

Application for Council Assistance - Major Festivals, Events & Promotions Round 2*, 2020/2021



NORTHERN
MIDLANDS
COUNCIL

Community groups, organisations and clubs considering applying for assistance, are advised to read the guidelines attached prior to completing this form.

SECTION A: APPLICATION SUMMARY

- Name of the event: POATINA GOLF CLUB 50th ANNIVERSARY
- Date of the event: 7th + 8th November 2020
(Note: Date must be between 17th August 2020 to 30 June 2021 to be eligible)
- Estimate number of Attendees? Over 200 Entrants, spectators + visitors
- Brief description of the event:
(venue, program outline, target audience, attach further information if not enough space provided)
The golf club was opened on Nov 7th 1970 after being built by the Hydro Electric commission + volunteers. The anniversary day will bring visitors from all over Tasmania. It is anticipated the event will be attended by former employees and golfers.
- Name of the organisation applying for the assistance: POATINA GOLF CLUB
- Organisation postal address: P.O. Box 181 LONGFORD TAS
- Contact person: Telephone number: Cyril Patmore 0458 999 131
- Do you want the above information displayed on the Council's event page on our Website/face book? Yes No
- Name and position of the person in the organisation applying for the assistance:

Name: Cyril Patmore

Position: PRESIDENT

Signature: [Signature]

NORTHERN MIDLANDS COUNCIL					
File No:					
Property					
Attachments					
REG'D 25 SEP 2020					
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GM			PLN		
P&DM			BLD		
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WM			EA		
HR					
HLT			1/1		1

SECTION B: FINANCIAL INFORMATION

- Please tick the box below that describes the financial outcome sought for your event/festival/ promotion:

- The event aims to be break even (that is, income = expenditure)
- The event aims to generate a profit

If your event aims to make a profit please indicate the extent of the profit anticipated and provide information on the purpose to which the profit will be applied:

.....*

SECTION C: BENEFIT OF THE EVENT TO THE NORTHERN MIDLANDS

For each of the following questions, please provide a 1-2 line response:

1. What will Northern Midlands residents gain from this event?

It is hoped that residents will visit Pooleia over the weekend and enjoy the golf clubs display of memorabilia

2. What will Northern Midlands businesses gain from this event?

As it is a two day event, accommodation, meals, snacks, fuel will be required by entrants & visitors

3. How will you acknowledge the assistance provided by Council for this event?

Council will be acknowledged as the major Sponsor on the Sunday. They will feature in our on site advertising over the weekend.

SECTION D: ASSISTANCE SOUGHT FROM COUNCIL

Please outline the nature and extent of in-kind support requested from Council:

e.g. 10 wheelie bins delivered to the Village Green the morning of the event and collected/ disposed of after the event, plus photocopying – 400 posters on A4 coloured paper

N/A

Please outline the amount of funds, if any, you are requesting from Council, and the purpose to which the funds will be applied: Please note: \$350 is automatically allocated to assist your event to comply with your Covid-19 Safety Plan.

\$500 for the purchase of trophies for the Sunday event.

Applications for assistance will be reviewed at the next Council Meeting scheduled after the closing date, you will be notified of the outcome of your application shortly after that.

Natalie Horne
Administration Officer

Application for Council Assistance - Major Festivals, Events & Promotions Round 1, 2020/2021



NORTHERN
MIDLANDS
COUNCIL

Community groups, organisations and clubs considering applying for assistance, are advised to read the guidelines attached prior to completing this form.

SECTION A: APPLICATION SUMMARY

1. Name of the event: TEN DAYS ON THE ISLAND 2021
2. Date of the event 12 – 14 MARCH 2021
(Note: Date must be between ~~1 July 2020~~ to 30 June 2021 to be eligible)
17 Aug 20
3. Estimate number of Attendees? 300 (with additional statewide and international reach online)
4. Brief description of the event:
(venue, program outline, target audience, attach further information if not enough space provided)

Ten Days on the Island 2021, 5-21 March 2021, will feature signature project *If These Halls Could Talk*, celebrating the role of 10 regional halls in their communities. In the Northern Midlands, this will include a heritage program of events in the Ross Town Hall and an international poetry mini festival in the Liffey Hall on Saturday 13 March 2021.

Ten Days on the Island - overview

Ten Days on the Island develops and presents a biennial international arts festival that provides opportunities for Tasmanian artists to showcase their work alongside international counterparts, brings high quality arts experiences to Tasmanians wherever they live, and helps to build Tasmania's arts infrastructure. Since 2001, Ten Days has celebrated Tasmania's unique identity and island culture and offered a platform on which to profile Tasmania's innovative, creative and resourceful character.

