

OFFICIAL

Major Racing Events Program

Program Guidelines

July 2023



Justice
and Community
Safety

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1 PROGRAM SUMMARY

Major Racing Events program

The racing industry contributes \$4.7 billion to the economy and helps sustain almost 35,000 jobs across Victoria. More than 121,000 Victorians are directly involved in the racing industry, with almost half of all racing participants residing in regional Victoria.

Established in 2023, the three-year, \$15 million Major Racing Events program (MRE) is a Victorian Government initiative that provides funding to the Victorian racing industry to support the development and growth of large-scale racing events.

The program supports events that are large-scale and significant to the industry, state, national or international in focus, and are recognised by a relevant racing body.

1.1 Program objectives and outcomes

The program will support race clubs and racing codes to develop or secure significant new or expanded racing events for Victoria.

The Major Racing Events program objectives are to:

- increase economic benefits by driving international, interstate, and intrastate visitation
- improve returns to the state and racing industry through increased broadcast reach into interstate and overseas markets
- showcase premium Victorian racing and build on Victoria's reputation as an events destination
- develop a sustainable calendar of major racing events
- increase the depth of quality existing events and incentivise new innovative events.

The intended outcomes of this program are:

- increased attendance at large-scale racing events in Victoria
- deliver economic and reputational benefits for Victoria
- provide support for the ongoing viability of major racing events.

2 PROGRAM DATES

Applications are considered all year round. It is recommended that applications are submitted at least 3 months prior to the expected commencement date of the event.

3 FUNDING

Grants will be provided on a cash co-contribution basis of up to 50 per cent of the total eligible budget expenditure. Funds from other State Government programs cannot form part of an applicant's matching co-contribution.

Tier	Description	Value of grant funding
Tier 1	Events that deliver broad economic and community benefits	\$50,000 to \$500,000
Tier 2	Major events that are new to Victoria and/or represent a significant driver of economic benefit for Victoria	\$500,000 to \$1,000,000

The final decision on the grant and funding amount is at the discretion of the Minister.



4 ELIGIBILITY CRITERIA

4.1 Eligible applicants

The following organisations are eligible to apply for a Major Racing Events grant:

- Racing Victoria Limited
- Country Racing Victoria
- Harness Racing Victoria
- Greyhound Racing Victoria
- Racing clubs licensed under section 24A of the Racing Act 1958. This includes HRV Management Limited (trading as Tabcorp Park) and racing clubs registered as part of the Wimmera Racing Club.

4.2 Ineligible applicants

All entities except those listed in Section 4.1.

4.3 Eligible events

The event must be publicly accessible and provide significant economic, social and community value to the Victorian racing industry and the state in general.

Support will be considered for events which demonstrate the following:

- growth and event innovation
- are not eligible for funding under other State Government programs (e.g. Regional Event Fund)
- can provide an estimation of economic impact and yield, particularly events held over more than one day
- focus marketing activities on driving visitation from outside the local area (intrastate/interstate/international)
- align with broader government priorities
- show financial support beyond the State Government including, but not limited to, a club funding contribution
- demonstrate financial sustainability and management capacity
- are positioned and staged to derive the greatest benefit, and appropriately showcase Victorian racing.

The event must:

- have a focus on attracting large crowds
- have a strong implementation plan
- have a positive impact on the racing industry.



5 APPLICATION PROCESS

5.1 Prepare an application

The person submitting the application must be authorised by the organisation to make the application.

Applicants must undertake the following steps to apply:

1. Carefully read the Program Guidelines
2. Contact the Office of Racing to discuss the event concept
3. Compile all necessary supporting documents as detailed in the Program Guidelines
4. Apply online via the website – <https://www.vic.gov.au/victorias-racing-industry>
5. Check spam/junk mail if the confirmation email is not in your inbox

Applications must be submitted via the online form.

Applications still 'in draft' and have not been submitted upon program close will not be assessed.

It is the applicant's responsibility to ensure all requested documentation is supplied to the Department. Failure to do so may result in the application being ineligible for funding

5.2 Application requirements

Applicants will be asked to include the following details in their application:

- provide a clear description of the event, its key components, benefits, plans and timelines
- address the assessment criteria in full
- total event expenditure and grant funding requested
- a conflict-of-interest declaration.

5.3 Supporting documents

The following documentation is required as part of the application:

- an event budget (template provided)
- an event implementation plan
- quotes or internal cost estimates (less than 12 months old) for goods and services to be procured, which demonstrate value for money to the State
- evidence of research or consultation with other relevant organisations.

