page you want. You can also click 'next page' or 'previous page' on the top or bottom of each page to move forward or backward through the application.

#### **SAVING YOUR DRAFT APPLICATION**

If you wish to leave a partially completed application, press 'save' and log out. When you log back in and click on the 'My Applications' link at the top of the screen, you will find a list of any applications you have started or submitted. You can reopen your draft application and start where you left off. You can also download any application, whether draft or completed, as a PDF. Click on the 'Download' button at the bottom of the application navigation panel.

#### **SUBMITTING YOUR APPLICATION**

You will find a 'Review' button at the bottom of the Navigation Panel. You need to review your application

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before you can submit it. Once you have reviewed your application you can submit it by clicking on 'Submit' at the top of the screen or on the navigation panel. You will not be able to submit your application until all the compulsory questions are completed.

- ***Once you have submitted your application, no further editing or uploading of support materials is possible.***

When you submit your application, you will receive an automated confirmation email with a copy of your submitted application attached. This will be sent to the email you used to register.

- ***If you do not receive a confirmation of submission email then your submission has NOT been received.***

### **ATTACHMENTS AND SUPPORT DOCUMENTS**

You may need to upload/submit attachments to support your application. This is very simple, but requires you to have the documents saved on your computer, or on a zip drive, or similar. You need to allow enough time for each file to upload before trying to attach another file. Files can be up to 25MB each; however, we do recommend trying to keep files to a maximum of 5MB – the larger the file, the longer the upload time. If you are not able to upload a document, please contact us for support (see contact details above).

### **COMPLETING AN APPLICATION IN A GROUP/TEAM**

A number of people can work on an application using the same log in details as long as only one person is working at a time. Ensure you save as you go.

### **SPELL CHECK**

Most internet browsers (including Firefox v2.0 and above; Safari; and Google Chrome) have spell checking facilities built in – you can switch this function on or off by adjusting your browser settings.

## Guidelines

\* indicates a required field

### **Who Can Apply?**

The Lakes Festival Expression of Interest is available to eligible sole traders, businesses, companies or

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organisations that propose an event or event concept that satisfies the requirements.

The Festival committee is also looking to fund a range of unique events that provide the community and visitors with a diverse Festival calendar of events from sporting events to arts, cultural and community events, as well as educational experiences and workshops.

Applying for funding is optional and if you don't wish to pursue this, please answer no in the relevant question within the application. Event Innovation funding is available to those who would like assistance funding their event. *Maximum funding per application: \$5,000 exclusive of GST if applicable.*

**Please Note:** Applicants will be required to provide a full event management plan, marketing plan and or project plan prior to final funding determination.

### **Types of Events that will be considered:**

Types of events that will be considered are events that add value to The Lakes Festival calendar. We are looking for bold, innovative and fun out of the box ideas, while still staying true to the theme of "Activate, Educate, and Celebrate" our waterways. Events are assessed by the committee on their potential to involve the local community, and to attract visitors to each event. Events must incorporate the waterways either via location of event or theme.

**Please Note:** By submitting an application it does not mean your expression of interest or funding application will automatically be approved. Funding will only be available to approved applicants/events after an extensive criteria assessment.

### **Events need to;**

- *Facilitate a vibrant and innovative events culture within the Central Coast.*
- *Encourage the development of tourism in the Central Coast and increase economic development opportunities.*
- *Encourage the involvement of local residents in events and Festivals that can facilitate positive interaction, cultural activity and a strong community identity among the citizens of our diverse community.*

### **Examples of events may include (but not limited to);**

- *Lanterns on the lake / light festival*
- *Sailing Regatta, raft races / inflatable boat races*
- *Outdoor cinema events*
- *Art events, and workshops*
- *Installations including floating water sculptures*

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- *Street and laneway Festivals*
- *Water activities such as SUP, dragon boats, sailing, or swimming*
- *Obstacle course / Fun runs*
- *Comedy / magic / theatre shows*
- *Live music concerts or curated pop-up performances*
- *Waterside dining experiences, or seafood cooking classes*

*\*Preference will be given to events that can attract attendees from outside the region.*

### **Eligibility**

- The organisation responsible for the initiative is a legal entity such as a Sole Trader, Trust, Company or incorporated association and can provide evidence of this status.
- Events are to be held at one of the designated Event Hubs or Central Coast Waterway within the Festival timeframe.
- Applicants must be able to demonstrate an extensive community involvement.
- Applicants who have previously obtained funding from Council under any of Council's funding programs, will not be eligible to apply for assistance until that previous funding has been acceptably accounted for, by its agreed due date.
- Applications for partial funding of proposals must be supported by evidence that funding has been sought/obtained from other sources.
- Applications not meeting the eligible criteria set out in this procedure will not be reported to the Committee for consideration.
- Must have \$20mil Public Liability Insurance for the period of the event.
- Applicants must demonstrate to Council that their organisation is able to effectively manage and deliver the proposed event.