The Festival program covers three weekends in the three regional heartlands of Tasmania, bringing arts experiences to all corners of the island. Each region has a largely unique program of events, with audiences actively encouraged to travel across the state.

Ten Days' response to the disruption our communities have experienced due to COVID-19 is to curate a progressive 2021 Festival program driven by extraordinary Tasmanian artists whose works exemplify the very best of Tasmania – its resilience, inventiveness, its quirkiness and 'island-ness', its romance and sense of adventure, the old and new stories we need to tell and to hear.

If These Halls Could Talk - overview

Described by our Artistic Director, Lindy Hume, as the 'spine' of our Festival program for 2021, *If These Halls Could Talk* is a signature project, a series of art adventures in 10 community halls over three weekends from 5 - 21 March.

We could never have foreseen how valuable the adaptable architecture of this project would be for those communities in a COVID-19 impacted Tasmania. *If These Halls Could Talk* offered our team a way to keep in touch with those 10 communities during lockdown, providing a shared focus, a unifying goal to look forward to beyond the pandemic.

Ross

In Ross, Ten Days plans to curate a celebration of the bicentennial and naming of Ross and other Midlands towns in 1821. While this program is still in development, we are exploring historical readings, modern interpretations of traditional music and Indigenous perspectives. We are working closely with TMAG, mining their collection of heritage materials which record this period. Ten Days is in discussion with collaborators including Chris Bearman and the Tasmanian Youth Orchestra, Aboriginal artist Julie Gough and the Tasmanian Wool Centre's historical museum.

Liffey

For the Liffey Hall, Ten Days is working with Tasmania's esteemed *Island* magazine for a very special project. The Gwen Harwood Poetry Prize is a national award created in 1996 in memory of Tasmania's much lauded and loved poet Gwen Harwood. In 2021 the Prize will be presented in Liffey Hall as part of a weekend literary event that celebrates modern Australian poetry and writing.

The tiny Liffey Hall will be transformed into a global living room, with space for an intimate audience of about 50, but the event will reach a much wider audience via collaborations with ABC Radio and digital streaming. Ten Days is very excited to be negotiating a collaboration with StAnza, Scotland's international poetry festival in St Andrews which will be held on the same weekend (12-14 March 2021) – this will broaden the reach of the event and visibility of Liffey to an international scale.

In conjunction with the event, the community of Liffey will host their monthly farmers' market and will provide tea, scones and sandwiches to further promote the produce of the region.

Island magazine collaboration

In collaboration with *Island* magazine Ten Days has commissioned 10 stories by Tasmanian writers in response to *If These Halls Could Talk*. These works, to be published in a special edition, will be informed by local story-keepers and historians who have shared with us the stories embedded in their hall, their community and place. It's a perfect way to connect and celebrate Tasmania's regions during this extraordinary time. Beyond this, we envisage leaving a legacy of skills, creativity and connections in each community.

Target audience and marketing strategy

Events in Ross and Liffey will be celebrations of each town's character and will welcome locals to participate. However, we will be actively encouraging intrastate (and, pending travel restrictions, interstate) travel via our Festival marketing campaign.

The Festival marketing strategy will be segmented and targeted, with the core of the campaign focusing on the statewide Festival and a concurrent campaign focusing on the program in each region. Through exclusive program in the Northern Midlands, Ten Days will attract audiences from around the state.

With interstate travel uncertain for the immediate future, Ten Days will focus on Tasmanians as our primary audience. We will leverage Tourism Tasmania's 'Make Yourself at Home' campaign, where Tasmanians are encouraged to travel around the state during the period of travel restrictions. In addition, our marketing campaign strategy is flexible and will expand to include interstate audiences in response to changing travel restrictions.

5. Name of the organisation applying for the assistance: TEN DAYS ON THE ISLAND

6. Organisation postal address: PO BOX 157 BURNIE TAS 7320

7. Contact person: LAURA JONES

Telephone number: 0411 817 757

8. Do you want the above information displayed on the Council's event page on our Website/face book? Yes No

9. Name and position of the person in the organisation applying for the assistance:

Name: LAURA JONES

Position: STAKEHOLDER & COMMUNITY ENGAGEMENT COORDINATOR

Signature:



SECTION B: FINANCIAL INFORMATION

1. Please tick the box below that describes the financial outcome sought for your event/ festival/ promotion:

- The event aims to be break even (that is, income = expenditure)
 The event aims to generate a profit

If your event aims to make a profit please indicate the extent of the profit anticipated and provide information on the purpose to which the profit will be applied:

SECTION C: BENEFIT OF THE EVENT TO THE NORTHERN MIDLANDS

For each of the following questions, please provide a 1-2 line response:

1. What will Northern Midlands residents gain from this event?

The presence of Ten Days in the Northern Midlands contributes to perceptions of the region as a cultured environment that welcomes and supports arts events. The Northern Midlands community is a core audience for the Festival and will enjoy and participate in arts events of an international standard, all the more appealing when interstate and international travel is not an option.