5.4 Additional supporting documents for events above \$500,000

In addition to the required documentation listed in Section 5.3, events greater than \$500,000 must be accompanied by the following supporting documentation:

- evidence of co-contribution including:
 - evidence that the applicant can undertake the event and meet its co-contribution costs
 - an approved loan facility (where appropriate)
- relevant event permits and planning guidelines/approvals (where appropriate)
- CVs of the responsible senior management team responsible for delivering the event and relevant experience in delivering similar events
- quantity surveyor or independent qualified expert report (less than 12 months old) and a market engagement strategy or Procurement Plan.

5.5 Outcome notification

Successful and unsuccessful applicants will be notified of their application outcome in writing. Notification is anticipated within 10 weeks of the application being submitted.

The successful applicant's name, event name and the funding amount may be made publicly available, including publication on the Department's website and media releases.



6 ASSESSMENT PROCESS

All applications will be evaluated against the eligibility and assessment criteria.

Applications will be assessed using the following process:

1. Applications assessed for applicant and event eligibility
2. Applications evaluated against the assessment criteria by Office of Racing representatives
3. Applications may be evaluated against the assessment criteria by other relevant Victorian Government representatives
4. Recommendations made to the Minister for Racing for final decision.

Decisions on the allocation of grant funding under this Program are at the Minister's absolute discretion.

Further information may be sought from applicants if required. All questions in the application need to be fully completed to allow an assessment to be completed.

Applications may be deemed ineligible, if in the Department's opinion association with the event may bring the Department, a Minister, or the State of Victoria into disrepute.

6.1 Eligibility Assessment

The following eligibility criteria are considered:

- applicant eligibility
- event eligibility
- activity/expense eligibility
- if applicable, support from the racing code
- required supporting documentation (budgets, quotes, event plans, tender reports, business cases, letters of support etc.)



6.2 Assessment Criteria

Eligible applications will be assessed on how well they meet the assessment criteria. All attachments and information provided as part of the application will be taken into consideration during the assessment process.

Criteria 1.

The ability of the event to attract large numbers of patrons and encourage international, interstate, and intrastate visitation (40%)

Considerations:

- significance of the event to Victorian racing
- number of estimated attendees, spectators, organisers and visitors that will travel to the event
- average length of stay – days/nights
- estimated daily expenditure by attendees
- media impact: potential for interstate/international media and broadcast coverage
- activities and initiatives which demonstrate innovation, and the delivery of a quality racing event
- contribution to the calendar of events, location and timing – does it provide the maximum benefit?

Criteria 2.

Economic, social or community benefits of the racing event (30%)

Considerations:

- number of suppliers and contractors to be engaged
- additional internal staff employed for the purposes of the event
- potential economic, social and community flow-on benefits to Victorians
- how the event aligns with and supports tourism to Victoria
- visitation numbers outside of Victoria
- public accessibility, including disability and diversity accessibility

Criteria 3.

Capability to deliver the event (20%)

Considerations:

- staffing and resource management planning
- track record of running this event and/or similar events
- analysis of previous events i.e., successful/unsuccessful elements, and research
- event feasibility and event planning
- marketing and communication planning showing how attendees will be attracted to the event
- event plans which demonstrate event purpose, targets, and impact
- a targeted approach with value for money, underpinned by research and focused on timely delivery

Criteria 4.

Need for government support and value for money (10%)

Considerations:

- what event activities would not proceed or be reduced without government funding?
- how will the event be improved with government funding? e.g., reach a particular cohort, expansion of offering, purchase of expertise, more accessible, longer hours of operation
- is the event receiving other funding?
- will government funding enable or support the event to occur again in the future?



7 APPROVAL PROCESS

The Office of Racing will provide the Minister with funding recommendations following the assessment process.

Decisions on allocation of grant funding under this Program are at the Minister's absolute discretion.

Successful and unsuccessful applicants will be notified of their application outcome in writing.

The successful applicant's name, event name and the funding amount may be made publicly available, including publication on the Department's website and media releases.

8 GRANT AGREEMENTS

Successful applicants will be required to enter into a legally binding Grant Agreement with the Department on its standard terms and conditions.

The Grant Agreement details all funding obligations and conditions. Grant Agreements must be signed by an authorised representative with the authority to bind the organisation.

Successful applicants will be required to accept the Department's payment schedule noting payments will be made according to set milestone deliverables detailed in the Grant Agreement.

Successful applicants will have 15 calendar days from the date of the Letter of Offer to accept and to sign the Grant Agreement with the Department. The offer may be withdrawn if the Grant Agreement is not executed within the timeframe.