### **Ineligible**

- Capital expenditure unless the applicant can demonstrate an exceptional need and show that the equipment applied for is vital to the event and cannot be procured from any other source. In such instances, Council will require two written quotes. Quotes must be attached to your application at the relevant section.
- Personal travel.
- Late or incomplete applications.
- Events with a religious, political or sectarian purpose, where that purpose may exclude or offend members of the broader community.
- A proposal that duplicates an event already existing within the Festival program.

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- A proposed allocation which contravenes the Local Government Act 1993 or any Procedure of Council.
- Applicants who have an outstanding debt to Council.
- Council employees.
- Individuals
- Events that are closed to the public, either as participants or spectators.
- Events held outside the Festival time frame.
- Events not held on a Central Coast Waterway or within an identified hub location.
- Paper Based Applications.

### Conditions of Funding

- Under no circumstances will additional funding be allocated to meet shortfalls.
- As a condition of funding Council and the Festival must be acknowledged in all promotional material and the Festival logo along with Council's logo must be included in all promotional material.
- Promotional material is to be approved by Council prior to publication.
- In addition, Central Coast Council reserves the right to receive the following:
  - 
  - Joint media release opportunities
  - Opportunity for Council delegate to speak at one occasion e.g. (opening)
  - Space at event (e.g. marquee)
  - Council is to sit on all monthly event planning meetings
- Council funds may only be used as agreed with Council and may not be diverted to another project or purpose.
- Unspent funds must be returned to Council.
- Events must have \$20 million Public Liability Insurance.

Please ensure that you have considered accessibility requirements as part of running your event, and refer to the following guidelines and checklist to assist in doing so:

<https://cdn.centralcoast.nsw.gov.au/sites/default/files/documents/general-information/special-events/central-coast-council-how-to-plan-accessible-events-standard.pdf>

### Notification

- An acknowledgment email will be sent to the nominated contact on the application form once application has been submitted

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- Eligible applications will be evaluated by an internal panel. The assessment panel may seek further information or clarification on aspects of the application.
- Innovation Event funding recommendations will be presented to The Festival committee for approval by mid to late March 2024.
- Applicants will be notified by end of April 2024 of the outcome of their application for funding. **There is no appeals process.**
- Successful applicants will be contacted by Council to arrange a meeting to sign a funding agreement. The funding agreement is based on a standard funding template, of which the terms and conditions of the funding are negotiable.
- Payments of Innovation Event Funding will be available from November 2024 upon completion of the funding acquittal report. In some cases part funding may be made available for deposits in August, and this will be determined on a case-by-case basis.

### Acquittal and Reporting

- A comprehensive event report is a condition of funding as it is a critical part in validating the event outcomes against the original proposal. Successful applicants will be required to undertake a suitable event research process to collect specific attendance data during the period of the event and calculate the economic and social impacts of the event. A report template will be provided.
- The deadline for the provision of an event report and financial acquittal report is no later than one (1) month following the conclusion of the event.
- Recipients must provide a financial acquittal identifying where profits have been spent and must align with the original event budget.

**Tax advice** The Australian Taxation Office considers funding and sponsorships as taxable income. The tax office can help with information on tax, including GST. Call 13 2866 or visit [www.ato.gov.au](http://www.ato.gov.au) for further information.

**I confirm I have read and agree to the guidelines outlined above \***

☐ YES

## Application form

\* indicates a required field

### Section 1: Basic Information

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Council will use any personal information provided for the intended purpose only and for remaining in contact with you. Council is authorised to collect this information in accordance with the Local Government Act 2009 and other Local Government Acts. Your personal information is only accessed by persons authorised to do so. Your personal information is dealt with in accordance with Council's privacy policy.

**Event Name \***

**Event Description \***

Describe your initiative. Where is it held? What is its purpose?

**Start Date \***

Must be a date and between 7/11/2025 and 16/11/2025.