The focus Ten Days has on Tasmanian artists and audiences will be a key driver for social connections, through Festival preparation and the presentation of events in March 2021. Engaging local groups will be a key opportunity for social connection with and within the Festival.

2. What will Northern Midlands businesses gain from this event?

Accommodation, hospitality and retail providers in the Northern Midlands will benefit from residents and visitors attracted by the Ten Days' program through our sophisticated and targeted marketing campaign. Visitors will be encouraged to stay in the region by tailored itineraries, partnerships and the Festival program.

3. How will you acknowledge the assistance provided by Council for this event?

Northern Midlands Council will have logo acknowledgement as a supporter of the Festival in line with its contribution. This will be visible in the following outputs:

- Ten Days' website
- 20,000 Festival brochures distributed statewide
- Select marketing campaign outputs

Northern Midlands Council will also be acknowledged with a line credit in social media channels and relevant media coverage. Ten Days will work with Council to provide marketing content for its own channels.

SECTION D: ASSISTANCE SOUGHT FROM COUNCIL

Please outline the nature and extent of in-kind support requested from Council:
*e.g. 10 wheelie bins delivered to the Village Green the morning of the event and collected/
disposed of after the event, plus photocopying – 400 posters on A4 coloured paper*

Ross Town Hall venue hire and associated costs

.....
Please outline the amount of funds, if any, you are requesting from Council, and the purpose to which the funds will be applied:

We seek a \$10,000 contribution from Council towards the costs of these projects in Ross and Liffey. This will augment the investment Ten Days is making into the programming and production of the Festival events.

Funds will be used for:

- Supporting ticket prices to ensure accessibility for the Northern Midlands community
- Promotion and marketing to communicate the events broadly and attract incoming visitors

Applications for assistance will be reviewed at the next Council Meeting scheduled after the closing date, you will be notified of the outcome of your application shortly after that.

Natalie Horne
Administration Officer

Application for Council Assistance - Major Festivals, Events & Promotions Round 2, 2020/2021



Community groups, organisations and clubs considering applying for assistance, are advised to read the guidelines attached prior to completing this form.

SECTION A: APPLICATION SUMMARY

- Name of the event: Verandah Music Festival
- Date of the event 21-22 Nov 2020
(Note: Date must be between 17th August 2020 to 30 June 2021 to be eligible)
- Estimate number of Attendees? 500-1000 (limited this year due to COVID)
- Brief description of the event:
(venue, program outline, target audience, attach further information if not enough space provided)

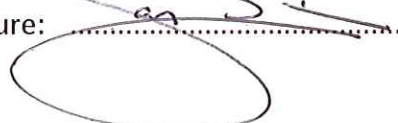
The Verandah Music Festival will be a joyful celebration of music, culture and heritage showcasing Evandale and using its picturesque verandahs as venues. With six sessions held over a weekend, and with multiple performances taking place simultaneously, there will be music to suit all tastes. Festival headquarters will be the grounds of St Andrews Uniting Church, with the portico being used as the 'main stage' and food and beverage vans on the lawn. Attendees will register and receive a festival program, including a map showing the location of the verandahs. The festival will appeal to music lovers of all ages, including families and will be particularly appreciated in the light of the cancellation of other music festivals and events (eg Tasmanian Chamber Music Festival).

Although starting off modestly (in part due to COVID), the Verandah Music Festival has the potential to grow into a very significant annual addition to the Northern Midlands festival calendar.....