The event must not commence until a Grant Agreement has been executed by both the successful applicant and the Department.

8.1 Payment conditions

The approved grant amount or approved percentage of eligible event expenditure (if the total event expenditure is less than budgeted) will be provided upon successful delivery of the event and completion of reporting requirements.

Funding will not be provided for retrospective expenses (costs incurred prior to the signing of the Grant Agreement).

The department reserves the right to withhold funding, if the grant recipient fails to comply with the obligations outlined in the funding agreement. The department will not be responsible for shortfalls in event budgets if the grant recipient is unable to meet any event costs.

Grant recipients will need to meet the cost of any ineligible expenditure associated with their event.

The Department will pay the grant recipient once the following has been received:

- a valid tax invoice
- a progress or completion report
- signed and executed grant agreement
- evidence of the applicant's recognition of the government's contribution to the event
- documentary evidence attesting to the total cost of the event, this may be in the form of a statutory declaration as specified in the grant agreement
- evidence of the expenses i.e. (invoices, receipts)
- documentary evidence as specified in the grant agreement and/or any additional documents, photos, or other evidence as the Department may reasonably require.



9 Terms and Conditions

9.1 Conflict of Interest

A conflict of interest is a situation in which someone in a position of trust or influence has competing professional or personal interests.

For example, in the context of funded events, a conflict of interest may arise where a committee member or employee of a club has a personal interest, owns shares in or controls a business that is selected by the club to supply goods or services for one or more event components. A conflict may also exist where spouses or family members of committee members or club employees have any of these interests.

Applicants must advise the Office of Racing of any actual or perceived conflict of interest relating to an event for which it has applied for funding. Applicants must clearly demonstrate how the proposed event costs represent value for money and detail how the conflict will be managed. This may include obtaining additional quotes to confirm that the quotes provided by conflicted businesses demonstrate value for money.

Should the applicant be unable to satisfy the Office of Racing that a conflict has been appropriately managed, the Office of Racing may require the applicant to choose another supplier or withdraw its application until the matter has been resolved.

9.2 Child protection requirements

Where the purpose of the funding provided by the government is in support of services provided directly to children (under 18 years of age) and the grant recipient will have sole responsibility and supervision of such children, funding will only be provided where the applicant provides evidence of insurance coverage relating to any claims of child harm or abuse.

Further information and the related guidelines can be found at:

<https://www.justice.vic.gov.au/safer-communities/protecting-children-and-families/organisations-providing-services-to-children-new>

9.3 Reporting for Program Evaluation

As a condition of funding, successful applicants will be required to participate in any program monitoring and evaluation activities initiated by the Department. This may include completing surveys to measure progress to achieving outcomes, and for up to three years after event completion.

Reporting is critical to the Department in understanding program impact, supporting continuous improvement in program design and delivery, and delivering more effective grant programs to the people of Victoria.



9.4 Privacy and Confidentiality

Any personal information provided by the applicant or a third party in an application will be collected by the Department for the purpose of program administration. This information may be provided to other Victorian Government bodies for the purposes of assessing applications. If confidential personal information about third parties is included in an application, applicants must ensure that the third party is aware of the contents of this Privacy Statement.

Any personal information collected, held, managed, used, disclosed or transferred will be held in accordance with the provisions of the *Information Privacy Act 2000* (Vic) and other applicable laws.

The Department of Justice and Community Safety is committed to protecting the privacy of personal information. The Department's Privacy Policy can be found online at <https://www.justice.vic.gov.au/your-rights/privacy/information-privacy-policy>. Enquiries about access to information should be directed to the Department's Privacy Unit by phone on (03) 8684 0178 or email privacy@justice.vic.gov.au.

9.5 Publicity/Acknowledgement

Recipients must:

- agree to cooperate with the Department in the preparation of materials used to promote the benefits of the program to industry, such as a media release or case study of the event
- consult with the Department prior to the publication of any event promotion materials
- not make any public announcement or issue any press release regarding the receipt of a grant without prior approval by the Department
- comply with any additional requirements as specified in the Grant Agreement
- include the State Government insignia on all advertising, race books and promotional material for any approved event.

The Department may request Recipients and Service Providers to fact check any text and seek approval to use any owned imagery associated with the activity prior to the publication of any such promotional materials.

Further information on the Victorian Government Branding Guidelines can be obtained via the [Department of Premier and Cabinet website \(External link\)](#).

9.6 Contact information

For more information about the Victorian Racing Industry Fund, or to discuss any specific queries, please contact the Office of Racing.

Email: VRIF@justice.vic.gov.au

These guidelines are subject to change at the discretion of the Minister for Racing.