**End Date \***

Must be a date and no later than 16/11/2025.

If a one day event please put the same day as the start date.

**Event Location/Hubs \***

- ☐ Budgewoi
- ☐ Toukley
- ☐ Long Jetty
- ☐ Picnic Point
- ☐ The Entrance
- ☐ Norah Head
- ☐ Woy Woy
- ☐ Killcare
- ☐ Davistown
- ☐ Avoca
- ☐ Gosford
- ☐ Ettalong
- ☐ Terrigal
- ☐ Other:

**Name of applicant/  
organiser \***

Title

First Name

Last Name

**Organisation / Business /  
Group Name \***

Organisation Name

**Applicant Organisation  
Postal Address Postal  
Address \***

Address

Suburb

State

Postcode

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This is the address used

**Email \***

Must be an email address

**Contact Phone Number \***

Must be an Australian phone number

**Website (if applicable)**

Must be a URL

**ABN: \***

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	<a href="#">More information</a>
ACNC Registration	
Tax Concessions	
Main business location	

Only legal entities and incorporated organisations are eligible for innovation funding.

## Section 2 - Event Funding

**Would you like to apply for funding? \***

- ☐ Yes  
☐ No

## Section 3 - Event Funding Amount

**Total Amount Requested**

\$

Must be a dollar amount.

No more than \$5,000 excluding GST.

**Total Project Cost**

\$



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Estimated cost, including organisations inkind contribution and other funding sources

**If you are applying for funding, will your event proceed if you are unsuccessful? \***

- ☐ Yes  
☐ No

### Section 4: Event Information

To help answer these questions, make sure you read the Event Innovation Funding Program Guidelines. If you require clarification please contact CCC Events Officer.

**Will your event be open to the general public or ticketed? \***

- ☐ General Public  
☐ Ticketed

**How many people do you expect will attend/participate in your event? \***

Must be a number.

**Is this event free or does it have an entry fee? Please outline cost to event attendees? \***

**How does your event incorporate the lake via location or theme? \***

Please explain

**What makes your event innovative or unique? \***

Please explain

**What experiences does your organisation have in organising similar events? \***

Please explain

**Do you have \$20 million public liability insurance and Works Compensation for the event? \***

- ☐ Yes  
☐ No  
☐ Quote Only

### Section 5: Please attach all relevant documentation

**Please upload documentation of recent, relevant projects**

Attach a file:

Can upload multiple documents here.

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or weblinks (digital or online material only) \*

**Please attach public liability insurance certificate \***

Attach a file:

Must be current copy

**Please attach workers compensation certificate**

Attach a file:

**Please upload your event budget \***

Attach a file:

**Please upload an event plan that gives an overview of what the event is, how it will run, who might be involved, and how you plan to market the event \***

Attach a file:

**Please upload any relevant documentation to help support your application.**

Attach a file:

Can upload multiple documents here. e.g. event concepts, marketing plans, event plans, pictures etc

## Section 6: Evaluation Criteria

**How do you plan to measure the success of your initiative? \***

☐ Surveys

☐ Attendance records

☐ Independent audit

☐ Profit and loss statements

☐ Measures of success (e.g. percentage of invitees attended)

☐ Accommodation bookings

☐ Evidence of economic benefit derived from event

☐ Details/evidence of delivery of sponsorship benefits

☐ Media clippings

☐ Photos

☐ Other:

Must be at least 3 choices selected. These things will be used to acquit your initiative.

## Certification of Application

\* indicates a required field

Certification

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I understand that if this application is successful I will be required to sign a Funding Agreement and to provide documentation of public liability insurance for this event, for a minimum of \$20 million. **PLEASE NOTE: Release of funding is conditional on the applicant securing all necessary statutory approvals, including a development application if required.**

I certify that to the best of my knowledge the statements made in this application are true.

I am authorised by my group/organisation to complete this form and I agree that:

- The statements made in this application are true
- All necessary permits/approvals will be obtained prior to the beginning of the event, including any location bookings
- The event will be covered by appropriate insurance
- All relevant health and safety standards will be met
- Council does not accept any liability or responsibility for the event.

If successful, I will:

- Ensure that acquittal requirements are met within the specified period after the events completion date
- Accept the terms of the funding in accordance with Council requirements to be set out in a funding agreement

**I agree to the above \***

☐ Yes

**Authorised person's name \***

Title

First Name

Last Name

**Authorised position \***

**Phone number \***

Must be an Australian phone number