- Name of the organisation applying for the assistance: Northern Midlands Events Association.
- Organisation postal address: PO Box 1935, Launceston Tas 7250.....
- Contact person: Jeff McClintock Telephone number: 0490 352 588.....
- Do you want the above information displayed on the Council's event page on our Website/face book? Yes No
- Name and position of the person in the organisation applying for the assistance:

Name: Ian Goninon

Position: Chair

Signature: 

NORTHERN MIDLANDS COUNCIL					
File No.					
Property					
Attachments					
REC'D 24 AUG 2020					
GM			PLN		
P&DM			BLD		
CSM			MYR		
WM			EA		
HR					
HLT					

SECTION B: FINANCIAL INFORMATION

1. Please tick the box below that describes the financial outcome sought for your event/ festival/ promotion:

- The event aims to be break even (that is, income = expenditure)
 The event aims to generate a profit

If your event aims to make a profit please indicate the extent of the profit anticipated and provide information on the purpose to which the profit will be applied:

In order to ensure the event is financially sustainable we hope to generate a modest profit that will give us a springboard for doing things bigger and better the following year (or provide a buffer in the case of a rained out or otherwise negatively impacted event). If we are successful in achieving this, the funds will be retained with Northern Midlands Events Association.

SECTION C: BENEFIT OF THE EVENT TO THE NORTHERN MIDLANDS

For each of the following questions, please provide a 1-2 line response:

1. What will Northern Midlands residents gain from this event?

Particularly in a year when so many people's lives have been adversely impacted by COVID, the Verandah Music Festival will help lift spirits, bring people together and remind them of the many good things that we can all still enjoy. It is hoped that by showcasing a wide variety of music, some people will also be inspired to have a go themselves.....

2. What will Northern Midlands businesses gain from this event?

Because the festival utilises verandahs throughout the central precinct of Evandale it will generate significant foot traffic along Russell St. Being held over a 12 hour period (across two days), this should result in significant increased trade for local businesses of all kinds, but especially food and beverage and accommodation providers..

3. How will you acknowledge the assistance provided by Council for this event?

Acknowledgement will be included in the printed program, will be mentioned during public announcements at the main stage and will be happy to put up signs if provided.....

SECTION D: ASSISTANCE SOUGHT FROM COUNCIL

Please outline the nature and extent of in-kind support requested from Council:

e.g. 10 wheelie bins delivered to the Village Green the morning of the event and collected/ disposed of after the event, plus photocopying – 400 posters on A4 coloured paper

We would be very grateful for 4 wheelie bins and a quantity (yet to be determined) of traffic bollards (to prevent cars being parked immediately in front of verandahs being used as venues).

Please outline the amount of funds, if any, you are requesting from Council, and the purpose to which the funds will be applied: Please note: \$350 is automatically allocated to assist your event to comply with your Covid-19 Safety Plan.

In order to ensure the VMF gets off to the best possibly start (therefore improving its chances of long term viability), we would be grateful for the maximum amount of cash support that Council is able to make available (up to \$3500, less in-kind support). This will enable us to attract the best possible talent, including a number of professional performers.

Applications for assistance will be reviewed at the next Council Meeting scheduled after the closing date, you will be notified of the outcome of your application shortly after that.

Natalie Horne
Administration Officer

Application for Council Assistance - Major Festivals, Events & Promotions Round 1, 2020/2021



NORTHERN
MIDLANDS
COUNCIL

Community groups, organisations and clubs considering applying for assistance, are advised to read the guidelines attached prior to completing this form.

SECTION A: APPLICATION SUMMARY

- Name of the event: WAR ANIMAL REMEMBRANCE DAY
- Date of the event: SAT 27 FEBRUARY 2021
(Note: Date must be between 1 July 2020 to 30 June 2021 to be eligible)
- Estimate number of Attendees? 200 - 300
- Brief description of the event:
(venue, program outline, target audience, attach further information if not enough space provided)
SEE ATTACHED - SHEET
+ PREVIOUS PROGRAM

NORTHERN TASMANIAN LIGHT HORSE TROOP (NTLHT)

- Name of the organisation applying for the assistance: NORTHERN TASMANIAN LIGHT HORSE TROOP (NTLHT)
- Organisation postal address: 935 PATERNA RD LONGFORD 7301
- Contact person: Telephone number: 0438 912 751 OR 0363 993353
- Do you want the above information displayed on the Council's event page on our Website/face book? Yes No

9. Name and position of the person in the organisation applying for the assistance:

Name: TERESE BINNS SHERRY ROES
Position: CO-ORDINATOR WAD SECRETARY

Signature: T Binns
wotbinns@tpg.com.au

grace@reachnet.com.au

SECTION B: FINANCIAL INFORMATION

1. Please tick the box below that describes the financial outcome sought for your event/festival/promotion:

- The event aims to be break even (that is, income = expenditure)
- The event aims to generate a profit

If your event aims to make a profit please indicate the extent of the profit anticipated and provide information on the purpose to which the profit will be applied:

NORTHERN MIDLANDS COUNCIL					
File No.					
Property					
Attachments					
REC'D 1 JUN 2020					
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GM			PLN		
P&M			BLD		
GM			EA		
WM					
HR					
HLT					

SECTION C: BENEFIT OF THE EVENT TO THE NORTHERN MIDLANDS

For each of the following questions, please provide a 1-2 line response:

1. What will Northern Midlands residents gain from this event?

PLEASE SEE ATTACHED SHEET

2. What will Northern Midlands businesses gain from this event?

PLEASE SEE ATTACHED SHEET

3. How will you acknowledge the assistance provided by Council for this event?

PLEASE SEE ATTACHED SHEET

SECTION D: ASSISTANCE SOUGHT FROM COUNCIL

Please outline the nature and extent of **in-kind support** requested from Council:

e.g. 10 wheelie bins delivered to the Village Green the morning of the event and collected/
disposed of after the event, plus photocopying – 400 posters on A4 coloured paper

PLEASE SEE ATTACHED SHEET

Please outline the amount of **funds**, if any, you are requesting from Council, and the purpose to which the funds will be applied:

PLEASE SEE ATTACHED SHEET

Applications for assistance will be reviewed at the next Council Meeting scheduled after the closing date, you will be notified of the outcome of your application shortly after that.

Natalie Horne
Administration Officer

Application for Council Assistance – Major Festivals, Events & Promotions Round 2, 2020/2021

4. Brief description of the event:
(venue, program outline, target audience, attach further information if not enough space provided)

This unique event commemorates the significant role thousands of animals have played in military conflicts and to give these animals the recognition and respect they deserve. It is the only event of its kind in the State.

Venue – Campbell Town War Memorial Precinct.

Program outline –

The event/service will run on similar lines as an Anzac Day service but will honour all animals that served during military conflicts. The Australian Government officially sanctioned a Nation War Animal which they decreed would fall on 24 February each year.

Target audience –

Politicians from State and Federal Government
Aldermen and women from local Councils
Patrons from RSL State Sub Branches
Current and retired military personnel
Army, Navy and Air Force Cadets
School employees and students
Members of current animal organisations
Interstate visitors
Interested general public

SECTION C: BENEFIT OF THE EVENT TO THE NORTHERN MIDLANDS

For each of the following questions, please provide a 1-2 line response:

1. What will Northern Midlands residents gain from this event?

Cultural, historical awareness, and education; exposure and interaction with representative animals and handlers of a period, recognition of Tasmania's contribution to national military history ie. Men and their enduring legacy.

2. What will Northern Midlands business gain from this event?

An influx of people to the event will spill over to the retailers of the Midlands increasing sales and income of local business therefore supporting the regional community and expounding tourism.

3. How will you acknowledge the assistance provided by the Council for this event?

Acknowledging by thank you announcement at the service that 'this event has been generously supported by the Northern Midlands Council by way of a grant. Without their assistance, this event would be unlikely to eventuate.'

We will acknowledge and appreciate their contribution by inclusion of the Northern Midlands Council Logo on our program and event advertisements and verbal promotion on radio or TV.

SECTION D: ASSISTANCE SOUGHT FROM COUNCIL

Please outline the nature and extent of in-kind support requested from Council:

We kindly request the Council to supply the listed items below to be delivered to the Campbell Town War Memorial Precinct the day before the event and collected after the event?

Supply:

- 4 Wheelie Bins
- 6 large orange witches' hats
- 4 high visibility vests
- 4 x "No Parking" signs
- 4 x "No Standing" signs
- 1 roll of Doggy Poo Bags

Photocopying –

- 1 x Site Plan – A4, coloured, one-sided, laminated.

Flyer & Program files to be supplied by NTLHT.

500 x A5 coloured, one-sided Promotional Flyers (printed by October 2020)

50 x A4 coloured, one-sided Promotional Flyers (printed by October 2020)

300 x A4 coloured, double-sided Event Program (printed to form 4 sections & folded to A5 size.)

Hire fee of the Function Centre on Saturday 27 February 2021
and access on Friday 26 February to set-up for the event.

\$608.

Hire fee of the Grounds

\$135.

Please outline the amount of funds, if any, you are requesting from Council, and the purpose to which the funds will be applied:

Large coloured one-sided poster 59 cm X 42 cm A2 coated paper \$10 & laminated \$8.25. (Office Works)

4 x A2 coloured, one-sided water-proof War Animal Remembrance Day signs. (for roadside display)

1 x approx 1850 X 1200 mm. (6'x4') coloured, one-sided, water-proof War Animal Remembrance Day sign to be affixed to the War Memorial Oval's fence at Campbell Town. (early January)

\$ TOTAL